

Recommended Criteria for Evaluation of and Awarding of CVB Grant Funds

Grants based strictly on room nights generated

- All convention group grant requests based solely on room night generation should come through Visit Jacksonville and be awarded at Visit Jacksonville's discretion based on the following criteria:
 - Unsolicited requests initiated by customer
 - Documented customer request
 - Time of year (need period)
 - Pattern of room flow (multiple nights)
 - Competition
 - New or repeat business
 - Overall economic impact (hotels, restaurants, etc.)
- Reimbursement will be based on room night pickup at a per room night dollar amount up to a maximum amount as stated in the award letter, typically no more than \$5.00 per room night
- Purpose of the grant to include:
 - Transportation to and from meeting venue
 - Marketing and promotion of meeting in Jacksonville
 - Facility/Venue rental
 - Opening "Welcome to Jacksonville" reception
 - Transportation to and from airport
 - "Flights for Sites"
- 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 not solely dependent on the number of room nights generated (Festivals and Events)

- If profit is a motive for any group requesting grants, return on grant investment should be required
- Grant dependent on:
 - The overall economic impact and room night estimates and opportunity of future business
 - Grant amount proportionate to need periods
 - New or repeat business - Grant systematically decreased based on repeat business

- Expected attendance base (local, regional, etc.)
 - Potential for media exposure (can be tracked)
 - Room night generation and/or STR reports comparing last year's occupancy rate with current year to show increase in room nights and average rate
-
- The ROI for grant requests for events must be measured against equivalent dollars that could be used for marketing the Jacksonville destination
 - Double dipping should be exposed and limited
 - Payout per room- 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

Bid Fees for Sporting Events

- Grants available for advanced bid fees and facility fees for sporting groups