



PROGRAM EVALUATION

Applications must meet the following criteria, with the highest priority given to paragraph (a):

- a. The number of county residents who will be employed on the project, the duration of such employment, and the average wages paid to such residents. Preference shall be given to a project that expects to pay higher than the statewide average wage.
- b. The amount of qualified expenditures that will be made in Duval County (county).
- c. Planned or executed contracts with production facilities or soundstages in this county and the percentage of principal photography or production activity that will occur in county.
- d. Planned preproduction and postproduction to occur in this county.
- e. The amount of capital investment, especially fixed capital investment, to be made directly by the production company in this county related to the project and the amount of any other capital investment to be made in this state related to the project.
- f. The duration of the project in this county.
- g. The extent to which the production company will promote Jacksonville, including the production of marketing materials promoting this county as a tourist destination or a film and entertainment production destination; placement of county agency logos in the production and credits; authorized use of production assets, characters, and themes by this county; promotional videos for this county included on optical disc formats; and other marketing integration.
- h. The project is about Jacksonville or county or shows this city/county in a positive light.
- i. A review of the production company's past activities in Florida or other states.
- j. The length of time the production company has made productions in this county if producing a project that would not otherwise produce in county, the number of production's the production company has made in this county, and the production company's overall commitment to this county. This includes a production company that is based in this county.
- k. The expected effect of the award on the viability of the project and the probability that the project would be undertaken in this county, funds are granted to the production company.