



Tourism Recovery Marketing Grant Selection Criteria

Criteria	Exceeds Expectations (5 points)	Meets Expectations (3 points)	Does Not Meet Expectations (1 point)	Weight
Strength of tourism recovery focused marketing campaign	<i>The applicant has a strong and well articulated understanding of its recovery priorities. The proposed marketing campaign components are strategic and focused on the economic recovery of the tourism industry.</i>	<i>The applicant has presented an adequate understanding of its recovery priorities and the proposed marketing campaign is achievable.</i>	<i>The applicant is not able to communicate what its recovery priorities are, OR) the proposed marketing campaign does not sufficiently aid economic recovery.</i>	25%
Demonstrated recovery need	<i>The applicant demonstrates significant economic impact and recovery need. A major strength of the application.</i>	<i>The applicant provides sufficient evidence of lingering economic impact and recovery need. The proposed project has the potential to aid in economic recovery. Neither strength nor a weakness of the project.</i>	<i>Application does not provide evidence of economic impact and recovery need, the impact is unclear, and/or the applicant has already experienced significant economic recovery.</i>	25%
Provides measurable tourism impact	<i>The applicant demonstrates exceptional and transformative long-term economic impact potential as well as a high level of understanding on the measurements needed to determine success. Sound, measurable evaluation techniques are identified. A major strength of the application.</i>	<i>The applicant provides sufficient evidence of potential economic impact. Some outcomes and measurements identified but not all. Neither strength nor a weakness of the project.</i>	<i>The applicant has not demonstrated evidence of measurable economic impact or impact is unclear.</i>	20%
Quality of budget and timeline	<i>The proposed budget and timeline are detailed, easy to understand, and demonstrate the ability of the applicant to deliver an effective marketing campaign.</i>	<i>The proposed budget and timeline are sufficient for the needs of the application process.</i>	<i>The proposed budget and timeline are unclear or include noticeable errors that do not reflect well on the ability for the applicant to deliver a high quality tourism marketing campaign.</i>	10%
Capacity to implement	<i>The applicant has demonstrated an ability to effectively implement the proposed campaign within the grant period as well as successfully execute all grant requirements.</i>	<i>The applicant has provided sufficient evidence that it can implement the proposed campaign within the grant period as well as meet all grant requirements.</i>	<i>The applicant responses indicate a cause for concern that the applicant can implement the proposed campaign successfully within the grant period.</i>	20%