

## SPECIAL EVENTS GRANT SCORE SHEET

<b>THRESHOLD REQUIREMENTS REVIEW</b>	
<b>QUESTION TO APPLICANT</b>	<b>TDC EVALUATION</b>
<p><b>MAIN PURPOSE OF EVENT REQUIREMENT</b></p> <p>1) Who do you anticipate will attend your event and why?</p> <ul style="list-style-type: none"> <li>• What are the expected demographics of your audience/attendees and where will they come from?</li> <li>• 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?</li> </ul> <p>2) How do you plan to promote the 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?</p>	<p>1) Is the main purpose of the Event the attraction of tourists from outside the 150 mile radius?</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> <p>2) Does the plan for promotion of this event to tourists outside the 150 mile radius of the county boundaries prove that the main purpose of the event is attraction of tourists?</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>

**TOURIST ATTENDANCE AND PROOF REQUIREMENT**

**Which threshold grant criteria do you plan to meet and how will you document that your 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) Which criteria did applicant select?**

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

**2) 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, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION\*\***

## APPLICATION REVIEW

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>TOTAL TOURISM IMPACT</b>	<i>Does the special event/project drive tourism development, benefit 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>• how does the applicant estimate how many tourists will attend and/or how many room nights and venues they will be using for the event (i.e. providing documentation or other evidence)?</li> </ul>	<b>25</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
		<ul style="list-style-type: none"> <li>• How does the applicant intend to provide a valid count of attendance of tourists and room nights at the Event?</li>   <li>• Are the evaluation tools specific and focused?</li>   <li>• How will data be collected and by whom?</li>   <li>• What is their back up assessment plan?</li>   <li>• Has the Applicant proven calendar maximization in choosing the date of the Event?</li> </ul>		

<p><b>BRAND OPPORTUNITY</b></p>	<p><i>Will the special event/project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i>  <b>(if no, 0 points)</b></p>	<ul style="list-style-type: none"> <li>• How does the Event 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 the special event in alignment with the updated Jacksonville values and vision of Jacksonville?</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> </ul>	<p><b>15</b></p>	
---------------------------------	--	--	------------------	--

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>MARKETING PLAN</b>	<p><i>Does the special event/project meet and demonstrate the necessary marketing plan requirements?</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>• How is the plan innovative or unique?</li>   <li>• Does Marketing Service Contractor find it to be innovative or unique?</li> </ul>	<b>10</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>STEWARDSHIP</b>	<p><i>Does the special event/project have leverage opportunities for the City?</i>  <b>(if no, 0 points)</b></p>	<ul style="list-style-type: none"> <li>• Does the Event use City or County owned, or publicly supported public venues, parks, attractions, museums, area assets and create potential business opportunities?</li> <li>• Is the venue one in which tourists might be inclined to visit at a time other than the funded event?</li> <li>• Does the venue benefit from the event being hosted there?</li> <li>• How important is the funding to the venue securing the event?</li> <li>• Is there competition for the event such that it may be hosted at a private venue or similar public venue outside of the County?</li> <li>• Does it utilize local talent, suppliers, and subcontractors?</li> </ul>	<b>5</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
		<ul style="list-style-type: none"> <li>• Will the County lose the event if it is not hosted at a private unique venue within the County?</li>   <li>• Does the event 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>   <li>• What are the economic development opportunities?</li>   <li>• Is the Event innovative?</li> </ul>		



CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
<b>QUALITY OF LIFE IMPACT</b>	<p><i>Does the event/project enhance the quality of life for the community?</i></p> <p><b>(if no, 0 points deducted)</b></p>	<ul style="list-style-type: none"> <li>• Is the applicant using underused venues (hidden gems)?</li>   <li>• Is the applicant using local service providers for their events?</li>   <li>• Does the applicant engage the community and have a civic, social and legacy impact plan that gives back to the community?  For example, is the applicant: <ul style="list-style-type: none"> <li>• Providing free music, theatre, artistic or community outreach clinics?</li> <li>• 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?</li> <li>• Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits?</li> <li>• Providing services to enhance or improve a community center, a park or building a playground?</li> </ul> </li> </ul>	<b>5</b>	

CRITERIA	QUALIFIERS	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION:	MAX. POINTS	TOTAL POINTS
		<b>SUBTOTAL</b>	<b>60</b>	
<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>	