

Special Events Grant Score Sheet

Event/Project:	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)
Room Nights:	
TDC Funding Request:	\$100,000

Criteria	Qualifiers	Considerations/Factors	Maximum Points	TOTAL POINTS
Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for the City?	Overall projected direct economic impact, room nights generated, hotel / motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	
Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	
Marketing Plan (After review from Marketing Services Contractor)	Does the special event project meet and demonstrate the necessary marketing plan requirements?	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?	10	
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.	5	

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Quality of Life Impact	Does the event enhance the quality of life for the community?	Community engagement, civic, social and legacy impact.	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 special event project receive consecutive TDC funding last year and in prior years?	5 points will be deducted from the special event project'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: _____