



## Visit Pensacola Grant Updates

### Key Changes:

**The following changes are being made within the application and guidelines to enhance the quality of the Visit Pensacola Event Grant program and the return on investment of TDT dollars:**

- one (1) call for grant application per fiscal year versus the two (2) calls
- Mini grants will continue through the year and scored internally by VP staff
- Committee is proposing \$25K cap for grant applicants
- Committee is proposing event grants eligible to receive funds for three years. Any previously funded grants are grandfathered to receive the previous five years funding (they are not starting over this is as they currently stand)
- Visit Pensacola grant \$ cannot exceed 50% of the Grant Applicants total event expense budget
- Workshops are required for grant applicants to attend – 4 workshops will be held (in person and zoom options will be provided)
- Visit Pensacola grants may be spent as follows: 75% marketing, 25% operational (this includes artists fees, lodging, venues, ect.)
- Visit Pensacola will provide a marketing plan template and budget template at the Grant workshops. Both plans are required to be submitted and must be detailed for scoring.
- Visit Pensacola is adding an estimated room nights chart to the application for applicants to provide details on how many rooms their events are forecasted to produce.

### ScoreSheet Changes:

- Room nights secured will have more weight and additional points since driving overnight stays is a part of Visit Pensacola's mission
- Past research will now be provided by Downs & St. Germain
  - Length of stay is being changed to days and not hours:
    - 1 day: 1 point
    - 2 days: 5 points
    - 3+ days: 10 points
- The committee recommends removing “provides full sponsorship package”, “Non- Promotional expenses as part of total expense”, “Did you attend the grant workshop held by Visit Pensacola” – and reworking the scoresheet to focus more of an emphasis on room nights, new events/experiences and length of events.

### Upcoming Dates:

Event Dates: Oct. 1, 2021 – Sept. 30, 2022

Workshops: May 1, 2021 – June 1, 2021

**Deadline to submit June 8, 2021 at NOON**

**Committee Review/Scoring: June 15/16, 2021, 3-5 p.m.**

**Board Approval at June meeting**