



## FSIG Scoring Allocations

CRITERIA	HIGH	MEDIUM	LOW
<b>Economic Impact &amp; ROI</b>	<b>30</b>	<b>15</b>	<b>5</b>
Minimums exceed 50%+ above either minimum commensurate with the grant type	Minimums met for both and commensurate with the grant type	Weak projections below both minimums	
<b>Out-of-State Visitation</b>	<b>25</b>	<b>13</b>	<b>5</b>
Attendance minimums exceeded by 50% for grant type	Attendance minimums met for grant type	Primarily local or below minimum for grant type	
<b>Event Attendance &amp; Community Impact</b>	<b>10</b>	<b>5</b>	<b>1</b>
Attendance exceeds 50% minimum for corresponding grant type; Community impact indicated included business engagement	Attendance minimum met for corresponding grant type; Community impact indicated in application	Attendance below minimum for corresponding grant type; No community impact indicated	
<b>Florida Visibility Strategy</b>	<b>10</b>	<b>5</b>	<b>1</b>
Complete marketing plan; Details on how Florida, FSF, and professional sports license plates will be promoted; National/international broadcast, digital reach, strong branding integration	Complete marketing Plan; Details on how Florida, FSF, and professional sports license plates will be promoted	Minimal/local only	
<b>Budget &amp; Matching Funds</b>	<b>5</b>	<b>3</b>	<b>1</b>
Detailed budget with 100% matching funds.	Detailed budget with >50% matching funds.	Weak budget or below minimal match	
<b>First-Time / Relocated Event</b>	<b>5</b>	<b>3</b>	<b>NA</b>
Entirely new event or relocated event with multi-year potential	First time the event is held in Florida	--	

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Continued...

CRITERIA	HIGH	MEDIUM	LOW
<b>Health &amp; Fitness Programming</b>	<b>5</b>	<b>3</b>	<b>1</b>
Robust, well-promoted fitness or wellness initiatives		Engagement of attendees in a health or fitness activity	Limited programs
<b>Organizational Readiness</b>	<b>5</b>	<b>3</b>	<b>1</b>
Proven capacity, experienced staff; Event plan includes contingency planning		Some experience, minor risks; Basic event plan/schedule included	Limited evidence of capacity in relation to projected amount of visitors
<b>Youth Engagement</b>	<b>5</b>	<b>3</b>	<b>1</b>
Clinics, competitions, or mentoring opportunities.		Mention of engagement of youth attendees	Limited youth focus/involvement
<b>Sustainability/Eco-Friendly Initiatives</b>	<b>3</b>	<b>2</b>	<b>1</b>
3 initiatives mentioned		2 initiatives mentioned	1 initiative mentioned
<b>Rural Location</b>	<b>3</b>	<b>NA</b>	<b>NA</b>
Event is located in one of the defined communities in the list		--	--
<b>Military Inclusion</b>	<b>3</b>	<b>2</b>	<b>1</b>
Activity related to Military Recognition		Recognition included in program/schedule	Minimal recognition
<b>Off-Season Scheduling</b>	<b>3</b>	<b>2</b>	<b>1</b>
Yes		--	--

## HIGH

The application reflects an excess of the minimum value for the criterion

**Total points** for the criterion are assigned

## MEDIUM

The application reflects the minimum value for the criterion

The **midpoint** value for the criterion is assigned

## LOW

The application is lacking the minimum value for the criterion

The **minimum** point value for the criterion is assigned