

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

CURRENT GUIDELINES	PROPOSED REVISED GUIDELINES
<p>I. Background</p>	<p>I. Background &amp; Overview</p> <p>Changes:</p> <ol style="list-style-type: none"> <li>1. Include Goals of Program: consistency, ROI/sustainability and transparency.</li> <li>2. Updated so events listed are more current.</li> </ol>
<p>II. Definitions</p>	<p>II. Definitions</p> <p>No substantive changes.</p>
<p>III. Eligibility</p> <p>Current Language:</p> <ol style="list-style-type: none"> <li>1. Category 1 Thresholds: 10k Room Nights, 25k Attendees</li> <li>2. Category 2 Thresholds: 5k Room Nights, 15k Attendees</li> <li>3. No Category 3</li> <li>4. Applicants must surpass <u>EITHER</u> threshold to qualify</li> <li>5. No Sunsetting</li> </ol>	<p>III. Funding Categories &amp; Eligibility</p> <p>Changes:</p> <ol style="list-style-type: none"> <li>1. Category 1 Thresholds: 25k Room Nights, 50k Attendees</li> <li>2. Category 2 Thresholds: 10k Room Nights, 20k Attendees</li> <li>3. Introduce Category 3: 5k Room Nights, 10k Attendees</li> <li>4. Applicants must surpass <u>BOTH</u> thresholds to qualify</li> <li>5. Introduce Sunsetting (Section III-C)</li> </ol>
<p>IV. Funding Standards</p> <p>Current Language:</p> <ol style="list-style-type: none"> <li>1. Subsection A includes examples of non-allowable use of funds</li> <li>2. Subsection B language "Preference...December 31."</li> <li>3. Subsection B language "Events...exists."</li> </ol>	<p>IV. Conditions of Funding</p> <p>Changes:</p> <ol style="list-style-type: none"> <li>1. Subsection A revised as "Funds may only be used in accordance with Chapter 125, Florida Statutes"</li> <li>2. Relocated to Section V-C-v</li> <li>3. Relocated to Section IV-C</li> </ol>

<p>4. Subsection C  5. Subsection D  6. Subsection E  7. Subsection F  8. Subsection G  9. Subsection H  10. Payment can be in installments</p>	<p>4. Relocated to Section IV-D  5. Relocated to Section I, last paragraph in bold  6. Relocated to Section III-A  7. Deleted  8. Relocated to Section IV-E  9. Relocated to Section IV-B  10. Subsection F: Payment will be one lump sum, post-event</p>
<p>V. Required Documentation  VI. Evaluation Process  VII. Rating Criteria  VIII. Timeline for Grants</p> <p>Current Language:</p> <ol style="list-style-type: none"> <li>1. Section V</li> <li>2. Section VI</li> <li>3. Section VII</li> <li>4. Scoring:  Attendance <u>OR</u> Room Nights (400 pts)  Marketing Plan/Benefits (300 pts)  Media (100 pts)  Timing (100 pts)  Community Support (100 pts)</li> </ol> <p>5. Section VIII</p>	<p>Sections merged into V. Application Process &amp; Review</p> <p>Changes:</p> <ol style="list-style-type: none"> <li>1. Updated &amp; Relocated to: Section V-A</li> <li>2. Updated &amp; Relocated to: Section V-B</li> <li>3. Updated &amp; Relocated to: Section V-C and V-D</li> <li>4. Scoring:  Attendance <u>AND</u> Room Nights (200 pts)  Marketing Plan (200 pts)  Media Plan (200 pts)  Onsite Benefits (200 pts)  Timing (100 pts)  History &amp; Community Support (100 pts)</li> </ol> <p>5. Updated &amp; Relocated to: Section V-E</p>
<p>IX. Payment Procedures</p>	<p>Removed; See Section IV-F</p>
<p>X. Miscellaneous</p>	<p>Relocated to Section IV-G</p>
<p>*NEW* IV. Key Documents</p>	