

Request

Panelist

Applicant

	TDT ARC Event evaluation matrix	Tourism Expansion (35 pts)			Project Soundness (35 pts)			Anticipated Return on Investment (30 pts)	
		Multiplier x 3	Multiplier x 3	Multiplier x 1	Multiplier x 2	Multiplier x 2	Multiplier x 3	Multiplier x 3	Multiplier x 3
		Tourist Attraction	Advertising/Reach	Tourism Industry Collaboration	Event Visibility & Historical Success	Operational Readiness	Financial Readiness	Economic Benefit (attendee spending, jobs, attracting employers)	Tax Revenues (TDT, Sales Tax, Property Tax)
5	Excellent	Host exceptional traveling visitor counts, need times, multi-hotel guaranteed room blocks, lengthy stays, high F&B	Generating extended periods of international coverage with high positive impact	Significant local room booking and advertising partnerships with tourism partners	Iconic well-known event with strong past history of success	Extremely strong experienced board or leadership, logistics confirmed, project implementation guaranteed	Extremely strong project financial plan and budget, good financial experience, strong financial partnerships and good cashflow	Notable large scale event popular with high wage job employees, event creates jobs, high attendee spending helps nearby business	Hosts many extended stay visitors (TDT driver), drives sales tax growth by high visitor spending, promotes area reputation
4	Above Average	Host sizable traveling visitors, good timing, multi hotel room blocks, lengthy stays, some F&B	Generating some extended national coverage with high positive impact	Some local room booking and advertising partnerships with tourism partners	Well-known event having good prior success	Strong experienced board or leadership, logistics mostly confirmed, project implementation very likely	Strong project financial plan and budget, good experience, some financial partnerships and good cashflow	Good scale popular event, event creates jobs, attendee spending helps nearby business	Hosts some extended stay visitors (TDT driver), drives sales tax growth by some visitor spending, promotes the area
3	Average	Host traveling visitors, hotel room block(s), couple day stay	Media coverage with positive impact	Some local room booking with little advertising partnerships with tourism partners	Popular event with some past success	Suitable board or leadership, logistics mostly confirmed, some past operational experience	Reasonable project financial plan and budget, some financial partnerships and some cashflow	Popular event, most jobs in-house event staff, some attendee spending in nearby business	Hosts some overnight stay visitors (TDT), some sales tax growth by some visitor spending
2	Below Average	Host equal traveling visitors and locals, single day stays, no room blocks, poor timing	Random outcomes covered and periodic reviews	No local booking partnership and advertising already taken	Newer event or an event without long history of success	Inexperienced board or leadership. Some logistics undeveloped. Some past experience.	Tight project financial plan and budget, inexperienced, less financial partnerships and weak cashflow	Smaller event, some event jobs created, little attendee spending in nearby business	Hosts fewer overnight stay visitors (TDT), little sales tax growth by some visitor spending and locals spending may just displace other local spending
1	Poor	Host primarily locals, low stays, poor timing	Little impactful media coverage	Sponsored by competing destination, no local booking or advertising partnership	Event with some mixed past success and problems	Questionable ability to develop and operate the project effectively.	Gaps in project financial plan and budget, inexperienced, all TDT no financial partnerships and weak cashflow	Newer event, most jobs in-house event staff, little attendee spending in nearby business	Hosts few overnight stay visitors (low TDT), little sales tax growth by limited visitor spending and locals spending may just displace other local spending
0	Deficient	Travel unknown, lacking data, poor timing	No media plan or data, possible negative coverage	No plans or data	First-time event with no history and some concerns	No data or past failures.	No data or math errors.	Weak event, clashes with existing surroundings, local opposition	No data, some tax exemption

INSTRUCTIONS: 1) Rank each request on its score sheet with 1 (lowest) to 5 (highest) in each section, using above Evaluation Matrix.

A multiplier will be applied that will calculate your score in each section. Max section score 5; max total score 100*.

Scoring goal of 60%

Panelists are encouraged to rank all sections.

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Score
Scores 1-5 →	5	5	5	5	5	5	5	5	
Section points	35.000			35.000			30.000		100.000
Section %	100%			100%			100%		100.0%

Enter any prompts for your panel meeting discussion; take note of highlights, or possible problems; need clarification from applicant? Or just want to commend them for something especially helpful in the grant; give a suggestion that might help the project, etc.

2) Comments:
