Special Events Grant Signature Event 2019 THE PLAYERS Championship TDC Meeting: 11/8/2018	Aaron Bowman, TDC Chair	Lori Boyer	Scott Wilson	Barbara Goodman	Steven Grossman	Kirit Patidar	Craig Smith	Dawn Southworth	Jeffrey Truhlar	Total Points	TDC Members Voting	Total Points Awarded
Total Tourism Impact	25	25	20	25		20	25	25		165	7	23.57
Brand Opportunity	15	14	15	14		15	15	15		103	7	14.71
Marketing Plan	8	10	10	10		10	10	10		68	7	9.71
Stewardship	5	2	5	5		5	5	5		32	7	4.57
Quality of Life Impact	5	4	5	4		5	5	5		33	7	4.71
Multiple Years Funding (Deduction)	0	0	0			0	0		0	0	7	0.00
Total Points Awarded	58	55	55	58	0	55	60	60	0	401	7	57.29

Event/Project:	THE PLAYERS C	hampionshi	p – SIGNATI	JRE EVENT
Event Date(s):	March 12-17, 2	019		
Event Location:	TPC Sawgrass			
Tourist Attendance:				
Room Nights:				
TDC Funding Request:	\$250,000	REC	210K	46k March
				101011

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 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?	**[Did the applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria? Yes No F 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) 4)	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**

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	
	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.).		13
	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	
articulate, competitively position, and positively promote Jacksonville's	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,		
brand? (if no, 0 points)	attractions, not-for-profits, etc. to strengthen the event image and brand in a way that further encourages tourism to the County.		
The state of the s	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.	5	
	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	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	12 90
requirements?	A spiration of the spiration of		Marie Marie 19
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		8
	and some the second sec	78	
	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.		
	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.		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.	7	
	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.	e e.g	
JATO	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	58
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
Eventsj		TOTAL	38

TDC Member Signature:

November 8, 2018

TDC Meeting Aaron Bowman, TDC Chair Page | 8

This wou score us	MKHING
0.0	Grant

THE PLAYERS Championship – SIGNATURE EVENT
March 12-17, 2019
TPC Sawgrass
\$250,000

THRESHOLD REQI	JIREMENTS REVIEW
MAIN PURPOSE ATTRACTIO	ON 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?		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)? STR 1 Archael STR 1	3) 4)	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
36.2	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**
1	
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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. 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.).	25	25
	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	
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		
(if no, 0 points)	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.		H
	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. When the service of 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. The plan is innovative or unique. You believe the marketing plan is innovative or unique. The plan is innovative or unique. You believe the marketing plan is innovative or unique.		10

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.		
	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.		n)
	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.		
4.			

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	4
	SUBTOTAL	60	<i>5</i> 5
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
•		TOTAL	5.5

TDC Member Signature:__

Loui Boyer

Jacks wille November 8, 2018

TDC Meeting Council Member Lori Boyer

Event/Project:	THE PLAYERS Championship — SIGNATURE EVENT
Event Date(s):	March 12-17, 2019
Event Location:	TPC Sawgrass
Tourist Attendance:	
Room Nights:	
TDC Funding Request:	\$250,000 \$210,000

	THRESHOLD REQUIREMENTS REVIEW				
	MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT				
Q	uestion to the Applicant	TDC EVALUATION			
a) Wh of y will b) Wh atte	Event and why? at are the expected demographics your audience/attendees and where they come from? at percent of your audience/endees will come from outside a of mile radius of the County and aries and what are you relying 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**			
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	TOURIST ATTENDANCE A	AND PROOF REQUIREMENT
	Question to the Applicant	TDC EVALUATION
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	West Manager and American Strategy and Ameri	**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
R		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?
21		Yes No 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
ÖŊ		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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CRITERIA REQUIRED FACTORS TO CONSIDER TO EVALUATE APPLICATION: (where included, the information in italics following a state 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	
	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.).		20
	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	DPPORTUNITY Will the Special sets Jacksonville apart from other destinations. Event / project			
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.		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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	in bold fond is the standard for allocation of all points)		
MARKETING PLAN	The applicant identifies the types of marketing approaches	10	10.5
Does the Special	being used and the target markets. The applicant clearly and	10	
Event / project	adequately identifies the types of marketing approaches being		4 7 7
meet and	used and the target markets, i.e. traditional advertising,		
demonstrate the	electronic and social media, public relations and earned media,		
necessary	collaborative, partnership and influence marketing and		
marketing plan	locations(s) of marketing.		
requirements?	The state of the s	1	V 181 an VI
(if no, 0 points)	95 x10"		
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	Visit Jacksonville has reviewed the plan and confirmed that it is		
	effectively designed to attract the projected tourists to the		
	Special Event.	Si .	
	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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	and compared to the control of the c		
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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
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	SUBTOTAL	60	55
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 second of th	TOTAL	55

TDC Member Signature:

Jacks mille November 8, 2018

TDC Meeting
Council VP Scott Wilson

Page | 8

Event/Project:	THE PLAYERS Championship – SIGNATURE EVENT
Event Date(s):	March 12-17, 2019
Event Location:	TPC Sawgrass
Tourist Attendance:	
Room Nights:	AY Y 2
TDC Funding Request:	\$250,000

THRESHOLD REQU	JIREMENTS REVIEW
MAIN PURPOSE ATTRACTIO	N 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	
		**	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	
		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? 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? (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	
	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	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? (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.		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	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	10
(if no, 0 points)		91 7	Comp () or try
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		
	The second secon		
	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.		ļ

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.		
	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.		tor War .
	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.		Section 1
E miles	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	1 0 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	SUBTOTAL	60	58
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	58 N/A
2.2	The second secon	TOTAL	38

TDC Member Signature: Butun Youd

Jacks will November 8, 2018

TDC Meeting Barbara Goodman

Event/Project:	THE PLAYERS Championship – SIGNATURE EVENT	
Event Date(s):	March 12-17, 2019	
Event Location:	TPC Sawgrass	
Tourist Attendance:	m m m m m m m m m m m m m m m m m m m	
Room Nights:		
TDC Funding Request:	\$250,000 210 00	
	2000	

THRESHOLD REQU	IREMENTS REVIEW				
MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT					
Question to the Applicant	TDC EVALUATION				
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TOURIST ATTENDANCE AND PROOF REQUIREMENT				
Question to the Applicant		TDC EVALUATION		
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	The state of the s	**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		
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	ENDER OF THE CONTRACT OF THE C	5) Does the applicant have a back-up assessment plan? Yes No		

10 (10 to 10	6) Is the request for grant funds to only
A CONTROL OF THE PARTY OF THE P	reimburse expenditures for venue rental
30.4	offset, expenses associated with marketing
	outside a 150 mile radius, or other event
Ch. St. St. St. St.	expenses?
No. 1875	Yes
i igen i mak	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
1	No
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	**** THE ANGWED IS NO 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)	Constant of the constant of th		
	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:		

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 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	15
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.		
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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	10
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		
	endozak gara a solonia kan na kan la sa sa la sa		
	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	5	

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.		A & 3 75 85
	The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.		
SZ 08	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.	4 5 72 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.	* 10 m	
	The applicant will utilize local talent, suppliers, service provides or and subcontractor in the Special Event.		En F 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
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	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	N/A
Eventsj	The state of the s	TOTAL	55

TDC Member Signature

Jacks wille November 8, 2018

TDC Meeting Kirit Patidar

Page | 8

Event/Project:	THE PLAYERS Championship – SIGNATURE EVENT
Event Date(s):	March 12-17, 2019
Event Location:	TPC Sawgrass
Tourist Attendance:	eagranaig and the property of the transfer of the state o
Room Nights:	the density of a second of the second
TDC Funding Request:	\$250,000

THRESHOLD REQUIREMENTS REVIEW MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT				
Question to the Applicant	TDC EVALUATION			
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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 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		
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WOLUMENT OF THE WAR TO SEE THE WAR T	**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**		
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NAAA CEEE	Jahr Jahr Lange La	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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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	25
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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	15
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(if no, 0 points)			
	Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.		
	a addine Ming files i Maji kan zeen tige		
	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	The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.	5	5
opportunities for the City? (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.		
	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.		
30 m () [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.		
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QUALITY OF LIFE IMPACT Does the Special Event / project enhance the	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.	5	5
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	SUBTOTAL	60	60
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years? (if no, 0 points deducted) (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
	ing and the second of the seco	TOTAL	

TDC Member Signature:

Jacks wille November 8, 2018

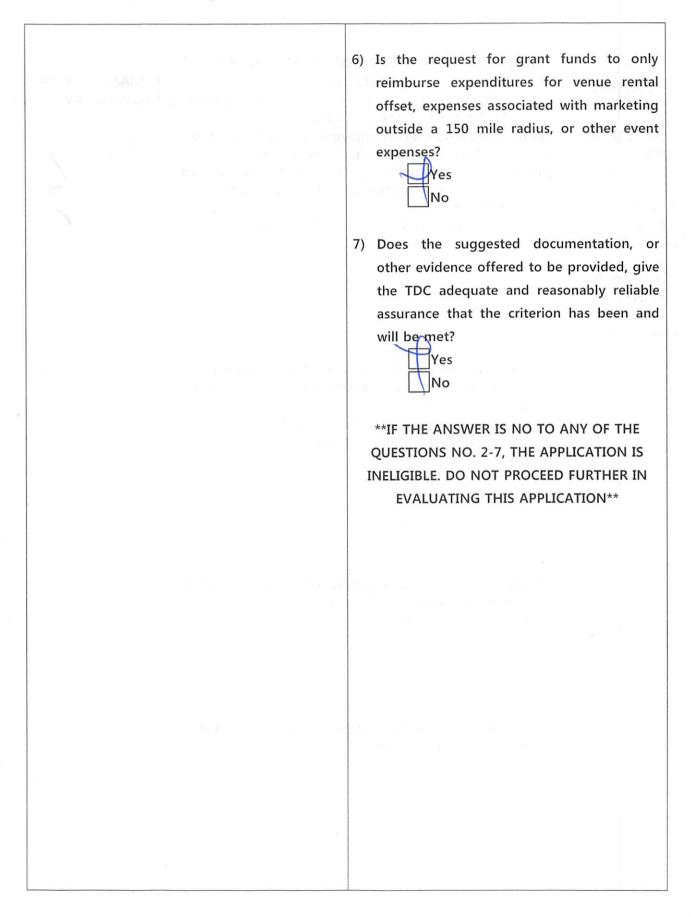
TDC Meeting Craig Smith

Page | 8

Event/Project:	THE PLAYERS Championship — SIGNATURE EVENT
Event Date(s):	March 12-17, 2019
Event Location:	TPC Sawgrass
Tourist Attendance:	
Room Nights:	C position and a second of
TDC Funding Request:	\$250,000\$ 210,000

	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? 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? Ves 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			
		3)	Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?			
		4)	Does the applicant identify how the data will be collected and by whom? Yes No			
ë	STREET TO STREET	5)	Does the applicant have a back-up assessment plan? Yes No			



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	The state of the s
	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	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? (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.		

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.		
	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	00/
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	Ň/A
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TDC Member Signature.

Jacks wille November 8, 2018

TDC Meeting Dawn Southworth

Page | 8