

Major Events Grant Program

A proposed grant program to support the acquisition and execution of national-scale sporting, fine arts, historic, natural/recreational, culinary, lifestyle, or creative industry events in Cleveland.



CITY OF CLEVELAND
Mayor Justin M. Bibb

Cleveland has a strong pipeline of high-profile events coming to the city in the next few years, including Forbes 30 Under 30 Summit (October 2023), the Women's Final Four Tournament (April 2024), the 2024 Pan-American Masters Game (July 2024), and the National Association of Black Journalists Convention (August 2025).

Acquiring and hosting these events in Cleveland:

Provides a surge of income and opportunity to local businesses

Highlights Cleveland on the national stage as a place to live, work, and visit

Draws visitors and tourists who wouldn't otherwise visit Cleveland

Increases tax revenue for the City



What is the **Major Events Grant Program?**



\$2M ARPA appropriation from the City of Cleveland to Destination Cleveland.



Appropriated funds are allocated to Destination Cleveland to administer and disburse to organizations which have been selected for a grant.



Will allow the City to regularly and strategically invest in high-profile events that bring economic activity and positive national attention to Cleveland.

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Program Eligibility

To be eligible to submit a grant proposal to the Major Events Grant Program, an event must meet the following criteria:

- The main event and most satellite events must be located within the City of Cleveland
- Other cities/locations are or were being considered to host the event
- 80% or more of official lodging booked on behalf of the event must be located in the City of Cleveland, as capacity allows
- The event must offer equal and equitable access in terms of who can purchase tickets or attend
- The entity receiving the grant is a nonprofit organization OR locally managed by a nonprofit organization
- The entity organizing the event must provide an amount equal to or larger than the amount of grant funding being sought from the Major Events Grant Program
- The event must expect at least 2,000 out-of-town attendees (traveling from 100 miles or more) for a singular event and/or must generate multiple placements in national and/or top 10 market media outlets
- The program will not support the same event more than once in a five-year period

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How does the program **work?**

DC will review applications (quarterly) and score against a standard set of criteria. Applications that score above a certain threshold will advance to committee review.



A committee consisting of the Mayor, Council President, one Mayoral designee, one City Council designee, and the Executive Director of Destination Cleveland will evaluate applications advanced by DC and make final funding decisions.



Funding will not be granted until the event has concluded and the intended recipient has provided sufficient reporting to Destination Cleveland and the City of Cleveland that they have met the criteria.



DC will provide economic impact reports to the City of Cleveland following each event.

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Where has this model been **successful?**



State of Ohio
Ohio Sports Event Grant Program



Hamilton County, OH
Large Tourism Event Grant



Ventura, CA
Special Event Grant Program



Tallahassee, FL
Tourism Event Grants



Sarasota, FL
Cultural Special Event Grant Program

Questions?



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