Marketing Grant	nan, TDC Chair			Goodman	sman			worth	lar	oints	nbers Voting	nts Awarded
2019 Spartan Race	Bowr	oyer	Wilson		n Gros	atidar	Smith	South	/ Truhla		Men	l Poi
TDC Meeting: 11/8/2018	Aaron	Lori Boyer	Scott 1	Barbara	Stever	Kirit P	Craig \$	Dawn	Jeffre	Total	TDC	Tota
Total Tourism Impact	22	20	25	25		25	23	25	<u> </u>	165	7	23.57
Brand Opportunity	15	12	15	15		15	12	15		99	7	14.14
Marketing Plan	8	8	8	10		10	9	10		63	7	9.00
Return on Investment	5	4	3	5		5	4	5		31	7	4.43
Stewardship	3	3	4	5		5	4	5		29	7	4.14
Multiple Years Funding (Deduction)										0	7	0.00
Total Points Awarded	53	47	55	60	0	60	52	60	0	387	7	55.29

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 REQU	UIREMENTS REVIEW			
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT				
Question to the 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 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? Yes No			
	IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION			
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	1) Does the applicant utilize specific and focused evaluation tools to evaluation tools to evaluate the success of the Campaign or Promotion? Yes No			
	2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius? Yes No			

3) Does the applicant identify how the poof 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

	APPLICATION REVIEW	7,374,3	
CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
TOTAL TOURISM IMPACT Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for	The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	25	
the City? (if no, 0 points)		70,11	v
	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.).		
	Armen and the state of the stat		
	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.	i.	
	The existence of any other special economic benefits to the County from the Special Event:		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate,	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	or sparent
competitively position, and positively promote City's brand?	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	gar 1 j	
(if no, 0 points)	brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.	(2.019	Hall on the
	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.	×	
	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.		
	The potential and expected earned media coverage as a result of the campaign or promotion.		
	뭐 하면 가는 어디가 그렇게 되는 아니는 아니는 사람들이 되었다. 그런 나는 사람들이 아니는 사람들이 되었다. 그렇게 하는 사람들이 되게 모르는데 하다 되었다. 그는 이 사고 그렇게 되었다.		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR 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? (if no, 0 points)	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 locations(s) of marketing. Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination. The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	10	
	The applicant has adequate time to execute the marketing plan, if time sensitive.	2	
	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.		
	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.		
03	LATO FOL A		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)	The market value of 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.	5	Manual Ma
STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City?	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	
(if no, 0 points)	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	733614	
	growing the second control of the second con		3
	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.		
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.		
9	SUBTOTAL	60	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years? (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: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	
(Not applicable to TDC Signature Events)			
		TOTAL	53

40

TDC Member Signature:

53

Jacks nville November 8, 2018
TDC Meeting
BOLLOMA

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:	\$65,000

THRESHOLD REQU	JIREMENTS REVIEW		
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT			
Question to the 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 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? IVES NO **IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**		
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	1) Does the applicant utilize specific and focused evaluation tools to evaluation tools to evaluate the success of the Campaign or Promotion? Yes No 2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius?		

	3) Does the applicant identify how the poof 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
	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	
TOTAL TOURISM IMPACT Does the marketing campaign or promotion drive	The projected impact on tourism to be derived from the Campaign or Promotion:	25		
tourism benefits, economic prosperity and opportunity for the City?	The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	10 1 00 33 10 1	20	
(if no, 0 points)				
54	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.).			
	The interpretation of the description of the second			
	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.	4		
	The existence of any other special economic benefits to the County from the Special Event:			
		4254		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	TOURS
position, and positively promote City's brand? (if no, 0 points)	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.		
			a Total)
	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.		12
	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.		
	The potential and expected earned media coverage as a result of the campaign or promotion.		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR	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,	10	
Does the proposed promotion or marketing plan demonstrate a likelihood of	locations(s) of marketing.		
increasing tourism, and is it consistent with the Marketing Services Contractor's	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.	P = 0	8
Marketing Plan? (if no, 0 points)	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	Vision at	
	The applicant has adequate time to execute the marketing plan, if time sensitive.		, B
9	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.		
	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.		
60 4	talores:		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)	The market value of 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.	5	A
STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City?	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	3
(if no, 0 points)	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	i Inia	J
	g jakaj i mili militari alkanda nini mga Internal andala ar		
	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.		
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.		
	SUBTOTAL	60	41

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years? (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: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	
(Not applicable to TDC Signature Events)	aisquainteaciony		-(3) 1
		TOTAL	

TDC Member Signature: You Boyer

Jacks nville November 8, 2018

TDC Meeting Council Member Lori Boyer

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:	\$66,000

THRESHOLD REQ	UIREMENTS REVIEW
MAIN PURPOSE ATTRACTIO	ON OF TOURIST REQUIREMENT
Question to the 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 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? Yes No
Situation and of the participation of the state of the st	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	1) Does the applicant utilize specific and focused evaluation tools to evaluation tools to evaluate the success of the Campaign or Promotion? Ves No
	2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius? Yes No

speak bodie treagé com sprál a	The first temporal burns of the
	3) Does the applicant identify how the poof will
	be compiled and provided to TDC?
	LOSS TO THE STATE OF THE STATE
	Yes
	No
	4) 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
	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**
	LVALOATING THIS AT LICATION

CHARL STATE	APPLICATION REVIEW		
CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
TOTAL TOURISM IMPACT Does the marketing campaign or promotion drive tourism benefits,	The projected impact on tourism to be derived from the Campaign or Promotion:	25	
economic prosperity and opportunity for the City?	The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	161	No at S
(if no, 0 points)			
	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.).		200
	codesses of the backgrown of the sound of th		25
	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.		
	The existence of any other special economic benefits to the County from the Special Event:		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED	(
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15		
position, and positively promote City's brand? (if no, 0 points)	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.			
		10000	garan A	
	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.		6	
	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.		400	
	The potential and expected earned media coverage as a result of the campaign or promotion.		5	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR Does the proposed	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 locations(s) of marketing.	10	
promotion or marketing plan demonstrate a			el estado grantos
likelihood of increasing tourism, and is it consistent with	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.	51.24	NAV.
the Marketing Services Contractor's		-9-50	
Marketing Plan? (if no, 0 points)	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be	1,	rthoger, figure an
	innovative or unique.		8
	The applicant has adequate time to execute the marketing plan, if time sensitive.		
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	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.		
	The applicance of a Ulaplace belong recolds on the creating		
, v	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.		
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(POINTS AWARDED	MAX. POINTS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	CRITERIA
	3	5	The market value of 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.	RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)
		5	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City?
	Action to	Ę ARIG	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	(if no, 0 points)
	18		go Bredinago y duringi marayan amadag nation o gan algo anananan ni ki mu g	
	4		The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.	
			The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.	
	40 55	60	SUBTOTAL	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years?	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: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points	-20	
(if no, 0 points deducted) (Not applicable to TDC Signature Events)	(any deduction greater than 20 points results in an automatic disqualification)	*	

TDC Member Signature:

Jacks mille November 8, 2018
TDC Meeting

TDC Meeting

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Page | **7**

Campaign / Promotion: 2019 Spartan Race Super, Sprint & Kid's Rac	
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000 (7,000 Room Nights)
TDC Funding Request:	\$65,000

THRESHOLD REQU	JIREMENTS REVIEW		
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT			
Question to the 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 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? Yes 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 evaluation tools to evaluate the success of the Campaign or Promotion? Yes No		
VIOLETAINS A SECTION CALL (C.)	2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius? Yes No		

Section 1991 Section 1 and 1 section and	Does the applicant identify how the poof will
	be compiled and provided to TDC?
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	Yes
	No
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DECM PRINCIPLE TO SECURE	 Are the requested grant funds to be used only for reimbursement of expenditures
MOTOR DAY OF	associated with a TDC approved Campaign or
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principal resources and appropriate and all and appropriate an	County in marketing outside the 150 mile
rests in patternatile and a second	radius?
Sylla - Lancara esta a la colonia de la la colonia de la la colonia de l	/
*	Yes
-/9	No
1.6	
	5) Does the suggested documentation, or other
Twitter that IF I WHAS LINGUE ALL H	evidence offered to be provided, give the
z elle irug edinerjuon (TDC adequate and reasonably reliable
1년 - 1 시교(1944년) 1월 1 - 1년 1년 1일	assurance that the agreed upon Campaign or
For the section of th	Promotion has been executed?
enter an oute network and	Yes
the embrace of the second of the same of the	No
- A	
	**IF THE ANSWER IS NO TO ANY OF THE
, , &	QUESTIONS NO. 1-5, THE APPLICATION IS
A**	INELIGIBLE. DO NOT PROCEED FURTHER IN
	EVALUATING THIS APPLICATION**
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APPLICATION REVIEW		
REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
The projected impact on tourism to be derived from the Campaign or Promotion:	25	25
The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	S micro	
. 28		
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.).		
The Part of the Polymonical set to contain and the Part of the Par		
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.		
The existence of any other special economic benefits to the County from the Special Event:		
	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion. 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.). 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. The existence of any other special economic benefits to the	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion. 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 apportunity, major corporate partner, new demographic target, etc.). 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. The existence of any other special economic benefits to the

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate,	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	15
competitively position, and positively promote City's brand? (if no, 0 points)	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.	Service	enters, in words, and an en- conjuste districts, and deficient,
		142.579 (r, – gratik
	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.		
	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.		,
	The potential and expected earned media coverage as a result of the campaign or promotion.	5	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR Does the proposed	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 locations(s) of marketing.	10	10
promotion or marketing plan demonstrate a	locations(s) of marketing.	St. Mad. Jo	1.00
likelihood of increasing tourism, and is it	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a	(elmb	
consistent with the Marketing Services	destination.		
Contractor's Marketing Plan?	The plan is innovative or unique. You believe the marketing	. 10 40	
(if no, 0 points)	plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	ų, ubirnai	(a. (- n)
	republic ferwide		
	The applicant has adequate time to execute the marketing plan, if time sensitive.		
	The ingrition of transferential party and the same in a contract the		
	a mater or Promotests		
	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.		
	che angl'anni will ciliza ignalitajoni, copacco, como o como se and colocunitacion o the Campoinn de l'occussos		
	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.		
0.7100	JATO FEU?		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)	The market value of 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.	5	5
STEWARDSHIP Does the campaign or promotion have leverage	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	5
opportunities for the City?	remarka de de la la companya de la c	* 11g.48	
(if no, 0 points)	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.		
	Aprilia Principal de la Princi		
	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.		
	to the control of the page of the specific terms of the control of		
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.		
	SUBTOTAL	60	60

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years? (if no, 0 points deducted) (Not applicable to	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: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	
TDC Signature Events)			
		TOTAL	60

TDC Member Signature: Aubern Sood

Jacks mile November 8, 2018
TDC Meeting
Babaa Coodman

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:	\$65,000

THRESHOLD REQ	UIREMENTS REVIEW		
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT			
Question to the 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 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? Yes		
St. Processor suggested documentally or extra evidence offered to be provided, give that The despise and representative stanks.	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**		
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	1) Does the applicant utilize specific and focused evaluation tools to evaluation tools to evaluate the success of the Campaign or Promotion? Yes No		
	2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius? Yes No		

east clair & hour and, a cold have	ge 98 is a contrarno is \ object to its
1998, 44, 34	3) Does the applicant identify how the poof will
de stategeres.	be compiled and provided to TDC?
- Codyd mar ti Sar S	Yes No
UNITED TO SERVICE	4) Are the requested grant funds to be used
524 July 100 38 12 July 12	only for reimbursement of expenditures
in phar som	associated with a TDC approved Campaign or
	Promotion that promotes tourism to the
margin i hakus shihiri inin ng eri	County in marketing outside the 150 mile
to a new thousands and other resident	radius?
Saura - street and filtrantal residence	Yes No
	5) Does the suggested documentation, or other
To \$40" and 10 (200) And 10 (200) 10 (200)	evidence offered to be provided, give the
	TDC adequate and reasonably reliable
THE PARTY OF THE PARTY OF	assurance that the agreed upon Campaign or
	Promotion has been executed?
er hier early intelligence by	
a tree for a restriction of results	Yes
Companies By and Death Company	No
5 3 207	
	**IF THE ANSWER IS NO TO ANY OF THE
	QUESTIONS NO. 1-5, THE APPLICATION IS
947	INELIGIBLE. DO NOT PROCEED FURTHER IN
	EVALUATING THIS APPLICATION**
es and special of the action of	

	APPLICATION REVIEW				
CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED		
TOTAL TOURISM IMPACT Does the marketing campaign or promotion drive tourism benefits,	The projected impact on tourism to be derived from the Campaign or Promotion:	25	25		
economic prosperity and opportunity for the City?	The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	(A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	de intera met dan glessen		
(if no, 0 points)					
	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.).				
	The latting commod true transcribilly broad are formatted and a commod are formatted and the manufacture and and are formatted and are for				
	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.				
	The existence of any other special economic benefits to the County from the Special Event:				

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	15
position, and positively promote City's brand? (if no, 0 points)	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.	a " call	6.1, v
		(2.01	e rumiji
	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. 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.		
	The potential and expected earned media coverage as a result of the campaign or promotion.		
		2	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR Does the proposed promotion or marketing plan	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 locations(s) of marketing.	10	70
demonstrate a likelihood of	Ang.	- Error of	O sandi
increasing tourism, and is it consistent with the Marketing	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.	17 4/2/2	
Services Contractor's Marketing Plan?			
(if no, 0 points)	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	portis)	0 - 50
	The applicant has adequate time to execute the marketing		
	plan, if time sensitive.		
4			
	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.		
	The properties will police localisation, see 219,000 or or or or are end slice outracted in the Confidence of End office		×
	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.		
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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)	The market value of 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.	5	3
STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City?	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	5
(if no, 0 points)	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	73.1140	1
	The state of the s		
e I	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.		
	against phenol with a during mondred of the data.		
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.	:	
	SUBTOTAL	60	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years?	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: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points	-20	-5
(if no, 0 points deducted) (Not applicable to TDC Signature	(any deduction greater than 20 points results in an automatic disqualification)		
Events)		TOTAL	55

TDC Member Signature:__

Jacks wille November 8, 2018

TDC Meeting Kirit Patidar

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:	\$65,000

THRESHOLD REQU	JIREMENTS REVIEW		
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT			
Question to the 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 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? Yes No		
	IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION		
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	1) Does the applicant utilize specific and focused evaluation tools to evaluation tools to evaluate the success of the Campaign or Promotion? Yes No		
	2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius? Yes No		

Load HUM & recovery on 12 and 11-	Control Centrol alaka ana
a fit of the company	3) Does the applicant identify how the poof will
	be compiled and provided to TDC?
- 2179, 716,01	be complied and provided to TDC:
12/21/21 1/21/21/21	Ves
	Yes No
Wo Ve Labelland	4) Are the requested grant funds to be used
FM8048341, SQUAL 12, 777 C. HA 17	only for reimbursement of expenditures
VIOLENT TAKEN TOO	associated with a TDC approved Campaign or
	Promotion that promotes tourism to the
	County in marketing outside the 150 mile
ANTHONY TO THE SUSSESSION OF T	radius?
the passenger and the records	radius:
and the state of t	Yes
	No
	INO
	5) December of decomposition on other
*	5) Does the suggested documentation, or other
TO SECTION OF LONG AND A	evidence offered to be provided, give the
(A) - 970 LBH 107 312 2 7 LL 4	TDC adequate and reasonably reliable
- 1 C. (0), LFRIA 21-7 (841 1/1)	assurance that the agreed upon Campaign or
	Promotion has been executed?
3.00	Yes
10 cfm; dat, mit to \$5000 ftc _ cmsm ' st	No
gain a	1 ×
	**IF THE ANSWER IS NO TO ANY OF THE
" my - 5	QUESTIONS NO. 1-5, THE APPLICATION IS
of 1	INELIGIBLE. DO NOT PROCEED FURTHER IN
	EVALUATING THIS APPLICATION**
ST AND CHARGE FROM TOTAL TO THE STATE OF	

APPLICATION REVIEW REQUIRED FACTORS TO CONSIDER TO EVALUATE THE MAX. POINTS			
CRITERIA	APPLICATION:	POINTS	AWARDED
TOTAL TOURISM IMPACT Does the marketing campaign or promotion drive tourism benefits,	The projected impact on tourism to be derived from the Campaign or Promotion:	25	23
economic prosperity and opportunity for the City?	The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	ta olo	
(if no, 0 points)	a a		
	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.).		
	The integration of the decision will be and the rest and the rest and integrated and the rest an		
	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.		
	The existence of any other special economic benefits to the County from the Special Event:		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	12
position, and positively promote City's brand? (if no, 0 points)	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.	base ievod	THE EMERICAL STREET
		(17	
	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.		
	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.	*	
	The potential and expected earned media coverage as a result of the campaign or promotion.		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR Does the proposed promotion or marketing plan demonstrate a likelihood of	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 locations(s) of marketing.	10	7
increasing tourism, and is it consistent with the Marketing Services	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.	704.00	
Contractor's Marketing Plan? (if no, 0 points)	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be	P < _ 0	50
(ii no, o points)	innovative or unique.	(830 4	(U. m.al
	The applicant has adequate time to execute the marketing plan, if time sensitive.		
	The applicant has identified inclention to an entire of the control of the contro		
	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.		
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	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.		
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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount?	The market value of 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.	5	4
(if no, 0 points)			P
STEWARDSHIP Does the campaign or promotion have leverage	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	4
opportunities for the City?		31877	
	A 200 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C	(a) (b)	
(if no, 0 points)	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.		
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	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.		
	i kajadina i separa separa kaja stis alia indica in alia perapea. Ligis i sa 1680 a sterilizioni alian morta, a rassandi alian		
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.	-	
	g 1.3 s Andrée gystigen i en gang damp trigét ne dan historia et al. (1975) in en Otto, especial (1975) in entre		
*	SUBTOTAL	60	52

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years? (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: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	
		TOTAL	

TDC Member Signature:

Jacks mille November 8, 2018

TDC Meeting Craig Smith

Campaign / Promotion: 2019 Spartan Race Super, Sprint & Kid's Rac	
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000 (7,000 Room Nights)
TDC Funding Request:	\$69,000

THRESHOLD REQ	UIREMENTS REVIEW
MAIN PURPOSE ATTRACTIO	ON OF TOURIST REQUIREMENT
Question to the 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 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? Yes No
Sy Does the excipated electronic control of product early seed to be produced, given the TDC adequate and reasonably relicult. Assurance to the adjusted upon Compare to	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	1) Does the applicant utilize specific and focused evaluation tools to evaluation tools to evaluate the success of the Campaign or Promotion? Yes No
And Buttlemand on the sales treatment a Status.	2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius? Yes No

n tag Euce Curen, ta rinu Putilities press	
12.22.50	3) Does the applicant identify how the poof will
1.65	be compiled and provided to TDC?
etilpet no vi boliš	The state of the s
	Yes
	No
Marchite Mar	4) Are the requested grant funds to be used
The MCAN CONTRACTOR	only for reimbursement of expenditures
(成) (1 NU 1 NU 2 NU 2 NU 1 NU 1 NU 1 NU 1 NU	associated with a TDC approved Campaign or
	Promotion that promotes tourism to the
e setu il sed i subse il libra i dontorro il più de se in	County in marketing outside the 150 mile
tue di Calmouaphilia e jim (Occ. e)	radius?
in articophyring can the contact the co	Yes
aY []	
	5) Does the suggested documentation, or other
M MOTALILE A TO JOHN TO WARRANTE AL	evidence offered to be provided, give the
V. BRIEGOTTON CALLS DESILEM	TDC adequate and reasonably reliable
TO BUTTON CHAPTER PROTECTS	assurance that the agreed upon Campaign or
	Promotion has been executed?
en chante months of the district and the	2
1, 448 October 110 to Line 1 1220. 1	Yes
A STANDARD OF THE STANDARD OF	No
10.100	
	**IF THE ANSWER IS NO TO ANY OF THE
*	QUESTIONS NO. 1-5, THE APPLICATION IS
121 ¹	INELIGIBLE. DO NOT PROCEED FURTHER IN
	EVALUATING THIS APPLICATION**
The same of the sounds that the service of the	

SPECIAL MERCE	APPLICATION REVIEW		
CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
TOTAL TOURISM IMPACT Does the marketing campaign or promotion drive tourism benefits,	The projected impact on tourism to be derived from the Campaign or Promotion:	25	A SO 190 Sada Hala Special Special Special Special Special
economic prosperity and opportunity for the City?	The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	(2 am	in and
(if no, 0 points)		25	
	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.).		*.
	the integration of the jacksonnile brand and distinct and a sales and integers and integers in all the managing and		,
	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.	90	
	The existence of any other special economic benefits to the County from the Special Event:	- B	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	
position, and positively promote City's brand? (if no, 0 points)	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.	K)
		(anto	
	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.		
	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.		
	The potential and expected earned media coverage as a result of the campaign or promotion.		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR Does the proposed promotion or marketing plan demonstrate a likelihood of	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 locations(s) of marketing.	10	PERMINE HAVESTAN The Lord Control Salaston Control
increasing tourism, and is it consistent with the Marketing Services Contractor's	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.	1 4 5 - 3 1 2 5 5 5 5 6 3	MANGET E
Marketing Plan? (if no, 0 points)	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	femnod.	
	The applicant has adequate time to execute the marketing plan, if time sensitive.		
	the applicant has don't ed precimal exames supercinits		
	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.	* /	
	and subspectate to the the Campaign and subspectates		
	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.		
0.8	JATOTABE		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)	The market value of 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.	5	6
STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City?	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	5
(if no, 0 points)	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	(1.19)	
	go no la page el arribra de la contraction del contraction de la c		
	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.		
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.		
	SUBTOTAL	60	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years?	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: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points	-20	7
(if no, 0 points deducted) (Not applicable to TDC Signature Events)	(any deduction greater than 20 points results in an automatic disqualification)		
		TOTAL	60

TDC Member Signature:

Jacks will November 8, 2018
TDC Meeting
Down Southworth