



SIGNATURE EVENT GRANT FUNDING Application Scoring Sheet

Organization Name: Town of Orange Park

Event Name: 42nd Annual Fall Festival

Event Date: October 19 & 20, 2024

Event Time: 10am - 5pm

Event Location Orange Park Town Hall Park

Projected Number of Event Attendees: 45,000

Projected Local (Clay County) Event Attendees: 29,250

Projected Out of Town (OOT) Event Attendees: 15,750

Projected Number of Hotel Room Nights: 30

Projected Direct Economic Impact: \$1,811,250

Event History

Date of Past Event: October 21 & 22, 2023

Location of Past Event: Orange Park Town Hall Park

Past Event Attendance: 45,000

Event Marketing Plan: X

Event Emergency Plan: X

Visitor Survey: X

TDC Grant Request: \$15,000

Application Score: 200 (85%)

Staff Recommended Grant Award: \$12,750



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Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County $\frac{15}{25}$ Maximum 25 pts x 4

Score: 60

2. Soundness of Proposed Event: $\frac{25}{25}$ Maximum 25 pts x 3

Score: 75

3. Stability and Management Capacity $\frac{25}{25}$ Maximum 25 pts x 2

Score: 50

4. Quality of Proposed Event $\frac{15}{25}$ Maximum 25 pts x 1

Score: 15

Areas of Improvement:

- 1.
- 2.
- 3.