

Tourism Promotion		Project Name:	
Grant applicants can earn a total of 20 points. 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 <u>one</u> score for each of the four criteria.			
Factor	Points	Description	Your Score
Visitor Attraction & Economic Impact	7	Event demonstrates a significant quantifiable economic benefit and potential to draw visitors beyond a 50-mile radius.	
Evaluate the project's ability to attract new and increased overnight visitation and potential for economic impact, including its ability to generate revenue, create jobs, and boost local businesses.	5	Event demonstrates a moderate quantifiable economic benefit and potential to draw visitors beyond a 50-mile radius.	
	3	Event demonstrates little to no quantifiable economic benefit, nor potential to draw visitors beyond a 50-mile radius.	
Innovation & Uniqueness	5	Event showcases significant creativity and contribution to diversifying tourism offerings.	
Assess the project's creativity, uniqueness, and its contribution to diversifying Haywood County's tourism offerings. Projects that offer new, novel experiences or fill a gap in the current tourism landscape score higher.	3	Event showcases moderate creativity and contribution to diversifying tourism offerings.	
	1	Event lacks creativity and contribution to diversifying tourism offerings.	
Collaboration & Community Support	5	Event demonstrates significant collaboration between multiple entities and community support.	
Projects that demonstrate strong collaboration between multiple entities (e.g., local businesses, non-profits, government agencies) and have significant community support or involvement are awarded higher points.	3	Event demonstrates moderate collaboration between multiple entities and community support.	
	1	Event demonstrates little to no collaboration between multiple entities and community support.	
Seasonal & Off-Peak Promotion	3	Event significantly contributes to a distribution of tourism throughout the year by being hosted during off-peak times.	
Extra points for projects that aim to extend the tourism season by attracting visitors during off-peak times, contributing to a more even distribution of tourism throughout the year.	2	Event moderately contributes to a distribution of tourism throughout the year by being hosted during off-peak times.	
	1	Event does not contribute to a distribution of tourism throughout the year by being hosted during off-peak times.	
		Total:	0 /20