



FSIG Scoring Allocations

Note: If a criterion is not addressed in an application, the criterion receives zero (0) points.

CRITERIA	HIGH	MEDIUM	LOW
Economic Impact & ROI <i>(sliding scale)</i>	30	<i>(sliding scale)</i> 15	<i>(sliding scale)</i> 5
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	
Out-of-State Visitation	25	13	5
Attendance minimums exceeded by 50% for grant type	Attendance minimums met for grant type	Primarily local or below minimum for grant type	
Event Attendance & Community Impact	10	5	1
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	
Florida Visibility Strategy	15	8	5
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	
Budget & Matching Funds	5	3	1
Detailed budget with 100% matching funds.	Detailed budget with >50% matching funds.	Weak budget or below minimal match	
Health & Fitness Programming	5	3	1
Robust, well-promoted fitness or wellness initiatives	Engagement of attendees in a health or fitness activity	Limited programs	

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Continued...

CRITERIA	HIGH	MEDIUM	LOW
Organizational Readiness	5	3	1
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	
Youth Engagement	5	3	1
Clinics, competitions, or mentoring opportunities.	Mention of engagement of youth attendees	Limited youth focus/involvement	

Bonus Points

CRITERIA	HIGH	MEDIUM	LOW
First-Time / Relocated Event	3	2	NA
Entirely new event or relocated event with multi-year potential	First time the event is held in Florida	--	
Sustainability/Eco-Friendly Initiatives	3	2	1
3 initiatives mentioned	2 initiatives mentioned	1 initiative mentioned	
Rural Location	3	NA	NA
Event is located in one of the defined communities in the list	--	--	
Military Inclusion	3	2	1
Activity related to Military Recognition	Recognition included in program/schedule	Minimal recognition	
Off-Season Scheduling	3	2	1
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