

Marketing Grant Score Sheet

Entity/Campaign:	Florida State vs. Boise State
Event Date(s):	August 30 – September 2, 2019
Event Location:	TIAA Bank Field
Tourist Attendance:	25,000 (60,000 overall attendees)
TDC Funding Request:	\$50,000

Criteria	Qualifiers	Considerations/Factors	Maximum Points	TOTAL POINTS
Total Tourism Impact	Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity of the City?	Overall projected direct economic impact, potential for attendees outside of 150 mile radius; potential for generating tourists beyond a specific event based on exposure, new markets, etc.; What is the expected audience reached; Number of publications printed, airings, etc.	25	
Brand Opportunity	Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand?	Leadership position for Jacksonville brand. National or international television broadcast, exposure. Visibility of destination marketing logos, imagery, media coverage. Promotional items, prizes that carry City name, logos, imagery.	15	
Marketing Plan (After review from Marketing Services Contractor)	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?	Traditional advertising, electronic and social media. PR and earned media, collaborative, partnership and influence marketing. After review by Marketing Services Contractor, were there findings of innovation, uniqueness? Does it complement the Marketing efforts of the Marketing Services Contractor?	10	

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Criteria	Qualifiers	Considerations/Factors	Maximum Points	Points Awarded
Return on Investment	Does the value of the proposed campaign or promotion substantially exceed the grant amount?	How does the market value of the advertising provided compare to the amount of grant request? Is it worth a minimum of 2x the grant amount?	5	
Stewardship	Does the campaign or promotion have leverage opportunities for the City?	Promotion of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent.	5	
Multiple Years Funding Note: This criterion is a minus factor and shall serve to reduce the maximum number of points. (Not applicable to TDC Signature Events)	Did the entity receive consecutive TDC funding last year and in prior years?	5 points will be deducted from the entity's overall score for each consecutive year after the first year that the entity requests funding from the TDC (i.e., 1 st yr – minus 0 pts, 2 nd yr – minus 5 pts, 3 rd yr – minus 10 pts, 4 th yr – minus 15 pts, and 5 th yr – minus 20 pts).		
Total Points Achieved:				

TDC Member Signature: _____