



# SPECIAL EVENT GRANT FUNDING

## Application Scoring Sheet

Organization Name: St. Michael's Soliders Inc.

Event Name: Rock the Box 3- An Evening with Aaron Lewis

Event Date: 10/07/23

Event Time: 7:00 P.M.- 11:00 P.M.

Event Location Thrasher Horne Center

Projected Number of Event Attendees: 1,750

Projected Local (Clay County) Event Attendees: 750

Projected Out of Town (OOT) Event Attendees: 1,000

Projected Number of Hotel Room Nights: 150-250

Projected Direct Economic Impact: \$129,375.00

### Event History

Date of Past Event: 08/13/22

Location of Past Event: Thrasher Horne Center

Past Event Attendance: 1,500

Event Marketing Plan: Y

Event Emergency Plan: Y

Visitor Survey: Y

TDC Grant Request: \$3,000.00

Application Score: 240 points

Staff Recommended Grant Award: \$3,000.00



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## Application Score Breakdown

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

Score: 100 pts

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

Score: 75 pts

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

Score: 50 pts

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

Score: 25 pts

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### Areas of Improvement:

1. The use/implementation of a visitor survey
- 2.
- 3.