CATEGORY	MAX POINTS (100)	POINTS
TOURISM DEVELOPMENT	**MAX POINTS (55)**	**0**
Has a lodging partner been secured?	*Yes (5) No (0)*	
Expected Room Nights	*250+ (3) 500+ (5) 1000+ (10)*	
Time of year for the event	*Jan (12); Feb (10); Mar (8); Apr (5): May (5); Jun (0); Jul (0); Aug (0); Sep (5); Oct (5); Nov (8); Dec (12)*	
Marketing/Media Plan targets visitors in cities/DMA's targeted by Visit Pensacola using cities provided in exhibit B?	*Yes (all markets included)-10; No-0; Partial (more than 3, but less than 1/2) -5*	
Is the event unique to the county's offerings?	*Yes (5); No (0); Partial (2.5)*	
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**	*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)*	
PROGRAM INFORMATION	**MAX POINTS (25)**	**0**
Ticketed Event	*Yes (5); No (0); Partial (2.5)*	
Does the event have a tourism focus?	*Yes (5); No (0)*	
Length of the Event (days open/programming scheduled)	*1 Day (1); 2 Days (10); 3+ Days (15)*	
FINANCIAL INFORMATION	**MAX POINTS (15)**	**0**
TDT Revenue as part of total revenue for event	*0-10% (10); 11-20% (8); 21-30% (6); 31-40% (4); 41-50% (2)*	
Non Profit (Must have proof included from either IRS or State of Florida)	*Yes (5); No (0)*	
MISC CONSIDERATIONS	**MAX POINTS (5)**	**0**
In-kind support from the community and demonstrates cooperation with other tourism entities to create a longer stay in the destination	Yes (5); No (0); Partial (2.5)	
TOTAL POINTS		**0**

EVENT NAME: _____   Committee Member Name: _____

AMOUNT REQUESTED: _____