

Visit Pensacola Mini-Grant Scoresheet

CATEGORY	MAX POINTS (100)	POINTS
TOURISM DEVELOPMENT	MAX POINTS (40)	0
<i>Has a lodging partner been secured?</i>	Yes (5) No (0)	
<i>Expected Room Nights</i>	50+ (3) 250+ (5) 500+ (10)	
<i>Time of year for the event</i>	Jan (15); Feb (10); Mar (8); Apr (5); May (5); Jun (3); Jul (3); Aug (3); Sep (5); Oct (5); Nov (8); Dec (12)	
<i>Marketing/Media Plan targets visitors outside of Escambia County?</i>	Yes (10); No (0)	
PROGRAM INFORMATION	MAX POINTS (40)	0
<i>Ticketed Event</i>	Yes (5); No (0); Partial (3)	
<i>Does the event have a tourism focus?</i>	Yes (15); No (0); Partial (5)	
<i>Length of the Event (days open/programming scheduled)</i>	1 Day (1); 2 Days (10); 3+ Days (15)	
<i>New event to Escambia County</i>	Yes (5); No (0)	
FINANCIAL INFORMATION	MAX POINTS (10)	0
<i>What % of the overall budget is the mini-grant request?</i>	0-10% (10); 11-20% (8); 21-30% (6); 31-40% (4); 41-50% (2)	
MISC CONSIDERATIONS	MAX POINTS (10)	0
<i>In-kind support from the community and demonstrates cooperation with other tourism entities to create a longer stay in the destination</i>	Yes (5); No (0)	
<i>Does the local event organizer have experience on running events?</i>	Yes (5); No (0)	
TOTAL POINTS		0

EVENT NAME: _____

Committee Member Name: _____

AMOUNT REQUESTED: _____

A score of 60 or higher will receive 100% of the amount requested. Below 60 is not eligible for funds.

100% of VP Mini-Grant Funds must be used for marketing