

Special Event/Project **OPPORTUNITY NAME**

SAMPLE POINT SYSTEM

<u>Criteria</u>	<u>Qualifier</u>	<u>Considerations / Factors</u>	<u>Maximum Points</u>	<u>Total Points</u>
Total Tourism Impact	Does the event/project drive tourism development benefits, economic prosperty and oppourtunty for Jacksonville?	Overall projected direct economic impact, room nights generated, hotel/motel tax collections, calendar maximization, and potential for attendees outside of a 150 mile radius.	25	0
Brand Opportunity	Will the special event/project successfully articulate, competively position and positively promote Jacksonville's brand?	Leadership position for the Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	0
Marketing Plan	Does the special event/project meet and demonstrate the necessary marketing plan requirements?	Traditional advertising, electronic and social media, PR and earned media, collaborative, partnership and influence marketing.	10	0
Stewardship	Does the event/project have leverage opportunities for Jacksonville?	Use of city-owned public venues, parks, attractions, museums, area assets and potential business opportunities.	5	0
Quality of Life Impact	Does this event/project enhance the quality of life for the community?	Community engagment, civic, social and legacy impact.	5	0
		Total Points Achieved	60	0
			Score	0%

Notes/Comments:
