



### Agenda Item Details

---

Meeting	Apr 28, 2016 - CRA Board Meeting
Category	7. Both Districts Policy Formation and Direction
Subject	7.02 Fiscal Year 2016 CRA Promotional/Special Events Grant Program Mid-Year Review and Direction for FY 2017 Funding -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Discussion
Fiscal Impact	Yes
Budgeted	No
Budget Source	The budget source will be PSE line item from the FY 2017 CRA Budget once approved by the CRA Board in Spetember 2016.
Recommended Action	Option 1: Reduce the FY 2017 PSE Grant Program to the FY 2012 funding level of \$40,000 (\$20,000 for each redevelopment district). This is based based on the motion made at the September 2, 2015 CRA Board meeting to reduce the funding amount gradually over the next few years, eventually eliminating the program. Option 2: Authorize the CRA Executive Director to notice the program, accept applications, establish an evaluation committee, make minor changes to the current program guidelines and application if needed, and continue the partnership with the TDIA on the management of downtown events.

### Public Content

---

For more information, please contact: Rick McCraw at 850-891-8352.

#### *Statement of Issue*

For fiscal year (FY) 2016, the City of Tallahassee Community Redevelopment Agency (CRA) approved \$70,000 in grant funds to help fund the Promotional/Special Events (PSE) Grant Program within the Greater Frenchtown/Southside Community Redevelopment Area (GFS District) and the Downtown District Community Redevelopment Area (DT District), with \$35,000 committed to each redevelopment area. In addition to the program funding approval, the CRA Board approved and authorized the CRA Executive Director to enter into an agreement with the Tallahassee Downtown Improvement Authority (TDIA) to administer the DT District PSE Grant Program.

The purpose of the program is to provide support to special events that promote the goals and objectives of the respective districts' redevelopment plan and attract visitors to the districts. Funds are available for not-for-profit organizations who will host promotional or special events that are open to the public within the two redevelopment areas. In the past, staff has requested funding direction and/or approval for the upcoming FY PSE program in May or June of each year in order to have sufficient time to notice the program, receive and evaluate applications, and coordinate with grant recipients prior to the start of the upcoming FY since some PSE events occur in October. In accordance with the PSE program guidelines, CRA staff provide mid-year and end-of-year program updates to the CRA Board.

During FY 2016, 18 not-for-profit organizations were awarded funds: nine in the GFS District and nine in the DT District. A brief description of each of these events is provided in the main body of this agenda item. All FY 2016 PSE funds approved for the GFS District have been awarded. The DT District has \$2,500 in uncommitted funds at this time. TDIA staff will award the funds to the highest scored applicant or applicants whose events have not taken place.

At the September 2, 2015 CRA Board meeting, the Board approved the proposed GFS Investment Plan. As part of the Investment Plan review, the Board discussed whether or not to include the PSE Grant program as part of the plan. The Board decided to include the PSE Grant program in the Investment Plan with the caveat to (1) wean funding from the program over the next few years that would eventually eliminate the program and (2) create policy language which would not allow funding of special events beyond the \$35,000 approved by the Board and direct organizations to other grant programs available through the Council on Culture and the Arts (COCA) and the Tourist Development Council (TDC).

On September 14, 2015, CRA staff provided the GFS District Citizens' Advisory Committee (CAC) with an update on the September 2<sup>nd</sup> CRA Board meeting and the Investment Plan discussion. The GFS District CAC expressed their support of the PSE Grant program and recommended increasing the funds for the GFS district to \$50,000.

This agenda item provides the CRA Board with an update on the FY 2016 PSE program, and recommends approval of FY 2017 program funding consistent with Board direction from the September 2, 2015 CRA meeting, which included weaning funding for the program over the next few years, eventually eliminating the program.

#### ***Recommended Action***

Option 1: Reduce the FY 2017 PSE Grant Program to the FY 2012 funding level of \$40,000 (\$20,000 for each redevelopment district). This is based based on the motion made at the September 2, 2015 CRA Board meeting to reduce the funding amount gradually over the next few years, eventually eliminating the program.

Option 2: Authorize the CRA Executive Director to notice the program, accept applications, establish an evaluation committee, make minor changes to the current program guidelines and application if needed, and continue the partnership with the TDIA on the management of downtown events.

#### ***Fiscal Impact***

The exact fiscal impact is not known at this time. The impact will be based on the final amount approved by the CRA Board and approval of the FY 2017 CRA budget in September. Program funds will come from the respective district's FY 2017 tax increment funding.

### **Supplemental Material/Issue Analysis**

#### ***History/Facts & Issues***

For FY 2016, the CRA approved \$70,000 in grant funds to help fund promotional and special events within the GFS District and the DT District (\$35,000 for each redevelopment area). In addition to the program funding approval, the CRA Board approved and authorized the CRA Executive Director to enter an agreement with the TDIA to administer the DT District PSE Grant Program. In past few years, TDIA funds of \$30,000 would be added to CRA funds to support additional DT District events, but in FY 2016 the TDIA funds were used to support the Downtown Get Downs instead.

The purpose of the program is to provide support to special events that promote the goals and objectives of the respective district's redevelopment plan. Funds are available for not-for-profit organizations who will host promotional or special events that are open to the public within the two redevelopment areas. The approved FY 2016 PSE guidelines/application and scoring sheet are included as Attachments 1 and 2, respectively.

During FY 2016, 18 not-for-profit organizations were awarded PSE funds: nine in the GFS District and nine in the DT District. A brief description of each of each event is provided below.

#### **Review of FY 2016 PSE Events**

For the FY 2016 PSE cycle, CRA staff administered the GFS events, while the TDIA administered the DT events. The CRA formed a three-person committee to evaluate the 17 applications it received. The evaluation committee consisted of two staff persons and a GFS Citizen's Advisory Committee member. Nine of the 17 applications were approved for funding. Of the eight applications not approved, one was not scored because it failed to provide signature authority on the application and there was not enough funding available for the remaining seven applications. The nine funded organizations and their events are summarized below.

The TDIA classified the downtown events into two categories: Tier I and Tier II. The Tier I events were those events which had been sanctioned by the City in the past, such as the St. Patrick's Day Festival, Springtime Tallahassee and the Le Moyne Chain of

Parks Art Festival. Tier I events are eligible for grant funds ranging from \$2,500 to \$10,000 per event. All other events are classified as Tier II events, and are eligible for maximum funding of \$2,500 per event. The TDIA received a total of 12 applications: four Tier I and eight Tier II events. They also formed a three-person committee to evaluate the grant applications. The committee consisted of two TDIA staff persons and a TDIA Board member, who evaluated the applications using the same criteria used by CRA staff. The TDIA approved funding for nine of the applications. Three applications did not receive funding because they did not meet the definition of a promotional event as outlined in the guidelines, they failed to submit a post-event report from an event funded in the previous year, and an event was relocated outside the CRA boundaries. The nine funded organizations and their events are summarized below.

#### Events Approved for the GFS District

- **ArtiGras: \$5,000** – The Shops and Studios of Railroad Square was awarded \$5,000 to host the 7<sup>th</sup> annual ArtiGras which took place on February 21, 2016 at Railroad Square. The event brings the history and traditions of the original New Orleans Mardi-Gras to the Tallahassee community. ArtiGras featured a Mardi-Gras atmosphere with food from local food trucks, art work, three stages for musical entertainment and a large parade. An estimated 3,500 people attended the event.
- **The Season of Emancipation: A Walk through Living History: \$5,000** – The John G. Riley Museum was awarded \$5,000 for hosting a living history celebration featuring a reenactment of a Civil War battle, living history demonstrations, and a parade. The event will be held on May 21, 2016 at the Speed Spencer Stevens Park.
- **Community Healing Days: \$5,000** – The Citizens for Sustainable Future was awarded \$5,000 to host a three-day event featuring art, music, health education workshops, and health screenings. The event was held October 23 – 25, 2015 at the HiFi Jazz Café. An estimated 350 people took part in the events.
- **All Saints First Saturday Cultural Series: \$5,000** – The All Saints Community Association was awarded \$5,000 to host a series of monthly events that will showcase the culture of the Big Bend region. The events will be held on the first Saturday of every month from December 2015 to May 2016. The events will feature live music, food, and promotional activities from local businesses.
- **Southern Gothic Film Series: \$5,000** – The Tallahassee Film Society was approved for \$5,000 to showcase a southern gothic film series, with two gothic films shown once a month. All showings take place at the All Saints Cinema (Amtrak Station) from October 2015 through September 2016.
- **Jazz on Gaines Street: \$5,000** – RB Ministries was awarded \$5,000 to hold two Jazz on Gaines Street events, one was held on March 19, 2016 and the other will be held on September 18, 2016. The events showcase jazz musicians with several food vendors and activities for the kids. The March event had an estimated 700 in attendance.
- **Providence Neighborhood Fun Day: \$1,500** – The Providence Neighborhood Improvement Association was awarded \$1,500 for their annual fun day which will take place on June 4, 2016. The event will feature live music, children activities, arts and crafts, and educational information for residents. The Fun Day will be held at the Delta Kappa Omega Providence Community Service Center.
- **Gaines Street Fest 2015: \$2,500** – Unity Song was awarded \$2,500 for the 2015 Gaines Street Fest. The festival was held on November 7, 2015 and comprised of seven musical stages and food trucks within a four square block area bordered by W Gaines Street, Railroad Avenue, All Saints Street, and St. Michael Street. There were an estimated 4,000 people in attendance.
- **Frenchtown Heritage Fest 2015: \$5,000** – Frenchtown Neighborhood Improvement Association was awarded \$5,000 to host the 2015 Frenchtown Heritage Festival which was held on October 3, 2015. The festival is full of kids' activities, food vendors, live music and dance with arts and craft vendors. There were an estimated 500 people in attendance.

#### Events Approved for the DT District

- **Chain of Parks Art Festival: \$7,500** (Tier I event) – The LeMoyne Center for the Visual Arts was awarded \$7,500 for the annual Chain of Parks Arts Festival. The event is an outdoor festival of original artwork and entertainment. The

Chain of Parks Art Festival event will be held April 16-17, 2016 in the chain of parks on Park Avenue.

- **Springtime Tallahassee Festival: \$7,500** (Tier I event) – Springtime Tallahassee was awarded \$7,500 for the 2016 Springtime Tallahassee Festival. The festival includes the Grand Parade, Jubilee in the Park, Children’s Park and entertainment stages. There are a variety of items offered by the arts, crafts, and food vendors. The festival was held April 1– 3, 2016 in downtown Tallahassee.
- **The Friday Night Block Party: \$10,000** (Tier I event) – Seminole Boosters, Inc. was awarded \$10,000 for hosting the Friday Night Block Party which is a tailgate event featuring live music, special appearances and food and drink vendors. The block party is held on the Friday night before each FSU home game at Kleman Plaza. There were six block parties for the 2015 football season, and an estimated 75,000 persons attended these events.
- **MLK Dare to Dream Festival: \$1,500** – The Martin Luther King Dare to Dream Association was awarded \$1,500 for the 2016 MLK Dare to Dream Festival. The festival included a live music stage, food and craft vendors, kid’s events and historic exhibits and was held on January 18th. There was an estimated 2,000 people in attendance.
- **Bradenburg Concertos: \$1,500** – The Tallahassee Bach Parley was approved for \$1,500 for hosting five baroque period (approx. 1600-1750) concerts to be held at St. John Episcopal Church. The first concert was held on November 22th, the second was on January 31st. The next three concerts will be on April 10th, May 15th & June 5th. Each performance has an estimated 350 people in attendance. Tallahassee Bach Parley offers coupons for downtown dining as part of their program.
- **The Emancipation Day Celebration: \$1,500** – The Friends of the Museums of Florida History Inc. was awarded \$1,500 for the Emancipation Day celebration to be held in Lewis Park in Tallahassee Downtown on May 20th. The event will include free food, traditional entertainment with the reenactment of the reading of the proclamation and Historic exhibits.
- **Southern Shakespeare Fest: \$1,500** – The Southern Shakespeare Company was awarded \$1,500 for the festival which will take place on April 15th through 17th at the Capital City Amphitheater at Cascades Park. The festival will feature “The Comedy of Errors” performance along with many other small productions.
- **Jazz for Justice: \$750** – Legal Services of North Florida was awarded \$750 to host a series of mini jazz concerts as a fundraiser. The event will take place on April 24th with performances taking place at various downtown locations.
- **Gaines Brew Fest: \$750** – Capital City Youth Services was awarded \$750 for the Gaines Brew Festival which will take place on April 16th in the Doug Burnett Park. The event will feature musical performances and food vendors.

At the September 2, 2015 CRA Board meeting, the Board reviewed the proposed GFS Investment Plan. The plan outlined six programs and six projects, including the PSE program, for consideration of approval by the CRA Board. During the GFS Investment Plan presentation, the Board discussed whether or not to continue the PSE program and to include it as part of the Investment Plan. Following the discussion, the CRA Board decided to include the PSE Grant program as part of the GFS Investment Plan with two caveats: (1) to wean funding for the program over the next few years that would eventually eliminate the program and (2) create policy language which would not allow funding of special events beyond the \$35,000 approved by the Board and direct organizations to other grant programs through COCA and TDC.

On September 14, 2015, CRA staff provided the GFS CAC with an update on the September 2, 2015 CRA Board meeting and the Investment Plan. The GFS CAC expressed their strong support for the PSE program, and recommended increasing the GFS program funds from \$25,000 to \$50,000, which would support 10 events if each applicant requested the maximum \$5,000 funding level.

In the past, staff has requested funding direction and/or approval for the upcoming FY PSE program in May or June in order to have sufficient time to notice the program, receive and evaluate applications, and coordinate with grant recipients prior to the start of the new FY since some PSE events occur in October. However, because there will not be a May CRA Board meeting, staff is presenting the agenda item now in the event they need to respond to additional Board direction at the June 23rd CRA Board meeting.

Staff recommends approval of \$40,000 in FY 2017 PSE grant funds (\$20,000 for each redevelopment district) consistent with CRA Board direction from the September 2, 2015 CRA Board meeting. Staff also recommends the Board authorize the CRA Executive Director to notice the program, accept applications, establish an evaluation committee, make minor changes to the current program guidelines and application if needed, and continue the partnership with the TDIA on the management of downtown events.

If required, staff will incorporate any additional Board direction into a revised PSE agenda item for the June 23, 2016 CRA meeting.

### *Options*

1. Reduce the FY 2017 PSE Grant Program to the FY 2012 funding level of \$40,000 (\$20,000 for each district). This is based on the motion made at the September 2, 2015 CRA Board meeting to reduce the funding amount gradually over the next few years, eventually eliminating the program.
2. Authorize the CRA Executive Director to notice the program, accept applications, establish an evaluation committee, make minor changes to the current program guidelines and application if needed, and continue the partnership with the TDIA on the management of downtown events
3. Fund the FY 2017 Promotional and Special Event (PSE) Grant program at the same level as FY 2016 (\$70,000; \$35,000 for each district).
4. Increase the FY 2017 PSE Grant program to \$85,000 with \$50,000 going towards the GFS district and \$35,000 for the DT district. This would follow the CAC recommendation to increase the GFS PSE funding to \$50,000.
5. Provide CRA staff with other direction for update and presentation at the June 23, 2016 CRA Board meeting.

### *Attachments/References*

1. FY 2016 Promotional/Special Events Program Guidelines
2. FY 2016 Promotional/Special Events Program Grant Score Sheet

[Atch 1\\_FY16 PSE Grant Guidelines Instructions\\_v4.pdf \(624 KB\)](#)

[Atch 2\\_FY 2016 Promotional and Special Event Grant Scoring Sheet.pdf \(663 KB\)](#)



# Promotional/Special Event (PSE) Grant Guidelines & Instructions

## Table of Contents

FY16 PSE Grant Program Calendar	2
About PSE Grant Program	3
Application Criteria	4
What Program Funds Can Be Used For?	4
What Program Funds Cannot Be Used For?	5
Application Process	5
Notification of Funding Decision	6
Grant Agreement and Insurance Requirements	6
Funding Disbursements	6
Criteria for Evaluating and Ranking Applications	7
Post-Event Reporting	7
Contact Information	8
PSE Grant Application Instructions	9

## FY2016 PSE Grant Program Calendar

**Applications Available:**

**June 22, 2015**

Available online at: [http://www.talgov.com/ecd/ecd-economic-special\\_event\\_grant.aspx](http://www.talgov.com/ecd/ecd-economic-special_event_grant.aspx) or at CRA and TDIA offices.

**Grant Workshop:**

**June 30, 2015**

**Renaissance Center (435 N. Macomb Street – 2<sup>nd</sup> Floor Conference Rm.)  
6 PM – 8 PM**

Organizations interested in applying for a grant are encouraged to attend this free overview session to learn more about the program criteria and the requirements of this specific grant program.

**Application Cycle Opens:**

**July 7, 2015 at 9:00 AM**

The CRA and TDIA will begin accepting applications for this program. Applications may be mailed, delivered by courier or dropped off in person. The mailing address is located on Page 3 of this application packet.

**Application Cycle Closes:**

**July 31, 2015 at 4:30 PM**

Late applications will not be accepted under any circumstances. If mailed, applications must be postmarked by Friday, July 31, 2015.

**Score and Rank Applications:**

**Week of August 17, 2015**

# About the CRA's PSE Grant Program

## Program Overview

The City of Tallahassee Community Redevelopment Agency (CRA) has set aside \$70,000 to help fund special events and/or promotional activities within the Greater Frenchtown/Southside Community Redevelopment Area and the Downtown District Community Redevelopment Area (\$35,000 for each redevelopment area). The purpose of the program is to provide support to special events that promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Community Redevelopment Plan.

Grant funds are available for not-for-profit organizations that will host promotional or special events within either of the two redevelopment areas. The events must occur within the fiscal year of 2016 (October 1, 2015 to September 30, 2016). Grant funds will be awarded on a competitive basis.

Applications for events occurring in the Greater Frenchtown/Southside District will be accepted, reviewed, approved and administered by the CRA. There are no tiers for events occurring in the Greater Frenchtown/Southside District, which have a maximum award of \$5,000 per event.

Applications for events occurring in the Downtown District will be accepted, reviewed, approved and administered by the Tallahassee Downtown Improvement Authority (TDIA). Downtown events will be classified into two categories: Tier I and Tier II. The Tier I are those events co-sponsored by the City in FY 2015. Tier II events are all other events held in the Downtown District. The funding range for Tier I events is from \$2,500 to \$10,000 per event. Tier II events have a maximum funding of \$2,500 per event. **Please note there may be some changes to the TDIA administration of the Downtown events.**

Not-for-profit organizations may only receive one grant award per fiscal year. Grant funds shall only be provided for events occurring after grant applications have been approved and the recipient has entered into a grant agreement with the CRA.

Organizations wishing to receive funding assistance for their event must submit the CRA Promotional/Special Event Grant Program application for review and ranking by CRA or TDIA staff. Application forms are available from the CRA and the TDIA offices listed below.

CRA Office  
City Hall  
300 S. Adams Street  
Mailbox A-17  
Tallahassee, FL 32301  
850-891-8357

TDIA Office  
106 E. Jefferson Street  
3rd Floor  
Tallahassee, FL 32301  
850-224-3252

Applications are also available online at:

[http://www.tal.gov.com/ecd/ecd-economic-special\\_event\\_grant.aspx](http://www.tal.gov.com/ecd/ecd-economic-special_event_grant.aspx)

The procedures for submitting the application form are outlined below. The Executive Director of the CRA has the authority to approve all funding requests for events occurring in the Greater Frenchtown/Southside District. The Executive Director of the TDIA has the authority to approve all funding requests for events occurring in the Downtown District.

## **Application Criteria**

In order to be eligible for funding under this program applicants are required to meet all the criteria listed below:

1. Definition of Special Event and/or Promotional Activities is defined as a new or existing organized concert, exhibition, festival, carnival, athletic event, craft show, competition, parade, celebration, market or any event similar in nature which is open to the public. Special events do not include social parties, conferences, open houses, grand openings, ribbon cutting ceremonies or events that are not open to the public.
2. Special events must relate to at least one goal or objective of the respective Redevelopment Plan.
3. Applicant must be a not-for-profit organization registered with the Florida Department of State, Division of Corporations.
4. Special event must be open to the public.
5. Special event must take place between October 1, 2015 and September 30, 2016 (Grant Period).
6. Application must be signed by two officers of the organization currently listed with the Florida Department of State, Division of Corporations.
7. Special event must be held within the boundaries of the Greater Frenchtown-Southside Redevelopment Area or the Downtown District Redevelopment Area.
8. Applicant must be current and not in default on any City of Tallahassee, Leon County or CRA loans.
9. Promotional/special events hosted by a not-for-profit organization that has a for-profit business are not eligible for funding if the event is similar in nature to the for-profit business activity or operations.
10. The facility in which the event will occur must not have any City code violations.
11. An event budget must be submitted with the application.

## **What Program Funds Can Be Used For?**

1. Rentals such as equipment, tents, chairs, tables, facilities, portalets, etc;
2. Marketing and promotion including advertising, printing of flyers, banners;

3. Entertainment, performers;
4. Permits, film license;
5. Security, general liability insurance;
6. Food and drinks that will be consumed at the event.

## What Program Funds Cannot Be Used For?

1. Religious or political promotional/special events;\*
2. Promotional or special events that are inconsistent with the goals and objectives of the CRA, the City of Tallahassee, or Leon County;\*
3. Promotional or special events sponsored by the State of Florida, local governments or universities;
4. Events that are not open to the public, either for free or for a fee;
5. Operating expenses of the hosting organization, including salaries or other compensation;
6. Prize money, awards, plaques or certificates;
7. Purchase of tangible personal property;
8. Interest payments or reduction of deficits or loans;
9. Travel expenses;
10. Alcoholic beverages
11. Taxes, such as Florida State Sales Tax

\*The determination of whether or not a promotional/special event is religious or political, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA Executive Director.

## Application Process

An **original signed** application **and three (3)** copies with supporting documentation must be submitted by the deadline date of July 31, 2015. Applications will be available on June 22, 2015.

Organizations may only submit one application per fiscal year. Applications must be fully completed and applicants must submit all items and supporting documentation listed on the Application Package Checklist on the last page of the application.

Applications will be accepted by delivery in person, via US Postal Service, or private courier service at the CRA or TDIA offices at the address listed above. Applications sent electronically will NOT be accepted.

## Notification of Funding Decision

Applicants will be advised on the status of their application during the week of August 24, 2015. A grant committee consisting of three committee members will score and rank the applications. The CRA and the TDIA will have a separate grant committee for each district. Each application will be scored based on the applicant responses and supporting materials. An application will be ranked based on its score out of a total of 100 points. Funding will be provided to the highest ranked applications until funds are depleted. Notification will be made initially via email, to be followed by a written notification.

## Grant Agreement and Insurance Requirement

Grant funds shall only be provided for events after grant applications have been approved and the recipient has entered into a grant agreement with the CRA and/or the TDIA. All applicants selected to receive grant funds under this program will be required to enter into a written agreement with the CRA and/or the TDIA outlining the various grant requirements. Thirty (30) days prior to the event, recipients will need to provide documentation of general liability insurance if the event is taking place on City or CRA owned property. Recipients are required to obtain and maintain commercial general liability insurance, naming the CRA and the City of Tallahassee as additional insured, with a liability limit of no less than one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) aggregate. Insurance shall be placed with Florida admitted insurers rated B+ or better by A.M. Best's rating service.

## Funding Disbursements

Funds shall be made available to applicants on a competitive basis during the FY 2016 annual cycle; provided the CRA and/or TDIA staff review determines that all the application criteria are met. The CRA reserves the right to reject any application that is not substantially complete, or it does not find to be consistent with the goals and objectives of the applicable Redevelopment Plan.

Grant funds shall be delivered to the successful applicant after an agreement has been executed with the CRA or TDIA, prior to the event. A completed Post-Event Report is required to be submitted and approved 30 calendar days after the event. **If a Post-Event Report is not submitted during the designated time frame an organization may face suspension from the following year's grant cycle.**

Organizations who have received funding for more than four (4) years will have requested funding amount reduced by 25% in year 5 and by 50% in year 6 or more. Applies only to GFS events.

Although most grant awards will be based on the highest ranked applications until all funds are depleted, the CRA and TDIA reserve the right to make an award for less than the amount requested by an applicant.

## Criteria for Evaluating and Ranking of Applications

Grant funds will be awarded on a competitive basis. CRA and/or TDIA staff will review all grant applications received during the annual cycle to determine if they meet the grant objectives and requirements. A grant review committee consisting of three members will score and rank the applications. There will be a separate review committee for each district. Each application will be scored based on the applicant

responses. An application will be ranked based on its score out of a total of 100 possible points. Funding will be provided to the highest ranked applications until funds are depleted. As noted above, the CRA and DIA reserve the right to make an award for less than the amount requested by an applicant.

To be considered for funding, the location of the proposed event must be in either the Greater Frenchtown/Southside Community Redevelopment Area or the Downtown District Community Redevelopment Area. If a proposed event will occur in both districts the applicant must choose one district and submit an application for funds from that district program. If the location of the event is outside either of these redevelopment areas, the event is NOT eligible for grant funds under this program.

The applications will be scored using the criteria described below:

1. Support of event by business and community groups in the redevelopment area – preference will be given to events that have been coordinated with, and are supported by, business and community groups within the redevelopment area where the event will take place;
2. Total Anticipated Attendance – events with higher anticipated attendance will score higher;
3. A complete and correct budget – preference will be given to those events with a complete and correct budget.
4. Percentage of event budget funded by public agencies – preference will be given to those events with a lower percent of their budget funded by public agencies.
5. Promotion of the goals and objectives of the Greater Frenchtown/ Southside Community Redevelopment Plan or the Downtown District Redevelopment Plan. The event must be consistent with the redevelopment plan of the redevelopment area where the event will be held. A link to the two redevelopment plans is provided below

Greater Frenchtown/Southside Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/ecd/economic/pdf/fs-redev-plan.pdf>

Downtown District Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/ecd/economic/pdf/dcra-analysis.pdf>

Preference will be given to those events that support multiple goals and objectives of the redevelopment plans. If CRA staff determined the proposed event will not promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Community Redevelopment Plan, a recommendation of “No Funding” will be made to the CRA Executive Director.

## Post-Event Reporting

All grant recipients will also be required to submit a post-event report documenting the detailed expenditures of CRA and other funds and providing a self-assessment regarding the success of the event, including a comparison of the original grant application criteria with the final results of the event. This post-event report will be due to the CRA within 30 calendar days of the event’s conclusion. **If a Post-Event Report is not submitted during the designated time frame an organization may face suspension from the following year’s grant cycle.**

## Contact Information

Sherri Curtis, [sherri.curtis@talgov.com](mailto:sherri.curtis@talgov.com), 850-891-8354

Sheila Williams, [Sheila.williams@talgov.com](mailto:Sheila.williams@talgov.com), 850-891-8355

## **FY2016 Promotional/Special Events Grant Application Instructions**

### **Definitions:**

**Official Name of Organization:** Use the organization's legal name and address as it would appear on the Florida Department of State, Division of Corporations' registry or on the organizations IRS determination letter of tax exempt status.

**Contact Information:** Enter the name, title and contact information of the person with full authority and responsibility for providing information and documentation for all activities and expenditures associated with this grant request.

**Event Name:** Enter the full name of the event in which funds are being requested.

**Event Location:** Enter the exact location/address of where the event will take place. The event must take place within the Greater Frenchtown/Southside (GFS) District or the Downtown District (DD). The address must be a physical location.

**Event Date and Time:** Enter the date and time of the event. The event must be held within the fiscal year in which you are requesting funds.

**Threshold Questions and Items contained within this application must be answered correctly and completed in order for the application to be eligible for funding. The application will not be scored and ranked if threshold questions and items are not answered correctly or completed.**

**Threshold Question A:** Check appropriate response. Please verify with staff prior to submitting application as to whether the event is in the GFS District or DD. If the event is not taking place in either district, the event is not eligible for grant funding under this program.

**Threshold Question B:** Check the appropriate response. The event must be open to the public, either free or for a fee, in order to be eligible for funding under this program.

**Item C:** Enter the budget amount for the event and the amount of funds being requested from the CRA. The budget amount and the CRA requested amount should reflect the amount listed in the budget form attached to the application.

**Complete all of the following questions. Additional sheets may be attached if needed.**

1. **Maximum 20 points.** Please provide a comprehensive description of the event, including but not limited to all of the bulleted items listed. Each bulleted item is weighted 2 points for a total of 20 points for this entire item. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the CRA to make a positive decision.

**Goals and Objectives of Event –** Include in the description of the event the various goals and objectives being accomplished by having the event, including the purpose of the event.

**Targeted Market:** Who is your audience? Describe the specific audience/group being attracted for the event.

**Estimated Attendance:** Indicate the estimated number of people anticipated to attend the event. This number should be based on a realistic estimation from previous or past events.

**Attendance Fees:** Is there an admission fee for the event? Describe the amount of the fee and how the fee will be used. If the event is free to the public and no fee is being charged, please include this in the description.

**Participation of Vendors:** Describe the vendors who are participating in the event, especially those that are located within the redevelopment area in which the event will take place. If no vendors are participating please indicate such in the description.

**Promotion of the Event:** Describe how the event will be promoted and marketed to the public, radio and television ads, social media, postcards or fliers, etc.

**Promotional Materials:** What kind of promotional materials will be used? Provide a copy or description of the promotional materials used to promote the event.

**Event's Success:** Describe in detail how the success of the event will be measured, whether using attendance, revenue/profit earned by host organization or vendors.

**Supporters of the Event:** Describe the various sponsors/supporters of the event, especially those located within the redevelopment area in which the event will take place. If there are no sponsors, please state such in the description.

**Budget for the Event:** How much will it cost to host the event? Describe the budget for the event, including those items CRA funds are being requested.

**2. Maximum 5 points: 1 point for each support letter.** List the business and/or community groups that have been coordinated with to support this event. Please provide a support letter from each group which should include the group's contact information. Examples of these groups include, but are not limited to: the Capital City Chamber of Commerce, the Greater Frenchtown Front Porch, and the various neighborhood organizations. Each support letter must be dated and have an original signature. Generic or form letters will not be accepted. All letters must be submitted with the application.

**3. Both parts a and b are worth a Maximum of 5 points.**

3. a. Check the appropriate box for the anticipated number of attendees.

3. b. Please explain in detail how the number of anticipated attendees was determined.

**4. No Points Assigned.**

4. a. Enter the number of people expected to require overnight lodging in order to attend the event.

4. b. Enter the number of room nights people are expected to stay for the event.

4. c. From question 4.b., enter the number of room nights that are expected to occur at hotels/motels or bed and breakfasts located within the redevelopment area where the event will take place.

4. d. Check the appropriate response indicating whether or not rooms have been reserved rooms at any hotels/motels or bed and breakfasts located within the redevelopment area where the event will take place. If yes, please list the names of the hotels/motels or bed and breakfasts and the number of rooms reserved. Use a separate sheet if needed.

**5. No Points Assigned.** Enter the number of vendors from the redevelopment area where the event is taking place who are expected to participate in the event. Provide their names and address.

**6. No Points Assigned.** Check the appropriate response indicating whether any of the event activities will be free of charge. If yes, indicate what percentage of the activities will be free of charge. Describe the activities that will be free to the public. Use a separate sheet if needed.

**7. Maximum 15 Points (5 Points per Goal).** Refer to the goals and objectives from the appropriate redevelopment plan for which your event will take place. The goals and objectives in the GFS Plan are located on page 3 “Community Vision” under “Principle Goals of Community Residents”. The goals and objectives in the DD Plan are located on pages 38-57.

Please list the goals and objectives from the Plan that relate to the event, links to the Plans are provided below. Describe how the event will promote the goals and objectives listed. If additional space is needed, please use a separate sheet and attach to the application.

Greater Frenchtown/Southside Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/ecd/economic/pdf/fs-redev-plan.pdf>

Downtown District Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/ecd/economic/pdf/dcra-analysis.pdf>

Please note that if the CRA staff or the Scoring Committee determines the proposed event will not promote the goals and objectives of the GFS or DD Plan a recommendation of “No Funding” will be made to the CRA Executive Director.

**To answer the next three questions the Event’s Budget must be complete. You may use the sample budget form attached to the application. An Excel version may also be provided.**

**8. Maximum 15 points.** Enter the percentage of the event budget which is being requested from the CRA and other public organizations/agencies, including but not limited to the Leon County Tourist Development Council (TDC) or Council on Cultural and Arts (COCA). This also includes in-kind donations/services provided by public organizations. Documentation of in-kind donations/services, including volunteer services must be submitted with application, see instructions for Question #15.

**9. Maximum 15 points.** Enter the percentage of the event budget which is being funded by private sponsors/organizations, including the applicant funds, and in-kind donations and services. Documentation of in-kind donations/services, including volunteer services & private sponsors must be submitted with application, see instructions for Question #15.

**10. No Points Assigned.** Enter the percentage of the event budget which is being funded by the applicant.

**11. No Points Assigned.** Check the appropriate response as to whether the event has been held in the past. If yes, provide a brief description of its location and success, including number of attendees, participation by local vendors, economic impact. Provide a summary of post-event surveys, not reports, if available. If additional space is needed, please use a separate sheet and attach to the application.

**12. Maximum 5 Points.**

12. a. Check the appropriate response as to whether the organization received CRA funding in the past for this event.

12. b. If yes, enter the number of years the organization has received CRA funds for this event.

13. **No Points Assigned.** Check the appropriate response indicating whether CRA funds will be used for seed funding in support of hosting the same event in future years. If yes, please describe how these funds will be used to help the event become self-sustaining and how many years it is estimated to take. Use a separate sheet, if needed.

14. **Threshold Item.** The Certification and Compliance Statement must be signed by two officers that have been given the authority to sign on behalf of the organization. Provide documentation (bylaws or approved minutes from meetings) highlighting where the signing officers have been given signature authority. If documentation is not provided, the signatures will be considered invalid and the application will be ineligible for funding.

15. **10 Points or No Points.** A budget form must be completed correctly and submitted with the application. An incorrect budget will result in "No Points" being assigned. You may use the sample budget form attached to the application. The items listed in the attached budget form may be changed to fit your event. CRA staff can provide the form in Excel format. Complete the budget form with the estimated/anticipated budget expenses and estimated income, including income from other agencies and sponsors. Make sure to list anticipated expenses that are being paid with requested CRA funds under estimated expenses and CRA expenses. Any profit gained from the event should be explained in terms of its use; event sustainability, charity or otherwise.

In-kind donations and services, including volunteer services must be explained in detail, in terms of who is providing the service and the type of service being provided. In-kind donations and services must connect with expenses. Documentation, i.e. letter from service provider/donor, must be provided with the event budget. Calculation of how volunteer services were determined must be provided. If explanation, documentation and calculations are not provided with the budget, 'No Points' will be assigned.

If the application is awarded a grant, the grant award will be based on the estimated budget submitted with the application. Please be attentive to your estimated expenses and income.

The actual budget showing actual expenses and income will be completed once the event has ended and the post-event report is submitted 30 calendar days after the event.

16. **10 Maximum (2 Points per Item).** Make sure all of the information on the checklist is included in the application package. The application package includes the application, the budget, certification and compliance statement, non-profit status documentation, and all supporting documentation required. Make sure to submit one original and three copies of the application package. If all of the information as indicated on the checklist is not with the application package, 'No Points' will be assigned.

**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY AND  
TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY  
FY 2016 PROMOTIONAL/SPECIAL EVENTS GRANT SCORE SHEET**

Name of Organization \_\_\_\_\_

Event Name \_\_\_\_\_

Event Date \_\_\_\_\_

Amount Requested From CRA \_\_\_\_\_

<b>Notes:</b>
---------------

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, the targeted market, estimated attendance, attendance fees, participation of vendors (especially those located in the respective redevelopment area), how the event will be promoted, promotional materials and how the success of the event will be measured.	20 points maximum	
# 2	Has this event been coordinated with, and have the support of, business and community groups located within the redevelopment area where it will be held?	1 point for each support letter up to 5 points maximum	
# 3	Expected Attendance	Less than 500 1 pt. 500 – 1,500 3 pts. More than 1,500 5 pts.	
# 7	Goals and objectives of the Redevelopment Plan related to event	5 points per goal up to 15 points maximum	
# 8	What percentage of the overall 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 Cultural and Arts (COCA)?	More than 75% 0 pts. 51 to 75% 5 pts. 25% - 50% 10 pts. Less than 25% 15 pts.	
# 9	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 to 50% 5 pts. Less than 25% 0 pts.	
# 12	How many years have this organization received funding for this event, 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 pt.	
#15 Budget	Budget – is additional information or follow-up needed? Complete Budget (may need clarification, but no changes) – 10 pts. Incomplete Budget (additional information needed changes made to budget) – 0 pts.	No follow up = 10 pts Follow up needed = 0 pts	
#16 Checklist	All required documents from Checklist submitted correctly	2 points per item up to 10 points maximum	
	<b>Total Points</b>	<b>100</b>	

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