

# Attachment A: Agritourism Grants Program

## Application Scoring Criteria

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

| Points Possible | Scoring Criteria  |
|-----------------|---|
| 5               | <p>Brief Summary: (Q 10)</p> <p>Does the summary include:</p> <ul style="list-style-type: none"><li>a. Type of agritourism project is identified.</li><li>b. Use of grant funds is clear and matches the project.</li><li>c. Economic benefit to the operation and community is identified.</li><li>d. Timeline for completion is reasonable.</li></ul>   |
| 15              | <p>Location:</p> <ul style="list-style-type: none"><li>a. Is the agritourism project located in a rural, under-visited and/or tribal area? (Q 12) *15 points possible*</li><li>b. Does the applicant clearly articulate why the agritourism project can only be completed in an urban and/or over-visited area? (Q 13) *5 points possible*</li></ul> <p>Please note, the maximum number of points to receive in this section is 15 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>.</p> |
| 20              | <p>Agritourism project proposal: (Q 14)</p> <ul style="list-style-type: none"><li>a. New activity or enhancement is described briefly.</li><li>b. Reasons clearly support the project.</li></ul>  |



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|            | <ul style="list-style-type: none"><li>c. Planning steps are outlined.</li><li>d. Funding sources, other than grant, are identified.</li><li>e. Realistic timeline of 12 months or less.</li></ul>  |
| 10         | <p>Marketing strategy: (Q 15)</p> <ul style="list-style-type: none"><li>a. Target visitor/attendee is identified and realistic for project.</li><li>b. The applicant references market research that supports strategy.</li><li>c. Specific advertising channels are listed and realistic.</li><li>d. Demand for the product is indicated.</li></ul> |
| 10         | <p>Agriculture education: (Q 16)</p> <ul style="list-style-type: none"><li>a. Educational component described by the applicant is realistic for the target audience and project.</li></ul>   |
| 10         | <p>Economic and social benefits to operation: (Q 17)</p> <ul style="list-style-type: none"><li>a. Applicant identifies at least one economic benefit.</li><li>b. Applicant includes metrics or benchmarks that they will use or currently use to measure benefit.</li></ul>  |
| 5          | <p>Agriculture and tourism impact: (Q 18)</p> <ul style="list-style-type: none"><li>a. Applicant identifies direct or indirect tourism revenue generated because of their project.</li></ul>   |
| 5          | <p>Critical risks or concerns: (Q 19)</p> <ul style="list-style-type: none"><li>a. Applicant addresses any potential risk and has a plan to resolve.</li></ul>   |
| 20         | <p>Project budget and schedule: (Q 20)</p> <ul style="list-style-type: none"><li>a. All project tasks are identified and match timeline.</li><li>b. Does the budget contain only eligible expenses?</li><li>c. Does the budget contain a clear and detailed narrative?</li></ul>   |
| <b>100</b> | <b>Total possible points</b>   |