



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.14.

5/26/2022

Subject:

Approval, Re: Tourist Development Council (TDC) FY 2022-2023 Major Event Grant Program Funding, Guidelines, Application and Committee Scoresheet.

Fiscal Impact:

FY 2022-2023: Program funding of \$250,000 from the TDC Cultural fund # 1446

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Brevard County Board of County Commissioners approve the Tourist Development Council FY 2022-2023 TDC Major Event Grant Program Guidelines, Application and Committee Scoresheet. It is also requested that the Board approve funding of the FY 2022-2023 Major Event Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences.

Further, request that the Board make the legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a. of the Brevard County Code of Ordinances, because each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County.

Additionally, it requested that the Tourism Development Office Director be authorized to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management and Purchasing Services approval.

Summary Explanation and Background:

These funds are put in place each fiscal year for projects approved by the TDC Cultural Committee, the Tourist Development Council, and the Brevard County Board of County Commissioners. These Major Event Grant projects are verified by the County Attorney's Office to be viable projects to receive support with Tourist Development Tax dollars per State Statute and local ordinance. Reimbursable grant awards are available to support projects that benefit tourism and promote cultural arts on the Space Coast. These Major Event Grant Program projects are approved and supported through the Cultural Committee plan and will serve as safe, world-class projects to promote the Space Coast as a tourism and large event destination that are open and available to both tourists, visitors and the community.

The Cultural Committee at their April 21, 2022 meeting, and the Tourist Development Council at their April 27, 2022 meeting, voted unanimously to recommend the Board approve the FY 2022-2023 TDC Major Event Grant

Program Funding, Guidelines, Application and Committee Scoresheet as well as make the necessary legislative findings. A summary of the revisions to the Major Event Grant Program Application, Guidelines and Scoresheet are:

- Page 3 of the TDC Major Event Grant Program Guidelines - Addition - 2.0 Application Process and Key Dates. Clarifying reporting and reimbursement expectations.
- Page 3 of the TDC Major Event Grant Program Guidelines - Updated/Clarifying - 3.0 Eligibility
- Page 4 of the TDC Major Event Grant Program Guidelines - Add/Different Measurement - 4.0 Available Funds and Grant Amount Requests
- Page 5 of the TDC Major Event Grant Program Guidelines - Update - 4.0 Available Funds and Grant Amount Requests, Tier System funding amounts
- Page 6 of the TDC Major Event Grant Program Guidelines - Addition - 7.0 Terms and Conditions of Grant Awards, #6 & 7
- Fiscal year date changes on pages 1, 2, 3, 5, 6 and 8 of the TDC Major Event Grant Program Guidelines.
- Page 4 of the TDC Major Event Grant Program Application - Addition - Required Attachments #5
- Fiscal year date changes on pages 1 of the TDC Major Event Grant Program Application.
- Page 1-5 re-ordered and re-worked the questions to coordinate with the Scoresheet and adjusted scoring to align with minimum score of 80, deleted "Section" headers
- Fiscal year date change on page 1 of the TDC Major Event Grant Program Scoresheet.

Clerk to the Board Instructions:

Please return a memo of the Board's action to the Tourism Development Office and CAO.





May 27, 2022

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

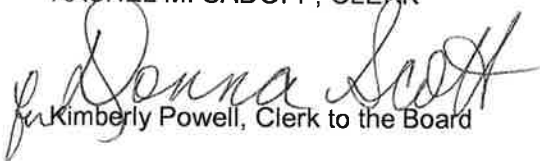
RE: Item F.14., Tourist Development Council (TDC) FY 2022-2023 Major Event Grant Program Funding, Guidelines, Application, and Committee Scoresheet

The Board of County Commissioners, in regular session on May 26, 2022, approved the Tourist Development Council FY 2022-2023 TDC Major Event Grant Program Guidelines, Application, and Committee Scoresheet; approved funding of the FY 2022-2023 Major Event Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences; granted legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a of the Brevard County Code of Ordinances, because each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County; and authorized you to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management, and Purchasing Services approval.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/pp

cc: Risk Management
County Attorney
Purchasing
Finance
Budget



**BREVARD COUNTY
OFFICE OF TOURISM**

Guidelines

**MAJOR EVENT
GRANT PROGRAM**

FY 2022-2023

FISCAL YEAR 2022-2023

Major Event Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Major Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's organizations through collaborative event and marketing support.

The 2022-2023 Major Event Grant Program is for events occurring between January 1, 2022 and September 30, 2023.

Goals of the Tourist Development Council Major Event Grant Program:

1. Promote Brevard County as a destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast through increased event and marketing support for the benefit of visitors and residents.

2.0 APPLICATION PROCESS AND KEY DATES

August 17, 2022	Application Opens
August 17, 2022	Non-Mandatory Virtual Information meeting for applicants, 10am
September 12, 2022	Application Deadline, NLT 9am
September 12-15, 2022	TDO Staff review Applications for completeness
September 15, 2022	Cultural Committee meeting #5 – Applicant Presentations, TDO office, 2pm
September 15, 2022	Applications & Scoresheets submitted to Committee for review & scoring
October 14 2022	Committee scoring due, NLT 5pm
October 20, 2022	Cultural Committee meeting #6 –TDO office, 2pm
October 26, 2022	Tourist Development Council meeting, Recommendations & Funding Awards
November 14, 2022	Brevard County Board of County Commissioners Approval
November 15, 2022	Notification of funding awarded & contracting begins
January 1, 2023	FY 2021-2022 Grant period begins

Sept. 30, 2023

FY 2021-2022 Grant Period ends

A final report is due within 30 days of the conclusion of the event. Reimbursement requests are due prior to October 6, 2023. Failure to comply with submitting a final report by the deadline (30 days post event conclusion) may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

3.0 ELIGIBILITY

The primary purpose of the Major Event Grant Program is to promote Brevard County as a destination by funding groups which present large special events and market the events to out-of-county tourists. To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 total attendees
- Minimum of 25% of total attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard County

To be considered for this grant funding, the ~~special~~ events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant.

To be eligible to apply for participation in the Tourist Development Council Major Event Grant Program an organization must also;

- a. Be a corporation registered in Florida,
- b. Headquartered in Brevard County or have sponsoring facility in Brevard County
- c. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Major Event Grant Program.
- d. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- e. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- f. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- g. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- h. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- i. Organizations should be in business for a minimum of two (2) years. (Date on IRS 501-c3)

- j. Fully cooperate with TDO staff post-event on guest information, surveys, and any other requests for information.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds are available for the fiscal year 2021-2022 for the Major Event Grant Program which funds events or activities that promote Brevard County. Award funds will be based on overall economic impact to Brevard County. Maximum funding request will not exceed \$100,000 per organization per fiscal year or 20% of their most recent event budget.

Tier System

<u>TOTAL ATTENDANCE</u> # of total attendees (award could shift proportionally)	Funding	Programs
25,000-49,999	\$25,000	Major Event Grant Program
50,000-99,999	\$50,000	Major Event Grant Program
100,000-199,999	\$75,000	Major Event Grant Program
200,000+	\$100,000	Major Event Grant Program

The Major Event Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon **receipt and verification of valid documentation** will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

5.0 ELIGIBLE USE OF FUNDS

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may **not** be used for grant applications or routine maintenance.
- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.
- Salaries or event personnel costs excluding support personnel (police, fire, etc).

6.0 APPLICATION SUBMITTAL PROCEDURES

The Major Event Grant Program application may only be submitted electronically. The unique link for the on-line application will be provided to potential applicants for opening day of August 17, 2022. All supporting documentation may be uploaded within the application. The application deadline is no later than 5pm EST on September 12, 2022 to be considered for funding. All applications must be completed online, and submitted applications are final. All other questions should be made in writing and may be directed to Deborah Webster via email at Deborah.Webster@VisitSpaceCoast.com until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held at [August 17, 2022 at 10am.](#)

Join Zoom Meeting
<https://us06web.zoom.us/j/87453731421?pwd=NFZPRkl4aHp6ZnBhcURpRUFVeXNOQT09>

Meeting ID: 874 5373 1421
+1 929 205 6099

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may only submit 1 (one) application for the Major Event Grant Program. Major Event Grant Program applicants may apply to other TDC Grant Programs, however if an applicant is awarded funds from additional TDC Grant programs the funds will first come from the Major Event Grant program if available and other grant funds will be remitted to the original grant program.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project start and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred must be submitted within 30 days of the conclusion of the event.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. Events must be held at an ADA compliant facility conducted in compliance within current ADA guidelines.
6. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.
7. Additional benefits to organizations who are awarded funding;
 - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
 - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
 - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.

Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Major Event Grant Program listing or recognizing funders or sponsors shall include Brevard County and Florida's Space Coast Office of Tourism logos and/or the following statement: **Sponsored in part by the Brevard County Board of County Commissioners and Florida's Space Coast Office of Tourism.**

8.0 EVALUATION CRITERIA

Selections Process: TDO staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

9.0 EVALUATION PROCEDURES

The TDO staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

TDO staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council for review and scoring. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on October 20, 2022. Tourism Development Office will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County

Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Major Event Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online that will be emailed to each applicant that has been awarded a grant. Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact future grant applications.

11.0 PAYMENT REIBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall **reimburse** the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed final report is due within 30 days of the conclusion of the event. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. TDO Staff will provide attendance verification (Specifically out of County attendees) if requested or ticketing systems or other methods are not available.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for

expenditures made is due by October 7, 2023.

3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).
4. Events that fall short of projected economic impact will have grant funding reduced.
5. Grant awards and ranking and recommendations by the Cultural Committee, Tourist Development Council and Board of County Commissioners are final.

12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

CULTURAL Application – FY 2022-2023

Major Event Grant Program

Proposed name of the event/season - _____

Name of Organization - _____

Mailing Address - _____

City, State, Zip Code - _____

Federal Employer ID # - _____

Website Address - _____

Organization Telephone - _____

Organization Email - _____

Primary Contact person (first & last name) - _____

Primary Contact person Phone - _____

Primary Contract person Email - _____

Job Title: _____

Alternative Contact person (first & last name) - _____

Alternative Contact person Phone - _____

Alternative Contact person Email - _____

Job Title: _____

(1) Which best describes your organization.....?

() Government

() Non-Profit

() Academic Institution

() Other – Please specify: _____

(2) How many days will your event be held?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8+

(3) Please indicate your desired first day of the event.

(4) What is the alternative first day of the event.

(5) Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

(6) Please describe the proposed event/activities for which you are seeking funding from the 2022-2023 Major Event Grant Program. *Describe the format, ages of people who will attend, etc.*

(7) Please describe how the proposed event/activities will promote the Space Coast as a destination.

(8) Where is the event location and name of the facility where the event will be held?
Please identify the event location including parking lots, restrooms, etc.

(9) Is the facility where you intend to hold your event ADA compliant?

- ☐ yes
- ☐ no

(10) Please describe in detail any unique qualities that will create publicity opportunities on a regional or national level to promote the Space Coast.

(11) Please demonstrate how the event will have a positive impact on Brevard County tourism. Include the estimated Return on Investment (ROI) and cite the methodology used to quantify the success of the event.

(12) Do you have partners for the event that are contributing funds, in-kind donations or labor?

() yes

() no

(13) List Partner Organizations, their roles with the event and role in the event. If you have more than (3) Partners please email Deborah.Webster@VisitSpaceCoast.com.

Partner Organization Name (A)

Partner Role (A)

Match Amount (A)

Partner Organization Name (B)

Partner Role (B)

Match Amount (B)

Partner Organization Name (C)

Partner Role (C)

Match Amount (C)

- (14) Please describe your Marketing Plan that you have uploaded. Including your event goals and objectives, target audience(s), specific marketing activities, timeline and budget.
- (15) Please upload (3) letters of reference from prior events.
Each letter should include the name and date of the event on county, municipality or other such entities letterhead specifically addressing the reputation of the event promoter and quantify the success of the event. Please include contact information for the person writing the reference.
- (16) Please describe in detail how you will measure and evaluate the success of the event.
- (17) Please describe in detail other revenue streams including sponsors that you have in place now and besides additional funding why they are important to the success of your event.

Required Attachments-

- 1- Label as Attachment (1) – Event Map
- 2- Label as Attachment (2) – Event Timeline with Milestone and Deadlines
- 3- Label as Attachment (3) – Detailed Proposed Event budget FY 2022-2023 including expenses and revenue
- 4- Label as Attachment (4) – Detailed budget from most recent event
- 5- Label as Attachment (5) – Detailed Marketing Plan & Marketing budget with minimum of five creative marketing assets, for example a screenshot of a Facebook, Instagram, etc. ad, text or MP3 link from a radio ad, poster, etc.
- 6 - Label as Attachment (6) – Letter(s) of Commitment from Partner(s) if you have any

**Tourism Development Council
FY 2022-2023 Major Event Grant Program – Evaluation Form**

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.

Section 1— Applicant Information (TDO staff will complete this section)

Project Title:

Project Number:

Project Applicant:

Committee/Reviewer Name & Signature:

Funding from TDC:

Evaluate Criteria	Points Available	Points Earned
Section 2— Event Specifics		
Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a destination. (Reference questions #1-9)	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 3 points		
Adequate: 4 - 7 points		
Good: 8 - 12 points		
Very Good: 13 - 14 points		
Excellent: 15 points		
Comments:		

Proposal clearly describes any unique qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a destination. (Reference question #10)	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 3 points		
Adequate: 4 - 7 points		
Good: 8 - 12 points		
Very Good: 13 - 14 points		
Excellent: 15 points		
Comments:		
The application clearly describes how the event will have a positive impact on Space Coast tourism including estimates of ROI of the event. (Reference question 11)	10	
Reviewer: Use the following scoring rubric as a guide		
Poor: 0-2 points		
Adequate: 3-4 points		
Good: 5 - 7 points		
Very Good: 8 - 9 points		
Excellent: 10 points		
Comments:		

The application clearly describes Partners and their roles in the vent and their importance in the success of the event. (Reference question 12 & 13)	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 – 2 points		
Adequate: 3 – 4 points		
Good: 5 - 7 points		
Very Good: 8 - 9 points		
Excellent: 10 points		
Comments:		
Proposal clearly describes the marketing plan efforts to attract out-of-county visitors to the event/activities, including a detailed 1-year marketing budget and expense worksheet. Additionally, marketing plan describes the event goals and objectives, target audiences, specific marketing activities, timeline and budget. (Reference question #14)	20	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 – 4 points		
Adequate: 5 – 8 points		
Good: 9 - 13 points		
Very Good: 14 - 17 points		
Excellent: 18 - 20 points		
Comments:		

