

# Pilot Community Tourism Grant Program

## Application Scoring Criteria

The following are scoring criteria used by Destination MT's Tourism Grant Program in the review of applications. For further questions, please contact tourism grant staff at [tourismgrants@mt.gov](mailto:tourismgrants@mt.gov).

Points Possible	Scoring Criteria
Pass/Fail Only	<p><b>Eligibility</b></p> <p>1. Is the applicant located within Montana?</p> <p><b>Pass/Fail</b></p> <p>3. Does the applicant identify as an eligible entity to apply?</p> <p><b>Pass/Fail</b></p> <p>5. Do all of the identified communities for the application have a rural, under-visited, urban and/or over-visited status?</p> <p><b>Pass/Fail</b></p> <p>5. Are all of the identified communities eligible to apply?</p> <p><b>Pass/Fail</b></p>
40	<p><b>Project Description</b></p> <p>8. Does the applicant provide a brief project summary for each year of funding?</p> <p><b>10 points possible</b></p>

	<p>9. Does the application clearly define what the community hopes to achieve in a brief and concise manner?</p> <p><b>10 points possible</b></p> <p>9. Do the applicant’s objectives and plans align with overall intent of the funding program and the program guidelines?</p> <p><b>10 points possible</b></p> <p>10. Does the community provide a five-year vision statement that follows the application parameters?</p> <p><b>10 points possible</b></p>
80	<p><b>Potential for Success and Tourism Impact</b></p> <p>11. Does the application provide a projected annual breakdown of funding in the required format?</p> <p><b>10 points possible – Pass/Fail</b></p> <p>11. Does the application utilize S.M.A.R.T goals for their projected annual goals?</p> <p><b>10 points possible</b></p> <p>12. Does the applicant provide a detailed Year 1 and Year 2 budget and budget narrative in the required format?</p> <p><b>10 points possible – Pass/Fail</b></p> <p>13. Does the application provide a brief narrative that demonstrates a clear benefit to the community from tourism?</p> <p><b>10 points possible</b></p> <p>14. Does the applicant identify tourism assets or tourism product development that already exists within the community and will be improved from PCTGP funding?</p> <p><b>5 points possible</b></p>

	<p>14. Does the applicant identify tourism assets or tourism product development that the community anticipates will be created from PCTGP funding?</p> <p><b>5 points possible</b></p> <p>14. Does the community demonstrate clear economic impact to local places like lodging facilities, restaurants and retail shops?</p> <p><b>5 points possible</b></p> <p>14. Does the community demonstrate a plan to make improvements to infrastructure development and investment such as road improvements, signage, and restroom facilities?</p> <p><b>5 points possible</b></p> <p>17. Does the community explain how receiving PCTGP funds will aid in diversifying or enhancing the community’s economic portfolio?</p> <p><b>5 points possible</b></p> <p>20. Does the application clearly demonstrate a plan to assess both seasonal and year-round impacts to the community because of PCTGP funds?</p> <p><b>5 points possible</b></p> <p>21. Does the application demonstrate how the community will assess the direct impact on job creation because of PCTGP funds?</p> <p><b>5 points possible</b></p> <p>22. Has the community demonstrated tourism readiness by demonstrating key planning processes that have occurred within the community?</p> <p><b>5 points possible – Pass/Fail</b></p>
50	<p><b>Community Readiness and Commitment</b></p> <p>24. Does the community have a steering committee of at least of 8-12 members?</p>

	<p><b>10 points possible – Pass/Fail</b></p> <p>24. Are the steering committee members diverse and cross-sectored?</p> <p>i.e., The committee is not comprised primarily of board members from one organization, if multiple communities are applying in one application, there is representation from each community on the committee, if Tribal communities are referenced in the application, there is Tribal representation on the committee, etc.</p> <p><b>10 points possible</b></p> <p>24. Has each steering committee member that is listed clearly demonstrated their commitment to the project?</p> <p><b>10 points possible</b></p> <p>24. Has the community identified a local convener?</p> <p><b>10 points possible – Pass/Fail</b></p> <p>24. Has the community identified a fiscal agency or fiscal lead?</p> <p><b>10 points possible – Pass/Fail</b></p>
30	<p><b>Additional Funding and Partnerships</b></p> <p>24. Does the application identify other funding opportunities that could be utilized in conjunction with PCTGP funds?</p> <p><b>5 points possible – Pass/Fail</b></p> <p>25. Does the application identify additional partnerships and stakeholders that the community could collaborate with?</p> <p><b>5 points possible – Pass/Fail</b></p> <p>26. Does the application have one letter of support from a tourism partner?</p> <p><b>10 points possible – Pass/Fail</b></p>

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	<p>26.Does the application have two additional letters of community or project support from various individuals, organizations or entities?</p> <p><b>10 points possible – Pass/Fail</b></p>
200	Total Possible Points