

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.		
Factor	Description	Your Score
Brand Awareness How the event promotes Haywood County as a visitor destination to a wider audience than our local market through the new Visit Haywood brand.	On a scale of 0 to 5, score how well the event promotes Haywood County to a wider audience through the Visit Haywood brand, with 0 demonstrating no promotion, and 5 demonstrating significant promotion.	
Economic Impact The potential impact on lodging occupancy, tax generation, and direct spending through increased travel and tourism activity within Haywood County.	On a scale of 0 to 5, score the potential economic impact of the event as described to the left, with 0 demonstrating no economic impact and 5 demonstrating significant economic impact.	
Attendance Evaluate whether the event showcases solid annual attendance of at least 1,000 attendees.	On a scale of 0 to 5, score how well the event showcases solid annual attendance (≥1,000), with 0 demonstrating a lack of solid attendance and 5 demonstrating solid annual attendance as well as new features, enhancements, and/or innovation.	
Community Benefit Evaluate the overall benefit the event provides to the Haywood County community including demonstrated strong partnerships with local businesses or organizations.	On a scale of 0 to 5, score the extent to which the event benefits the community, with 0 demonstrating no significant benefit to the community or local engagement/impact, and 5 demonstrating significant benefit to the community (engaging local residents, promoting community spirit, leveraging strong partnerships, and generating positive media attention).	
Total:		0 /20