



TDC Committee Member: _____

A. Elite Event Funding Application Evaluation Process

All eligible Elite Event Funding Program applications will be reviewed and rated by a committee of the Pinellas County Tourist Development Council ("TDC Committee") on **Friday, June 11, 2021**, from 9:00 am to 1:00 pm. This Evaluation Form / Scoring Sheet is to provide scoring instructions and criteria to each member of the TDC Committee in addition to a comprehensive Master Score Sheet to track each applicant's scores.

FY22 Elite Event Budget: **\$1,250,000**

FY22 Total Funding Request: **\$1,025,000**

B. Funding Categories & Eligibility

Per the Elite Event Funding Guidelines, Funding Categories are as follows:

1. **Category I** – generates at least 50,000 "unique" paid, credentialed and/or otherwise documented attendees AND at least 25,000 room nights in Pinellas County with maximum funding eligibility up to \$125,000. Category 1 events must be broadcast on national television.
2. **Category II** – generates at least 20,000 "unique" paid, credentialed and/or otherwise documented attendees AND at least 10,000 room nights in Pinellas County with maximum funding eligibility up to \$75,000.
3. **Category III** - generates at least 10,000 "unique" paid, credentialed and/or otherwise documented attendees AND at least 5,000 room nights in Pinellas County with maximum funding eligibility up to \$25,000.
4. **Category IV** – a Cultural Heritage Event that generates at least 20,000 "unique" paid, credentialed and/or otherwise documented attendees with maximum funding eligibility up to \$25,000.

C. Scoring Instructions

Per the Elite Event Funding Guidelines, TDC Committee members will base their scores on the substance of the applications relative to the goals and objectives of the Elite Event Funding Program for each of the Rating Criteria categories below in the following rating scale:

0% - 9%	unresponsive to the requirements of that item being rated
10% - 39%	does not meet current requirements of the item being rated
40% - 69%	partially meets requirements of that item being rated
70% - 89%	fully responsive to the requirements of the item being rated
90% - 100%	exceeds all requirements of the item being rated

All applications receiving an average score of 700 points or above out of the maximum 1000 points will be considered eligible for funding consideration. A score of 700 points or higher does not guarantee funding.

D. Rating Criteria

D-1: Attendance / Room Nights (200 Points)

1. Proven or potential ability of the Elite Event to generate attendance AND room nights in excess of the threshold established to be eligible for funding.

D-2: Marketing & Media Value (400 Points)

1. The value of the applicant's proposed Marketing & Advertising Plan in promoting Pinellas County as a tourist destination and the extent the value of the plan exceeds the funding request. Ability of the event's marketing to enhance the overall image of the County as a preferred destination.
2. The value of the applicant's proposed Media & Digital Plan in promoting Pinellas County as a tourist destination and the extent the value of the plan exceeds the funding request.

D-3: Sponsorship Benefits (200 Points)

1. The value of the applicant's proposed Sponsorship Benefits in promoting Pinellas County as a tourist destination and the extent the value of the benefits exceeds the funding request.

D-4: Timing of Event: Peak vs. Offseason & Non-Conflicting (100 Points)

1. Timing of the Elite Event to coincide with non-peak or shoulder seasons in Pinellas County tourism. Preference will be given to Elite Events which occur during "off season" periods, including January 1 through February 15, May 1 through June 30, and September 1 through December 31.
2. Timing of the Elite Event should not conflict with other Elite Events or other special events taking place in Pinellas County.

D-5: Event History & Community Support (100 Points)

1. Demonstration of widespread community support and charitable contributions by the Elite Event applicant that benefit the Pinellas County community.
2. Ability of the Elite Event to fulfill any previous contractual obligations with Pinellas County.
3. Ability of the Elite Event to attract high caliber and high-profile artists, athletes and/or participants to perform and/or attend in Pinellas County.
4. Ability of the Elite Event to enhance the overall image of Pinellas County.

MASTER SCORING SHEET

EVENT	D-1 Attendance / Room Nights 200 Points	D-2 Marketing & Media Value 400 Points	D-3 Sponsorship Benefits 200 Points	D-4 Timing of Event: Peak vs Off 100 Points	D-5 History & Community Support 100 Points	TOTAL
EVALUATION BYPASS CONSIDERATION						
1. Valspar Championship						
2. Outback Bowl & Clearwater Beach Day						
3. Pier 60 Sugar Sand Festival						
4. Hooters Clearwater Offshore Nationals						
5. Clearwater Jazz Holiday						
6. 28 th Annual Fall King of the Beach						
CATEGORY 1						
7. Pelican Women's Championship						
CATEGORY 2						
8. Enchant St. Petersburg						
9. Martin Luther King Jr. Parade Weekend						
10. St. Pete Pride						
CATEGORY 3						
11. DTSP Songwriters Festival						
12. 12 th Annual Sanding Ovations Masters Cup						
13. St. Pete BikeFest						
14. Gasparilla Bowl						
15. Festivals of Speed						
16. Dunedin Highland Games & Festival						
17. 29 th Annual Spring King of the Beach						
CATEGORY 4 - CULTURAL HERITAGE						
18. St. Pete Run Fest						
19. Localtopia						
DOES NOT MEET ANY FUNDING CATEGORY						
20. Books at the Beach Convention						