

CATEGORY	MAX POINTS (100)	POINTS
TOURISM DEVELOPMENT	MAX POINTS (55)	0
<i>Has a lodging partner been secured?</i>	<i>Yes (5) No (0)</i>	
<i>Expected Room Nights</i>	<i>250+ (3) 500+ (5) 1000+ (10)</i>	
<i>Time of year for the event</i>	<i>Jan (12); Feb (10); Mar (8); Apr (5); May (5); Jun (0); Jul (0); Aug (0); Sep (5); Oct (5); Nov (8); Dec (12)</i>	
<i>Marketing/Media Plan targets visitors in cities/DMA's targeted by Visit Pensacola using cities provided in exhibit B?</i>	<i>Yes (all markets included)-10; No-0; Partial (more than 3, but less than 1/2) -5</i>	
<i>Is the event unique to the county's offerings?</i>	<i>Yes (5); No (0); Partial (2.5)</i>	
<i>Past Reseach (Data is equal or greater to average) (13). If no past research or if a new event, please include how your event marketing will help meet or exceed averages provided in the scoring. New Events with demonstrated tourism draw may receive up to (10) points.</i>	<i>Length of Stay - Avg. 2.1 (2); Visitor Spending - Avg. \$295 (1); % staying in paid lodging - Avg. 18.9%(3); Out of Area visitor - Avg. 28 (2); Event was main reason for visiting - Avg. 60% (3); Awareness of event before visiting - Avg. 74%(2)</i>	
PROGRAM INFORMATION	MAX POINTS (25)	0
<i>Ticketed Event</i>	<i>Yes (5); No (0); Partial (2.5)</i>	
<i>Does the event have a tourism focus?</i>	<i>Yes (5); No (0)</i>	
<i>Length of the Event (days open/programming scheduled)</i>	<i>1 Day (1); 2 Days (10); 3+ Days (15)</i>	
FINANCIAL INFORMATION	MAX POINTS (15)	0
<i>TDT Revenue as part of total revenue for event</i>	<i>0-10% (10); 11-20% (8); 21-30% (6); 31-40% (4); 41-50% (2)</i>	
<i>Non Profit (Must have proof included from either IRS or State of Florida)</i>	<i>Yes (5); No (0)</i>	
MISC CONSIDERATIONS	MAX POINTS (5)	0
<i>In-kind support from the community and demonstrates cooperation with other tourism entities to create a longer stay in the destination</i>	<i>Yes (5); No (0); Partial (2.5)</i>	
TOTAL POINTS		0

EVENT NAME: _____

Committee Member Name: _____

AMOUNT REQUESTED: _____