



## Economic Impact and Destination Event Grant Program Application Scoring Criteria

The following are scoring criteria used by the Montana Department of Commerce Destination MT, Tourism Grant Program in the review of applications.

Points Possible	Scoring Criteria
15	<p><i>Entity / Organization Information:</i></p> <ul style="list-style-type: none"> <li>a. Is the eligible applicant based in Montana? <b>*5 points possible*</b></li> <li>b. Is the eligible applicant the primary organizer of the Event? <b>*5 points possible*</b></li> <li>c. Is the eligible applicant currently in good standing with the IRS? <b>*5 points possible*</b></li> </ul>
5	<p><i>Event Details:</i></p> <ul style="list-style-type: none"> <li>a. Is the Event held during the shoulder season? (September – November and March – May) <b>*5 points possible*</b></li> </ul>
10	<p><i>Location:</i></p> <ul style="list-style-type: none"> <li>a. Is the Event located in a rural and/or tribal area? <b>*10 points possible*</b></li> <li>b. If not, does the applicant clearly articulate why the Event can ONLY be completed in an Urban area? <b>*5 points possible*</b></li> </ul> <p><b><i>*Please note, the max number of points to receive in this section is 10 points total. An Urban location cannot also be rural and / or under-visited in accordance with the <a href="#">Map of Urban and Overvisited Designations</a>.</i></b></p>
10	<p><i>Brief Summary:</i></p> <ul style="list-style-type: none"> <li>a. Is the Event suitable for all ages? <b>*5 points possible*</b></li> <li>b. Does the applicant provide a description on how the Event encourages visitors to travel to rural places? <b>*5 points possible*</b></li> </ul>

40	<p><i>Tourism Impact / Marketing / Metrics / Partnerships:</i></p> <ul style="list-style-type: none"> <li>a. Does the applicant provide a clear marketing and advertising strategy for the Event? <b>*5 points possible*</b></li> <li>a. Does the applicant identify their target attendee/audience? <b>*5 points possible*</b></li> <li>b. Does the applicant clearly outline a plan to increase visitors / attendees to the Event and identify the method of measuring the increase? <b>*10 points possible*</b></li> <li>c. Does the applicant clearly outline a plan to market / promote the Event to visitors (those who travel more than 50 miles to attend) and have a plan to measure the increase? <b>*5 points possible*</b></li> <li>d. Does the applicant clearly identify and describe the data and metrics that will be used to determine the economic benefits of the Event to the host community / area? <b>*10 points possible*</b></li> <li>e. Does the applicant clearly identify post-Event data collection and evaluation(s) methods? <b>*5 points possible*</b></li> </ul>
10	<p><i>Potential for Success / Long-Term Development / Sustainability:</i></p> <ul style="list-style-type: none"> <li>a. Does the applicant provide details on how they will increase vendor sales, community partners, event sponsors, and / or ticket sales? <b>*5 points possible*</b></li> <li>b. Does the applicant demonstrate plans for Event sustainability? <b>*5 points possible*</b></li> </ul>
10	<p><i>Budget:</i></p> <ul style="list-style-type: none"> <li>a. Does the budget contain only eligible expenses? <b>*5 points possible*</b></li> <li>b. Does the budget contain a clear and detailed narrative for each line item? <b>*5 points possible*</b></li> </ul>
<b>100</b>	<b>Total Possible Points</b>