

**Tourism Development Council
FY 2021-2022 Major Event Grant Program – Evaluation Form**

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.

Section 1 – Applicant Information (TDO staff will complete this section)

Project Title:

Project Number:

Project Applicant:

Total Event Cost:

Requested Funding from TDC:

Evaluate Criteria	Points Available	Points Earned
Section 2 – Event Specifics (Reference Questions 4-14)		
Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a destination.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 - 12 points		
Excellent: 13 - 15 points		
Comments:		

Proposal clearly describes any unique qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a destination.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 - 12 points		
Excellent: 13 - 15 points		
Comments:		
Proposal indicates how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022 and submitted a minimum 1-year attendance worksheet indicating the number of out-of-county visitors. (Minimum attendance is 25,000). (Question 11)	20	
Reviewer: Use the following scoring rubric as a guide		
Poor: 1 - 4 points		
Adequate: 5 - 8 points		
Good: 9 - 12 points		
Very Good: 13 - 16 points		
Excellent: 17 - 20 points		
Comments:		

Proposal clearly describes the methodology that was used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities. (Question 12)	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 – 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		
Excellent: 9 - 10 points		
Comments:		
Proposal clearly describes the marketing plan efforts to attract out-of-county visitors to the event/activities, including a detailed 1-year marketing budget and expense worksheet.	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 – 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		
Excellent: 9 - 10 points		
Comments:		

<p>To the extent not scored elsewhere, evaluate the prior success and history of the event promoter and their prior event inside or outside the county. Consider promoter experience and reputation.</p>	10	
<p>Reviewer: Use the following scoring rubric as a guide</p>		
<p>Poorly presented: 1 – 2 points</p>		
<p>Adequate: 3 – 4 points</p>		
<p>Good: 5 - 6 points</p>		
<p>Very Good: 7 - 8 points</p>		
<p>Excellent: 9 - 10 points</p>		
<p>Comments:</p>		
<p>The application includes proposed overnight stays and spending of out-of-county visitors that will attend the event/activity?</p>	10	
<p>Reviewer: Use the following scoring rubric as a guide</p>		
<p>Poorly presented: 1 – 2 points</p>		
<p>Adequate: 3 – 4 points</p>		
<p>Good: 5 - 6 points</p>		
<p>Very Good: 7 - 8 points</p>		
<p>Excellent: 9 - 10 points</p>		
<p>Comments:</p>		

Section 3 – Partners (Reference Question 14-15)		
The application clearly defines other revenue streams including sponsors, etc.	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 – 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 - 8 points		
Excellent: 9 – 10 points		
Comments:		
PROPOSAL SCORE (Maximum 100 points)	100	

