

Marketing Grant Signature Event 2019 THE PLAYERS Championship TDC Meeting: 11/8/2018	TDC Chair									Total Points	TDC Members Voting	Total Points Awarded
	Aaron Bowman	Lori Boyer	Scott Wilson	Barbara Goodman	Steven Grossman	Kirit Patidar	Craig Smith	Dawn Southworth	Jeffrey Truhlar			
Total Tourism Impact	25	23	25	25		25	25	25		173	7	24.71
Brand Opportunity	15	15	15	14		15	15	15		104	7	14.86
Marketing Plan	8	10	8	10		10	10	10		66	7	9.43
Return on Investment	5	5	5	5		5	5	5		35	7	5.00
Stewardship	5	3	5	4		5	5	5		32	7	4.57
Multiple Years Funding (Deduction)										0	7	0.00
Total Points Awarded	58	56	58	58	0	60	60	60	0	410	7	58.57

TPC

MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION** 1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion? <input type="checkbox"/> Yes <input type="checkbox"/> No 2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile radius? <input type="checkbox"/> Yes <input type="checkbox"/> No 3) Does the applicant identify how the proof will be compiled and provided to TDC? <input type="checkbox"/> Yes <input type="checkbox"/> No

4) Are the requested grant funds to be used only for reimbursement of expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150 mile radius?

- Yes
 No

5) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed?

- Yes
 No

****IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

APPLICATION REVIEW

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City?</i> (if no, 0 points)</p>	<p>The projected impact on tourism to be derived from the Campaign or Promotion:</p> <p>The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.</p> <p>The potential for generating tourists beyond a specific event based on exposure, new markets, etc. Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc.(NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).</p> <p>The quantity, duration, and category or type of marketing and audiences reached. The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.</p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>25</p>

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand? (if no, 0 points)</p>	<p>The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.</p> <p>The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination. There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.</p> <p>The quality or quantity of national or international television broadcast or other means of exposure. The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.</p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication. Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items.</p> <p>The potential and expected earned media coverage as a result of the campaign or promotion.</p>	<p>15</p> <p style="text-align: center;">B</p>	<p>15</p>

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR</p> <p><i>Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?</i></p> <p>(if no, 0 points)</p>	<p>The Applicant identifies the types of marketing approaches being used and the target markets. The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.</p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.</p> <p>The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.</p> <p>The Applicant has adequate time to execute the marketing plan, if time sensitive.</p> <p>The Applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.</p> <p>The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.</p>	<p>10</p> <p>8</p>	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>RETURN ON INVESTMENT <i>Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)</i></p>	<p>The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.</p>	5	5
<p>STEWARDSHIP <i>Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)</i></p>	<p>The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion.</p> <p>The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	5

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	
MULTIPLE YEARS FUNDING (minus factor) <i>Did the entity receive consecutive TDC funding last year and in prior years?</i> (if no, 0 points deducted)	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC <ul style="list-style-type: none"> • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	15
	TOTAL	60	50



11-8-2018

CP Bowman

Aaron Bowman

MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
<p>Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?</p>	<p>Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: center;">**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?</p>	<p>1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile radius? <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>3) Does the applicant identify how the proof will be compiled and provided to TDC? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>

4) Are the requested grant funds to be used only for reimbursement of expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150 mile radius? Yes No

5) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed? Yes No

****IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

APPLICATION REVIEW

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City?</i> (if no, 0 points)</p>	<p>The projected impact on tourism to be derived from the Campaign or Promotion: <i>9.6M million</i></p> <p>The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.</p> <p>The potential for generating tourists beyond a specific event based on exposure, new markets, etc. Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc. (NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).</p> <p>The quantity, duration, and category or type of marketing and audiences reached. The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.</p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>23</p>

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand? (if no, 0 points)</p>	<p>The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations. <i>yes</i></p> <p>The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination. There is significant brand alignment with the <u>County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.</u></p> <p>The quality or quantity of national or international television broadcast or other means of exposure. The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo. <i>yes</i></p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication. Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items. <i>yes</i></p> <p>The potential and expected earned media coverage as a result of the campaign or promotion.</p>	15	15

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR</p> <p><i>Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?</i></p> <p>(if no, 0 points)</p>	<p>The Applicant identifies the types of marketing approaches being used and the target markets. <i>The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.</p> <p>The plan is innovative or unique. <i>You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.</i></p> <p>The Applicant has adequate time to execute the marketing plan, if time sensitive.</p> <p>The Applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.</p> <p>The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.</p>	10	10

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)</p>	<p>The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.</p> <p>96.4 million</p>	5	5
<p>STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)</p>	<p>The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion.</p> <p>The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	3

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	
MULTIPLE YEARS FUNDING (minus factor) <i>Did the entity receive consecutive TDC funding last year and in prior years?</i> (if no, 0 points deducted)	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC <ul style="list-style-type: none"> • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	
	TOTAL	60	56

Lori Boyer



11-8-2018

Lori Boyer

MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	TDC EVALUATION
<p>QUESTION TO APPLICANT</p> <p>Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?</p>	<p style="text-align: center;">\$ 40,000</p> <p>Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: center;">**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?</p>	<p>1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile radius? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3) Does the applicant identify how the proof will be compiled and provided to TDC? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

4) Are the requested grant funds to be used only for reimbursement of expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150 mile radius?

- Yes
- No

5) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed?

- Yes
- No

****IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

APPLICATION REVIEW

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City?</i> (if no, 0 points)</p>	<p>The projected impact on tourism to be derived from the Campaign or Promotion:</p> <p>The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.</p> <p>The potential for generating tourists beyond a specific event based on exposure, new markets, etc. Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc.(NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).</p> <p>The quantity, duration, and category or type of marketing and audiences reached. The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.</p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>25</p>


CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY <i>Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand?</i> (if no, 0 points)</p>	<p>The Campaign or Promotion creates a leadership position for the Jacksonville brand. <i>The Campaign or Promotion sets Jacksonville apart from other destinations.</i></p> <p>The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.</i></p> <p>The quality or quantity of national or international television broadcast or other means of exposure. <i>The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.</i></p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication. <i>Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items.</i></p> <p>The potential and expected earned media coverage as a result of the campaign or promotion.</p>	15	15

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR</p> <p><i>Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?</i></p> <p>(if no, 0 points)</p>	<p>The Applicant identifies the types of marketing approaches being used and the target markets. <i>The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.</p> <p>The plan is innovative or unique. <i>You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.</i></p> <p>The Applicant has adequate time to execute the marketing plan, if time sensitive.</p> <p>The Applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.</p> <p>The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.</p>	10	8

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>RETURN ON INVESTMENT <i>Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)</i></p>	<p>The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.</p>	5	5
<p>STEWARDSHIP <i>Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)</i></p>	<p>The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion.</p> <p>The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	5

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	58
MULTIPLE YEARS FUNDING (minus factor) <i>Did the entity receive consecutive TDC funding last year and in prior years?</i> (if no, 0 points deducted)	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC <ul style="list-style-type: none"> • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points <i>(any deduction greater than 20 points results in an automatic disqualification)</i>	-20	
	TOTAL	60	58




November 8, 2018
TDC Meeting
Council VP Scott Wilson

MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
<p>Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?</p>	<p>Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: center;">**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?</p>	<p>1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile radius? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3) Does the applicant identify how the proof will be compiled and provided to TDC? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

4) Are the requested grant funds to be used only for reimbursement of expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150 mile radius? Yes No

5) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed? Yes No

****IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

APPLICATION REVIEW

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City?</i> (if no, 0 points)</p>	<p>The projected impact on tourism to be derived from the Campaign or Promotion:</p> <p>The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.</p> <p>The potential for generating tourists beyond a specific event based on exposure, new markets, etc. Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc. (NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).</p> <p>The quantity, duration, and category or type of marketing and audiences reached. The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.</p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	25	25

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand? (if no, 0 points)</p>	<p>The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.</p> <p>The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination. There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.</p> <p>The quality or quantity of national or international television broadcast or other means of exposure. The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.</p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication. Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items.</p> <p>The potential and expected earned media coverage as a result of the campaign or promotion.</p>	15	14

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR</p> <p><i>Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?</i></p> <p>(if no, 0 points)</p>	<p>The Applicant identifies the types of marketing approaches being used and the target markets. <i>The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.</p> <p>The plan is innovative or unique. <i>You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.</i></p> <p>The Applicant has adequate time to execute the marketing plan, if time sensitive.</p> <p>The Applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.</p> <p>The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.</p>	10	10

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)</p>	<p>The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.</p>	5	5
<p>STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)</p>	<p>The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion. The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	4

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	58
MULTIPLE YEARS FUNDING (minus factor) <i>Did the entity receive consecutive TDC funding last year and in prior years?</i> (if no, 0 points deducted)	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC <ul style="list-style-type: none"> ◦ 1st year minus 0 points ◦ 2nd year minus 5 points ◦ 3rd year minus 10 points ◦ 4th year minus 15 points ◦ 5th year minus 20 points <i>(any deduction greater than 20 points results in an automatic disqualification)</i>	-20	50
	TOTAL	60	58

Jacksville

November 8, 2018

TDC Meeting

Barbara Goodman



MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
<p>Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?</p>	<p>Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?</p> <p><input checked="" type="checkbox"/> Yes</p> <p><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>How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?</p>	<p>1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile radius?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3) Does the applicant identify how the proof will be compiled and provided to TDC?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

T.P.C.

4) Are the requested grant funds to be used only for reimbursement of expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150 mile radius? Yes No


5) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed? Yes No

****IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

APPLICATION REVIEW


CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City?</i> (if no, 0 points)</p>	<p>The projected impact on tourism to be derived from the Campaign or Promotion:</p> <p>The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.</p> <p>The potential for generating tourists beyond a specific event based on exposure, new markets, etc. <i>Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc.(NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).</i></p> <p>The quantity, duration, and category or type of marketing and audiences reached. <i>The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.</i></p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	25	25

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand? (if no, 0 points)</p>	<p>The Campaign or Promotion creates a leadership position for the Jacksonville brand. <i>The Campaign or Promotion sets Jacksonville apart from other destinations.</i></p> <p>The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.</i></p> <p>The quality or quantity of national or international television broadcast or other means of exposure. <i>The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.</i></p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication. <i>Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items.</i></p> <p>The potential and expected earned media coverage as a result of the campaign or promotion.</p>	15	15

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR</p> <p><i>Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?</i></p> <p>(if no, 0 points)</p>	<p>The Applicant identifies the types of marketing approaches being used and the target markets. <i>The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.</p> <p>The plan is innovative or unique. <i>You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.</i></p> <p>The Applicant has adequate time to execute the marketing plan, if time sensitive.</p> <p>The Applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.</p> <p>The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.</p>	10	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>RETURN ON INVESTMENT <i>Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)</i></p>	<p>The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. <i>How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.</i></p>	5	5
<p>STEWARDSHIP <i>Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)</i></p>	<p>The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion.</p> <p>The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	5

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	<i>60</i>
MULTIPLE YEARS FUNDING (minus factor) <i>Did the entity receive consecutive TDC funding last year and in prior years?</i> (if no, 0 points deducted)	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC <ul style="list-style-type: none"> • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points <i>(any deduction greater than 20 points results in an automatic disqualification)</i>	-20	
	TOTAL	60	<i>60</i>


November 8, 2018
TDC Meeting
Kirit Patidar

Kirit Patidar

MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
<p>Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?</p>	<p>Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?</p> <p style="text-align: right;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: center;">**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?</p>	<p>1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile radius? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3) Does the applicant identify how the proof will be compiled and provided to TDC? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

4) Are the requested grant funds to be used only for reimbursement of expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150 mile radius?

- Yes
 No

5) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed?

- Yes
 No

****IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

APPLICATION REVIEW


CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City?</i> (if no, 0 points)</p>	<p>The projected impact on tourism to be derived from the Campaign or Promotion:</p> <p>The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.</p> <p>The potential for generating tourists beyond a specific event based on exposure, new markets, etc. Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc.(NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).</p> <p>The quantity, duration, and category or type of marketing and audiences reached. The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.</p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>25</p>

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY <i>Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand?</i> (if no, 0 points)</p>	<p>The Campaign or Promotion creates a leadership position for the Jacksonville brand. <i>The Campaign or Promotion sets Jacksonville apart from other destinations.</i></p> <p>The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.</i></p> <p>The quality or quantity of national or international television broadcast or other means of exposure. <i>The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.</i></p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication. <i>Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items.</i></p> <p>The potential and expected earned media coverage as a result of the campaign or promotion.</p>	15	15

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR</p> <p><i>Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?</i></p> <p>(if no, 0 points)</p>	<p>The Applicant identifies the types of marketing approaches being used and the target markets. <i>The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.</p> <p>The plan is innovative or unique. <i>You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.</i></p> <p>The Applicant has adequate time to execute the marketing plan, if time sensitive.</p> <p>The Applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.</p> <p>The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.</p>	10	10

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
<p>RETURN ON INVESTMENT <i>Does the value of the proposed campaign or promotion substantially exceed the grant amount?</i> (if no, 0 points)</p>	<p>The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.</p>	5	5
<p>STEWARDSHIP <i>Does the campaign or promotion have leverage opportunities for the City?</i> (if no, 0 points)</p>	<p>The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion.</p> <p>The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	5

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
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MULTIPLE YEARS FUNDING (minus factor) <i>Did the entity receive consecutive TDC funding last year and in prior years?</i> (if no, 0 points deducted)	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC <ul style="list-style-type: none"> • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points <i>(any deduction greater than 20 points results in an automatic disqualification)</i>	-20	
	TOTAL	60	


 11-8-2018
 Craig Smith

[Handwritten signature]

\$49,000 mkt

MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
<p>Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?</p>	<p>Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?</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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5) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed? Yes No

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APPLICATION REVIEW

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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
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<p>STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)</p>	<p>The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion.</p> <p>The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	5

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	TOTAL	60	<i>60</i>

Jacksville November 8, 2018
TDC Meeting
Dawn Southworth

