

Evaluation Criteria Beach Business Improvement District's (BBID) Reimbursable Grant Funding Program FY 2024

These are the scoring criteria used by the BBID Advisory Committee when assessing a Reimbursable Grant Funding application.

SECTION 1: EVENT TYPE				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
	Score: 3 Points	Score: 2 Points	Score: 1 Point	Score: 0 Points
EVENT ALIGNS WITH AND ENHANCES THE DESTINATION IMAGE AND ATTRACTS IDENTIFIED AUDIENCE	<p>Clear and detailed explanation of the event. Clearly explains how the event is designed to attract or retain visitors. Audience and target groups clearly identified.</p> <p>Provides strong and convincing reasons to be funded.</p> <p>Presents believable reasons why and how the event will attract tourism and visitors.</p> <p>Explains how the event provides a purpose for visiting the beach and contribute to the beach's image. In the absence of experience, information is provided that helps make a convincing case that this event will succeed.</p>	<p>Limited explanation of the event. Limited explanation how the event is designed to attract or retain visitors. Audience and target groups not clearly identified.</p> <p>Provides limited reasons to be funded.</p> <p>Presents limited reasons why and how the event will attract tourism and visitors.</p> <p>Demonstrates partial understanding of how the event will provide a purpose for visiting the beach and contribute to the beach's image. In the absence of experience, limited information is provided that helps make a convincing case that this event will succeed.</p>	<p>Lacks specificity in the explanation of the event. No clear explanation of how the event will attract or retain visitors.</p> <p>Audience and target groups not identified.</p> <p>No evidence to support conclusions or funding request.</p> <p>No real understanding of how the event will provide a purpose for visiting the beach and contribution to the beach's image. In the absence of experience, information is not provided that helps make a convincing case that this event will succeed.</p>	<p>Event Type explanation or description not included in proposal.</p>

SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
DEFINED AND MEASURABLE OUTCOMES	Score: 3 Points Clearly defined, realistic and measurable outcomes about the economic impact to the businesses on the beach. Must include an analysis of economic impact to the beach businesses, supported by reasonable market research or existing, comparable data, such as estimated number of visitors, expected spend, tickets sold, overnight stays (if applicable) etc. In the absence of experience, information is provided that helps illustrate the economic impact to the beach businesses.	Score: 2 Points Vague and limited description of measurable outcomes and economic impact to the businesses on the beach. Limited analysis of economic impact to the beach businesses, not supported by reasonable market research or existing, comparable data. In the absence of experience, limited information is provided that helps illustrate the economic impact to the beach businesses.	Score: 1 Point Description of non-measurable outcomes or outcomes not relevant to the economic impact to the businesses on the beach. Missing analysis of economic impact to the beach businesses. In the absence of experience, information is not provided that helps illustrate the economic impact to the beach businesses.	Score: 0 Points Defined and measurable outcomes and economic impact analysis are missing.
	Score: 3 Points Low Season: Event will take place in June-September	Score: 2 Points Shoulder Season: Event will take place in May or October	Score: 1 Point Peak Season: Event will take place November-April.	Score: 0 Points No information provided about when event will be held.

SECTION 3: ADVERTISING, MARKETING, AND PROMOTION				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
DEMONSTRATED UNDERSTANDING OF MESSAGING AND ALIGNMENT WITH FORT LAUDERDALE BEACH IMAGE	Score: 3 Points Shows detailed creative use of a variety of media platforms and strong alignment and understanding of the Fort Lauderdale Beach messaging and brand. Communicates the Fort Lauderdale beach image positively. Includes illustrations, marketing content, and schedule of activities. Detailed description of value and reach of marketing efforts included. In the absence of experience, information is provided that helps make a convincing case that this event will succeed.	Score: 2 Points Limited description and use of a variety of different media platforms. Lacks clear and detailed alignment and understanding of the Fort Lauderdale Beach messaging and brand. Limited inclusion of illustrations, marketing content, and schedule of activities. Limited description of value and reach of marketing efforts. In the absence of experience, limited information is provided that helps make a convincing case that this event will succeed.	Score: 1 Point General description only without explanation about the use of different media platforms. Lack of alignment and understanding of the Fort Lauderdale Beach messaging and brand. Minimal inclusion of illustrations, marketing content, and schedule of activities. Minimal description of value and reach of marketing efforts. In the absence of experience, information is not provided that helps make a convincing case that this event will succeed.	Score: 0 Points Marketing efforts not included in proposal.
	Score: 3 Points Detailed description of value (\$) and reach of marketing efforts	Score: 2 Points Limited description of value (\$) and reach of marketing efforts	Score: 1 Point Minimal description of value (\$) and reach of marketing efforts	Score: 0 Points No description of value (\$) and reach of marketing efforts
VALUE (\$) AND REACH OF MARKETING AND PROMOTIONAL ACTIVITIES				

SECTION 4: BUDGET AND FINANCIALS				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
	Score: 3 Points	Score: 2 Points	Score: 1 Point	Score: 0 Points
BUDGET	Provides detailed data and legitimate reasons for support of funding. The budget is clear, detailed, and accurate. There is evidence illustrating that what is proposed is achievable by the applicant on their own or in partnership with others. Company/organization's financial statement from previous fiscal year and recap/accounting from last year's event attached (if applicable). In the absence of financial history or past experience information is provided that helps make a convincing case that this event will succeed.	Provides limited data and reasons for support of funding. The budget lacks detail but is accurate. There is limited evidence illustrating that what is proposed is achievable by the applicant on their own or in partnership with others. Company/organization's financial statement from previous fiscal year and recap/accounting from last year's event attached (if applicable). In the absence of financial history or past experience limited information is provided that helps make a case that this event will succeed.	Provides minimal data and reasons for support of funding. The budget lacks detail but is accurate. There is minimal evidence illustrating that what is proposed is achievable by the applicant on their own or in partnership with others. Company/organization's financial statement from previous fiscal year and recap/accounting from last year's event not attached (if applicable). In the absence of financial history or past experience information is not provided that helps make a case that this event will succeed.	Budget is not included in proposal.

SECTION 5: EQUITY, DIVERSITY, AND INCLUSION				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
	Score: 3 Points	Score: 2 Points	Score: 1 Point	Score: 0 Points
DIVERSITY, EQUITY, AND INCLUSION	The event programming and marketing material reflect broad, diverse demographics, cultural diversity, equity, and inclusion.	The event programming and marketing material reflect some diverse demographics, cultural diversity, equity, and inclusion.	The event programming and marketing material reflect minimal diverse demographics, cultural diversity, equity, and inclusion.	The event programming and marketing material reflect no diverse demographics, cultural diversity, equity, and inclusion.



BBID Reimbursable Grant Funding FY2024 – Scoring Sheet

Event Name:
 Applicant:
 Date of Event:
 Funding Requested:

Prior BBID Funding:

Section	Criteria	Excellent	Average	Weak	Missing	Comments
1 - Event Type	Event aligns with and enhances the destination image and attracts identified audience	3	2	1	0	
2 - Economic Impact and Organizational Capabilities	Defined and measurable outcomes	3	2	1	0	
	Month of the event	3	2	1	0	
3 - Advertising, Marketing, and Promotion	Demonstrated understanding of messaging and alignment with Fort Lauderdale beach image	3	2	1	0	
	Detailed description of value (\$) and reach of marketing efforts	3	2	1	0	
4 - Budget and Financials	Budget	3	2	1	0	
5 - Equity, Diversity, and Inclusion	Diversity, Equity, and Inclusion	3	2	1	0	
Total Score:						

Scorers Name: _____

Date: _____

Scorers Signature: _____