

Tourism Promotion - MARKET RESEARCH		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. 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
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.	On a scale of 0 to 5, score how well the project aligns with the Destination Master Plan, with 0 demonstrating no alignment and 5 demonstrating significant alignment.		
Methodology and Research Goals Evaluate the project's research goals. Are they clearly defined, appropriate, and likely to yield meaningful, actionable data?	On a scale of 0 to 5, score the project's research goals, with 0 demonstrating poorly defined goals, and 5 demonstrating highly defined and actionable goals.		
Economic Impact Evaluate how the research will support initiatives to attract new and increased overnight visitation and economic impact.	On a scale of 0 to 5, score the project's economic impact with 0 demonstrating no economic impact and 5 demonstrating significant economic impact.		
Community Involvement Evaluate if the project demonstrates potential for broad community impact, beyond one singular business, and community involvement and support.	On a scale of 0 to 5, score the project's proposed collaboration and community involvement, with 0 demonstrating no potential and 5 demonstrating significant potential for community involvement.		
Total:		0	/20