

Legacy Events Sponsorship		Project Name: _____	
Grant applicants can earn a total of 20 points. Each category is worth 5 points each. Scores between 18-20 will have a high priority for funding, scores between 15-17 will be recommended for funding, scores between 12-14 consider funding if resources allow, and scores below 12 points will not be recommended for funding. Please choose one score (1, 3, or 5) for each of the four criteria.			
Factor	Points	Description	Your Score
Tourism Impact	5	Significant promotion outside local market, reaching new audiences and highlighting Haywood County's unique appeal.	
How the event promotes Haywood County as a visitor destination to a wider audience than our local market.	3	Moderate promotion outside local market, appealing to some regional audiences.	
	1	Little to no promotion beyond local market, focusing solely on local residents.	
Economic Impact	5	Demonstrated significant increase in lodging occupancy, tax generation, and direct spending during event period.	
The potential impact on lodging occupancy, tax generation, and direct spending through increased travel and tourism activity within Haywood County.	3	Moderate increase in lodging occupancy, tax generation, and direct spending, meeting historical averages.	
	1	No significant impact on lodging occupancy, tax generation, or direct spending.	
Innovation	5	Event showcases significant innovation, new features, or enhancements that enhance visitor experience and set it apart.	
Whether the event showcases innovation, enhancements, or new features.	3	Event maintains traditional format with minimal changes or improvements.	
	1	Event lacks originality and offers no new elements or improvements.	
Community Benefit	5	Event provides significant benefit to the community, engaging local residents, promoting community spirit, leverages strong partnerships and generating positive media attention.	
The overall benefit the event provides to the Haywood County community including demonstrated strong partnerships with local businesses or organizations.	3	Event provides moderate community benefit, with some involvement of local residents and businesses.	
	1	Event provides no significant community benefit, offering little to no involvement or impact on the local community.	
		Total:	0 /20