

# Foo Foo Festival Application Score Sheet



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

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

**1. Timing and content requirements**

- How does it fill in weekdays to keep visitors past the weekend?
- Is it an anchor event?

1 2 3 4 5 6 7 8 9 10

**2. Program affect on success of festival mission**

- How is the quality of the proposed event one that it will bring visitors back?
- How will your event drive tourism to Escambia County?

1 2 3 4 5 6 7 8 9 10

**3. Uniqueness, innovation, creativity & expression**

- How is the proposed event unique or original?
- How does it go beyond your usual programming or repertoire?
- How does it add something to this festival that is not found in other festivals?

1 2 3 4 5 6 7 8 9 10

**4. Marketing & PR plan of activity**

- What is your organizational marketing plan for this event?
- How will your marketing plan use your existing resources to supplement the Festival's marketing efforts?
- How will you recognize Foo Foo Fest/ACE in your marketing efforts?

1 2 3 4 5 6 7 8 9 10

**5. Appeal for a diversity**

- How does it showcase, appeal to, or attract diversity?
- How does it offer something that will reach a different audience?

1 2 3 4 5 6 7 8 9 10

**6. National marketing and messaging appeal**

- What is the national and regional draw for your proposed event?
- How does it reach the target demographic or a diverse population?
- How does the organization tap its existing market?

1 2 3 4 5 6 7 8 9 10

**7. Infrastructure and staff to deliver programming and back-up plan**

- Do you have the appropriate staff or volunteer staff for your event?
- Do you have a backup plan in case of some unforeseen event, such as weather, could prevent your current proposed layout?

1 2 3 4 5 6 7 8 9 10

**8. Resources to manage and comply with financial expectations**

- Have you done similar events?
- Describe how you were successful?
- How will you comply with financial reporting requirements within the required deadlines?

1 2 3 4 5 6 7 8 9 10

**9. Measurements for validating return on investment or program success**

- Describe what will make your event a success?
- How will you recognize your proposed event as a Foo Foo Fest/ACE sponsored event?
- How will attendees know your proposed event is a Foo Foo Fest sponsored event?
- How will you help distribute the Foo Foo Festival survey to your attendees?

1 2 3 4 5 6 7 8 9 10

**10. Use of funds**

- Identify how your proposed budget is realistic and well thought-out.
- How will you tap into your own fundraising and organizations resources?
- How is your proposed event or programming a prudent use of public funds?

1 2 3 4 5 6 7 8 9 10

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

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

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