



SPECIAL EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: City of Green Cove Springs

Event Name: Christmas on Walnut Street

Event Date: December 2, 2023

Event Time: 12-9 pm

Event Location Spring Park

Projected Number of Event Attendees: 10,000

Projected Local (Clay County) Event Attendees: 4,000

Projected Out of Town (OOT) Event Attendees: 6,000

Projected Number of Hotel Room Nights: 0

Projected Direct Economic Impact: \$690,000.00

Event History

Date of Past Event: December 3, 2022

Location of Past Event: Spring Park

Past Event Attendance: 9,000

Event Marketing Plan: Y

Event Emergency Plan: Y

Visitor Survey: N

TDC Grant Request: \$ 3,500.00

Application Score: 200 points

Staff Recommended Grant Award: \$3,500.00



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Application Score Breakdown

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

Score: 60 points

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

Score: 75 points

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

Score: 40 points

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

Score: 25 points

Areas of Improvement:

1. Overnight accommodations
- 2.
- 3.