Special Events Grant 2019 Spartan Race TDC Meeting: 11/8/2018	ron Bowman, TDC Chair	ri Boyer	ott Wilson	Barbara Goodman	even Grossman	Kirit Patidar	Craig Smith	Dawn Southworth	frey Truhlar	Fotal Points	C Members Voting	tal Points Awarded
Total Tourism Impact	<u>\</u>		<u>ගී</u> 25	<u></u> 25	X				Jef		<u> </u>	22.11
Brand Opportunity	15	19	25 12			23	23	25		162	7	23.14
				15		14	12	15		97	7	13.86
Marketing Plan	8	9	8	10		10	9	10		64	7	9.14
Stewardship	5	3	5	4		5	4	5		31	7	4.43
Quality of Life Impact	3	5	4	3		5	4	5		29	7	4.14
Multiple Years Funding (Deduction)										0	7	0.00
Total Points Awarded	53	50	54	57	0	57	52	60	0	383	7	54.71

Campaign / Promotion:	2019 Spartan Race Super, Sprint & Kid's Race
Event Date(s):	February 22-24, 2019
Event Location:	WW Ranch Motocross
Tourist Attendance:	10,000 (7,000 Room Nights)
TDC Funding Request:	\$66,000

THRESHOLD REQI	UIREMENTS REVIEW
MAIN PURPOSE ATTRACTIO	ON OF TOURIST REQUIREMENT
Question to the Applicant	TDC EVALUATION
Is the purpose of the grant to promote and advertise tourism of Duval County as a destination in the state of Florida (beyond a 150 mile radius from the county boundaries), nationally and/or internationally?	Does the applicant request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the State of Florida, nationally and/or internationally? Yes No
	IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION
How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?	1) Does the applicant utilize specific and focused evaluation tools to evaluation tools to evaluate the success of the Campaign or Promotion? Yes No
	2) Does the applicant utilize specific intend to provide reliable evidence that the Campaing or Promotion reached potential tourist outside the 150 mile radius? Yes No

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

10 A 1107	APPLICATION REVIEW	1000	
CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
TOTAL TOURISM IMPACT Does the marketing campaign or promotion drive tourism benefits,	The projected impact on tourism to be derived from the Campaign or Promotion:	25	
economic prosperity and opportunity for the City?	The potential number of tourists outside of 150 mile radius expected to visit the County as a result of the Campaign or Promotion.	.90	
(if no, 0 points)			v
	The potential for generating tourists beyond a specific event based on exposure, new markets, etc. Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc. (NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).		
	en e		
	The quantity, duration, and category or type of marketing and audiences reached. The applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.		
	The existence of any other special economic benefits to the County from the Special Event:		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
BRAND OPPORTUNITY Will the campaign or promotion successfully articulate, competitively position, and positively promote	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.	15	TE DATON TO THE PROPERTY OF T
(if no, 0 points)	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.	3 1 32-	Authorities and a
27		Sec. 11	0.00
	The quality or quantity of national or international television broadcast or other means of exposure. The applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.		12
	The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication. Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items.		
	The potential and expected earned media coverage as a result of the campaign or promotion.		
	=-,		

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MARKETING PLAN AFTER REVIEW FROM MARKETING SERVICE CONTRACTOR Does the proposed promotion or marketing plan demonstrate a likelihood of	The applicant identifies the types of marketing approaches being used and the target markets. The applicant clearly and adequately identifies the types of marketing approaches being used and the target markets, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influencer marketing and locations(s) of marketing.	10	MAUTOR MATERIAL STATES
increasing	Visit Jacksonville has reviewed the plan and confirmed that it is		= 15.21 14 p
tourism, and is it consistent with the Marketing Services Contractor's	effectively designed to attract tourists to Jacksonville as a destination.	. (3) (3)	0
Marketing Plan?		l.	8
(if no, 0 points)	The plan is innovative or unique. You believe the marketing		
(ii iio, o points)	plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	1.2	G.orkin
	average order bearing undependent in dubling anomals of methods.		
	The applicant has adequate time to execute the marketing plan, if time sensitive.		
	the grating of the fillenge was a subject to the second of		, -, 1
	the major to the approximate the damped along mitoritizing internal and		
	The applicant has identified and described specific ad purchases for promotion outside the 150 mile radius.		
	The appropriate conflice rotal falcat, supplied a service in switch		
	The Campaign or Promotion complements the Marketing efforts of Visit Jacksonville.	aci	
i i i			
Ud	148101013		

CRITERIA	APPLICATION:		POINTS AWARDED
RETURN ON INVESTMENT Does the value of the proposed campaign or promotion substantially exceed the grant amount? (if no, 0 points)	The market value of Campaign or Promotion is worth a minimum of 2x the grant amount. How does the market value of the advertising provided (TV air time, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.	5	301 7/32 301 7/32 301 7/32
STEWARDSHIP Does the campaign or promotion have leverage opportunities for the City?	The Campaign or Promotion promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	
(if no, 0 points)	The Campaign or Promotion promotes local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	13300	
	ga establica de la sultante de la composição de la compos		3
	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.		
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Campaign or Promotion.		
	SUBTOTAL	60	

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	POINTS AWARDED
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years?	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC: • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points	-20	
(if no, 0 points deducted)	(any deduction greater than 20 points results in an automatic disqualification)		
(Not applicable to TDC Signature Events)			
		TOTAL	53

40

TDC Member Signature:

53

Jacks nville November 8, 2018
TDC Meeting

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

THRESHOLD REQU	JIREMENTS 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? **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 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)?	3)	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 count of attendance of tourists and/or room nights generated? Yes No Does the applicant identify how the data will be collected and by whom? Yes No 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**

TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City? (if no, 0 points) 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 form which tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.). The applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.	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) POINTS AWARD	
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.). Wational Championship National exposure Potential for exceleds 5000 minimum for this level of gast Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.	IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for the City?	e projected Return on Investment for the Special Event to e TDC: Is the grant amount equal to or less than 5% per aranteed tourist or room night (amount of requested grant yided by the guaranteed tourists and/or room nights nerated). Generally, \$5 per room night or number of tourists considered an adequate ROI absent other unique event value venues or the community.	
The existence of any other special economic benefits to the County from the Special Event:		dius expected to attend the Special Event. The magnitude of expecial Event and/or the location from which tourists are ming provide additional or unique tourism benefits (NFL ration, direct flight to JAX airport opportunity, major corporate rtner, etc.). Wational Championship National exposure Pofential for exceleds 5000 minimum for this level of grant as the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled ring a slow tourism period. The existence of any other special economic benefits to the	

Special Facility Alalie Scole Silece

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX.	POINTS
CRITERIA	(where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	POINTS	AWARDED
BRAND OPPORTUNITY Will the Special Event / project	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	
successfully 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.		14
	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	
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		9
	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	
(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.		3
	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 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.		
	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.		
	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	50
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	N/A

TDC Member Signature:

Jacks nville November 8, 2018
TDC Meeting

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Page | 8

2019 Spartan Race Super, Sprint & Kid's Race	
February 22-24, 2019	
WW Ranch Motocross	
10,000	
7,000	
\$100,000	

	THRESHOLD REQU	JIREMENTS REVIEW
77se 0.0	MAIN PURPOSE ATTRACTIO	N OF TOURIST REQUIREMENT
Que	estion to the Applicant	TDC EVALUATION
a) What of you will thb) What	you anticipate will attend your ent and why? are the expected demographics or audience/attendees and where ey come from? percent of your audience/dees will come from outside a	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
bound	nile radius of the County daries and what are you relying make that assumption?	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
potential a of the Cou percentag	lan to promote the Special Event to attendees outside a 150 mile radius unty boundaries and what e of the Marketing Budget is to outside the region versus local g?	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
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TOURIST ATTENDANCE	AND PROOF REQUIREMENT		
Question to the Applicant	TDC EVALUATION		
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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	many tourists will attend and how many		
or more)?	Ves No		
	3) Does the applicant intend to provide a valid 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		
AND THE AMERICAN THE PROPERTY OF THE SERVICES	5) Does the applicant have a back-up assessment plan? Yes No		

earx, pour some some some some some some some some	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
	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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	Top exchange of any other special from the Special Event.

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TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for	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	
the City?	get VATTA tent to All with services		-
(if no, 0 points)	tally a term and		
	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		
na an an an Heat was	coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).		25
i nejvi A	EPRE SHIT SHEET STATES		BOO
	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		

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	15	THE MOTAL
		and and the
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.		12
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 lacksonville logo is used		
	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. Wisit Jacksonville finds the Special Event enhances the tacksonville 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 lacksonville 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	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. Wisit Jacksonville finds the Special Event enhances the facksonville Brand. The quality or quantity of national or international television proadcast 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 lacksonville 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

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		
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.			
	在中华中的一种,在各种种类似的一种,并有自由的一种的一种。 由种种类,可以为此类似。		8	
	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.			
	more to the art firms have specified and the sound of the			
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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. The Special Event will use local attractions or area assets, other	5	
(if no, 0 points)	than County-owned or publicly supported venues, parks or other facilities.	(ain	(bg 6 yemi)
	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.		
60 روز ح	The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.		2
20 N/N	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.	22 lin	5
	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.	etts etts eble to	in a con a c
S S JATO	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Special Event.		(chav)

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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	62251
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	N/A
	The same of the fire for and near	TOTAL	4015

TDC Member Signature:

Jacks will November 8, 2018

TDC Meeting

Scott Wilson

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

	THRESHOLD 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 	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
	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
		IF THE ANSWER IS NO, THE APPLICATE INELIGIBLE. DO NOT PROCEED FURTHE 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?	Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria? Yes No
WENTER STREET TO SELECT THE SELEC	**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
STORE MINE THE SOLD PRODUCT OF THE SOLD PRODUC	3) Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated? Ves No 4) Does the applicant identify how the data will be collected and by whom? Ves No
a net site e singen et ampere, let des e en ets i limitation en este fratarement e er es samen met transcer	5) Does the applicant have a back-up assessment plan? Ves No

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STAGE.		6) Is the request for grant funds to only reimburse expenditures for venue rental
a. AMA		offset, expenses associated with marketing
		outside a 150 mile radius, or other event
		expenses?
100		Yes
		No logis and discontinuous
		gajral G.W. Shariya S. L. Sandraya (S. 1911)
		7) Does the suggested documentation, or
		other evidence offered to be provided, give
08		the TDC adequate and reasonably reliable
		assurance that the criterion has been and
		will be met?
-		Yes
		りの後が下する。 ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・
		No
		GEORGE STANK AND THE PROPERTY OF THE PROPERTY
		**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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		Cornelly from the Special Event
		Total Control of the

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and	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
opportunity for the City?		8	
(if no, 0 points)	Total Government	."	
	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		
ANT HE FRANCE IS NOT THE PROPERTY OF THE PROPE	coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).	-	
	Light Filer Billion 1993		
	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:		Î -

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	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.		
	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?	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	(D
(if no, 0 points)	Stricture of the later of the l	10 - 101 23 - 101	odnik we k
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		
	See the second and sec		
	AND EASTER AND A STREET AND AND AND THE RESERVE AND		
	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		
	indigatify data on bounding formation against consume, or set that the regarding data on the consumer of the c		

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.	(201)	eg G na ti
	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 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.	RANBY PARTY OF THE	Discount (nether)
	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.	2010314	ore nim.
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Special Event.	511	Sogic 201
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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	B
	SUBTOTAL	60	57
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	N/A
Events)	The second of th	TOTAL	57

TDC Member Signature: Sulfur November 8, 2018
TDC Meeting

TDC Meeting Goodman Borbara

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

	THRESHOLD REQU	JIREMENTS REVIEW			
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/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 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?	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				
i i	THE COLUMN TO DESCRIPT OF THE POOR TO SECURITY AND ADDRESS OF THE POOR TO SECURITY ADDRESS OF THE POOR TO SECURITY AND ADDRESS OF THE POOR	3) Does the applicant intend to provide a valid 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				
	PUTE STATE OF THE WESTA SHEET OF THE SAME SAME SHEET OF THE SAME SAME SAME SAME SAME SAME SAME SAM	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?
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No No
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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
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**IF THE ANSWER IS NO TO ANY OF THE
QUESTIONS NO. 2-7, THE APPLICATION IS
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EVALUATING THIS APPLICATION**
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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
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	23
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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:		
	APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all 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. 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	APPLICATION: (where included, the information in italics following a statement in bold fond is the standard for allocation of all 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. 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

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	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	14
successfully articulate, competitively position, and positively promote Jacksonville's brand?	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	\$ 14.50 \$7.50	enteriorin enteriorin enteriorin enteriorin enteriorin
(if no, 0 points)	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.		

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	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,	10	10
demonstrate the necessary marketing plan requirements?	electronic and social media, public relations and earned media, collaborative, partnership and influence marketing and locations(s) of marketing.		n Turkida Taj
(if no, 0 points)	The state of the s		Algebra general and a second an
	Visit Is less will be a verificated the release and confirmed the title	2 4018	
	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. The Special Event will use local attractions or area assets, other	5	5
(if no, 0 points)	than County-owned or publicly supported venues, parks or other facilities.	(199	194 v .07 3
	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 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.	Easter suntri	PRICE A TORIGON TO COST COST COST COST COST COST COST CO
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	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.	S care	in 0 on hij
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Special Event.	- upold series	Hage to 40
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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	5
	SUBTOTAL	60	57
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	N/A
	The state of the property of the state of th	TOTAL	57

TDC Meeting
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Page | 8

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

THRESHOLD REQUIREMENTS REVIEW MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT				
TDC EVALUATION				
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) 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				

TOURIST ATTENE	TOURIST ATTENDANCE AND PROOF REQUIREMENT				
Question to the Applicant	TDC EVALUATION				
1) Which threshold grant criteria does the applicant plan to meet? Do the guara number of room nights or tourists sat grant criteria?	the guaranteed number of room nights or				
TRAINT MACHEN TZ. II TRAINT MACHEN TZ. II TRAINT MACHEN TZ. II TRAINT MACHEN TZ. III TRAINT MACHEN TANAMAN	**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 Spe Event has met that criteria (i.e. 25,000 or more; 10,000 room nights or more, combination matrix standard; or 5000	tourists focused evaluation tools to evaluate how many tourists will attend and how many				
or more)?	Yes No				
AMERICA TO MOT PROCESSO (MINT) OF ALL COLUMNOS PROCESSO (MINT) OF ALL COLUMNOS PROCESSO (AMERICA)	3) Does the applicant intend to provide a valid				
Losgé Pet e Pourote proper de la Secola Lo festivación de la terra de la festivación del la festivación de la festivación del la festivación de la festivaci	√yes No				
al filter for sage full to emerging all- faterbald to non-	be collected and by whom? Yes No				
PLANTENE, ES POR ALCAPPUTATIONEIS. PERM. DO NACE ES JURES PURES. CALLE VING. TYPS VERMICELLE.	5) Does the applicant have a back-up assessment plan? Yes No				

BURN TO EVALUATE CHE	6) Is the request for grant funds to only
MON.	reimburse expenditures for venue rental
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server present and high terms.	Part vig Control of the second
Tanakete. Calipurerahadin	ode foil courses no partitionarie de decurar Rol des
8"	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
all the second s	will be met?
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	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	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	23
opportunity for the City?	det lette desuperas DCV lanto resiletta, ent in Milled lanto	-6	,t
(if no, 0 points)	To the set they	1	
	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.).		
	Print part man harman		
	Has the applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.		
		7	
	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	12
articulate, competitively position, and positively promote	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		
Jacksonville's brand? (if no, 0 points)	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.	1210	ag 0 .on 111
	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.	V 9 2	
	Visit Jacksonville finds the Special Event enhances the Jacksonville Brand.		- 1
	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.	ir E	
	erfolgering in the Principle of the Principle in the State of the Stat	XI.	
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	SUBTOTAL	60	52
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years? (if no, 0 points deducted)	5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC • 1 st year – minus 0 points • 2 nd year – minus 5 points • 3 rd year – minus 10 points • 4 th year – minus 15 points • 5 th year – minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	-20	N/A
(Not applicable to TDC Signature Events)	ignature ng Smith		

Jacks November 8, 2018
TDC Meeting

MISSING Graig Smi

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

THRESHOLD REQ	UIREMENTS REVIEW
MAIN PURPOSE ATTRACTION	ON OF TOURIST REQUIREMENT
Question to the Applicant	TDC EVALUATION
 a) 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 	Event the attraction of tourists from outside the 150 mile radius (recommend a minimum of 35% of the attendees are tourists)? Yes No
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

	E 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 th grant criteria?	Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria? No
MELVER IN THE STATE OF THE STAT	**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 touris or more; 10,000 room nights or more; combination matrix standard; or 5000 touris or more)?	many tourists will attend and how many
	3) Does the applicant intend to provide a valid 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
	5) Does the applicant have a back-up assessment plan? Ves 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
	[20] TO TO MARKET TO SEE MERCHANIST TO SEE POSITION SERVICE (1997) 10 HINDAN TO SERVE
	expenses?
	Yes
	∐No
	# Ch.20
	7) Does the suggested documentation, or
	other evidence offered to be provided, give
3	the TDC adequate and reasonably reliable
	assurance that the criterion has been and
	will be met?
	Yes
	Single to the latter of
2 49 ° Mil	No
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	**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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TOTAL TOURISM IMPACT Does the Special Event / project drive tourism development, benefit economic prosperity and opportunity for	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
the City? (if no, 0 points)			
o is the Vigin	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		
PARTHER OF	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.	Λ·	
Partreraiso	The existence of any other special economic benefits to the County from the Special Event:		

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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. 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	15	15.
	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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Page | 8