

Maximum Points	Grant Award Criteria	Point Distribution	Points Awarded
55 points	<b>Economic Impact</b>		
	How many room nights will the event produce?		
	Event produces less than 500 room nights	2 points	
	Event produces between 500 and 999 room nights	4 points	
	Event produces between 1,000 and 1,999 room nights	6 points	
	Event produces between 2,000 and 2,999 room nights	8 points	
	Event produces more than 3,000 room nights	10 points	
	How strong is the out of town visitor overall economic impact to Duval County?		
	Event produces less than \$500,000 in economic impact	2 points	
	Event produces between \$500,000 and \$999,000 in economic impact	4 points	
	Event produces between \$1 million and \$4.99 million in economic impact	6 points	
	Event produces between \$5 million and \$9.99 million in economic impact	8 points	
	Event produces greater than \$10 million in economic impact	10 points	
	Does event coincide with non-peak or shoulder seasons?	10 points for yes	
	Has a host hotel or accommodation been established?	5 points for yes	
	Does event/organization provide a history of room night production?	5 points for yes	
	Does room night history show signs of growth?	5 points for yes	
	Is event a multiple day event?		
	Event is one day event	1 point	
	Event is a two day event	5 points	
	Event is more than a two day event	10 points	
25 points	<b>Marketing Plan</b>		
	Is the Marketing Plan is well defined?	1-5 points	
	Does the event marketing include International Media Coverage?	10 points for yes	
	Does the event marketing include National Media Coverage?	5 points for yes	
	Does the event marketing include State/Regional Media Coverage?	5 points for yes	
10 points	<b>Uniqueness of Event</b>		
	Is this a new event?	5 points for yes	
	Is there a similar event being held in Duval County?	1-5 points	
10 points	<b>Viability of Project</b>		
	Is the budget comprehensive and realistic?	1 -5 points	
	Organization has demonstrated success in this or similar project OR if new project, organization has other experience that demonstrates its ability to successfully manage the proposed project	1 -5 points	
100 Possible Points	<b>Total Points</b>		