Special Events Grant 2019 GCAC Basketball Tournament 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	20	19	17	25		20	20			121	6	20.17
Brand Opportunity	10	10	10	10		12	11			63	6	10.50
Marketing Plan	7	8	7	10		10	8			50	6	8.33
Stewardship	5	3	4	5		4	3			24	6	4.00
Quality of Life Impact	5	3	5	3		5	3			24	6	4.00
Multiple Years Funding (Deduction)										0	6	0.00
Total Points Awarded	47	43	43	53	0	51	45	0	0	282	6	47.00



Event/Project:	2019 GCAC Men/Women's Basketball Tournament	
Event Date(s):	February 28 – March 3, 2019	
Event Location:	EWC Adam-Jenkins Sports/Music Complex	
Tourist Attendance:	5,000 (8,250 overall)	
Room Nights:	250-300	
TDC Funding Request:	\$10,000.00	

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THRESHOLD REOL	JIREMENTS REVIEW
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Question to the Applicant	TDC EVALUATION
 a) What are the expected demographics of your audience/attendees and where will they come from? b) What percent of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption? 	1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)? Yes No **IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising? 3 LA ARUSEL EWE SOUTHER GALLES	2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists? Yes No **IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**

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Question to the Applicant	TDC EVALUATION
1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?	1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria? Yes No
	IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION
2) How will you document that your Special Event has met that criteria (i.e. 25,000 tourists or more; 10,000 room nights or more; combination matrix standard; or 5000 tourists or more)?	2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated? Yes No
मा कर्णा तथा करते हैं। है है है क्षेत्र के महिल्ला है है। यो बन्धा निर्मेश हैं के होने कि के कर्णा है। अध्या क्षेत्र के लिए हैं। इंग्लिट के क्षेत्र के क्षेत्र करते हैं।	3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?
	Yes
	4) Does the applicant identify how the data will be collected and by whom? Yes No
	5) Does the applicant have a back-up assessment plan? Yes No

6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses? Yes No
7) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been and will be met? Yes No **IF THE ANSWER IS NO TO ANY OF THE
QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**

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
TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?	The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.	25	
(if no, 0 points)			
THE PLEASE PROPERTY AND A PLEASE AND A CARDONER	The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).	+	P
	Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.	MA	1 -
	The existence of any other special economic benefits to the County from the Special Event:	E	

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 Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand? (if no, 0 points)	The Special Event creates a leadership position for the Jacksonville brand. The Special Event is a premier event that sets Jacksonville apart from other destinations. The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.	15	10
r	The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.		
	Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.		
	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/or media coverage. Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.		

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MARKETING PLAN Does the Special Event / project meet and demonstrate the necessary marketing plan requirements? (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 influence marketing and locations(s) of marketing.	10	
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		
	end examples through the bags out through the end of		
	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		
			-

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Does the Special Event / project have leverage opportunities for the City?	The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	A YOUNG
(if no, 0 points)	The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	t. ±1	
	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.	a .	
	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.		5
	It is important for the applicant to receive funding to secure the Special Event. If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.	1 374s	
	There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. The Special Event could be hosted at a private venue or similar public venue outside of the County.	10.000	ot, and
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QUALITY OF LIFE IMPACT Does the Special Event / project enhance the quality of life for the community? (f no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. For example, the applicant is: Providing free music, theatre, artistic or community outreach clinics; Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities; Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits; Providing services to enhance or improve a community center, a park or building, a playground; Donating tickets to a particular not-for profit or community group.	5	
	SUBTOTAL	60	47
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	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	
Events)		TOTAL	17

TDC Member Signature:_ Jacks_nville November 8, 2018

TDC Meeting TDC Chair, Aaron Bowman

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updated



Event/Project:	2019 GCAC Men/Women's Basketball Tournament
Event Date(s):	February 28 – March 3, 2019
Event Location:	EWC Adam-Jenkins Sports/Music Complex
Tourist Attendance:	5,000 (8,250 overall)
Room Nights:	250-300
TDC Funding Request:	\$10,000.00

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MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT				
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TW THE	SMT974 CATALOGUE	6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing
	of the contract of the contrac	outside a 150 mile radius, or other event expenses?
	279/3L1 - 90 - 1 173	7) Does the suggested documentation, or other evidence offered to be provided, give
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	Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.		
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(if no, 0 points)		(. 35)	8
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STEWARDSHIP Does the Special Event / project have leverage opportunities for the City?	The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	3
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	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event. $ \land \mathcal{O} $		
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3 , 3	SUBTOTAL	60	200 A
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 • 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	
	ethoda, a la configuración de la company codo a para la codo a	TOTAL	40

TDC Member Signature:___

Jacks nville November 8, 2018

TDC Meeting
Council Member Lori Boyer

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2019 GCAC Men/Women's Basketball Tournament
February 28 – March 3, 2019
EWC Adam-Jenkins Sports/Music Complex
5,000 (8,250 overall)
250-300
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THRESHOLD REQU	JIREMENTS REVIEW
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2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local	2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists?
advertising?	Yes No
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38	TMINAMENTAL ACTIONS AND ACTION	**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
20	How will you document that your Special Event has met that criteria (i.e. 25,000 tourists or more; 10,000 room nights or more; combination matrix standard; or 5000 tourists or more)?	2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated? Yes No Does the applicant intend to provide a valid
201		count of attendance of tourists and/or room nights generated? Yes No
		4) Does the applicant identify how the data will be collected and by whom? Yes No
- 21	COMMENTALISM ON REPLYERS TO	5) Does the applicant have a back-up assessment plan? Yes No

offset, expenses associated with marketing outside a 150 mile radius, or other event expenses? Yes No No 7) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable		<u> </u>
and the contract t	The STARRA OF MEDICAL STARRAS AND	reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses? Yes No No 7) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been and will be met? Yes No **IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN
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BRAND OPPORTUNITY Will the Special Event / project successfully	The Special Event creates a leadership position for the Jacksonville brand. The Special Event is a premier event that sets Jacksonville apart from other destinations.	15	
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	Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.		
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	The applicant will utilize local talent, suppliers, service provides or and subcontractor in 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
QUALITY OF LIFE IMPACT Does the Special Event / project enhance the quality of life for the community? (f no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. For example, the applicant is: Providing free music, theatre, artistic or community outreach clinics; Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities; Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits; Providing services to enhance or improve a community center, a park or building, a playground; Donating tickets to a particular not-for profit or community group.	5	5
	SUBTOTAL	60	43
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	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	
Events)	Antique de la company de la co	TOTAL	43

TDC Member Signature:

Jacks wille November 8, 2018

TDC Meeting Council VP Scott Wilson

Event/Project:	2019 GCAC Men/Women's Basketball Tournament
Event Date(s):	February 28 – March 3, 2019
Event Location:	EWC Adam-Jenkins Sports/Music Complex
Tourist Attendance:	5,000 (8,250 overall)
Room Nights:	250-300
TDC Funding Request:	\$10,000.00

THRESHOLD REQU	JIREMENTS REVIEW				
MAIN PURPOSE ATTRACTIO	MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT				
Question to the Applicant	TDC EVALUATION				
 1) Who do you anticipate will attend your Special Event and why? a) What are the expected demographics of your audience/attendees and where will they come from? b) What percent of your audience/ 	1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)? Yes No				
attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption?	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**				
2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?	2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists? Yes No				
	IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION				

TOURIST ATTENDANCE AND PROOF REQUIREMENT				
Question to the Applicant	TDC EVALUATION			
1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?	1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria? Yes No			
THE PARTY OF THE P	**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**			
2) How will you document that your Special Event has met that criteria (i.e. 25,000 tourists or more; 10,000 room nights or more; combination matrix standard; or 5000 tourists or more)?	2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated? Yes No			
A terresida d'arioque finis de la company de	 3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated? Yes No No Does the applicant identify how the data will be collected and by whom? Yes No No 			
A COMPANIA SATE ONE SE A SECONO SE SESSO DE LA SECONO SE A SECONO SECONO SE A	5) Does the applicant have a back-up assessment plan? Yes No			

	6) Is the request for grant funds to only reimburse expenditures for venue rental offset, expenses associated with marketing outside a 150 mile radius, or other event expenses? Yes No
	7) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been and will be met? Yes No **IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 2-7, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
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	fee o sojet to nigo en made i fo

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
TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City? (if no, 0 points)	The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.	25	25
を対する。 イー を対する。 第2日 2月 対象対象の多く	The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).		
	Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.		
	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 Special Event / project successfully	The Special Event creates a leadership position for the Jacksonville brand. The Special Event is a premier event that sets Jacksonville apart from other destinations.	15	10
articulate, competitively position, and positively promote Jacksonville's brand? (if no, 0 points)	The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.		
	The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.	÷	
	Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.		
	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/or media coverage. Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.		

APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	POINTS	POINTS
		AWARDED
The applicant identifies the types of marketing approaches	10	CHARLE AND
being used and the target markets. The applicant clearly and	10	10
adequately identifies the types of marketing approaches being		and a second second
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Visit lacks anville has reviewed the plan and confirmed that it is	la la	
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	used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing and locations(s) of marketing. Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event. The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing and locations(s) of marketing. Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event. The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.

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
STEWARDSHIP Does the Special Event / project have leverage opportunities for the City?	The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	5
(if no, 0 points)	The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	, 2	
	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.		
· 08	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.		
W. 08	It is important for the applicant to receive funding to secure the Special Event. If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.		
	There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. The Special Event could be hosted at a private venue or similar public venue outside of the County.	7	
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in 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
QUALITY OF LIFE IMPACT Does the Special Event / project enhance the quality of life for the community? (f no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. For example, the applicant is: Providing free music, theatre, artistic or community outreach clinics; Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities; Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits; Providing services to enhance or improve a community center, a park or building, a playground; Donating tickets to a particular not-for profit or community group.	5	7
	SUBTOTAL	60	53
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	
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TDC Member Signature: / Www Hood

Jacks wille November 8, 2018

TDC Meeting

Barbara Goodman

Event/Project:	2019 GCAC Men/Women's Basketball Tournament	
Event Date(s):	February 28 – March 3, 2019	
Event Location:	EWC Adam-Jenkins Sports/Music Complex	
Tourist Attendance:	5,000 (8,250 overall)	
Room Nights:	250-300	
TDC Funding Request:	\$10,000.00	

	IREMENTS REVIEW			
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT				
Question to the Applicant	TDC EVALUATION			
 a) What are the expected demographics of your audience/attendees and where will they come from? b) What percent of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption? 	1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)? Yes No **IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**			
2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?	2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists? Yes No **IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**			

TOURIST ATTENDANCE AND PROOF REQUIREMENT					
Question to the Applicant	TDC EVALUATION				
1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?	1) Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria? Yes No				
THE MENT OF THE PARTY OF THE PA	**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**				
2) How will you document that your Special Event has met that criteria (i.e. 25,000 tourists or more; 10,000 room nights or more; combination matrix standard; or 5000 tourists or more)?	2) Does the applicant utilize specific and focused evaluation tools to evaluate how many tourists will attend and how many room nights will be generated? Yes No				
And the second of the second o	3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated? Yes No 1) Does the applicant identify how the data will be collected and by whom? Yes No				
A MONA CESATION IS O PARTICIPA Processor espons for on a consider A Monaching and the constant	5) Does the applicant have a back-up assessment plan? Yes No				

		6) Is the request for grant funds to only
Turbu T		reimburse expenditures for venue rental
ERE WA		offset, expenses associated with marketing
		outside a 150 mile radius, or other event
		expenses?
=1/4		Yes
		No
		INO IN THE RESERVE OF THE PARTY
		7) Does the suggested documentation, or
		other evidence offered to be provided, give
		the TDC adequate and reasonably reliable
		assurance that the criterion has been and
		will be met?
		Yes
		No
		genried in the party party and
		**IF THE ANSWER IS NO TO ANY OF THE
		QUESTIONS NO. 2-7, THE APPLICATION IS
		INELIGIBLE. DO NOT PROCEED FURTHER IN
		EVALUATING THIS APPLICATION**
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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
TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City? (if no, 0 points)	The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.	25	20
	The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).		
	Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.		
	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 Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand? (if no, 0 points)	The Special Event creates a leadership position for the Jacksonville brand. The Special Event is a premier event that sets Jacksonville apart from other destinations. The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.	15	12.
	The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.		
	Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.		
	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/or media coverage. Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.		

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
MARKETING PLAN Does the Special Event / project meet and demonstrate the necessary marketing plan requirements? (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 influence marketing and locations(s) of marketing.	10	10
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		
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	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		
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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
STEWARDSHIP Does the Special Event / project have leverage opportunities for the City?	The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	4
(if no, 0 points)	The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	(g 50°.	ur()
	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.		
60.57	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.		
	It is important for the applicant to receive funding to secure the Special Event. If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.	TO SEE	in one of
	There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. The Special Event could be hosted at a private venue or similar public venue outside of the County.	Sznoreg	ir a ur Tra ig ti (in P) Servickou
Z JAIO	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Special Event.	60 Tidle 600	(e) (3)
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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
QUALITY OF LIFE IMPACT Does the Special Event / project enhance the quality of life for the community? (f no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. For example, the applicant is: Providing free music, theatre, artistic or community outreach clinics; Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities; Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits; Providing services to enhance or improve a community center, a park or building, a playground; Donating tickets to a particular not-for profit or community group.	5	
	SUBTOTAL	60	51
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	
1 ,	and subscribed contract of and subscribed su	TOTAL	5/

TDC Member Signature:_

Jacks wille November 8, 2018

TDC Meeting Kirit Patidar

Event/Project:	2019 GCAC Men/Women's Basketball Tournament	
Event Date(s):	February 28 – March 3, 2019	
Event Location:	EWC Adam-Jenkins Sports/Music Complex	
Tourist Attendance:	5,000 (8,250 overall)	
Room Nights:	250-300	
TDC Funding Request:	\$10,000.00	

THRESHOLD REQU	JIREMENTS REVIEW
MAIN PURPOSE ATTRACTIO	N OF TOURIST REQUIREMENT
Question to the Applicant	TDC EVALUATION
 1) Who do you anticipate will attend your Special Event and why? a) What are the expected demographics of your audience/attendees and where will they come from? b) What percent of your audience/attendees will come from outside a 150 mile radius of the County 	1) Is one of the main purposes of the Special Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)? Yes No **IF THE ANSWER IS NO, THE APPLICATION IS
boundaries and what are you relying on to make that assumption?	INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
2) How do plan to promote the Special Event to potential attendees outside a 150 mile radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?	2) Does the plan for promotion of this Special Event to tourists outside the 150 mile radius of the County boundaries prove that one of the main purposes of the Special Event is attraction of tourists? Yes No
A-NO I A TRACT TO MEMORY TO THE SECTION OF THE SECT	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**

	TOURIST ATTENDANCE AND PROOF REQUIREMENT				
	Question to the Applicant		TDC EVALUATION		
1)	Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?	the guar	applicant select a criteria and does anteed number of room nights or meet the threshold criteria? Yes No		
F 5	THEM SHOULD A TRANSPORT OF THE STATE OF THE	THE APP	CANT FAILED TO SELECT A CRITERIA, PLICATION IS INELIGIBLE. DO NOT D FURTHER IN EVALUATING THIS APPLICATION**		
	How will you document that your Special Event has met that criteria (i.e. 25,000 tourists or more; 10,000 room nights or more; combination matrix standard; or 5000 tourists or more)?	focused many to room nig Yes No Does the	e applicant utilize specific and evaluation tools to evaluate how urists will attend and how many ghts will be generated? e applicant intend to provide a valid f attendance of tourists and/or room enerated?		
510	to Bay Sales on another than the sales of th	Does the	Yes No e applicant identify how the data will		
			cted and by whom? Yes No		
24		assessme	e applicant have a back-up ent plan? Yes No		

	are continue armania	6) Is the request for grant funds to only
1000 1000	3/40/8	reimburse expenditures for venue rental
The state of the s	the property of the property o	offset, expenses associated with marketing
and the state	Total and the second se	outside a 150 mile radius, or other event
1300		expenses?
		Yes
		No
		or as standard as the fire of a drawn
		7) Best the assessed decreased the
		7) Does the suggested documentation, or
		other evidence offered to be provided, give
		the TDC adequate and reasonably reliable
2		assurance that the criterion has been and
		will be met?
		Yes
		No
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		THE ANGLES TO ANY OF THE
		**IF THE ANSWER IS NO TO ANY OF THE
		QUESTIONS NO. 2-7, THE APPLICATION IS
,		INELIGIBLE. DO NOT PROCEED FURTHER IN
		EVALUATING THIS APPLICATION**
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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
TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?	The projected Return on Investment for the Special Event to the TDC: Is the grant amount equal to or less than 5% per guaranteed tourist or room night (amount of requested grant divided by the guaranteed tourists and/or room nights generated). Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.	25	20
(if no, 0 points)	Control of Service Community		
	The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event. The magnitude of the Special Event and/or the location from which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.). Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.		
	ye s		
	The existence of any other special economic benefits to the County from the Special Event:	8	

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 Special Event / project successfully articulate, competitively position, and positively promote Jacksonville's brand? (if no, 0 points)	The Special Event creates a leadership position for the Jacksonville brand. The Special Event is a premier event that sets Jacksonville apart from other destinations. The applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership. The applicant has, or intends to, collaborate with other complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.	15	
	The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.		
	Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.	8	
	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/or media coverage. Jacksonville will be marketed as a destination during the event and in advertisement and promotions for the event in numerous marketing efforts and to target audiences outside of the 150 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in hold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
MARKETING PLAN Does the Special Event / project meet and demonstrate the necessary marketing plan requirements? (if no, 0 points)	in bold fond is the standard for allocation of all 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 influence marketing and locations(s) of marketing.	10	8
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		(元章 も) 利
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	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		٠
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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
STEWARDSHIP Does the Special Event / project have leverage opportunities for the City?	The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County. The Special Event will use local attractions or area assets, other	5	3
(if no, 0 points)	than County-owned or publicly supported venues, parks or other facilities.	12.7.1	on. J. No. J.
	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event. The applicant has identified potential business opportunities		
60, 43	for area assets in collaboration or conjunction with the Special Event.		
	It is important for the applicant to receive funding to secure the Special Event. If the funding is not provided the Special Event will be held somewhere else or it will be cancelled.		Section 1
	There is competition for the Special Event such that it may be hosted at a private venue or similar public venue outside of the County. The Special Event could be hosted at a private venue or similar public venue outside of the County.	500	ed and a
Alo	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Special Event.	* 1	ACE I

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
QUALITY OF LIFE IMPACT Does the Special Event / project enhance the quality of life for the community? (f no, 0 points)	The applicant is utilizing underused venues (hidden gems). The applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the community. For example, the applicant is: Providing free music, theatre, artistic or community outreach clinics; Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities; Utilizing programs for underserved youth, mother and children, programs for job creation from not-for-profits; Providing services to enhance or improve a community center, a park or building, a playground; Donating tickets to a particular not-for profit or community group.	5	3
	SUBTOTAL	60	45
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	
Eventaj	Literature de la composition d	TOTAL	

TDC Member Signature:

Jacks wille November 8, 2018

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