**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.)
* Meeting professionals cannot be required to come before the TDC for grants
* 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. The average room night reimbursement would not exceed $6 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” receptions (requires change to Section 106.1202 of City Code)
* 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)**

These grant requests should be made to the TDC

* 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
* To the extent that the group generates receipts in excess of expenses, a return of the grant investment should be required. Expenses would not include contributions to charitable organizations.
* To the extent that the grants are to be used for marketing the event, such marketing must be coordinated and approved by Visit Jacksonville.
* 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- these grant requests , to the extent they include a reimbursement per room night generated, must be to a standard of $5.00 per room night. 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