

MARKETING GRANT SCORE SHEET

THRESHOLD REQUIREMENT REVIEW	
QUESTION TO APPLICANT	TDC EVALUATION
<p>Describe how this marketing campaign promotes Duval County as a destination. Marketing campaign can be within the state of Florida but at least a 150-mile radius from Duval County boundary, nationally, and/or internationally. Include target markets and regions of advertising.</p>	<p>Does the application request funds to assist in marketing to promote and/or advertise tourism of Duval County as a destination in the state of Florida, nationally and/or internationally? *</p> <p style="margin-left: 40px;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>
<p>Explain how applicant will document that this marketing campaign is executed in accordance with the grant award contract.</p>	<p>1) Does the applicant utilize specific and focused evaluation tools to evaluate the success of this marketing campaign?</p> <p style="margin-left: 40px;"> <input type="checkbox"/> Yes </p> <p>2) Are the requested grant funds to be used only for reimbursement of expenditures associated with a TDC approved Campaign or Promotion that promotes tourism to the County in marketing outside the 150-mile radius?</p> <p style="margin-left: 40px;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>3) Does the suggested documentation, or other evidence offered to be provided, give the TDC adequate and reasonably reliable assurance that the agreed upon Campaign or Promotion has been executed?</p> <p style="margin-left: 40px;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>*IF THE ANSWER IS NO TO ANY OF THE QUESTIONS ABOVE, THE APPLICATION IS INELIGIBLE. DO NOT PROCEED FURTHER IN EVALUATING THIS APPLICATION</p>

APPLICATION REVIEW

<p>TOTAL TOURISM IMPACT</p> <p><i>Does this marketing campaign drive tourism benefits, economic prosperity and opportunity for the City?</i></p> <p>(if no, 0 points)</p>	<p>The potential number of tourists outside of 150-mile radius is expected to exceed 5000 as a result of this marketing campaign.</p> <p>There is potential for generating tourists beyond a specific event based on exposure, new markets, etc. <i>Do the target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc. (NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).</i></p> <p>There is significant quantity, duration, and category or type of marketing and audiences reached. <i>The applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.</i></p> <p>There is potential for other special economic benefits to the County from the special event.</p>	<p>25</p>	
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<p>BRAND OPPORTUNITY <i>Will the campaign or promotion successfully articulate, competitively position, and positively promote the City's brand?</i> (if no, 0 points)</p>	<p>The marketing campaign creates a leadership position for the Jacksonville brand. <i>The marketing campaign sets Jacksonville apart from other destinations.</i></p> <p>The marketing campaign is in alignment with the TDC adopted vision and brand of Jacksonville as a destination. <i>There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water and Outdoors; Sports; Arts; and Culture and History.</i></p> <p>The quality or quantity of national or international television broadcast or other means of exposure is significant. <i>The applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.</i></p> <p>The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication is significant. <i>Jacksonville will be marketed as a destination throughout the marketing campaign in numerous marketing efforts and to target audiences outside of the 150-mile radius. The Visit Jacksonville logo is used in various event marketing approaches including promotional items.</i></p> <p>There is significant potential and expected earned media coverage as a result of this marketing campaign.</p>	<p>15</p>	
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<p>MARKETING PLAN <i>Does the proposed marketing plan demonstrate a likelihood of increasing tourism?</i> (if no, 0 points)</p>	<p>The applicant identifies the types of marketing approaches being used and the target markets.</p> <p>Visit Jacksonville has reviewed the plan and confirmed that it is effectively designed to attract tourists to Jacksonville as a destination.</p> <p>The plan is innovative or unique.</p> <p>The applicant has adequate time to execute the marketing plan if time sensitive.</p> <p>The applicant has identified and described specific ad purchases for promotion outside the 150-mile radius.</p> <p>The marketing campaign complements the marketing efforts of Visit Jacksonville.</p>	<p>10</p>	
<p>RETURN ON INVESTMENT <i>Does the value of the marketing campaign substantially exceed the grant amount?</i> (if no, 0 points)</p>	<p>The market value of this marketing campaign is worth a minimum of 2x the grant amount. <i>How does the market value of the advertising (TV airtime, cost of print ads, etc.) compare to the grant amount? The TDC grant award should not exceed 50% of the market cost of the advertising.</i></p>	<p>5</p>	

STEWARDSHIP <i>Does the campaign or promotion have leverage opportunities for the City?</i> (if no, 0 points)	<p>The marketing campaign promotes County-owned, or publicly supported public venues, parks, attractions, museums in a way that benefits the County.</p> <p>The marketing campaign promotes local attractions or area assets, other than County-owned or publicly supported venues, parks, or other facilities.</p> <p>The applicant has identified potential business opportunities for area assets in collaboration or conjunction with the marketing campaign.</p> <p>The applicant will utilize local talent, suppliers, service providers or and subcontractor in the Campaign or Promotion.</p>	5	
	SUBTOTAL	60	
MULTIPLE YEARS FUNDING (minus factor) <i>Did the entity receive consecutive TDC funding last year and in prior years?</i> (if no, 0 points deducted)	<p>5 points shall be deducted from the total score for each consecutive year after the first year that the entity requests funding from the TDC</p> <ul style="list-style-type: none"> • 1st year minus 0 points • 2nd year minus 5 points • 3rd year minus 10 points • 4th year minus 15 points • 5th year minus 20 points <p><i>(any deduction greater than 20 points results in an automatic disqualification)</i></p>	-20	
	TOTAL	60	