Tourism Promotion - Travel & Trade Shows	**Project Name:**			
Grant applicants can earn a total of 20 points. Average scores between 18-20 will have a high priority for funding, scores between 15.0-17.9 will be recommended for funding, scores between 12.0-14.9 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.				
Factor	***Description***	***Your Score***	***Comments***	
Trade Show Value & Strategic Alignment	Score how well the applicant demonstrates the value of the trade show and its alignment with Haywood County's tourism priorities. 0 = no demonstrated value or alignment; 5 = significant value and alignment.			
Does the applicant clearly demonstrate that the trade show reaches relevant travel industry buyers and provides meaningful opportunities to promote Haywood County? Does participation align with the Destination Master Plan and Visit Haywood brand?				
Visitor Attraction & Economic Impact	Score the potential to generate new tourism business and economic impact. 0 = no demonstrated potential; 5 = significant potential.			
Does the applicant demonstrate how participation could generate new or increased overnight visitation, future bookings, room nights, visitor spending, or other measurable economic benefits for Haywood County?				
Better Together / Broader Economic Benefit	Score the potential economic benefit beyond a single business or organization. 0 = no demonstrated broader benefit; 5 = significant broader benefit.			
Does the applicant demonstrate how the potential tourism business could benefit the broader Haywood County tourism economy, including lodging, restaurants, attractions, shops, or other tourism businesses? Are partnerships or collaborative marketing efforts identified?				
Seasonal/Off-Peak & Multi-Day Visitation	Score the potential to extend the tourism season or generate visitation during off-peak periods. 0 = no demonstrated potential; 5 = significant potential.			
Does the applicant demonstrate opportunities to generate mid-week, off-season (November–April), or multi-day visitation through the business being pursued?				
	Total:	**0**	**/20**	