

Visit St. Pete/Clearwater
Elite Event Funding Program
Guidelines Comparison
As of 10/20/17

I. Background

No substantive changes.

II. Definitions

No substantive changes.

III. Eligibility

Changes include:

- Adjusted thresholds for Attendees and Room Nights to accomplish 2:1 ratio of Attendees to Room Nights.
 - Category 1 thresholds adjusted to 50,000 attendees and 25,000 room nights
 - Category 2 thresholds adjusted to 20,000 attendees and 10,000 room nights
 - Category 3 introduced with thresholds of 10,000 attendees and 5,000 room nights
- Required that applicants must surpass BOTH thresholds to qualify. Currently applicants are only required to surpass one threshold to qualify.
- Introduced a “Sunsetting” provision (Section III, C).

IV. Funding Standards

Changes include:

- Payments to be made in one lump sum, post-event payment. Previously, payments could be made in pre-event installments.

V. Required Documentation, VI. Evaluation Process, VII. Rating Criteria, VIII. Timeline for Grants

Changes include:

- Consolidated four sections into a new “Application Process & Review” section.
- Adjusted Rating Criteria to the following:
 - Unique Attendees / Room Nights now 200 points. Previously 400 points.
 - Marketing Plan now 200 points. Previously 300 points.
 - Media Plan now 200 points. Previously 100 points.
 - Event Onsite Benefits now 200 points. Previously 0 points.
 - Timing of Event remains 100 points.
 - Event History & Community Support remains 100 points.

IX. Payment Procedures

No substantive changes. Payment language relocated to Section IV, F.

X. Miscellaneous

No substantive changes. County Property language relocated to Section IV, G.