CATEGORY	UP TO (100) POINTS	POINTS
TOURISM DEVELOPMENT	**MAXIMUM 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 (1); Jul (1); Aug (3); Sep (5); Oct (5); Nov (8); Dec (12)*	
Is this a NEW event to Escambia County with a draw for additional overnight stays?	*Yes-5; No-0;*	
Is the event unique to the county's offerings?	*Yes (5); No (0); Partial (2.5)*	
Marketing/Media Plan with a local draw for event attendance?	*Yes (5); No (0)*	
Past Research (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	**MAXIMUM 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	**MAXIMUM POINTS (10)**	**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)*	
MISC CONSIDERATIONS	**MAXIMUM POINTS (10)**	**0**
In-kind support from the community and demonstrates cooperation partnerships with other tourism entities to create a longer stay in the destination	Yes (5); No (0); Partial (2.5)	
Does the local event organizer have experience on running similar events?	Yes (5) No (0)	
TOTAL POINTS		**0**

EVENT NAME: _____   Committee Member Name: _____

AMOUNT REQUESTED: _____

Required to attend (1) workshop and scoring meeting   ***Points are subjective to application and individual committee member. A maximum of 100 points is eligible to receive.***

Pass/Fail point system. Applicant must receive a score of 70 or above to be eligible for Visit Pensacola grant funding