



**Policy 12-020 – Tourism Enhancement Grant Program
Schedule “B” – Tourism Enhancement Grant Program
Application Rating Sheet**

Score	Scoring Criteria
30 Total	Project Description and Details
/5	Has the project been described clearly and concisely?
/5	Does the project include a name and purpose?
/5	Is this a new application or has the project grown from the previous year?
/5	Will this development have the potential to increase tourism in the area?
/5	Does this project have the ability to accomplish the goals set forth in the application?
/5	Is the project unique to the area?
10 total	Project Costs
/5	Does the project include an itemized budget for the entire event? (Rate the overall budget)
/5	Is the budget realistic? Can the project proceed without grant funding?
20 Total	Business & Marketing Plan
/5	Does the project have a detailed marketing plan?
/5	Is the marketing plan realistic and effective in reaching the target audience?
/5	Does the application have a summary of the project objectives?
/5	Does the project provide details on how the project activities will be implemented?
40 Total	Tourism Benefits
/20	Does the application explain how the project will:
	a) Draw more people or attract visitor audience?
	• Less than 50 visitors (5)
	• 50 to 100 visitors (10)
	• 100 to 500 visitors (15)
	• Greater than 500 visitors (20)
/5	b) Generate non-local press coverage for the event?
/5	c) Generate overnight stays?
/5	d) Increase retail, food, beverage expenditures in Whitecourt?
/5	Will the project development enhance the experience of tourists and visitors drawn to the community?
<input type="checkbox"/> Yes <input type="checkbox"/> No	Does the applicant have overdue or incomplete reporting related to a previously awarded Town grant allocation? If the answer is yes, this project is ineligible for funding.
5 Point Rating System Guide	Project Name:
1 = Poor	Total Score: /100
2 = Fair	
3 = Good	Grant Amount Requested: \$
4 = Very Good	Amount Recommended: \$
5 = Excellent	