

Reviewer
Agency
Request

Research (15 POINTS)

Max Pts. Score

Repeat Program Application

Has applicant included report from past Research? 5 points for Yes or 0 points for No.

5 or 0 _____

New Program Application

Has applicant described their research methodology? 5 points for Yes or 0 points for No.

5 or 0 _____

Checklist for remaining 10 Points

Zip Codes/ License Plates Collection:

4 Points _____

Demographics (age, income, gender, etc.);

2 Points _____

Psychographics (likes, dislikes, interests, etc):

2 Points _____

Demonstrates use of research in Marketing Plan.

2 Points _____

Program Goals and Objectives that show a Tourism Benefit (20 POINTS)

Do goals and objectives of site/venues/event/activity define unique and attractive opportunities to tourists?

3 Points _____

Do goals and objectives of site/venues/event/activity show that it is targeting overnight visitors?

10 Points _____

Do goals and objectives of site/venues/event/activity show it is targeting top county market segments?

Visiting Friends and Relatives (VFR):

1 Point _____

Sports:

1 Point _____

Conferences and Meeting attendees:

1 Point _____

Culture:

2 Points _____

Nature:

2 Points _____

Detailed Marketing Plan (45 POINTS)

Budget: Description below

20 Points _____

Detail of in-kind dollars, cash matches, volunteer hours, packages w/paid lodging, competitively priced, revenue generated/sponsor incentives

Planning/People/Place: Description below

10 Points _____

Descriptive and detailed plan for request, Audience, Adequate staff, key staff qualifications, Venue, Access to, Tourism ready

Promotion/Publicity: Description below

5 Points _____

Media relations, How will visitors know about this, Where will funds be spent?

Product: Description below

5 Points _____

Sustainable, New reason to come to area, Improve something existing, Consistent with Tourism Vision

Partnership: Description below

5 Points _____

Related to the Visitors Bureau, Local partners (hotel, food, retail)

Cooperation with existing VCB or Cultural Affairs marketing programs (5 POINTS)

Examples: Web links, Cultural Calendar, Gainesville Sun Calendar, Press release to VCB, Visit Florida member, TDC attendance

5 points _____

Collaboration with other TPD Agencies (10 POINTS)

How well did the applicant's project show collaboration with other agencies?

2 Points _____

How well did the applicant show they are cross-marketing their project to those coming for other events or projects?

3 Points _____

Number of Collaborative Partners. (1 Point each up to 5 Points maximum)

5 Points _____

Attendance at TPD Grant Workshop (5 POINTS)

5 points for Yes or 0 points for No

5 Points _____

TOTAL 100

Reviewer Comments

Please provide comments to aid the applicants in future applications