

Special Events Grant 2019 Spartan Race TDC Meeting: 11/8/2018										Total Points	TDC Members Voting	Total Points Awarded
	Aaron Bowman, TDC Chair	Lori Boyer	Scott Wilson	Barbara Goodman	Steven Grossman	Kirit Patidar	Craig Smith	Dawn Southworth	Jeffrey Truhlar			
Total Tourism Impact	22	19	25	25		23	23	25		162	7	23.14
Brand Opportunity	15	14	12	15		14	12	15		97	7	13.86
Marketing Plan	8	9	8	10		10	9	10		64	7	9.14
Stewardship	5	3	5	4		5	4	5		31	7	4.43
Quality of Life Impact	3	5	4	3		5	4	5		29	7	4.14
Multiple Years Funding (Deduction)										0	7	0.00
Total Points Awarded	53	50	54	57	0	57	52	60	0	383	7	54.71

/ Grant Both here
Marketing Grant Score Sheet

Campaign / Promotion:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000 (7,000 Room Nights) ✓
TDC Funding Request:	\$ 60 ,000 ✓

THRESHOLD REQUIREMENTS REVIEW	
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT	
Question to the 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 applicant 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 evaluation tools to evaluate the success of the Campaign or Promotion?</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>2) Does the applicant utilize specific intend to provide reliable evidence that the Campaign or Promotion reached potential tourist outside the 150 mile radius?</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>

Marketing Grant Score Sheet

3) Does the applicant identify how the proof will be compiled and provided to TDC?

- Yes
 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****


Marketing Grant Score Sheet

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></p> <p>(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 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>	<p>25</p>	<p style="font-size: 2em; color: blue;">22</p>

Marketing Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY <i>Will the campaign or promotion successfully articulate, competitively position, and positively promote City's brand?</i></p> <p>(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>	<p>15</p>	<p>15</p>

Marketing Grant Score Sheet

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 locations(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>	<p>10</p>	

Marketing Grant Score Sheet

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></p> <p>(if no, 0 points)</p>	<p>The market value of 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?</i></p> <p>(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 the 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
SUBTOTAL		60	

Marketing Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
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) (Not applicable to TDC Signature Events)	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	53

~~5~~
~~48~~

~~48~~
53

TDC Member Signature: _____ 

Special Events Grant Score Sheet

Event/Project:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000
Room Nights:	7,000
TDC Funding Request:	\$100,000

THRESHOLD REQUIREMENTS REVIEW	
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Who do you anticipate will attend your Special Event and why?</p> <p>a) What are the expected demographics of your audience/attendees and where will they come from?</p> <p>b) 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>	<p>1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)?</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) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?</p>	<p>2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists?</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>

Special Events Grant Score Sheet

<u>TOURIST ATTENDANCE AND PROOF REQUIREMENT</u>	
Question to the Applicant	TDC EVALUATION
<p>1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?</p>	<p>1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: center; margin-top: 10px;">**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>2) How will you document that your Special 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)?</p>	<p>2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>4) Does the applicant identify how the data will be collected and by whom?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>5) Does the applicant have a back-up assessment plan?</p> <p style="margin-left: 40px;"> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p>

Special Events Grant Score Sheet

6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses?

Yes
 No

7) 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 TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?</i></p> <p>(if no, 0 points)</p>	<p>The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.</p> <p style="text-align: right;"><i>6.67/14 -5</i></p> <p>The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).</p> <p style="text-align: center;"><i>National Championship National exposure potential far exceeds 5000 minimum for this level of grant</i></p> <p>Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.</p> <p style="text-align: center;"><i>✓</i></p> <p>The existence of any other special economic benefits to the County from the Special Event:</p> <p style="text-align: right;"><i>- 1</i></p>	<p>25</p>	<p>19</p>

<p>CRITERIA</p>	<p>REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i></p>	<p>MAX. POINTS</p>	<p>POINTS AWARDED</p>
<p>BRAND OPPORTUNITY <i>Will the Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i> (if no, 0 points)</p>	<p>The Special Event creates a leadership position for the Jacksonville brand. <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i> ✓</p> <p>The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. <i>The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.</i> ✓</p> <p>The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.</i> ✓</p> <p>Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.</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/or media coverage. <i>Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.</i> ✓</p>	<p>15</p>	<p>14</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN <i>Does the Special Event / project meet and demonstrate the necessary marketing plan requirements?</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 influence marketing and locations(s) of marketing.</i></p> <p style="text-align: right;">✓</p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.</p> <p style="text-align: right;">✓</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 style="text-align: right;">- 1</p>	<p>10</p>	<p>9</p>

Special Events Grant Score Sheet

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<p>STEWARDSHIP <i>Does the Special Event / project have leverage opportunities for the City?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. <i>-2 NO</i></p> <p>The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. <i>yes</i></p> <p>The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.</p> <p>The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event. <i>?</i></p> <p>It is important for the applicant to receive funding to secure the Special Event. <i>If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.</i> ✓</p> <p>There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. <i>The Special Event could be hosted at a private venue or similar public venue outside of the County.</i></p> <p>The applicant will utilize local talent, suppliers, service providers and subcontractor in the Special Event. ✓</p>	<p>5</p>	<p>3</p>

Special Events Grant Score Sheet

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QUALITY OF LIFE IMPACT <i>Does the Special Event / project enhance the quality of life for the community?</i> (if no, 0 points)	<p>The applicant is utilizing underused venues (hidden gems). ✓</p> <p>The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. <i>For example, the applicant is:</i></p> <ul style="list-style-type: none"> • <i>Providing free music, theatre, artistic or community outreach clinics;</i> • <i>Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;</i> • <i>Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits;</i> • <i>Providing services to enhance or improve a community center, a park or building, a playground;</i> • <i>Donating tickets to a particular not-for profit or community group.</i> 	5	5
SUBTOTAL		60	50
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) (Not applicable to TDC Signature Events)	<p>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</p> <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 <p><i>(any deduction greater than 20 points results in an automatic disqualification)</i></p>	-20	N/A
TOTAL			50

or is this a different event?

TDC Member Signature: _____

Lori Bayer



November 8, 2018

TDC Meeting

Lori Bayer

Special Events Grant Score Sheet

Event/Project:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000
Room Nights:	7,000
TDC Funding Request:	\$100,000

THRESHOLD REQUIREMENTS REVIEW	
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Who do you anticipate will attend your Special Event and why?</p> <p style="margin-left: 20px;">a) What are the expected demographics of your audience/attendees and where will they come from?</p> <p style="margin-left: 20px;">b) 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>	<p>1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)?</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>2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?</p>	<p>2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists?</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>

Special Events Grant Score Sheet

TOURIST ATTENDANCE AND PROOF REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?</p>	<p>1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: center;">**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>2) How will you document that your Special 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)?</p>	<p>2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>4) Does the applicant identify how the data will be collected and by whom?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>5) Does the applicant have a back-up assessment plan?</p> <p style="margin-left: 40px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p>

Special Events Grant Score Sheet

6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses?

- Yes
 No

7) 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 TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION****

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?</i></p> <p>(if no, 0 points)</p>	<p>The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). <i>Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.</i></p> <p>The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. <i>The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).</i></p> <p>Has the applicant proven calendar maximization in choosing the date of the Special Event? <i>The Special Event is scheduled during a slow tourism period.</i></p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>25</p> <p><i>[Signature]</i></p>

Special Events Grant Score Sheet

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<p>BRAND OPPORTUNITY <i>Will the Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event creates a leadership position for the Jacksonville brand. <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i></p> <p>The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. <i>The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.</i></p> <p>The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.</i></p> <p>Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.</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/or media coverage. <i>Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.</i></p>	<p>15</p>	<p>12</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN <i>Does the Special Event / project meet and demonstrate the necessary marketing plan requirements?</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 influence marketing and locations(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.</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>10</p>	<p>8</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>STEWARDSHIP <i>Does the Special Event / project have leverage opportunities for the City?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.</p> <p>The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.</p> <p>It is important for the applicant to receive funding to secure the Special Event. <i>If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.</i></p> <p>There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. <i>The Special Event could be hosted at a private venue or similar public venue outside of the County.</i></p> <p>The applicant will utilize local talent, suppliers, service providers and subcontractor in the Special Event.</p>	<p>5</p>	<p>5</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
QUALITY OF LIFE IMPACT <i>Does the Special Event / project enhance the quality of life for the community?</i> (if no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. <i>For example, the applicant is:</i> <ul style="list-style-type: none"> • <i>Providing free music, theatre, artistic or community outreach clinics;</i> • <i>Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;</i> • <i>Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits;</i> • <i>Providing services to enhance or improve a community center, a park or building, a playground;</i> • <i>Donating tickets to a particular not-for profit or community group.</i> 	5	4
SUBTOTAL		60	42.54
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) (Not applicable to TDC Signature Events)	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	N/A
TOTAL			47.54

TDC Member Signature: _____



November 8, 2018

TDC Meeting

Scott Wilson

Special Events Grant Score Sheet

Event/Project:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000
Room Nights:	7,000
TDC Funding Request:	\$100,000

THRESHOLD REQUIREMENTS REVIEW	
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Who do you anticipate will attend your Special Event and why?</p> <p>a) What are the expected demographics of your audience/attendees and where will they come from?</p> <p>b) 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>	<p>1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)?</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>2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?</p>	<p>2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists?</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>

Special Events Grant Score Sheet

TOURIST ATTENDANCE AND PROOF REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?</p>	<p>1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?</p> <p style="margin-left: 20px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: center; margin-top: 10px;">**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>2) How will you document that your Special 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)?</p>	<p>2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated?</p> <p style="margin-left: 20px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?</p> <p style="margin-left: 20px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>4) Does the applicant identify how the data will be collected and by whom?</p> <p style="margin-left: 20px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>5) Does the applicant have a back-up assessment plan?</p> <p style="margin-left: 20px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p>

Special Events Grant Score Sheet

<p>73</p> <p>25</p>	<p>6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>7) 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 TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
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Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?</i></p> <p>(if no, 0 points)</p>	<p>The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). <i>Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.</i></p> <p>The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. <i>The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).</i></p> <p>Has the applicant proven calendar maximization in choosing the date of the Special Event? <i>The Special Event is scheduled during a slow tourism period.</i></p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>25</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY <i>Will the Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event creates a leadership position for the Jacksonville brand. <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i></p> <p>The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. <i>The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.</i></p> <p>The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.</i></p> <p>Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.</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/or media coverage. <i>Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.</i></p>	<p>15</p>	<p>15</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN <i>Does the Special Event / project meet and demonstrate the necessary marketing plan requirements?</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 influence marketing and locations(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.</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>10</p>	<p><i>10</i></p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>STEWARDSHIP <i>Does the Special Event / project have leverage opportunities for the City?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The venue is one in which tourists would be inclined to visit at a time other than at the Special Event. NO</p> <p>The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.</p> <p><i>It is important for the applicant to receive funding to secure the Special Event. If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.</i></p> <p>There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. <i>The Special Event could be hosted at a private venue or similar public venue outside of the County.</i></p> <p>The applicant will utilize local talent, suppliers, service providers and subcontractor in the Special Event.</p>	<p>5</p>	<p>4</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
QUALITY OF LIFE IMPACT <i>Does the Special Event / project enhance the quality of life for the community?</i> (if no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. <i>For example, the applicant is:</i> <ul style="list-style-type: none"> • <i>Providing free music, theatre, artistic or community outreach clinics;</i> • <i>Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;</i> • <i>Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits;</i> • <i>Providing services to enhance or improve a community center, a park or building, a playground;</i> • <i>Donating tickets to a particular not-for profit or community group.</i> 	5	3
SUBTOTAL		60	57
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) (Not applicable to TDC Signature Events)	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	N/A
TOTAL			57

TDC Member Signature: _____

Barbara Goodman



November 8, 2018

TDC Meeting

Barbara Goodman

Special Events Grant Score Sheet

Event/Project:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000
Room Nights:	7,000
TDC Funding Request:	\$100,000

THRESHOLD REQUIREMENTS REVIEW	
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Who do you anticipate will attend your Special Event and why?</p> <p>a) What are the expected demographics of your audience/attendees and where will they come from?</p> <p>b) 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>	<p>1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)?</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>
<p>2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?</p>	<p>2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists?</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>

Special Events Grant Score Sheet

TOURIST ATTENDANCE AND PROOF REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?</p>	<p>1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>2) How will you document that your Special 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)?</p>	<p>2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>4) Does the applicant identify how the data will be collected and by whom?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>5) Does the applicant have a back-up assessment plan?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

Special Events Grant Score Sheet

<p>22 25</p>	<p>6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>7) 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 TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
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Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?</i></p> <p>(if no, 0 points)</p>	<p>The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). <i>Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.</i></p> <p>The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. <i>The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).</i></p> <p>Has the applicant proven calendar maximization in choosing the date of the Special Event? <i>The Special Event is scheduled during a slow tourism period.</i></p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>23</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY <i>Will the Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event creates a leadership position for the Jacksonville brand. <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i></p> <p>The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. <i>The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.</i></p> <p>The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.</i></p> <p>Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.</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/or media coverage. <i>Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.</i></p>	<p>15</p>	<p>14</p>

Special Events Grant Score Sheet

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<p>MARKETING PLAN <i>Does the Special Event / project meet and demonstrate the necessary marketing plan requirements?</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 influence marketing and locations(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.</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>10</p>	<p><i>10</i></p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>STEWARDSHIP <i>Does the Special Event / project have leverage opportunities for the City?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.</p> <p>The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.</p> <p>It is important for the applicant to receive funding to secure the Special Event. <i>If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.</i></p> <p>There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. <i>The Special Event could be hosted at a private venue or similar public venue outside of the County.</i></p> <p>The applicant will utilize local talent, suppliers, service providers and subcontractor in the Special Event.</p>	<p>5</p>	<p>5</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
QUALITY OF LIFE IMPACT <i>Does the Special Event / project enhance the quality of life for the community?</i> (if no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. <i>For example, the applicant is:</i> <ul style="list-style-type: none"> • <i>Providing free music, theatre, artistic or community outreach clinics;</i> • <i>Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;</i> • <i>Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits;</i> • <i>Providing services to enhance or improve a community center, a park or building, a playground;</i> • <i>Donating tickets to a particular not-for profit or community group.</i> 	5	5
SUBTOTAL		60	57
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) (Not applicable to TDC Signature Events)	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	N/A
TOTAL			57

TDC Member Signature



November 8, 2018

TDC Meeting

Kirit Paditar

Special Events Grant Score Sheet

Event/Project:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000
Room Nights:	7,000
TDC Funding Request:	\$100,000

THRESHOLD REQUIREMENTS REVIEW	
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Who do you anticipate will attend your Special Event and why?</p> <p>a) What are the expected demographics of your audience/attendees and where will they come from?</p> <p>b) 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>	<p>1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)?</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>2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?</p>	<p>2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists?</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>

Special Events Grant Score Sheet

TOURIST ATTENDANCE AND PROOF REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?</p>	<p>1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="text-align: center;">**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>2) How will you document that your Special 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)?</p>	<p>2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>4) Does the applicant identify how the data will be collected and by whom?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>5) Does the applicant have a back-up assessment plan?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

Special Events Grant Score Sheet

<p>MAX POINTS 25</p>	<p>6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>7) 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 TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
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Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?</i></p> <p>(if no, 0 points)</p>	<p>The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). <i>Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.</i></p> <p>The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. <i>The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).</i></p> <p>Has the applicant proven calendar maximization in choosing the date of the Special Event? <i>The Special Event is scheduled during a slow tourism period.</i></p> <p>The existence of any other special economic benefits to the County from the Special Event:</p>	<p>25</p>	<p>23</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY <i>Will the Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event creates a leadership position for the Jacksonville brand. <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i></p> <p>The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. <i>The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.</i></p> <p>The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.</i></p> <p>Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.</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/or media coverage. <i>Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.</i></p>	<p>15</p>	<p><i>12</i></p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>MARKETING PLAN <i>Does the Special Event / project meet and demonstrate the necessary marketing plan requirements?</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 influence marketing and locations(s) of marketing.</i></p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.</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>10</p>	<p>9</p>

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>STEWARDSHIP <i>Does the Special Event / project have leverage opportunities for the City?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p>The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.</p> <p>The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.</p> <p>It is important for the applicant to receive funding to secure the Special Event. <i>If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.</i></p> <p>There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. <i>The Special Event could be hosted at a private venue or similar public venue outside of the County.</i></p> <p>The applicant will utilize local talent, suppliers, service providers and subcontractor in the Special Event.</p>	5	4

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
QUALITY OF LIFE IMPACT <i>Does the Special Event / project enhance the quality of life for the community?</i> (if no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. <i>For example, the applicant is:</i> <ul style="list-style-type: none"> • <i>Providing free music, theatre, artistic or community outreach clinics;</i> • <i>Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;</i> • <i>Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits;</i> • <i>Providing services to enhance or improve a community center, a park or building, a playground;</i> • <i>Donating tickets to a particular not-for profit or community group.</i> 	5	4
SUBTOTAL		60	52
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) (Not applicable to TDC Signature Events)	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	N/A
<div style="background-color: yellow; padding: 20px; display: inline-block;"> <p style="font-size: 2em; margin: 0;">NO Signature</p> <p style="font-size: 2em; margin: 0;">Missing</p> <p style="font-size: 2em; margin: 0;">Craig Smith</p> </div>			

Special Events Grant Score Sheet

Event/Project:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000
Room Nights:	7,000
TDC Funding Request:	\$100,000

THRESHOLD REQUIREMENTS REVIEW

MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT

Question to the Applicant	TDC EVALUATION
<p>1) Who do you anticipate will attend your Special Event and why?</p> <p>a) What are the expected demographics of your audience/attendees and where will they come from?</p> <p>b) 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>	<p>1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)?</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>2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?</p>	<p>2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists?</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>

Special Events Grant Score Sheet

TOURIST ATTENDANCE AND PROOF REQUIREMENT	
Question to the Applicant	TDC EVALUATION
<p>1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?</p>	<p>1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?</p> <p> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p> <p style="text-align: center;">**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
<p>2) How will you document that your Special 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)?</p>	<p>2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated?</p> <p> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?</p> <p> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>4) Does the applicant identify how the data will be collected and by whom?</p> <p> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="text-align: right; color: blue;"><i>Spartan</i></p> <p>5) Does the applicant have a back-up assessment plan?</p> <p> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p>

Special Events Grant Score Sheet

<p>10-1</p>	<p>6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>7) 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 TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</p>
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Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>TOTAL TOURISM IMPACT <i>Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?</i></p> <p>(if no, 0 points)</p>	<p>The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.</p> <p>The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).</p> <p>Has the applicant proven calendar maximization in choosing the date of the Special Event? <i>The Special Event is scheduled during a slow tourism period.</i> <input checked="" type="checkbox"/> <i>in application.</i></p> <p>The existence of any other special economic benefits to the County from the Special Event: <i>yes. various zoo/museums, galleries</i></p>	<p>25</p>	<p><i>25</i></p>

Partnership

Special Events Grant Score Sheet

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p>BRAND OPPORTUNITY <i>Will the Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event creates a leadership position for the Jacksonville brand. <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i></p> <p>The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. <i>The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.</i></p> <p style="text-align: center;"><i>Museum/Galleries</i></p> <p>The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.</i></p> <p style="text-align: center;"><i>Definitely</i></p> <p>Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.</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 style="text-align: center;"><i>yes.</i></p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication/or media coverage. <i>Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.</i></p> <p style="text-align: center;"><i>yes</i></p>	<p>15</p>	<p><i>15</i></p>

Special Events Grant Score Sheet

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<p>MARKETING PLAN <i>Does the Special Event / project meet and demonstrate the necessary marketing plan requirements?</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 influence marketing and locations(s) of marketing.</i></p> <p style="text-align: center; color: blue;">ESPN Digital</p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.</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>10</p>	<p>10</p>

Special Events Grant Score Sheet

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<p>STEWARDSHIP <i>Does the Special Event / project have leverage opportunities for the City?</i></p> <p>(if no, 0 points)</p>	<p>The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</p> <p style="text-align: center;"><i>yes</i></p> <p>The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.</p> <p>The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.</p> <p>It is important for the applicant to receive funding to secure the Special Event. <i>If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.</i></p> <p>There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. <i>The Special Event could be hosted at a private venue or similar public venue outside of the County.</i></p> <p>The applicant will utilize local talent, suppliers, service providers and subcontractor in the Special Event.</p>	5	<i>5</i>

Special Events Grant Score Sheet

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QUALITY OF LIFE IMPACT <i>Does the Special Event / project enhance the quality of life for the community?</i> (if no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. <i>For example, the applicant is:</i> <ul style="list-style-type: none"> • <i>Providing free music, theatre, artistic or community outreach clinics;</i> • <i>Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;</i> • <i>Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits;</i> • <i>Providing services to enhance or improve a community center, a park or building, a playground;</i> • <i>Donating tickets to a particular not-for profit or community group.</i> 	5	5
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) (Not applicable to TDC Signature Events)	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	N/A
		TOTAL	60

TDC Member Signature: _____



November 8, 2018



TDC Meeting

Dawn Southworth