

Legacy Events Sponsorship		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 one score for each of the four criteria. Average scores will round to the nearest whole number, with .5 or higher rounding up, and less than .5 rounding down.			
Factor	Description	Your Score	Comments
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