

Attached is a sample of the score sheet that the District Advisory Committee (DAC) members will be using to score your event application.

We advise that you review the scoring sheet, self score yourself, or get someone else to score your application to see if you can meet the 36 points required to be considered for funding. Of course, this does not guarantee that the DAC members will score the same as you, it is just for you to use as a guideline for where you may wish to improve your application before submitting it.

If you should have any questions on this, please feel free to call Maxine Pacini at (305) 296-1552 or e-mail [Adminasst@fla-keys.com](mailto:Adminasst@fla-keys.com) .

Name of Event: \_\_\_\_\_

**CRITERIA FOR EVALUATION  
SUMMARY SHEET**

(The total scores will be tabulated and applications not scoring 36 points or above by the majority of the sitting members, will not be considered for funding.)

1 - unacceptable   2 - below average   3 - average   4 - above average   5 - excellent

**SCORE**

I.     A.     **TIME OF EVENT (EXHIBIT A)** \_\_\_\_\_

       B.     **COMMITMENT TO THE EXPANSION OF OFF SEASON TOURISM  
              IN MONROE COUNTY (EXHIBIT B)** \_\_\_\_\_

       C.     **SOUNDNESS OF PROPOSED PROJECT**

          a.     Detailed marketing Plan   (EXHIBIT C) \_\_\_\_\_

**II.     FINANCIAL INFORMATION**

       A.     **REVENUE BUDGET**

          1)     (EXHIBIT D.1) \_\_\_\_\_

          2)     List of contributors   (EXHIBIT F-1) \_\_\_\_\_

          3)     List of in-kind contributors (EXHIBIT F-2) \_\_\_\_\_

**III.    EXPENDITURE BUDGET**

       1)     List cash expense (EXHIBIT D-2) \_\_\_\_\_

       2)     State how you plan to spend tourist funds as outlined in column 2  
              Of Exhibit D-2 (EXHIBIT G) \_\_\_\_\_

**IV.    QUALITY AND UNIQUENESS OF PROPOSED EVENT:**

       a)     Extent to which the activity is unique to Monroe County/or District  
              (EXHIBIT H) \_\_\_\_\_

       b)     Number of tourists anticipated to attend event (EXHIBIT I) \_\_\_\_\_

       c)     How the anticipated number of persons was determined (EXHIBIT J) \_\_\_\_\_

**V.     VALUE OF NATIONAL MEDIA EXPOSURE OR NEW EVENT**

       a)     detailed history of media exposure for last event (EXHIBIT K)     **A.** \_\_\_\_\_

**OR**

       b)     Anticipate value of new event to tourism & source of information (EXHIBIT K)

**B.** \_\_\_\_\_

**TOTAL SCORE**

**Print Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Sign:** \_\_\_\_\_