

Name of Event: _____ Amount Requested: \$ _____

CRITERIA FOR SCORING SUMMARY SHEET

(The total scores will be tabulated and applications not **scoring 24 points** or above by the majority of the sitting members will not be considered for funding.)

Destination Event: For the purposes of this solicitation, a Destination Event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by drawing out-of-county tourists into the Keys, as well as entertain visitors and brand the destination.

Turnkey Event: A Turnkey event shall be considered an all-inclusive event where event contractor has financial responsibility for every facet of the production, promotion and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described within the contract has been completed. If an event is delayed or canceled for any reason, no payment shall be forthcoming, even if the Event Contractor has out-of-pocket expenses leading up to the actual event.

Check this box if you believe this event is a Destination event instead of a Turnkey Event
(DAC members should vocalize their choice during the time the event is being reviewed)

Scoring Categories	Score Range	DAC Members Score
A.) Primary Purpose of Event; Itinerary; Room Nights - (DAC members shall score on the combination of <i>Exhibits A-1; A-2; A-3</i>)	SCORE: 1-10	
B.) Destination Stewardship & Community Involvement - Consideration includes scholarship/charitable components and actions that support the local community, environment, or culture. (<i>Exhibit B</i>) (See application prompts for stewardship narrative and documentation.)	SCORE: 1-6	
C.) Timing of Event (<i>inserted by TDC Staff</i>) – (<i>Exhibit C</i>) Refer to FY 2027 Application – District I Table 3 for occupancy-based scoring guidance.	BASE SCORE: 0-9	
D.) Strength of Marketing Plan and Organization’s Financial Commitment to Event Promotion (<i>Exhibit D</i>)	SCORE: 1-10	
E.) Local Influencer (<i>Exhibit E</i>)	SCORE: 0-1	
F.) Action Plan (<i>Exhibit F</i>)	SCORE: 1-4	
Total	Possible 40	

Check the box below for the level you believe the applicant should be funded:

- | | | |
|--|--|---|
| <input type="checkbox"/> Level 1: \$10,000 | <input type="checkbox"/> Level 2: \$17,000 | <input type="checkbox"/> Level 3: \$25,000 |
| <input type="checkbox"/> Level 4: \$35,000 | <input type="checkbox"/> Level 5: \$50,000 | <input type="checkbox"/> Level 6: \$75,000 |
| <input type="checkbox"/> Level 7: \$100,000 | <input type="checkbox"/> Level 8: \$120,000 | <input type="checkbox"/> Level 9: \$150,000 |
| <input type="checkbox"/> Level 10: \$175,000 | <input type="checkbox"/> Level 11: \$200,000 | |

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