

FY 21-22 Sports Event Grant Program

Score Sheet

Event Name: _____ Committee Member Name: _____

Using the Event Application please score the following criteria:

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office?/10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators...../25

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (15 points total)

Has an event date been secured?...../5

Has an event location been secured?...../5

Did the event organizer include a detailed budget?...../5

Using the Event Description Narrative please score the following criteria:

Quality of Proposed Event (25 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand?/15

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast?10

Using the event's Event Plan please score the following criteria:

Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators?/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?...../10

Total/100

Application Checklist: Completed Application ____ Detailed Event Description ____ Event Budget ____
Event Timeline/Schedule ____ Event Map ____ Event History and/or References ____