

## SPORTS EVENT GRANT FUNDING

# Application Scoring Sheet

Organization Name:

Northeast FL Scottish Highland Games

Event Name:

(Same as above)

Event Date:

9/24/24

Event Time:

all day - 9am - 10pm

Event Location

Clay County Fairgrounds

Projected Number of Event Attendees:

20,000

Projected Local (Clay County) Event Attendees:

6,800

Projected Out of Town (OOT) Event Attendees:

10,000

Projected Number of Hotel Room Nights:

300

Projected Direct Economic Impact:

### Event History

Date of Past Event:

2023

Location of Past Event:

Clay County Fairgrounds

Past Event Attendance:

out of state = 1500

Event Marketing Plan:



Event Emergency Plan:



Visitor Survey:



TDC Grant Request:

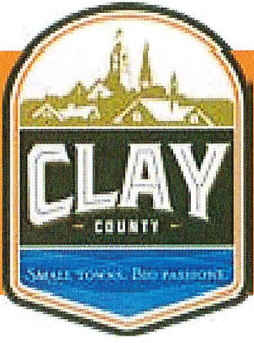
\$60,000

Application Score:

195

Staff Recommended Grant Award:

\$39,000



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## Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County 20 Maximum 25 pts x 4

Score: 80

2. Media Value of Proposed Event:

15 Maximum 25 pts x 3

Score: 45

3. Quality of Proposed Event

15 Maximum 25 pts x 2

Score: 30

4. Stability and Management Capacity

10 Maximum 25 pts x 1

Score: 10

Areas of Improvement:

- 1.
- 2.
- 3.