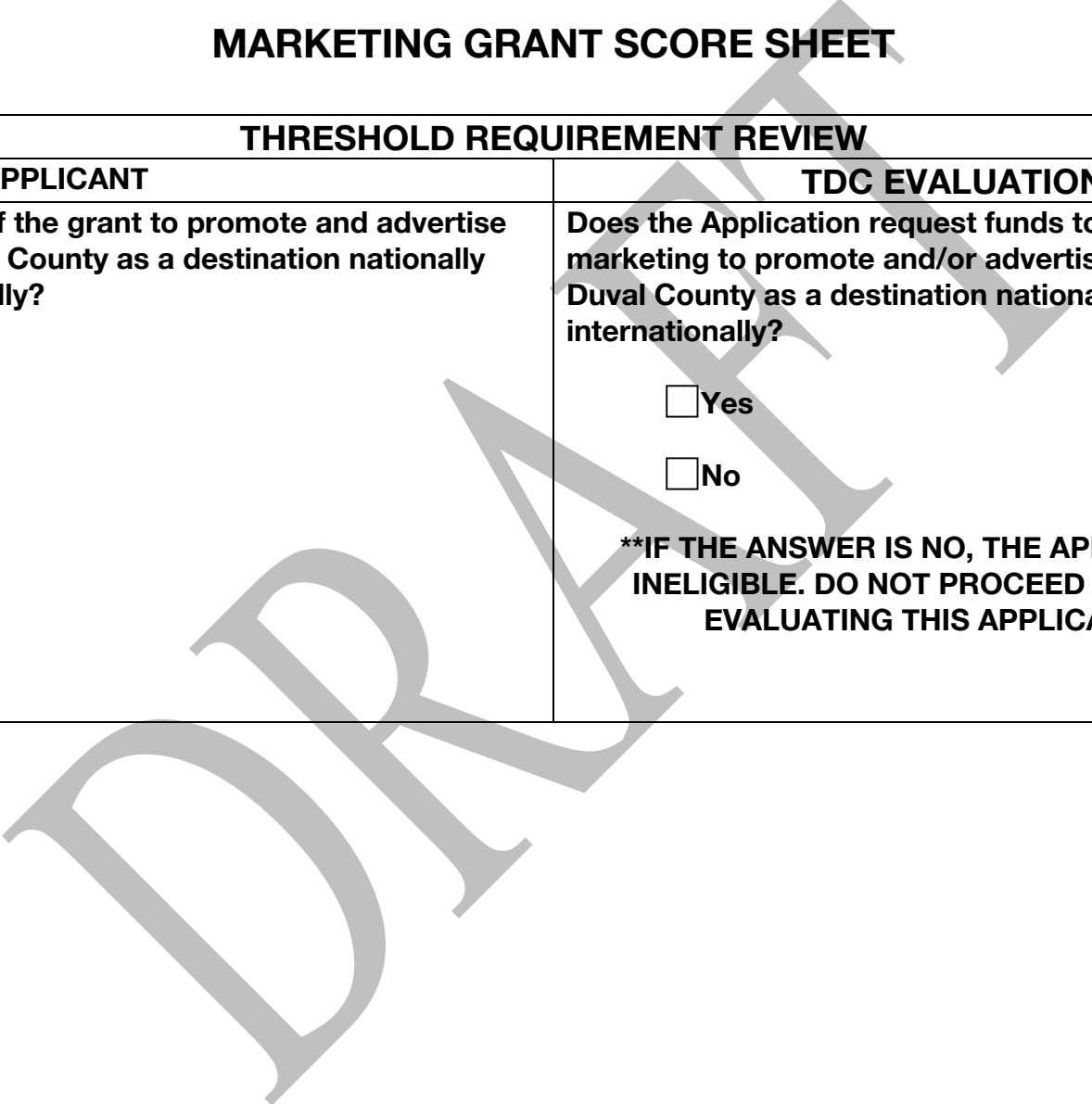


# MARKETING GRANT SCORE SHEET

<b>THRESHOLD REQUIREMENT REVIEW</b>	
<b>QUESTION TO APPLICANT</b>	<b>TDC EVALUATION</b>
<p><b>Is the purpose of the grant to promote and advertise tourism of Duval County as a destination nationally and internationally?</b></p>	<p><b>Does the Application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination nationally and internationally?</b></p> <p style="text-align: center;"> <input type="checkbox"/> Yes  <input type="checkbox"/> No                 </p> <p style="text-align: center;"><b>**IF THE ANSWER IS NO, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION**</b></p>



## APPLICATION REVIEW

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>TOTAL TOURISM IMPACT</b>	<i>Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for the City?</i> <b>(if no, 0 points)</b>	<ul style="list-style-type: none"> <li>• What is the overall projected direct economic impact?</li>   <li>• What is the potential for attendees outside of 150 mile radius to attend the event and/or what is the anticipated hotel/motel tax collections?</li>   <li>• What is the potential for generating tourists beyond a specific event based on exposure, new markets, etc.?</li>   <li>• What is the expected audiences that will be reached?</li>   <li>• What is the quantity, duration, and category of type of marketing? Please provide anticipated number of printed publications, social media postings, advertisements aired or broadcasted, etc.</li> </ul>	<b>25</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>BRAND OPPORTUNITY</b>	<i>Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand?</i> <b>(if no, 0 points)</b>	<ul style="list-style-type: none"> <li>• How does the campaign/promotion create a leadership position for the Jacksonville brand (look at logo placement, the message platform and significant brand alignment)?</li>   <li>• Are there other complementary brands that will strengthen this position through collaboration or partnership?</li>   <li>• Is there national or international television broadcast or other means of exposure?</li>   <li>• Will there be visibility of the Jacksonville brand and destination marketing logos, imagery in all the marketing and communication/or media coverage and how is it integrated?</li>   <li>• What, if any, promotional items, prizes, logos or imagery will utilize the city name, images or branding?</li> </ul>	<b>15</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>MARKETING PLAN</b>	<p><i>Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with the Marketing Services Contractor's Marketing Plan?</i></p> <p><b>(if no, 0 points)</b></p>	<ul style="list-style-type: none"> <li>• Did the applicant identify the types of marketing approaches being used, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing?</li> <li>• Did the Applicant produce an innovative and unique marketing plan and how is the plan innovative or unique?</li> <li>• Does the applicant have enough time to execute the marketing plan?</li> <li>• What are the specific ad purchases for promotion outside the 150 mile radius?</li> <li>• How will the objectives be measured?</li> <li>• Does the marking plan and the letter of acceptance of the proposal provide enough time for the event to follow through on all marketing commitments?</li> <li>• Does the plan complement the Marketing efforts of the Marketing Service Contractor?</li> </ul>	<b>10</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>RETURN ON INVESTMENT</b>				
	<i>Does the value of the proposed campaign or promotion substantially exceed the grant amount?</i> <b>(if no, 0 points)</b>	<ul style="list-style-type: none"> <li>• How does the market value of the advertising provided compare to the amount of the grant request?</li> <li>• Is it worth a minimum of 2x the grant amount?</li> </ul>	<b>5</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>STEWARDSHIP</b>	<i>Does the campaign or promotion have leverage opportunities for the City?</i> <b>(if no, 0 points)</b>	<ul style="list-style-type: none"> <li>• Does the campaign/promotion promote City or County owned, or publicly supported public venues, parks, attractions, museums, area assets and potential business opportunities?</li> <li>• Does campaign/promotion utilize local talent, suppliers, and subcontractors?</li> <li>• Does the campaign/promotion integrate the utilization or promotion of other county destinations outside of the actual event venue during the event period (i.e. promote the tourists to visit the zoo during their stay)?</li> </ul>	<b>5</b>	
<b>SUBTOTAL</b>			<b>60</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>MULTIPLE YEARS FUNDING (minus factor)</b>	<p><i>Did the entity receive consecutive TDC funding last year and in prior years?</i></p> <p><b>(if no, 0 points deducted)</b></p>	<p>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</p> <ul style="list-style-type: none"> <li>• 1st year minus 0 points</li> <li>• 2nd year minus 5 points</li> <li>• 3rd year minus 10 points</li> <li>• 4th year minus 15 points</li> <li>• 5th year minus 20 points</li> </ul> <p><i>(any deduction greater than 20 points results in an automatic disqualification)</i></p>	<b>-20</b>	
<b>*MINIMUM OF 40 POINTS TO RECEIVE GRANT FUNDING*</b>				
		<b>TOTAL</b>	<b>60</b>	