

**Tourism Development Council  
FY 2022-2023 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:*

*Committee/Reviewer Name & Signature:*

*Funding from TDC:*

**Evaluate Criteria**

**Points  
Availabl  
e**

**Points  
Earned**

**~~Section 2~~— Event Specifics**

**Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a destination. (Reference questions #1-9)**

**15**

**Reviewer: Use the following scoring rubric as a guide**

**Poorly presented: 0 - 3 points**

**Adequate: 4 - 7 points**

**Good: 8 - 12 points**

**Very Good: 13 - 14 points**

**Excellent: 15 points**

**Comments:**

<b>Proposal clearly describes any unique qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a destination. (Reference question #10)</b>	<b>15</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 0 - 3 points</b>		
<b>Adequate: 4 - 7 points</b>		
<b>Good: 8 - 12 points</b>		
<b>Very Good: 13 - 14 points</b>		
<b>Excellent: 15 points</b>		
<b>Comments:</b>		
<b>The application clearly describes how the event will have a positive impact on Space Coast tourism including estimates of ROI of the event. (Reference question 11)</b>	<b>10</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poor: 0-2 points</b>		
<b>Adequate: 3-4 points</b>		
<b>Good: 5 - 7 points</b>		
<b>Very Good: 8 - 9 points</b>		
<b>Excellent: 10 points</b>		
<b>Comments:</b>		

<b>The application clearly describes Partners and their roles in the vent and their importance in the success of the event. (Reference question 12 &amp; 13)</b>	<b>10</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 0 – 2 points</b>		
<b>Adequate: 3 – 4 points</b>		
<b>Good: 5 - 7 points</b>		
<b>Very Good: 8 - 9 points</b>		
<b>Excellent: 10 points</b>		
<b>Comments:</b>		
<b>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. Additionally, marketing plan describes the event goals and objectives, target audiences, specific marketing activities, timeline and budget. (Reference question #14)</b>	<b>20</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 0 – 4 points</b>		
<b>Adequate: 5 – 8 points</b>		
<b>Good: 9 - 13 points</b>		
<b>Very Good: 14 - 17 points</b>		
<b>Excellent: 18 - 20 points</b>		
<b>Comments:</b>		

<b>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. (Reference question #15)</b>	<b>10</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 0 – 2 points</b>		
<b>Adequate: 3 – 4 points</b>		
<b>Good: 5 - 7 points</b>		
<b>Very Good: 8 - 9 points</b>		
<b>Excellent: 10 points</b>		
<b>Comments:</b>		
<b>The application clearly describes in detail how the applicant will measure and evaluate the success of the event. (Reference question #16)</b>	<b>10</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 0 – 2 points</b>		
<b>Adequate: 3 – 4 points</b>		
<b>Good: 5 - 7 points</b>		
<b>Very Good: 8 – 9 points</b>		
<b>Excellent: 10 points</b>		
<b>Comments:</b>		
<b><del>Section 3</del> – Sponsors</b>		

<b>The application clearly defines other revenue streams including sponsors, etc. (Reference question #17)</b>	<b>10</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 0 – 2 points</b>		
<b>Adequate: 3 - 4 points</b>		
<b>Good: 5 - 7 points</b>		
<b>Very Good: 8 – 9 points</b>		
<b>Excellent: 10 points</b>		
<b>Comments:</b>		
<b>PROPOSAL SCORE (Maximum 100 points)</b>	<b>100</b>	