

Recommended Criteria for Evaluation of and Awarding of CVB Grant Funds

- Unsolicited requests initiated by customer
- Grant amount proportionate to need periods
- Grant amount related to pattern of room night flow (must have multiple nights)
- Grant systematically decreased based on repeat business
- Grant dependent on overall economic impact and room night estimates
- Grant commitments must be available for future year bookings (there must be a certainty about knowing we are going to get the \$200,000 grants for future years)
- Grants available for transportation including to and from the airport
- Grants available opening night receptions
- Grants available for "Flights for Sites"
- All group grant requests must come through visit Jacksonville
- Grants available for advanced bid fees and facility fees for sporting groups
- Room night related grant amounts at the discretion of Visit Jacksonville
- The ROI for grant requests for events must be measured against equivalent dollars that could be used for marketing the Jacksonville destination
- We must not require customers to come before the TDC for grant requests
- Future grant commitments must not be related to Visit Jacksonville's contractual timing with the TDC
- If Visit Jacksonville exceeds the \$200K grant limitation for any particular year we must be able to come back to the TDC if additional groups for that same year are available to book in our city
- All grant requests for events and group bookings must be to a standard of \$5.00 per room night generated. This limitation should not just be on Visit Jacksonville grant requests for groups. Exceptions must be justified
- All grant requests should have standard measures for approval
- Double dipping should be exposed and limited
- If profit is a motive for any group requesting grants, return on grant investment should be required