Tourism Grant Review Form

Title of Event or Project: _____

Organization: _____

Event Date: _____

Grading System: 1= Not likely 2= somewhat likely 3= Likely 4= very likely 5= extremely likely

EVENT

	1	2	3	4	5
Application show project is creative and/or has broad appeal	1	2	3	4	5
Application shows project will generate increased visitors and have positive economic impact	1	2	3	4	5
Application shows project can eventually be self- sustaining	1	2	3	4	5

Total Points: _____

MARKETING (score doubled for this category)

	1	2	3	4	5
Application describes target audience and an effective marketing plan	1	2	3	4	5
Promotional budget demonstrates ability to reach the visitor	1	2	3	4	5
Funding request is proportionate to estimated visitor spending	1	2	3	4	5
Promotion will draw Midwest media attention	1	2	3	4	5

Total Points x2: _____

GOALS & ADDITIONAL LEVERAGE

	1	2	3	4	5
Application shows adequate tracking plan for visitor count	1	2	3	4	5
Application shows impact of reasonable additional leverage	1	2	3	4	5
Application shows measurable goals for event	1	2	3	4	5
Application shows overnight stays	1	2	3	4	5

Total Points: _____

GRANT TYPES (score only one- corresponding to type of grant)

	1	2	3	4	5
New Event: this project is new to the area and goes beyond organizations scope of services	1	2	3	4	5
Existing Event: Is reaching new market, new demographic or using new media to expand	1	2	3	4	5
Sales Promotion: Shows significant incentives to draw visitor during should season	1	2	3	4	5

Total Points: _____

Total Points from Review [   ]