

Name of Event: _____ Amount Requested: \$ _____

CRITERIA FOR SCORING SUMMARY SHEET

(The total scores will be tabulated and applications not scoring 17 points or above by the majority of the sitting members, will not be considered for funding.)

Destination Event: For the purposes of this solicitation, a Destination Event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by drawing out-of-county tourists into the Keys, as well as entertain visitors and brand the destination.

Turnkey Event: A Turnkey event shall be considered an all-inclusive event where event contractor has financial responsibility for every facet of the production, promotion and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described within the contract has been completed. If an event is delayed or canceled for any reason, no payment shall be forthcoming, even if the Event Contractor has out-of-pocket expenses leading up to the actual event.

This applicant has applied as a Turnkey Event

Check this box if you believe this event is a Destination event instead of a Turnkey Event

(A vote will be taken during the DAC meeting to determine whether to score this event as a Turnkey or a Destination event)

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SCORE

Scoring will be considered using a scale, with 1 being the lowest.

The minimum points threshold required to be considered, 17, has been set such that events that are considered very good to excellent in their "Purpose, Itinerary & Room Nights", "Soundness of Marketing Plan & Financial Commitment" and "Action Plan" should meet the minimum for consideration regardless of the "Timing of Event". Events that are considered somewhat good in those categories will need to thoughtfully utilize "Timing of Event" points in order to meet the minimum points threshold and be considered. In other words, timing events to be held in slower months and/or to produce room night stays during mid-week days will be important for achieving sufficient minimum scoring. Events that are poor in their "Purpose, Itinerary & Room Nights", "Soundness of Marketing Plan & Financial Commitment" and "Action Plan" will not meet the minimum to be considered.

- A. PRIMARY PURPOSE OF EVENT; ITINERARY; ROOM NIGHTS**
(DAC member shall score on the combination of Exhibits A-1; A-2, and A-3 – page ___) _____ 1-10
- B. TIMING OF EVENT (EXHIBIT B - page ___ - inserted by TDC Staff)** _____ 0-7
- C. SOUNDNESS OF PLAN AND FINANCIAL COMMITMENT OF ORGANIZATION TO THE MARKETING OF EVENT (EXHIBIT C – page 34/35)** _____ 1-10
- D. ACTION PLAN (EXHIBIT D – page 36/37)** _____ 1-4

If this is a new event TDC staff will insert 2 additional points **2**

TOTAL SCORE _____

The applicant has requested funding of level: Level 5: \$50,000. At which level do you believe they should be funded:

Level 1: \$10,000 Level 2: \$17,000 Level 3: \$25,000

Level 4: \$35,000 Level 5: \$50,000 Level 6: \$75,000

Turnkey Funding Level Request Only

Level 7: \$75,000 Level 8: \$100,000 Level 8: \$120,000

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