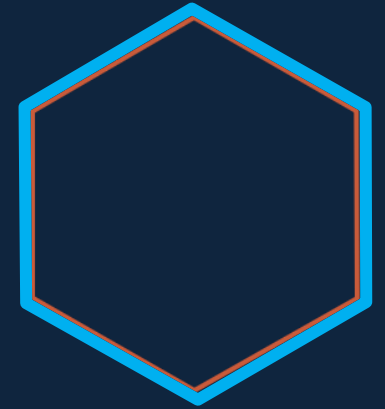




TALLAHASSEE
Community
Redevelopment
Agency

**FY 2024 CRA Event
Grant Workshop**



Agenda

1. Overview of the Purpose of the Grant Program

2. Review Eligibility, Criteria and Guidelines

3. Scoring Evaluation

4. Budget Review

5. Post-event Report



TALLAHASSEE
Community
Redevelopment
Agency

Purpose of the Grant Program

The purpose of the event program is to provide support to special events that promote the Priority Areas/Goals and Objectives of the Greater Frenchtown Southside Community Redevelopment Plan and the Downtown District Community Redevelopment Plan.



Funding Categories

1. Greater Frenchtown/Southside (GFS) Small (PSE) Event Funding
2. Downtown (DT) Small (PSE) Event Funding
3. Greater Frenchtown/Southside (GFS) Large Event Funding
4. Downtown (DT) Large Event Funding



Eligibility Requirements

- Must meet definition of an event
- Applicants must be not-for-profit organizations registered with the Florida Department of State (FDS)
- Events must be held within one of the CRA Districts
- Event must be related to Priority Areas and Objects of the GFS Redevelopment Plan if within the GFS district or related to objective statements of the DT Community Redevelopment Plan
- Event must be held within FY24 (October 1, 2023 – September 30, 2024)
 - If you received event grant funding last year, you must have an approved post-event report to receive funding this year.
- Event must be open to the public



Eligibility Requirements, cont'd

- Applicant must be current and not in default on any City or CRA loans
- Facility in which event occurs must not have any outstanding code violations
- Events cannot be similar in nature to the for-profit business arm of a not-for-profit organization
- Only email applications will be accepted to CRA@talgov.com
- Any application received after 4:00PM on Friday, June 30 will not be considered
- 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 Event Program in the same fiscal year.



Eligibility Requirements, cont'd

- The correct application must be submitted for the event location and funding request
 - Ex: A DT application submitted for an event located in the GFS district will not be considered
 - EX: A DT promotional/special event (up to \$5,000) application requesting \$20,000 for an event in the DT district will not be considered



Eligible Expenses

- 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
- Cost of security
- Barricades/road closures
- Insurance
- Food and drink (non alcoholic) that will be consumed at the event

KEEP YOUR RECEIPTS!



Ineligible Expenses

- Religious or political events
- Events that inconsistent with the Goals and Objectives of the CRA and City of Tallahassee
- Events sponsored by the State of Florida, local governments or universities
- Events that are not open to the public
- Operating or overhead expenses of the host of applicant organization including salaries or employee compensation
- Prize money, awards, plaques or certificates
- Purchase of tangible personal property
- Interest payments or reduction of deficits or loans
- Travel expenses for individuals affiliated with the hosting organization
- Alcoholic beverages
- Taxes, such as Florida State Sales Tax

Note: If any portion of the event occurs outside the CRA District, those expenses will not be eligible



Awards

Large Events	
Minimum Grant Award	\$10,000
Maximum Grant Award*	\$25,000

Small (PSE) Events	
Minimum Grant Award	N/A
Maximum Grant Award	\$5,000

- First time large events may receive up to \$40,000
- Awards are subject to scoring and funding availability. If more applicants are determined eligible than funding is available, the scoring committee will make a recommendation to the CRA Board on funding.
- Funding awards of \$25,000 or greater must be approved by the CRA Board. Awards of less than \$25,000 may be approved by the CRA Executive Director.



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. Each district will have a grant review committee comprised of 3 members from the applicable advisory committee.

	Minimum Scoring Threshold
DT Large	70 points
GFS Large	55 points
DT and GFS PSE	50 points



Event Budget (Estimated)

Expenses

Income

	Estimated	CRA
Rentals		
Facilities		
Equipment (Audio/Visual)		
Portalets		
Tables and chairs		
Totals		
Publicity / Marketing		
Graphics work		
Photocopying/Printing		
Ad - TV, Radio, News		
Postage		
Social Media		
Totals		
Refreshments		
Food		
Gift Bags		
Totals		
Performers		
Speakers		
Kids Entertainment		
Books/Supplies		
Totals		
Miscellaneous		
Permit(s)/Film License		
Security		
Gen. Liability Insurance		
Technical Support		
Other		
Totals		
Total Expenses	Estimated	CRA

	Estimated
Admissions	
Adults	
Children	
Other	
Totals	
Exhibitors / Vendors	
Large Booth	
Medium Booth	
Small Booth	
Totals	
Sale of Items	
Totals	
Co-Sponsors / Partners	
Donor A	
Totals	
Grant Income	
CRA	
Totals	
In-Kind Donations / Services	
Totals	
Total Income	Estimated

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed.

Event Budget (Estimated)

Expenses

Income

	Estimated	CRA
Rentals		
Facilities		
Equipment (Audio/Visual)	\$2,500.00	\$2,500.00
Portalets		
Tables and chairs		
Totals	\$2,500.00	\$2,500.00

Publicity/Marketing		
Graphics work		
Photocopying/Printing		
Ad - TV, Radio, News	\$4,000.00	
Postage		
Social Media		
Totals	\$4,000.00	\$0.00

Refreshments		
Food		
Gift Bags	\$500.00	\$500.00
Totals	\$500.00	\$500.00

Entertainment		
Performers	\$1,000.00	
Speakers		
Kids Entertainment	\$1,000.00	
Books/Supplies	\$2,000.00	\$2,000.00
Totals	\$4,000.00	\$2,000.00

Miscellaneous		
Permit(s)/Film License		
Security	\$11,000.00	
Gen. Liability Insurance		
Technical Support		
Other		
Totals	\$22,000.00	\$0.00

Total Expenses	\$22,000.00	\$5,000.00
	Estimated	CRA

	Estimated
Admissions	
Adults	
Children	
Other	
Totals	\$0.00

Exhibitors/Vendors	
Large Booth	
Medium Booth	
Small Booth	
Totals	\$0.00

Sale of Items	
Totals	\$0.00

Co-Sponsors/Partners	
Donor A	\$2,000.00
Totals	\$2,000.00

Grant Income	
CRA	\$5,000.00
Totals	\$5,000.00

In-Kind Donations/Services	
Cumulus	\$4,000.00
Totals	\$4,000.00

Total Income	\$11,000.00
	Estimated

Errors:

1) Gift Bags \$500.00
CRA

Ineligible – tangible
personal property

2) Books/Supplies
\$2,000 CRA Ineligible –
tangible personal
property

3) Total Expense and
Total Income Estimated
–not the same

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed.



Event Budget (Estimated)

Expenses

Income

	Estimated	CRA
Rentals		
Facilities		
Equipment (Audio/Visual)	\$2,500.00	\$2,500.00
Portalets		
Tables and chairs		
Totals	\$2,500.00	\$2,500.00

Publicity/Marketing		
Graphics work		
Photocopying/Printing		
Ad - TV, Radio, News	\$4,500.00	\$500.00
Postage		
Social Media		
Totals	\$4,500.00	\$500.00

Refreshments		
Food		
Drinks		
Totals	\$0.00	\$0.00

Entertainment		
Performers	\$1,000.00	\$1,000.00
Speakers		
Kids Entertainment	\$1,000.00	\$1,000.00
Books/Supplies	\$2,000.00	
Totals	\$4,000.00	\$2,000.00

Miscellaneous		
Permit(s)/Film License		
Security		
Gen. Liability Insurance		
Technical Support		
Other		
Totals	\$0.00	\$0.00

Total Expenses	\$11,000.00	\$5,000.00
	Estimated	CRA

	Estimated
Admissions	
Adults	
Children	
Other	
Totals	\$0.00

Exhibitors/Vendors	
Large Booth	
Medium Booth	
Small Booth	
Totals	\$0.00

Sale of Items	
Totals	\$0.00

Co-Sponsors/Partners	
Peter Pan	\$2,000.00
Totals	\$2,000.00

Grant Income	
CRA	\$5,000.00
Totals	\$5,000.00

In-Kind Donations/Services	
Cumulus	\$4,000.00
Totals	\$4,000.00

Total Income	\$11,000.00
	Estimated

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed.

Example

Expenses

	Qty.	Rate	Estimated	CRA
Venues				
Peter Pan Monroe	6 hrs.	\$100 /hr	\$600	\$600
Totals			\$600	\$600
Rentals				
Wireless Mics/Headsets			\$200	\$0
Speakers			\$200	\$0
Mixer			\$50	\$0
Follow Spot Light			\$150	\$0
Fog Machine			\$60	\$0
Fog Juice			\$25	\$0
Totals			\$685	\$0
Personnel				
Coordinator			\$150	\$0
Assistants	3	100	\$300	\$0
Totals			\$450	\$0
Performance				
Artists	12	\$25	\$300	\$0
Photographer			\$50	\$0
Vidographer			\$60	\$60
Writers / Editors			\$200	\$200
Totals			\$610	\$260
Marketing / Promotion				
Tickets			\$40	\$0
Fliers			\$75	\$0
Women Magazine (AD)			\$940	\$940
Marketing (Event Asst)			\$200	\$200
Musician Promotion			\$500	\$500
Totals			\$1,755	\$1,640
Interior / Catering				
Decorations (Party City)			\$120	\$0
Vegan Vibez			\$70	\$0
Publix			\$150	\$0
Totals			\$340	\$0
Misc				
John Doe Words, Inc.	In-kind donation		\$100	\$0
Entertainment	Mics/Sound Equip. serv	\$	250	
Totals			\$350	\$0
Total Expenses			\$4,790	\$2,500

Income

	Qty.	Price per Unit	Estimated
Admissions			
Advanced	160	\$10	\$ 1,600
Door	55	\$12	\$660
Totals	215		\$ 2,260
Vendors			
Inside	2	30	\$ 60
Outside	2	25	\$ 50
Totals			\$ 110
Co-Sponsors/Partners			
Peter Pan Monroe			\$0
BABBLON, LLC			\$0
Carnegie Hall Players			\$0
Totals			\$ -
Grant Income			
CRA			\$ 2,500
Totals			\$ 2,500
In-Kind Donations			
John Doe	Free Ticket Giveaway		\$100
Entertainment	Mics/Sound Equip. services	\$	250
Totals			\$350
Total Income			\$ 5,220

Error: Total Expense and Total Income Estimated – not the same as Final Budget explain what overage will be used for....For example, subsequent event next fiscal year

Example



Expenses					Income				
	Qty.	Rate	Estimated	CRA		Qty.	Price per Unit	Estimated	
Venues					Admissions				
Peter Pan Monroe	6 hrs.	\$100 /hr	\$600	\$600	Advanced	160	\$10	\$ 1,600	
Totals			\$600	\$600	Door	55	\$12	\$660	
Rentals					Totals				
Wireless Mics/Headsets			\$200	\$0	215			\$ 2,260	
Speakers (In Kind)			\$200	\$0	Vendors				
Mixer (In Kind)			\$50	\$0	Inside	2	30	\$ 60	
Follow Spot Light			\$150	\$0	Outside	2	25	\$ 50	
Fog Machine			\$60	\$0	Totals			\$ 110	
Fog Juice			\$25	\$0	Co-Sponsors/Partners				
Totals			\$685	\$0	Peter Pan Monroe			\$0	
Personnel					BABBLON, LLC			\$0	
Coordinator			\$150	\$0	Carnegie Hall Players			\$0	
Assitants	3	100	\$300	\$0	Totals			\$ -	
Totals			\$450	\$0	Grant Income				
Performance					CRA			\$ 2,500	
Aritsts	12	\$25	\$300	\$0	Totals			\$ 2,500	
Photographer			\$50	\$0	In-Kind Donations				
Vidographer			\$60	\$60	John Doe	Free Ticket Giveaway		\$100	
Writers / Editors			\$200	\$200	Entertainment	Mics/Sound Equip. services		\$ 250	
Totals			\$610	\$260	Totals			\$350	
Marketing / Promotion					Total Income				
Tickets			\$40	\$0				\$ 5,220	
Fliers			\$75	\$0	NOTE: The proposed profit generated of \$ 430.00 (+/-) will be utilized for other events to be hosted by Heroine of Spoken Word, Inc. which furthers the mission of community development.				
Women Magazine (AD)			\$940	\$940					
Marketing (Event Asst)			\$200	\$200					
Musician Promotion			\$500	\$500					
Totals			\$1,755	\$1,640					
Interior / Catering									
Decorations (Party City)			\$120	\$0					
Vegan Vibez			\$70	\$0					
Publix			\$150	\$0					
Totals			\$340	\$0					
Misc									
John Doe Words, Inc.	In-kind donation		\$100	\$0					
Entertainment	Mics/Sound Equip. serv	\$	250						
Totals			\$350	\$0					
Total Expenses			\$4,790	\$2,500					

Next Steps After Approval

- Submit Insurance Certification (only for events held on public property)
- Agreement executed with CRA
- Submit invoice, on official letterhead, requesting the awarded amount
- Submit promotional materials for the event with the CRA logo for staff review and approval



Event Permitting

- For events held on public property (City owned), an application and/or permitting may be required
- City of Tallahassee Special Events Division: 850-891-3885 or <https://www.tal.gov.com/parks/parks-eventplanning>
- Services offered: stage reservation, trash cans, street sweeping, electrical hook up, street closures (\$20/Barricade/Day), security, and more
 - Cost estimate will be provided prior to the event



Funding Disbursement

- Promotional/Special Events can receive funding after an Agreement has been executed
- Large event grant funds will be disbursed to grant recipients after the event following submission and CRA receipt and approval of the post-event report
 - Upon written request and a demonstration of need, the CRA Executive Director can release funds prior to an event (which may not exceed 50% of a grant award).
- Funding cannot be disbursed until after the start of the fiscal year (October 1, 2023). After October 1, we can start opening FY 2024 projects. Payments typically take 14-21 days to be issued once a purchase order has been created. Additional time may be needed at the beginning of the fiscal year.
- If you received funding in prior fiscal years, but do not have an approved post-event report, you cannot receive funding for FY 24 until that is approved.



Post-event Report

- The post-event report should:
 - Demonstrate delivery of contractual obligations
 - Review overall success
 - Document benefits to the community
 - Show an accurate, balanced, and final budget
 - Receipts and/or invoices are required for each budget line item
 - Recommendations for future events

	Post-event Report Due
DT Large	60-days after event
GFS Large	30-days after event
DT and GFS PSE	45-days after event



Important Reminders

- Applications are due by 4:00pm on Friday, June 30, 2023
- Applicants will only be accepted to CRA@talgov.com
- Events must be located in a CRA District
- The correct application must be submitted for the event funding you are requesting
- Funding will be awarded to large events AFTER the event and receipt and approval of the post-event report



Questions?

CRA
CRA@talgov.com
(850) 891-8357

Elise Fisher
Elise.Fisher@talgov.com
850-891-8352

<https://www.talgov.com/cra/craeventfunding>

For information, guidelines
and application

Applicants may request a 30-minute meeting with staff to answer questions regarding the event grant program and application. Meetings can be scheduled until Friday, June 23.

