



**City of Tallahassee Community Redevelopment Agency
Fiscal Year 2024 Downtown District
Promotional/Special Event Grant Program Guidelines**

Program Description:

The City of Tallahassee Community Redevelopment Agency (CRA) Board has approved \$35,000 in funding for promotional/special events within the Downtown District Community Redevelopment Area which take place between October 1, 2023 and September 30, 2024.

Application Submission Deadline:

Applications and all supporting documentation must be submitted by 4:00PM on **June 30, 2023**.

How to Apply:

Applications must be submitted via e-mail to CRA@talgov.com. Only email applications will be accepted.

Where to Obtain an Application:

Applications will be available on the CRA webpage at www.talgov.com/CRA by May 1, 2023.

Who is Eligible to Receive Funding?

Not-for-profit corporations registered with the Florida Department of State, Division of Corporations are eligible to receive funding. For-profit entities, governmental organizations, political organizations, religious organizations and educational institutions are not eligible for funding under the program.

What Events are Eligible for Funding?

1. Eligible special events and promotional activities include concerts, exhibitions, festivals, carnivals, athletic events, craft shows, competitions, parades, celebrations, markets or similar events. Events which are not eligible for funding include social parties, conferences, open houses, grand openings, ribbon cutting ceremonies or events that are not open to the public.
2. The event must promote at least objective statement of the CRA Downtown Community Redevelopment Plan. The Plan is available at [Downtown Community Redevelopment Plan \(talgov.com\)](http://www.talgov.com)

3. The event must take place within the Downtown Redevelopment District. A map of the district is available at https://www.talgov.com/Uploads/Public/Documents/cra/cra_map.pdf
4. The event must take place between October 1, 2023 and September 30, 2024.

What are Eligible Expenses?

Eligible expenses include the following:

- Rentals such as equipment, tents, chairs, tables, facilities, and portalets;
- Marketing and promotion including advertising, printing of flyers and banners;
- Entertainment and performers;
- Permitting and licensing fees
- Costs of security;
- Insurance; and
- Food and drink that will be consumed at the event.

The following are not eligible expenses:

- Operating or overhead expenses of the host or applicant organization including salaries or employee compensation;
- Prize money, awards, plaques or certificates; or
- Alcoholic beverages.

Scoring and Evaluation:

Grant funds will be awarded on a competitive basis. After an initial eligibility determination, a grant review committee will score and rank the applications. The scoring criteria are attached as **Attachment A**.

Awards:

The maximum grant award for promotional/special events is \$5,000.

Additional Conditions:

To receive funding, an application must receive an average score of 50 points or greater from the scoring committee. An event may only receive CRA funds under a single program. Events which receive funding under another CRA program including the Frenchtown or Bond Neighborhood First Plan will not be eligible for additional funds under the CRA Large Event Program in the same fiscal year.

An entity which is in default under an existing agreement, loan or obligation with the CRA or City of Tallahassee is not eligible for funding.

Confirmation of Application Receipt:

CRA staff will confirm receipt of an application within two business days of submission. If an applicant does not receive confirmation of a submitted application, contact the CRA via email at CRA@talgov.com or by phone at 850-891-8357.

Notification of Awards:

CRA staff will notify applicants of awards after the determination of funding.

Grant Agreement:

Additional terms and conditions of the grant will be contained in a written agreement which will be provided to applicants which are awarded funding.

Events on City or CRA Property - Additional Requirements:

If an applicant seeks to hold an event on City of Tallahassee or CRA property, insurance and other permitting requirements may apply. Contact CRA staff for these requirements.

Post-Event Reporting:

All grant recipients are required to submit a post-event report which includes itemization of expenditure of CRA funds. A report template will be provided by CRA staff. The post-event report is due to the CRA within 45 days of the event.

Funding Disbursement:

Grant funds will be disbursed to grant recipients after entering into an Agreement with the CRA.

Contact and Additional Information:

Contact CRA staff via email at CRA@talgov.com or by phone at (850) 891-8357. Additional information is available on the CRA website at <https://www.talgov.com/cra>



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
FY 2024 DT Promotional/Special EVENT GRANT SCORE SHEET**

Name of Organization: _____

Event Name: _____

Event Date: _____

Amount Requested from CRA: _____

Notes:

Question	Category	Points Possible	Points Earned
#1	Does the application provide a comprehensive description of the event including the goals and objectives of the event, how the success of the event will be measured, and how CRA funds are being used?	Maximum 10 points	
#2	How many goals and objectives of the Redevelopment Plan have been related to the event?	5 points per goal up to 15 points maximum	
#3	How many support letters provided from business and community groups located within the redevelopment area where the event will be held?	1 point for each support letter up to 5 points maximum	
#4	Expected Attendance (post event documentation of attendance will be required)	Less than 200 1 pt. 201-500 3 pts. More than 501 5 pts.	
#5	Will vendors pay to participate in the event?	Yes = 5 points No = 0 points	
#6	Is budget complete where no corrections are needed?	Yes (no corrections needed) = 20 points No (corrections are needed) = 0 points	
#7	What percentage of the event budget is being requested from the CRA, and other public agencies/organizations, including but not limited to the Leon County Tourist Development Council (TDC) or Council on Culture and Arts (COCA)?	More than 75% 0 pts. 51 to 75% 5 pts. 25% - 50% 10 pts. Less than 25% 15 pts.	
#8	What percentage of the overall budget is being funded by private sponsors/organizations including but not limited to in-kind donations and services?	More than 75% 15 pts. 51 to 75% 10 pts. 25% - 50% 5 pts. Less than 25% 0 pts.	
#9	How many years has this organization of event received funding from the CRA?	No past funding 5 pts. Funding for 1 yr. 4 pts. Funding for 2 yrs. 3 pts. Funding for 3 yrs. 2 pts. Funding for 4 yrs. 1 pts. Funding for 5 yrs. 0 pts.	
#10	Based on the plans described, does it seem the event will become self-sustaining in the future?	5 points maximum	
	Total Points	100	

Tie Breaker: Percent of organization's contribution to event or number of vendors from redevelopment area participating in event.