

**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