

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	Description	Your Score
Alignment with Destination Master Plan & Branding Evaluate if the project demonstrates a close relationship to the goals of the pillars, objectives, strategies, and tactics of the Destination Master Plan and aligns with the Visit Haywood - Unfiltered brand.	On a scale of 0 to 5, score how well the project aligns with the Destination Master Plan and Visit Haywood Brand, with 0 demonstrating no alignment and 5 demonstrating significant alignment.	
Visitor Attraction & Economic Impact 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.	On a scale of 0 to 5, score the project's ability to attract new and increased overnight visitation and potential economic impact, with 0 demonstrating no ability or potential, and 5 demonstrating significant ability or potential.	
Better Together Evaluate the project's economic impact beyond a singular business. Does it have significant community support or involvement?	On a scale of 0 to 5, score the project's economic impact beyond a singular business and community support/involvement, with 0 demonstrating no additional economic impact and 5 demonstrating significant economic impact beyond a singular business.	
Seasonal/Off-Peak Promotion & Project Length Evaluate if the project extends the tourism season by occurring during an off-peak month (Nov-April), mid-week, or over multiple days.	On a scale of 0 to 5, score the project's potential to extend the tourism season via off-peak timing and multi-day length, with 0 demonstrating no potential and 5 demonstrating significant potential to extend or distribute tourism throughout the year.	
	Total:	0 /20