



**Duval County Tourist Development Council Grant Guidelines**  
 Pursuant to Grant Guidelines approved by the TDC on 8/24/2023

Evaluation Criteria, Considerations, and Score. The TDC shall evaluate an entity's grant application based on the following criteria, considerations, and score:

<b>Criteria</b>	<b>Considerations</b>	<b>Score</b>
Advertising and Promotion	Does the special event demonstrate the necessary advertising and promotion requirements, overall budget, and timeline? Does the grant award include opportunities that a comparable sponsorship package would include? Does the advertising and promotion include the appropriate use of the Visit Jacksonville logo? If grant will be used for advertising and promotion, is there a detailed budget including percentage that will be dedicated to outside of Duval County?	25
Tourism Impact	Does the Event Impact Summary indicate an appropriate Business Sales Total and Net Direct Tourist Development Tax ROI? Does the special event generate tourists beyond this specific special event? Does the special event have the potential to expand in coming years in Jacksonville?	25
Need Period and Venue Utilization	Does the special event maximize need period? Does the special event utilize City-owned venues? Does use of venue or assets benefit the city? Does special event cause tourists to be inclined to visit at a time other than the time of the special event?	25
Quality of Life Impact	Does the special event enhance the quality of life for the community? Does the special event create a positive civic and social impact for Jacksonville?	25
Previous TDC Funding	Did the special event receive TDC funding last year and/or in prior years? This criterion shall reduce the maximum number of points if applicable.	Deduct 5 points for each year applicant received TDC funding for the special event.