

Section VI: First Event Narrative Statement – Applicants **MUST** complete this form for each event or program. Use only the space provided.

Applicant Organization:

Title of Event/Program:

A. Tourism Development Programming Detail– 30 points (1 page)

a. Arts/Culture/Heritage/Festival quality and importance of the event or program – why is this event or program worthy of grant support from an arts, culture, festival or historic significance perspective? (1200)

b. What are the qualifications of personnel involved (performers, technicians,etc.? (744)

c. How will this event or program generate future interest in the cultural development of St. Johns County? (460)

d. Why is an ACH Grant needed to support this event or activity? (184)

B. Marketing & Advertising Plan to attract tourists – 30 Points (2 pages)

a. How does this project differentiate the marketplace – how and why is it different and why will it attract tourists? (930)

b. What is your target market and how do you intend to reach it? What are the demographic and geographic targets? (736)

c. What is the earned/contributed income potential of this program or event? (368)

d. What is your evaluation plan to determine event success or failure and to track tourism draw? (920)

- e. What is your advertising and promotion plan and schedule? Specifically address Out-of-County advertising and promotion. (4140)

B-1 Twelve Month Advertising and Marketing Summary for period June 2012 thru May 2013

Paid Advertising (1250)

Ad type (print, radio, TV, etc.)

Market Placement

Run Dates

Print Materials and Placement (1045)

Type (poster, flyer, brochure)

Pieces Printed

Where Distributed

Publicity, Social Media, other advertising and promotion

Summarize items such as # Facebook Fans/Likes and Posts, Twitter posts. Include Stories/articles published about your event outside St Johns County. (736)

C. Program/Project Schedule in relation to tourism demand – 25 points

- a. Is this event or activity scheduled for a Peak, Near Peak or Moderate Demand tourism period?
If Peak demand period explain how it will generate incremental overnight stays. (910)

D. Lodging and Hospitality Industry Partnerships – 5 points

- a. Describe existing or planned lodging hospitality industry partnerships.(730)

- b. List of Industry Partners – note current, confirmed or requested.(1023)

- c. Provide a brief description and list website URLs (max. 5 examples) that show current or planned Hospitality “packages.” (555)

E. Demonstrated Program Management Capability – 10- points

- a. Describe your organization’s management and administrative ability to plan, implement and manage this event or activity. Briefly describe responsibilities of key staff and/or volunteers for this event or activity. (1023)
- b. Have you done this or a similar scale activity before? If yes, what and why were you successful? (552)
- c. What is your organization’s ability to raise matching funds and provide necessary cash flow to meet the terms of this grant, i.e. if you project unidentified or unconfirmed earned income in excess of 25% explain how you intend to generate those funds. (910)
- d. If you project a surplus (profit) from this event/program, explain why an ACH grant is needed and what the surplus funds will be used for. (184)