

Special Events Grant Score Sheet

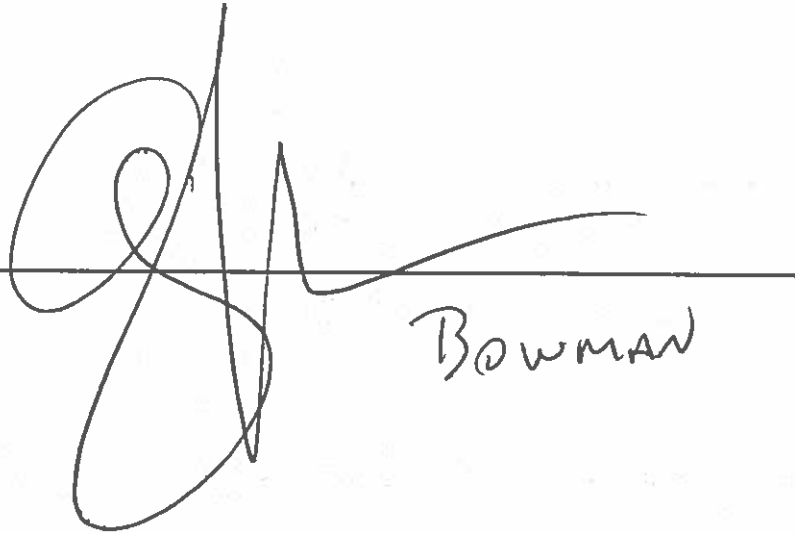
Event/Project:	2018 TaxSlayer Gator Bowl – Signature Event
Event Date(s):	December 26, 2018 – January 1, 2019
Event Location:	TIAA Bank Field
Tourist Attendance:	30,000 (60,000-65,000 overall)
Room Nights:	25,000+ area room nights
TDC Funding Request:	\$480,000.00 (year 5 of 6-year agreement)

Criteria	Qualifiers	Considerations/Factors	Maximum Points	TOTAL POINTS
Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for the City?	Overall projected direct economic impact, room nights generated, hotel / motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	25
Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	14
Marketing Plan (After review from Marketing Services Contractor)	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. After review by Marketing Services Contractor, were there findings of innovation, uniqueness?	10	9
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.	5	4

Special Events Grant Score Sheet

Criteria	Qualifiers	Considerations/Factors	Maximum Points	Points Awarded
Quality of Life Impact	Does the event enhance the quality of life for the community?	Community engagement, civic, social and legacy impact.	5	5
Multiple Years Funding Note: This criterion is a minus factor and shall serve to reduce the maximum number of points. (Not applicable to TDC Signature Events)	Did the special event project receive consecutive TDC funding last year and in prior years?	5 points will be deducted from the special event project's overall score for each consecutive year after the first year that the entity requests funding from the TDC (i.e., 1 st yr – minus 0 pts, 2 nd yr – minus 5 pts, 3 rd yr – minus 10 pts, 4 th yr – minus 15 pts, and 5 th yr – minus 20 pts).	N/A	N/A
Total Points Achieved:				9

TDC Member Signature: _____



Bowman

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
TOTAL TOURISM IMPACT	<p><i>Does the special event/project drive tourism development, benefit economic prosperity and opportunity for the City? (if no, 0 points)</i></p>	<ul style="list-style-type: none"> • What is the overall projected direct economic impact? • What is the potential for attendees outside of 150 mile radius to attend the event and/or what is the anticipated hotel/motel tax collections? • how does the applicant estimate how many tourists will attend and/or how many room nights and venues they will be using for the event (i.e. providing 	25	

2) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been and will be met?

Yes

No

****IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

Marketing Budget is dedicated to outside the region versus local advertising?

Yes

No

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TOURIST ATTENDANCE AND PROOF REQUIREMENT
Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria (i.e. 25,000 tourists or more; 10,000 Room nights or more; combination matrix standard; or 5000 tourists or more)?

1) Which criteria did applicant select?

25,000 tourists or more
10,000 room nights or more

****IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

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THRESHOLD REQUIREMENTS REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
<p>MAIN PURPOSE OF EVENT REQUIREMENT</p> <p>1) Who do you anticipate will attend your event and why?</p> <ul style="list-style-type: none"> • What are the expected demographics of your audience/attendees and where will they come from? • What percent of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption? <p>2) How do you plan to promote the event to potential attendees outside a 150 radius of the County boundaries and what percentage of the</p>	<p>1) Is the main purpose of the Event the attraction of tourists from outside the 150 mile radius?</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p> <p>2) Does the plan for promotion of this event to tourists outside the 150 mile radius of the county boundaries prove that the main purpose of the event is attraction of tourists?</p>

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Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for the City?	Overall projected direct economic impact, room nights generated, hotel / motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	15 based on value per \$
Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	12
Marketing Plan (After review from Marketing Services Contractor)	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. After review by Marketing Services Contractor, were there findings of innovation, uniqueness?	10	10 ? Presentation at meeting
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.	5	5

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Total Points Achieved:				48

TDC Member Signature: 

Marketing Budget is dedicated to outside the region versus local advertising?

Yes

No

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TOURIST ATTENDANCE AND PROOF REQUIREMENT
Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria (i.e. 25,000 tourists or more; 10,000 Room nights or more; combination matrix standard; or 5000 tourists or more)?

1) Which criteria did applicant select?

25,000 tourists

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	<p>2) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been and will be met?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
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APPLICATION REVIEW

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Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	10 10
Marketing Plan (After review from Marketing Services Contractor)	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. After review by Marketing Services Contractor, were there findings of innovation, uniqueness?	10	5
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.	5	4

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Total Points Achieved:				44

TDC Member Signature: _____



Scott Wilson

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Marketing Budget is dedicated to outside the region versus local advertising?

Yes

No

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TOURIST ATTENDANCE AND PROOF REQUIREMENT
Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria (i.e. 25,000 tourists or more; 10,000 Room nights or more; combination matrix standard; or 5000 tourists or more)?

1) Which criteria did applicant select?

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Yes

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Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for the City?	Overall projected direct economic impact, room nights generated, hotel / motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	20
Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	10
Marketing Plan (After review from Marketing Services Contractor)	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. After review by Marketing Services Contractor, were there findings of innovation, uniqueness?	10	5
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.	5	5

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Total Points Achieved:				45

TDC Member Signature: _____



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region versus local advertising?

Yes

No

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Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria (i.e. 25,000 tourists or more; 10,000 Room nights or more; combination matrix standard; or 500 tourists or more)?

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Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for the City?	Overall projected direct economic impact, room nights generated, hotel / motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	22
Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	10
Marketing Plan (After review from Marketing Services Contractor)	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. After review by Marketing Services Contractor, were there findings of innovation, uniqueness?	10	7
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.	5	2

Special Events Grant Score Sheet

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MAIN PURPOSE OF EVENT REQUIREMENT

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 - What are the expected demographics of your audience/attendees and where will they come from?
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- 2) How do you plan to promote the event to potential attendees outside a 150 radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the

TDC EVALUATION

- 1) Is the main purpose of the Event the attraction of tourists from outside the 150 mile radius?

Yes

No

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- 2) Does the promotion of this event to tourists outside the 150 mile radius of the county boundaries evidence that the main purpose of the event is attraction of tourists?

region versus local advertising?

Yes

No

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TOURIST ATTENDANCE AND PROOF REQUIREMENT

Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria (i.e. 25,000 tourists or more; 10,000 Room nights or more; combination matrix standard; or 500 tourists or more)?

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Total Points Achieved:				53

TDC Member Signature: _____


 J. A. T. W. A.

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region versus local advertising?

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