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

10.25.18

OHESTION TO APPLICANT	PERCENT REVIEWS
	TDC EVALUATION
to promote and County of Florida rom the ally and/or	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?
internationally?	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT
How will you document that your 1) Promotion or Campaign is executed in	Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion?
accordance with the Grant Award Contract should a grant be awarded?	Does Camp
(E	
	to TDC?

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

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 City? (if no, 0 points)	The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius to 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 County from the Special Event:	25	U\$

POINTS						
MAX. POINTS	D		√ >			
REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	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.	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	BRAND OPPORTUNITY Will the campaign or promotion	successfully articulate, competitively position, and positively promote the City's brand?	(if no, 0 points)			

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, collaborative, partnership and influencer marketing and location(s) of marketing.	10	
Does the proposed promotion or marketing plan demonstrate a likelihood of	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.	Q	
increasing tourism, and is it consistent with the Marketing Services	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	0	
Contractor's Marketing Plan?	The Applicant has adequate time to execute the marketing plan, if time sensitive.		
(if no, 0 points)	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.		
	Jacksonvine.		

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

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	
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 1st year minus 0 points 2nd year minus 5 points 3rd year minus 10 points 4th year minus 15 points 5th year minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	-15
(if no, 0 points deducted)	TOTAL	60	52

Jacks mille

11-8-2018

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RAND DOWNAN

	TDC EVALUATION
3	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?
(beyond a 150 mile radius from the county boundaries), nationally and/or internationally?	Sees
**	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
How will you document that your 1) Promotion or Campaign is executed in	Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion?
accordance with the Grant Award Contract should a grant be awarded?	Doe
6	

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?
Vyes
ON
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?
Dives
No
**IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE
APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN

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 City? (if no, 0 points)	The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius to 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 County from the Special Event:	25	23

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	70	
successfully articulate, competitively position, and positively promote the 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 brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.		
(if no, 0 points)	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 the Visit Jacksonville logo.		5
	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 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 location(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. The Applicant has adequate time to execute the marketing plan, if time sensitive. 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.	10	10

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
1949	SUBTOTAL	60	
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 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	
(if no, 0 points deducted)			
	TOTAL	60	56

Jacks will 11-8-2018
Lori Boyer

Lou Boyer

10.25.18

Ä	THRESHOLD REQUIREMENT REVIEW
QUESTION TO APPLICANT	\$ 40,000 TDC EVALUATION
Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?
	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	Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion?
accordance with the Grant Award Contract should a grant be awarded?	Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile
	Thes The applicant identify how the proof will be compiled and provided to TDC? To TDC?

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expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150 mile 4) Are the requested grant funds to be used only for reimbursement of Does the syggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that **IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, THE FURTHER IN the agreed upon Campaign or Promotion has been executed? PROCEED INELIGIBLE. DO NOT EVALUATING THIS APPLICATION*** APPLICATION IS Wes No No radius? 10

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 City? (if no, 0 points)	The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius to 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 County from the Special Event:	25	25

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand? (if no, 0 points)	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	
	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.		
	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.		15
	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 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 location(s) of marketing.	10	
	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.		8
	The Applicant has adequate time to execute the marketing plan, if time sensitive.		
	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.	·	

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

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	58
VIULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last vear and in prior vears?	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 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	
deducted)	TOTAL	60	58

Jacks nelle November 8, 2018
TDC Meeting
Council VP Scott Wilson

and advertise tourism of Duval County and/or a as a destination in the state of Florida of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state
	the Application request funds to assist in marketing to promote advertise tourism of Duval County as a destination in the state
	of Florida, nationally and/or internationally?
Bulls and to re-re-	ON
	THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
qua qua	Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion?
(2)	Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile
radir	radius?/ EYes No Does the applicant identify how the proof will be compiled and provided
	to TDC?

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 Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that **IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 1-5, the agreed upon Campaign or Promotion has been executed? PROCEED LON 00 EVALUATING THIS APPLICATION*** NELIGIBLE APPLICATION IS Wes Wes radius? 4 2

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 City? (if no, 0 points)	The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius to 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 County from the Special Event:	25	25

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS
BRAND OPPORTUNITY Will the campaign or	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	R	14
successfully articulate, competitively positively promote the competitively the 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 brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.		
(if no, 0 points)	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 location(s) of marketing. Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.	10	10
increasing tourism, and is it consistent with the Marketing Services Contractor's	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		
Marketing Plan?	The Applicant has adequate time to execute the marketing plan, if time sensitive.		
(if no, 0 points)	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.		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS
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 the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.	r)	PU
STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion. The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.	ro.	7

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
100 Table 100 Ta	SUBTOTAL	60	58
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 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	
(if no, 0 points deducted)			
	TOTAL	60	38

Jacks mille November 8, 2018

TDC Meeting Barbara Goodman

Labaa Goodn

THRE	SHOLD REQUIREMENT REVIEW
QUESTION TO APPLICANT	TDC EVALUATION
Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally? 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 evaluate the success of the Campaign or Promotion? Yes No 2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile radius? Yes No 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	per segment yes white the segment seems between the comment of the	oN .	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	ON	**IF THE ANSWER IS NO TO ANY OF THE OHIESTIONS NO 1-5 THE	APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN	EVALUATING THIS APPLICATION**	And the fight of the first the state of the special state of the first control of the state of t
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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
TOTAL TOURISM IMPACT Does the marketing	The projected impact on tourism to be derived from the Campaign or Promotion:	25	25
campaign or promotion drive tourism benefits, economic prosperity	The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.		
and opportunity for the City? (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 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.		
control to the control of the contro	The existence of any other special economic benefits to the County from the Special Event:		
CESCELONOS.	Machine and the broads. The Cambridge of the collection in the collection of the collection of the collection.		

REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	15
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.		
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.	2.05	38
	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations. 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. 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	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations. 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. 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

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 location(s) of marketing.	10	20
promotion or marketing plan demonstrate a likelihood of increasing tourism,	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.		
and is it consistent with the Marketing Services Contractor's	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		
Marketing Plan?	The Applicant has adequate time to execute the marketing plan, if time sensitive.		
(if no, 0 points)	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.		
			,

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 the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.	5	5
STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City? (if no, 0 points)	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	5	5
	The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion.		
	The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.		,
	he total medical field mapping the control of manner manner to the control of the	100	10
			The same

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	60
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 • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	
	TOTAL	60	000

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TDC Meeting Kirit Patidar

TDC Marketing Grants Score Sheet

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MARKETING GRANT SCORE SHEET

	THRESHOLD REQUIREMENT REVIEW
TNACI IGGA OF MOLEGIS	TDC EVALUATION
Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally? [
	IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION
nt that	1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of the Campaign or Promotion?
accordance with the Grant Award Contract should a grant be awarded?	2) Does the applicant intend to provide reliable evidence that the Campaign or Promotion reached potential tourists outside the 150 mile
	Does the applicant identify how the proof will be compiled and provided to TDC? to TDC? To TDC?

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

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

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APPLICATION REVIEW

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
TOTAL TOURISM IMPACT Does the marketing	The projected impact on tourism to be derived from the Campaign or Promotion:	25	25
campaign or promotion drive tourism benefits, economic prosperity	The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.		
economic prosperity and opportunity for the City? (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 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:	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand? (if no, 0 points)	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	15
	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.		
	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 increasing tourism,	The Applicant identifies the types of marketing approaches being used and the target markets. The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.	10	10
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.		
and is it consistent with the Marketing Services Contractor's	Consistent The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	2	
Marketing Plan? (if no, 0 points)	The Applicant has adequate time to execute the marketing plan, if time sensitive.		
	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.		

REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.	5	5
The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets	5	5
The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.		
	The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising. The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion. The Applicant will utilize local talent, suppliers, service providers or and	The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising. The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion. The Applicant will utilize local talent, suppliers, service providers or and

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	60
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 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	
(if no, 0 points deducted)	TOTAL	60	

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MARKETING GRANT SCORE SHEET

	THRESHOLD REQUIREMENT REVIEW
OF ESTION TO APPLICANT	TDC EVALUATION
Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?	Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally?
	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 evaluate the success of the Campaign or Promotion? Does the applicant intend to provide reliable evidence that the campaign or Promotion reached potential tourists outside the 150 mile radius? No No Stress No Str

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?

Nes Ves

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

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
IMPACT Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City? (if no, 0 points)	The projected impact on tourism to be derived from the Campaign or Promotion: The potential number of tourists outside of 150 mile radius to 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 County from the Special Event:	25	25.

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand? (if no, 0 points)	The Campaign or Promotion creates a leadership position for the Jacksonville brand. The Campaign or Promotion sets Jacksonville apart from other destinations.	15	15
	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. 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. 13 Jacksonville logo. 13 Jacksonville logo. 14 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.		- 1

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,	The Applicant identifies the types of marketing approaches being used and the target markets. The Applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and location(s) of marketing.	10	10
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.		es.
and is it consistent with the Marketing Services Contractor's	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		
Marketing Plan? (if no, 0 points)	The Applicant has adequate time to execute the marketing plan, if time sensitive.		
(ii iio, o points)	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.		

REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising. PLYCLUP. GLAM. TO Digotoo PL Outgo Mouket Lourch.	5	5
The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion. The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.	5	5
	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. PL VOLUM . GLATH . TO DUGGET PL . THE Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion. The Applicant will utilize local talent, suppliers, service providers or and	The market value of the Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising. PLYOUW . ALAM . The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities. The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with Campaign or Promotion. The Applicant will utilize local talent, suppliers, service providers or and

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
	SUBTOTAL	60	60
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 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	
(if no, 0 points deducted)			1 ×
	TOTAL	60	leo

Jacks mille November 8, 2018

TDC Meeting

Dawn Southworth

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