



SPECIAL EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: First Florida Chapert of the Military Vehicle Preservation Association

Event Name: MVPA Winter Rally and Swap Meet

Event Date: Feburary 24,25,26, 2023

Event Time: 9:00 am - 5:00 pm

Event Location Reynolds Industrial Park

Projected Number of Event Attendees: 5,000

Projected Local (Clay County) Event Attendees: 3,500

Projected Out of Town (OOT) Event Attendees: 1,500

Projected Number of Hotel Room Nights: 40

Projected Direct Economic Impact: \$42,100.00

Event History

Date of Past Event: March 2022

Location of Past Event: Reynolds Industrial Park

Past Event Attendance: 4,500

Event Marketing Plan: Yes

Event Emergency Plan: Yes

Visitor Survey: Yes

TDC Grant Request: \$3,500.00

Application Score: 225 pts/ 250 pts

Staff Recommended Grant Award: \$3,500.00



SPECIAL EVENT GRANT FUNDING

Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County ——— Maximum 25 pts x 4

Score: 100 pts

2. Soundness of Proposed Event: ——— Maximum 25 pts x 3

Score: 45 pts

3. Stability and Management Capacity ——— Maximum 25 pts x 2

Score: 50 pts

4. Quality of Proposed Event ——— Maximum 25 pts x 1

Score: 15 pts

Areas of Improvement:

1. The SMART Objectives: Not Clearly Defined. (Specific, Measurable, Achievable, Realistic, Time-bound)
2. Out of County Advertising/Marketing Plan: Identified but not specifically defined
- 3.