

# Foo Foo Festival Application Score Sheet



Committee Member \_\_\_\_\_

Applicant Name \_\_\_\_\_

<p><b>1. Timing and content requirements</b></p> <ul style="list-style-type: none"> <li>• How does it fill in weekdays to keep visitors past the weekend?</li> <li>• Is it an anchor event?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>2. Program affect on success of festival mission</b></p> <ul style="list-style-type: none"> <li>• How is the quality of the proposed event one that it will bring visitors back?</li> <li>• How will your event drive tourism to Escambia County?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>3. Uniqueness, innovation, creativity &amp; expression</b></p> <ul style="list-style-type: none"> <li>• How is the proposed event unique or original?</li> <li>• How does it go beyond your usual programming or repertoire?</li> <li>• How does it add something to this festival that is not found in other festivals?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>4. Marketing &amp; PR plan of activity</b></p> <ul style="list-style-type: none"> <li>• What is your organizational marketing plan for this event?</li> <li>• How will your marketing plan use your existing resources to supplement the Festival's marketing efforts?</li> <li>• How will you recognize Foo Foo Fest/ACE in your marketing efforts?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>5. Appeal for a diversity</b></p> <ul style="list-style-type: none"> <li>• How does it showcase, appeal to, or attract diversity?</li> <li>• How does it offer something that will reach a different audience?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>6. National marketing and messaging appeal</b></p> <ul style="list-style-type: none"> <li>• What is the regional draw for your proposed event?</li> <li>• How does it reach the target demographic or a diverse population?</li> <li>• How does the organization tap its existing market?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>7. Infrastructure and staff to deliver programming and back-up plan</b></p> <ul style="list-style-type: none"> <li>• Do you have the appropriate staff or volunteer staff for your event?</li> <li>• Do you have a backup plan in case of some unforeseen event, such as weather, could prevent your current proposed layout?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>8. Resources to manage and comply with financial expectations</b></p> <ul style="list-style-type: none"> <li>• Have you done similar events?</li> <li>• Describe how you were successful?</li> <li>• How will you comply with financial reporting requirements within the required deadlines?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>9. Measurements for validating return on investment or program success</b></p> <ul style="list-style-type: none"> <li>• Describe what will make your event a success?</li> <li>• How will you recognize your proposed event as a Foo Foo Fest/ACE sponsored event?</li> <li>• How will attendees know your proposed event is a Foo Foo Fest sponsored event?</li> <li>• How will you help distribute the Foo Foo Festival survey to your attendees?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>
<p><b>10. Use of funds</b></p> <ul style="list-style-type: none"> <li>• Identify how your proposed budget is realistic and well thought-out.</li> <li>• How will you tap into your own fundraising and organizations resources?</li> <li>• How is your proposed event or programming a prudent use of public funds?</li> </ul>	<p>1 2 3 4 5 6 7 8 9 10</p>

**TOTAL TALLIED SCORE** \_\_\_\_\_

**Notes:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_