



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.
- \$25K cap for grant applicants.
- three-year eligibility for event grants. Any previously funded grants will be grandfathered in to receive the previous five years' funding. (They are not starting over this is as they currently stand).
- Visit Pensacola grant amount awarded cannot exceed 50% of the Grant Applicants total event expense budget.
- Grant applicants are required to attend a grant workshop. Four workshops will be provided.
- Visit Pensacola grants may be spent as follows: 75% marketing, 25% operational (this includes artist's fees, lodging, venues, etc.).
- Visit Pensacola will provide marketing and budget plan templates at the grant workshops. Both plans are required to be submitted and must be detailed for scoring.
- Visit Pensacola added an estimated room nights chart to the application for applicants to provide details on how many rooms their event is forecasted to produce.

Scoresheet Changes:

- Room nights secured have more weight and additional points since driving overnight stays is a part of Visit Pensacola's mission
- Research will now be provided by Downs & St. Germain
 - Length of stay is days and not hours:
 - 1 day: 1 point
 - 2 days: 5 points
 - 3+ days: 10 points

Upcoming Dates:

Event Dates: Oct. 1, 2022 – Sept. 30, 2023

Workshops: ***applicants must attend one workshop to be eligible for a grant.***

April 8, 2022 @ 3 p.m.

April 11, 2022 @ Noon

April 20, 2022 @ 3 p.m.

April 25, 2022 @ Noon

Deadline to submit June 1, 2022 at 5 p.m. (will be timestamped in person or via email ONLY)

Committee Review/Scoring: June 14, 2022 3-5 p.m.

Board Approval at June meeting