

TOURISM DEVELOPMENT AND MARKETING GRANT SCORE SHEET

Board Member: _____

Applications will be scored in four (4) categories with a maximum score of one hundred (100) points per applicant.

1. Commitment to the Expansion of Tourism in the Cedar Falls area

Maximum of 40 points ~ _____

Evidence that the project:

Serves to attract out-of-county visitors generating hotel/motel room nights and/or visitor spending

Takes place at a time of year when additional business is needed

Will be marketed to the fullest extent possible in an effective and efficient manner

Demonstrates a willingness of the organizers to work with the tourism industry

2. Soundness of Proposed Project

Maximum of 25 points ~ _____

The extent to which the project:

Has clearly identified objectives

Has assigned responsibilities and accountability

Has a realistic timetable for implementation

Has additional funding sources available that will be utilized

Will accomplish its stated objectives

Will be able to provide self-funding in subsequent years

3. Stability and Management Capacity

Maximum of 20 points ~ _____

A proven record or demonstrated capacity of the organization to develop resources, effectively plan, organize, and implement the proposed project

The organization has a successful history of service in the Cedar Falls area

Ability of the organization to prepare and deliver the necessary progress reports and follow-up evaluation to the Cedar Falls Tourism and Visitors Bureau and/or to City Council

The applicant is a non-profit organization or if the applicant is a for-profit organization, is the event new or is the applicant taking a responsible risk in an attempt to bring **new** tourism business to the community

4. Quality and Uniqueness of Proposed Project

Maximum of 15 points ~ _____

Extent to which the activity provides a program for Cedar Falls visitors and residents which is of significant merit and that, without such assistance, would not take place in the city

The event or activity is new and requires start-up assistance.

TOTAL POINTS ~ _____

Please email to kim@cedarfallstourism.org or fax to 277-9707.