

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY
Event Critique

Event Name _____ Event Date(s) _____

Funding Requested \$ _____

Based on the Event Evaluation Criteria, please assign the following values:
(3) High (2) Moderate (1) Low

1. Overnight Accommodations

- (3) ___ Event has proven track record
- (2) ___ New Event / Solid sales projection and tracking mechanism
- (1) ___ New Event / No history of room sales

2. Event Timing

- (3) ___ Most desired timing
- (2) ___ Moderately desired timing
- (1) ___ Least desired timing

3. Positive Publicity

- (3) ___ Event has proven ability to project a positive destination image.
- (2) ___ Event may have the ability to positively represent the destination.
- (1) ___ Event is unlikely to enhance the overall image of the destination.

4. Long -Term Growth

- (3) ___ A well-organized long-term growth plan has been submitted and is in place.
- (2) ___ A growth plan has been submitted.
- (1) ___ No plan has been submitted.

5. Budget/Sponsorships

- (3) ___ A detailed marketing plan and budget has been submitted and applicant assumes 50% or more of the funding.
- (2) ___ A plan has been submitted with no specific commitment by the applicant.
- (1) ___ No plan or budget has been submitted.

6. Proven History

- (3) ___ References, resumes and/or appropriate verifiable background information has been submitted.
- (2) ___ Background information has been submitted; however, lacks references and/or verifiable detail.
- (1) ___ No references, resumes and/or background information has been submitted.

TOTAL VALUE POINTS: High _____ Moderate _____ Low _____
Highest Value: 16 - 18; Moderate Value: 9 - 15; Lowest Value: 8 or Less