SPECIAL EVENTS ORANT SCORE SHEET

THRESHOLD REQUIREMENTS REVIEW

QUESTION TO APPLICANT

MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT

- 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?
- 2) How do you plan to promote the Special Event to potential attendees outside a 150 radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?

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)?



IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION

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

TDC Special Events Grants Score Sheet

 Did the Applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?

XYes

Martan Hisoamur

- ij Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?
- Ŋ How will you document that your Special 5000 tourists or more)? more; combination matrix standard; or tourists or more; 10,000 Room nights or Event has met that criteria (i.e. 25,000

IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION

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?

Does the applicant intend to provide a valid count of attendance of tourists and/or room nights generated?

X Yes

4 Does the applicant identify how the data will be collected and by whom? XYes Z

<u>Un</u> Does the Applicant have a back-up assessment plan?

XYes

٩ 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

7 event expenses?

XYes

No 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?

IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 2-6, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN **EVALUATING THIS APPLICATION***

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APPLICATION REVIEW

(where included, the information in italics following a statement in bold fout is the standard for allocation of all REQUERED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (string

POINTS AWARDED

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CRITERIA

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CRUTERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in tialics following a statement in bold-font is the standard for allocation of all points)
TOTAL TOURISM IMPACT Does the special event/ project drive tourism development, benefit economic prosperity and opportunity for the	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.
(if no, 0 points)	The anticipated number of attendees outside of 150 mile radius to expected to attend the Special Event. The magnitude of the Special Event and/or the location from which the 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:

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Chamerak	REQUIRED IACTORS TO CONSISER, TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	MAX.	POINTS
BRAND OPPORTUNITY Will the Special Event/ project successfully articulate,	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	J.
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.	V	
	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.	W	
	Visit Jacksonville finds the Special Event enhances the Jacksonville brand.	US.	
	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.	US	

COMPANDIA		MAN
CRITERIA	(where included, the information in italics following a statement in bold font is the standard for allocation of all points)	SAMFOR
MARKETING PLAN Does the special event/ project meet and demonstrate the necessary murketing 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 location(s) of marketing. Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.)A
	The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique	

			(
CRITISRIA	REQUIESD FACTORS TO CONSIDER TO EVALUATE TES APPLICATION: (where included, the information in italics following a statement in bold-font is the standard for allocation of all points)	MAX. POHNIN	POENTS 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.	Or	Ŋ
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.	4.5	
	It is important for the Applicant to receive the 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 providers or and subcontractor in the Special Event.		
QUALITY OF LIFE IMPACT Does the event/project	The Applicant is utilizing underused venues (hidden gems).	Un	57
enhance the quality of life for the community? (if no, 0 points	The Applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the Community. For example, is the applicant is: Providing free music, theatre, artistic or community outreach clinics;		
TDC Special Events Grants Score Sheet	6	0.24.18	

CRITTERIA	REQUINDED PACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	NAAK.	POINTS AWARDED
deducted)	 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, mothers 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. 		
	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)	 5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC 1st year minus 0 points 2nd year minus 5 points 3rd year minus 10 points 4th year minus 15 points 5th year minus 20 points (any deduction greater than 20 points results in an automatic disqualification) 	50 10 10	10
	TOTAL	60	04

SPECIAL EVENTS GRANT SCORE SHEET

THRESHOLD REQUIREMENTS REVIEW

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- 2) How do you plan to promote the Special Event to potential attendees outside a 150 radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?

TDC EVALUATION

) 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)?



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?

	П
No	Yes

***IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**

TOURIST ATTENDANCE AND PROOF REQUIREMENT

TDC Special Events Grants Score Sheet

□Yes	nights or tourists meet the threshold criteria?	Did the Applicant select a criteria and does the guaranteed number of room

10.24.18

			#	
the grant criteria?	number of room nights or tourists satisfy	applicant plan to meet? Do the guaranteed	Which threshold grant criteria does the	
	APPLICATION**	INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS	**IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS	Zo

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		more; combination matrix standard; or 5000 tourists or more)?	tourists or more; 10,000 Room nights or	How will you document that your Special Event has met that criteria (i.e. 25,000
4)	p	3) D		2) D
4) Does the applicant identify how the data will be collected and by whom?	The second regards generated:	3) Does the applicant intend to provide a valid count of attendance of tourists	Yes	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?

7		9	5)	4)
7) Does the engageted documentation or other evidence offered to be provided	event expenses?	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	5) Does the Applicant have a back-up assessment plan? Yes No	UNo Does the applicant identify how the data will be collected and by whom? Yes No

**IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 2-6, THE been and will be met? APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN No No

EVALUATING THIS APPLICATION***

give the TDC adequate and reasonably reliable assurance that the criterion has

APPLICATION REVIEW

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		The existence of any other special economic benefits to the County from the Special Event:	
	O.	OS STORY CONTRACTOR OF THE PARTY OF THE PART	
5		Has the Applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.	
B	-20	TO TO THE TOTAL PROPERTY OF THE TOTAL PROPER	
		The anticipated number of attendees outside of 150 mile radius to expected to attend the Special Event. The magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).	(if no, 0 points)
	b	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.	IMPACT Does the special event/ project drive tourism development, benefit economic prosperity and opportunity for the City?
)	The projected Determ on Investment for the Consiel Depart to the TIM. Is the great amount equal	TOTAL TOTAL
POINTS AWARDED	POENTS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	CRITERIA
(

The Special Event will utilize other local entities with complementary brands that will strengthen the collaborate with the constitute with the collaboration of profits. The Special Event (county's 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 collaborate with other complementary brands that will strengthen the collaboration or partnership. The Applicant has a 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 County's Water Life brand or one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History. Water & Outdoors, Sporting Events, or Arts, Culture & History. Water & Outdoors, Sporting Events, or Arts, Culture & History. Water & Outdoors, Sporting Events, or Arts, Culture & History. Water & Outdoors, Sporting Events, or Arts, Culture & History. The quality or quantity of national or international television broadcast or other means of exposure. The Applicant intends to advertise or promote the Jacksonville brand. The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and event and in advertisement and promotions for the event in unaerous macheting flora and ourge audiences outside of the 150 mile realing. There is significant value of such promotion. The	(•		
The Special Event creates a leadership position for the Jacksonville brand. The Special Event is a premier event that sets Jacksonville apair from other destinations. The Applicant will utilize other local entities with comphenentary brands that will strengthen the county's leadership position through collaboration or partnership. The Applicant thas, or intends to, profits, etc. to strengthen the county whends 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. 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 and utilizes more than just the Visit Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville brand through several means of the integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication/or media covernge. Jacksonville will be marketed as a destination during and elevision of the 130 mile radius. There is significant value of such promotion. The Jacksonville logo is used in various event marketing approaches.	TREETING			HOINES SEINIOF
The Applicant will utilize other local entities with complementary brands that will strengthen the promote county's leadership position through collaboration or partnership. The Applicant has, or intends to, brand? collaborate with other complementary brands in the County such as rexaurants, 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. Wisit Jacksonville finds the Special Event enhances the Jacksonville brand. The quality or quantity of national or international television broadcast or other means of exposure and utilizes more than just the Visit 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 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.	RAND DPPORFUNITY Will the Special Event/ project successfully priculate,) out UI	
	competitively position, and positively promote tacksonville's brand? If no, 9 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.		
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CRITITION	PEQUINED FACTORS TO CONSUDER TO EVALUATE THE APPLECATION: (where included, the information in italics following a statement in Bold font is the standard for allocation of all points)	PORNING	TENTEN ANY STATEMENT STATE
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.	<i>U</i> n	
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.)
	It is important for the Applicant to receive the funding to secure the Special Event. If the funding is not provided, the Special Event will be held somewhere else or it will be cancelled.		1
	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 providers or and subcontractor in the Special Event.		
QUALITY OF LIFE IMPACT Does the event/project	The Applicant is utilizing underused venues (hidden gems).	on	1
enhance the quality of life for the community?	The Applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the Community. For example, is the applicant is:		U
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CRATIERIA	REQUIENED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	POINTS	FOINES AWARDED
deducted)	 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, mothers 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. 	•	
	SUBTOTAL	60	
MULTIPLE YEARS FUNDING (minus factor) Did the entity receive consecutive TDC funding last year and in prior years? (if no, 0 points dcducted)	 5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points • 5th year minus 20 points • (any deduction greater than 20 points results in an automatic disqualification) 	<u>-</u> -20	OJ Q
	TOTAL	60	4



SPECIAL EVENTS GRANT SCORE SHEET



THRESHOLD REQUIREMENTS REVIEW

MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT

- 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?
- 2) How do you plan to promote the Special Event to potential attendees outside a 150 radius of the County

TDC EVALUATION

QUESTION TO APPLICANT

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)?



**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?



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boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?

PROCEED FURTHER IN EVALUATING THIS APPLICATION**

REQUIREMENT

- 1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?
- 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)?

1) Did the Applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?

N Yes

IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION

2 Does the applicant utilize specific and focused evaluation tools to will be génerated? evaluate how many tourists will attend and how many room nights

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3) Does the applicant intend to provide a valid count of attendance of

APPLICATION REVIEW

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	MAX. POINTS	POINTS
TOTAL TOURISM IMPACT	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	25	
Does the special	requested grant divided by the guaranteed tourists and/or room nights generated).		I _E V
event/ project drive	Generally, \$5 per room night or number of tourists is considered an adequate ROI absent		
tourism	other unique event value to venues or the community.		
development,			
benefit economic			
prosperity and			
opportunity for the			
City?	The anticipated number of attendees outside of 150 mile radius to expected to attend		K
(if no, 0 points)	the Special Event. The magnitude of the Special Event and/or the location from which the		1
	tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).		3
	Has the Applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.		
			F

CRITERIA
(whe
REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: The included, the information in italics following a statement in bold font is the standard for allocation of all points) Istence of any other special economic benefits to the County from the Special
POINTS
AWARDED



motes)	CRITERIA BRAND OPPORTUNITY Will the Special Event/ project successfully articulate, competitively	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all 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 in the County.	he at
	successfully 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 complementary brands in the County such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and	will ship. The County e and
one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & H Visit Jacksonville finds the Special Event enhances the Jacksonville brand.	(if no, 0 points)	special Event is in alignment with the updated Jacksonville values and vis onville. There is significant brand alignment with the County's Water Life bro	ion of
		Jacksonville finds the Special Event enhances the Jacksonville brand.	swy.

	CRITERIA
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.	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)
	MAX. POINTS
	MAX. POINTS POINTS AWARDED

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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	MAX. POINTS	POINTS
MARKETING PLAN Does the special	The Applicant identifies the types of marketing approaches being used and the target markets. The Applicant clearly and adequately identifies the types of marketing	10	
event/ project meet	approaches being used and the target markets, i.e. traditional advertising, electronic and		
and demonstrate	social media, public relations and earned media, collaborative, partnership and influence		
the necessary	marketing and location(s) of marketing.		
marketing plan			
requirements?			5
(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.		-
	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 font is the standard for allocation of all points)
REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: included, the information in italics following a statement in bold font is the standard points.
CONSIDER TO EVALUATE italics following a statement (
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MAX. POINTS
MAX. POINTS POINTS AWARDED

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	MAX. POINTS	POINTS AWARDED
STEWARDSHIP	The Special Event will use County-owned, or publicly supported public venues, parks,	σ.	
Does the special	attractions, museums in a way that benefits the County.		
event/ project have			
leverage			
opportunities for	The Special Event will use local attractions or area assets, other than County-owned or		
the City?	publicly supported venues, parks or other facilities.		
(if no, 0 points)			
	The venue is one in which tourists would be inclined to visit at a time other than at the		N
	Special Event.		\
	The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.		
	collaboration or conjunction with the Special Event.		
	It is important for the Applicant to receive the 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		

Does the event/project enhance the quality	QUALITY OF LIFE		CRITERIA
The Applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the Community.	E The Applicant is utilizing underused venues (hidden gems).	at a private venue or similar public venue outside of the County. The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Special Event.	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)
839	UI		MAX. POINTS
W			POINTS

TDC Special Events Grants Score Sheet

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POINTS AWARDED

MAX.

POINTS

	All and the second of the seco				

-10		
70		(If no, 0 points deducted)
-10	(any deduction greater than 20 points results in an automatic disqualification)	years?
-10	5th year minus 20 points	year and in prior
	4th year minus 15 points	TDC funding last
	3rd year minus 10 points	receive consecutive
	2nd year minus 5 points	Did the entity
	1st year minus 0 points	factor)
	that the entity requests funding from the TDC	FUNDING (minus
t year -20	5 points shall be deducted from the total score for each consecutive year after the first year	MULTIPLE YEARS
for POINTS AWARDED	(where included, the information in italics following a statement in bold font is the standard for allocation of all points)	
MAX. POINTS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	CRITERIA

SPECIAL EVENTS GRANT SCORE SHEET



THRESHOLD REQUIREMENTS REVIEW

QUESTION TO APPLICANT

MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT

- 1) Who do you anticipate will attend your Special Event and why?
- What are the expected demographics of they come from? your audience/attendees and where will
- 9 What percent of your audience/ that assumption? and what are you relying on to make mile radius of the County boundaries attendees will come from outside a 150
- 59 dedicated to outside the region versus local How do you plan to promote the Special advertising? percentage of the Marketing Budget is radius of the County boundaries and what Event to potential attendees outside a 150

TDC EVALUATION

Is one of the main purposes of the Special Event the attraction of tourists from are tourists)? outside the 150 mile radius (recommend a minimum of 35% of the attendees



□ Yes

IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION*

77 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

TDC Special Events Grants Score Sheet

Did the Applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria?

- applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?
- 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)?
- **IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**
- 13 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
- 3) Does the applicant intend to provide a valid count of attendance of tourists and/or poom nights generated?
- LY cs
- 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
- 9 event expenses? offset, expenses associated with marketing outside a 150 mile radius, or other is the request for grant funds to only reimburse expenditures for venue rental Yes NO.
- 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? No Yes 7
- APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**

APPLICATION REVIEW

(where included, the information in italics following a statement in bold font is the standard for allocation of all REQUESED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:

POINTS AWARDED

CRUTERIA

		The second name of the least	
CRITERIA	REQUINED PACTORS TO CONSIDER NO EVALUATE VIII APPLICATION: (where included, the hybraction in tralics following a statement in bolds font is the standard for allocation of all points)	MAX. POINTS	POINTS
IMPACT Does the special event/ project drive tourism development, benefit economic prosperity	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	B
and opportunity for the City? (if no, 0 points)	The anticipated number of attendees outside of 150 mile radius to expected to attend the Special Event. The magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).		
	445 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:		

CRITISRALA THE STREET FOR STORES TO CONSIDER TO EVALUATE THE APPLICATION.
points)
OPPORTUNITY Will the Special Event that sets Jacksonville apart from other destinations. Project successfully The Special Event that sets Jacksonville apart from other destinations.
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 Jacksonville's brand? County's leadership position through collaboration or partnership. The Applicant has, or intends to, Jacksonville's brand? Collaborate with other complementary brands in the County such as restaurants, attractions, not-forprofits, 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 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.

(
CRITCHNA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLECATION: (where included, the information in talics following a statement in bold-font is the standard for allocation of all points)	NEAX.	A WARDED
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.	U	4
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.		
	It is important for the Applicant to receive the 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 providers or and subcontractor in the Special Event.		
QUALITY OF LIFE IMPACT Does the event/project	The Applicant is utilizing underused venues (hidden gems).	Uı	Ц
enhance the quality of life for the community?. (if no, 0 points	The Applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the Community. For example, is the applicant is:		
TDC Special Events Grants Score Sheet	6	0.24.18	

843	60		
		• 5th year minus 20 points (any deduction greater than 20 points results in an automatic disqualification)	(if no, 0 points deducted)
		 1st year minus 0 points 2nd year minus 5 points 3rd year minus 10 points 4th year minus 15 points 	Did the entity receive consecutive TDC funding last year and in prior years?
	-20	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	MULTIPLE YEARS FUNDING (minus
43	. 60	SUBTOTAL	
		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.	
		 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, mothers and children, programs for job creation from 	deducted)
IS AWARDED	MEAX.	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	CRITERIA
		The state of the s	

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SPECIAL EVENTS GRANT SCORE SHEET

Lori Bayer

boundaries and what are you relying on to make that assumption? 2) How do you plan to promote the Special Event to potential attendees	b) What percent of your audience/ attendees will come from outside a 150 mile radius of the County	<pre>demographics of your audience/attendees and where will they come from?</pre>	Special Event and why? a) What are the expected	MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT 1) Who do you anticipate will attend your	QUESTION TO APPLICANT	THRESH
main purposes of the Special Event is attraction of tourists? No + marketing bugget but No	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	**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**	No	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)?	TDC EVALUATION	THRESHOLD REQUIREMENTS REVIEW

outside a 150 radius of the County

**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT

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advertising? outside the Marketing Budget is boundaries and what percentage of the region dedicated to versus local

PROCEED FURTHER IN EVALUATING THIS APPLICATION**

TOURIST ATTENDANCE AND PROOF REQUIREMENT

- 1) Which threshold grant criteria does guaranteed number of room nights or the applicant plan to meet? Do the tourists satisfy the grant criteria?
- How will you document that your standard; or 5000 tourists or more)? Special Event has met that criteria (i.e. nights or more; combination matrix 25,000 tourists or more; 10,000 Room

1) Did the Applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold-criteria? 250,000

Yes

No 7

No Yes

IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS **APPLICATION**

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?

Ves Says will work will work about short registrat

3) Does the applicant intend to provide a valid count of attendance of

proving of they

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APPLICATION REVIEW

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CRITERIA REQUIRED FACTORS (where included, the informatic	The existence of any other sp	Event: application uneals, etc.			
REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	The existence of any other special economic benefits to the County from the Special	application argues economic impact from meals, etc. it addition to resoms that is true for most tourists			

MAX. POINTS POINTS AWARDED					

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			:)
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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	MAX. POINTS POINTS AWARDED
BRAND	The Special Event creates a leadership position for the Jacksonville brand. The Special	15
OPPORTUNITY	Event is a premier event that sets Jacksonville apart from other destinations	
Will the Special	not really - preates on opportunity	
Event/ project	To visitors to the Lox but brand " a	
successfully	not parindulary track + rice	- (V.C.)
articulate,	The Applicant will utilize other local entities with complementary brands that will	
competitively	strengthen the County's leadership position through collaboration or partnership. The	
position, and	Applicant has, or intends to, collaborate with other complementary brands in the County	
positively promote	such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and	
Jacksonville's	brand in a way that further encourages tourism to the County. Non - Specific	
brand?	d' I	
(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.	
	Could equentify have	
	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.	

TDC Special Events Grants Score Sheet

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no media

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	CRITERIA
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. Is mostly grand to people this significant value of market above significant value of the Jacksonville logo is used in various event marketing approaches.	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)
	POINTS
S ENE W	MAX. POINTS POINTS AWARDED

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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 location(s) of marketing. Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.
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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. <i>The Special Event could be hosted</i>	
		It is important for the Applicant to receive the 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.	
		The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.	
		The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.	
W		The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.	Does the special event/ project have leverage opportunities for the City? (if no, 0 points)
	Сī	The Special Event will use County-owned, or publicly supported public venues, parks,	STEWARDSHIP
POINTS AWARDED	MAX. POINTS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	CRITERIA

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QUALITY OF LIFE IMPACT Does the event/project enhance the quality		CRITERIA
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.	The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Special Event.	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)
U		MAX. POINTS
E MA		POINTS

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TDC Special
Events
Grants
Score
Sheet

	of life for the For excommunity? (if no, 0 points deducted)	CRITERIA (whe
SUBTOTAL	 For example, is 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, mothers 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. 	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)
60		MAX. POINTS
100 DA		MAX. POINTS POINTS AWARDED

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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	MAX. POINTS POINTS AWARDED
MULTIPLE YEARS	5 points shall be deducted from the total score for each consecutive year after the first year	-20
FUNDING (minus	that the entity requests funding from the TDC	
factor)	1st year minus 0 points	
Did the entity	· 2nd year minus & points	
receive consecutive (• 3rd year minus 10 points	
TDC funding last	4th year minus 15 points	
year and in prior	5th year minus 20 points	
years?	(any deduction greater than 20 points results in an automatic disqualification)	
(if no, 0 points deducted)		
	TOTAL	<u>5</u>

No deduced him in there a before based on.

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SPECIAL EVENTS GRANT SCORE SHEET

THRESHOLD REQUIREMENTS REVIEW

QUESTION TO APPLICANT

1) Who do you anticipate will attend your

35% of the attendees are tourists)?

tourists from outside the 150 mile radius (recommend a minimum of

REQUIREMENT

Special Event and why?

a) What are the expected

demographics of your

TDC EVALUATION

- MAIN PURPOSE ATTRACTION OF TOURIST L Is one of the main purposes of the Special Event the attraction of
- **IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**

<u>b</u>

What percent of your audience/

they come from?

audience/attendees and where will

attendees will come from outside a

2) Does the plan for promotion of this Special Event to tourists outside main purposes of the Special Event is attraction of tourists? the 150 mile radius of the County boundaries prove that one of the



assumption?

boundaries and what are you

150 mile radius of the County

relying on to make that

2) How do you plan to promote the outside a 150 radius of the County Special Event to potential attendees

**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT

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boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?

PROCEED FURTHER IN EVALUATING THIS APPLICATION**

TOURIST ATTENDANCE AND PROOF REQUIREMENT

- 1) Which threshold grant criteria does the applicant plan to meet? Do the guaranteed number of room nights or tourists satisfy the grant criteria?
- 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)?

1) Did the Applicant select a criteria and does the guaranteed number of room nights or tourists meet the threshold criteria? Yes

IF APPLICANT FAILED TO SELECT A CRITERIA, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION

- 7 Does the applicant utilize specific and focused evaluation tools to will be generated? evaluate how many tourists will attend and how many room nights
- 3) Does the applicant intend to provide a valid count of attendance of

Yes

4) Does the applicant identify how the data will be collected and by whom?

No

No

No

Some a back-up asse

5) Does the Applicant have a back-up assessment plan?

Yes

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?

7) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance

Yes

that the criterion has been and will be met?

IF THE ANSWER IS NO TO ANY OF THE QUESTIONS NO. 2-6, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION

APPLICATION REVIEW

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NA.		Has the Applicant proven calendar maximization in choosing the date of the Special Event? The Special Event is scheduled during a slow tourism period.	
	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.).	
/		the Special Event. The magnitude of the Special Event and/or the location from which the	City? (if no, 0 points)
			prospenty and opportunity for the
500 a 1 (1)		· · ·	development, benefit economic
		other unique event value to venues or the community.	tourism
		Generally, \$5 per room night or number of tourists is considered an adequate ROI absent	event/ project drive
1)		requested grant divided by the guaranteed tourists and/or room nights generated).	IMPACT Does the special
A	25	The projected Return on Investment for the Special Event to the TDC: Is the grant	TOTAL TOURISM
AWARDED	POINTS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	CRITERIA

TDC Special Events Grants Score Sheet

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The existen Event:	RI (where inc
The existence of any other special economic benefits to the Event:	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard points)
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special specia	ors to ation in
есоло	CONSIDER TO EVALL italics following a staten allocation of all points)
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	THE A
County from the Special	HE APPLICATION: bold font is the standard for
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pecial	dard for
	MAX. POINTS POINTS AWARDED
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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	MAX	MAX. POINTS POINTS AWARDED
BRAND OPPORTUNITY Mill the Special	The Special Event creates a leadership position for the Jacksonville brand. <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i>	15	4
Event/ project successfully			
articulate,	The Applicant will utilize other local entities with complementary brands that will		
competitively	strengthen the County's leadership position through collaboration or partnership. The		
position, and	Applicant has, or intends to, collaborate with other complementary brands in the County		
positively promote	such as restaurants, attractions, not-for-profits, etc. to strengthen the event image and		
Jacksonville's	brand in a way that further encourages tourism to the County.		
brand?		\	
(if no, 0 points)		\	
	The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville. <i>There is significant brand alignment with the County's Water Life brand or</i>	`	
	one of our focus areas: Water & Outdoors, Sporting Events, or Arts, Culture & History.		
	Visit Jacksonville finds the Special Event enhances the Jacksonville brand.		
	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.		

		Se ri e	

MARKETING PLAN Does the special event/ project meet approaches being used and the target social media, public relations and earne marketing plan requirements? (if no, 0 points) Visit Jacksonville has reviewed the plantiract the projected tourists to the SI The plan is innovative or unique. You Visit Jacksonville finds it to be innovative.	CRITERIA REQUIRED F
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 location(s) of marketing. Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event. The plan is innovative or unique. You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique.	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allogation of all points)
10	MAX. POINTS
1 Pop	MAX. POINTS POINTS AWARDED

TDC Special Events Grants Score Sheet

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CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in Italics following a statement in bold font is the standard for allocation of all points)	MAX	POINTS
STEWARDSHIP	The Special Event will use County-owned, or publicly supported public venues, parks,	ъ	1
Does the special	attractions, museums in a way that benefits the County.	/	2
event/ project have			
leverage			
opportunities for	The Special Event will use local attractions or area assets, other than County-owned or	\	
the City?	publicly supported venues, parks or other facilities.	(
(if no, 0 points)			
	The venue is one in which tourists would be inclined to visit at a time other than at the	<	
	Special Event.	λ	
	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 the funding to secure the Special Event. $I\!f$	8	
	the funding is not provided, the Special Event will be held somewhere else or it will be		
	cancelled.		3
	There is competition for the Special Event such that it may be hosted at a private	5	
	venue or similar public venue outside of the County. The Special Event could be hosted		

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QUALITY OF LIFE IMPACT Does the event/project enhance the quality				CRITERIA
E 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.		The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Special Event.	at a private venue or similar public venue outside of the County.	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in Italics following a statement in bold font is the standard for allocation of all points)
U	\sim			MAX. POINTS
~				POINTS

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 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, mothers 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. 	oints	CRITERIA of life for the community?
		community?
 Utilizing programs for underserved youth, mothers and children, procreation from not-for-profits; Providing services to enhance or improve a community center, a parplayground; Donating tickets to a particular not-for-profit or community group. 	 Utilizing programs for underserved youth, mothers and children, proceed creation from not-for-profits; Providing services to enhance or improve a community center, a paplayground; Donating tickets to a particular not-for-profit or community group. 	deducted)
 Providing services to enhance or improve a community center, a par playground; Donating tickets to a particular not-for-profit or community group. 	 Providing services to enhance or improve a community center, a papayground; Donating tickets to a particular not-for-profit or community group. 	
playground; Donating tickets to a particular not-for-profit or community group.	playground; Donating tickets to a particular not-for-profit or community group.	
Donating tickets to a particular not-for-profit or community group.	Donating tickets to a particular not-for-profit or community group.	

	60	TOTAL	
(*			(if no, 0 points deducted)
		(any deduction greater than 20 points results in an automatic disqualification)	years?
		5th year minus 20 points	year and in prior
		4th year minus 15 points	TDC funding last
		3rd year minus 10 points	receive consecutive
		2nd year minus 5 points	Did the entity
-0		1st year minus 0 points	factor)
0		that the entity requests funding from the TDC	FUNDING (minus
5	-20	5 points shall be deducted from the total score for each consecutive year after the first year	MULTIPLE YEARS
POINTS AWARDED	POINTS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: (where included, the information in italics following a statement in bold font is the standard for allocation of all points)	CRITERIA

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