

**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:		

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.	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:		
The application includes proposed overnight stays and spending of out-of-county visitors that will attend the event/activity?	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:		

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	

