

# SPECIAL EVENTS GRANT SCORE SHEET

<b>THRESHOLD REQUIREMENTS REVIEW</b>	
<b>QUESTION TO APPLICANT</b>	<b>TDC EVALUATION</b>
<p style="text-align: center;"><b><u>MAIN PURPOSE ATTRACTION OF TOURIST REQUIREMENT</u></b></p> <p>1) Who do you anticipate will attend your Special Event and why?</p> <p style="margin-left: 20px;">a) What are the expected demographics of your audience/attendees and where will they come from?</p> <p style="margin-left: 20px;">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?</p> <p>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?</p>	<p>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)?</p> <p style="margin-left: 40px;"><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 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?</p> <p style="margin-left: 40px;"><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**

- 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  
 No

**\*\*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?

- Yes  
 No

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

- Yes  
 No

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  
 No

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?

- Yes  
 No

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

## APPLICATION REVIEW

CRITERIA	REQUIRED FACTORS TO CONSIDER TO EVALUATE THE APPLICATION: <i>(where included, the information in italics following a statement in bold font is the standard for allocation of all points)</i>	MAX. POINTS	POINTS AWARDED
<p><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></p>	<p><b>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).</b> <i>Generally, \$5 per room night or number of tourists is considered an adequate ROI absent other unique event value to venues or the community.</i></p> <p><b>The anticipated number of attendees outside of 150 mile radius to expected to attend the Special Event.</b> <i>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.).</i></p> <p><b>Has the Applicant proven calendar maximization in choosing the date of the Special Event?</b> <i>The Special Event is scheduled during a slow tourism period.</i></p> <p><b>The existence of any other special economic benefits to the County from the Special Event:</b></p>	<p><b>25</b></p>	

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<p><b>BRAND OPPORTUNITY</b> <i>Will the Special Event/ project successfully articulate, competitively position, and positively promote Jacksonville's brand?</i> <b>(if no, 0 points)</b></p>	<p><b>The Special Event creates a leadership position for the Jacksonville brand.</b> <i>The Special Event is a premier event that sets Jacksonville apart from other destinations.</i></p> <p><b>The Applicant will utilize other local entities with complementary brands that will strengthen the County's leadership position through collaboration or partnership.</b> <i>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.</i></p> <p><b>The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville.</b> <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water &amp; Outdoors, Sporting Events, or Arts, Culture &amp; History.</i></p> <p><b>Visit Jacksonville finds the Special Event enhances the Jacksonville brand.</b></p> <p><b>The quality or quantity of national or international television broadcast or other means of exposure.</b> <i>The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.</i></p> <p><b>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication/or media coverage.</b> <i>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.</i></p>	15	

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<p><b>MARKETING PLAN</b>  <i>Does the special event/ project meet and demonstrate the necessary marketing plan requirements?</i></p> <p><b>(if no, 0 points)</b></p>	<p><b>The Applicant identifies the types of marketing approaches being used and the target markets.</b> <i>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.</i></p> <p><b>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract the projected tourists to the Special Event.</b></p> <p><b>The plan is innovative or unique.</b> <i>You believe the marketing plan is innovative or unique. Visit Jacksonville finds it to be innovative or unique</i></p>	<p><b>10</b></p>	

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<b>STEWARDSHIP</b> <i>Does the special event/ project have leverage opportunities for the City?</i> <b>(if no, 0 points)</b>	<p><b>The Special Event will use County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</b></p> <p><b>The Special Event will use local attractions or area assets, other than County-owned or publicly supported venues, parks or other facilities.</b></p> <p><b>The venue is one in which tourists would be inclined to visit at a time other than at the Special Event.</b></p> <p><b>The Applicant has identified potential business opportunities for area assets in collaboration or conjunction with the Special Event.</b></p> <p><b>It is important for the Applicant to receive the funding to secure the Special Event.</b> <i>If the funding is not provided, the Special Event will be held somewhere else or it will be cancelled.</i></p> <p><b>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.</b> <i>The Special Event could be hosted at a private venue or similar public venue outside of the County.</i></p> <p><b>The Applicant will utilize local talent, suppliers, service providers or and subcontractor in the Special Event.</b></p>	<b>5</b>	

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<p><b>QUALITY OF LIFE IMPACT</b> <i>Does the event/project enhance the quality of life for the community?</i></p> <p><b>(if no, 0 points deducted)</b></p>	<p><b>The Applicant is utilizing underused venues (hidden gems).</b></p> <p><b>The Applicant is engaging the community through civic, social and/or legacy impact plan(s) that give back to the Community.</b> <i>For example, is the applicant is:</i></p> <ul style="list-style-type: none"> <li>• <i>Providing free music, theatre, artistic or community outreach clinics;</i></li> <li>• <i>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;</i></li> <li>• <i>Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits;</i></li> <li>• <i>Providing services to enhance or improve a community center, a park or building a playground;</i></li> <li>• <i>Donating tickets to a particular not-for-profit or community group.</i></li> </ul>	<b>5</b>	
	<b>SUBTOTAL</b>	<b>60</b>	
<p><b>MULTIPLE YEARS FUNDING (minus factor)</b> <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>TOTAL</b>	<b>60</b>	