

Montana Tourism Development Grant Program

Application Scoring Criteria

The following are scoring criteria used by Destination MT in the review of applications for the MTDGP. Scoring criteria are numbered based on the corresponding application question. The eligibility section is scored as pass/fail. If an applicant fails to meet any of the eligibility criteria, their submission will be considered ineligible and will not be reviewed by the review committee.

For further questions, please contact Destination MT staff at tourismgrants@mt.gov.

Points Possible	Scoring Criteria
Pass/Fail Only	Eligibility Question 1: Is the applicant located in Montana? • Pass/Fail Question 7: Is the lead entity an eligible organization? • Pass/Fail Question 4: Is the lead entity registered and in good standing in the SOS? If not, did the applicant provide a suitable explanation of why they are not? • Pass/Fail Questions 8 & 9: Is the community(s) location eligible? • Pass/Fail
20	Project Description Question 12: Does the applicant provide a brief project summary within one (1) to five (5) sentences per funding year?



	• 10 points possible Question 13: Does the applicant provide a five-year vision statement that follows the application parameters? • 10 points possible
110	Potential for Success and Tourism Impact Question 14: Does the applicant utilize the required scope of work template for Year 1 and 2? • Pass/Fail – 10 points possible Question 14: Do the applicants' Years 1 and 2 goals and objectives align with the overall intent of the program and the program guidelines? • 30 points possible Question 14: Do the applicants' Year 1 and 2 goals and objectives contain only eligible items? • 5 points possible Question 15: Does the applicant utilize the required scope of work template for Years 3, 4 and 5? • Pass/Fail – 10 points possible Question 15: Do the applicants' goals for Years 3, 4 and 5 align with the overall intent of the program, the program guidelines and tie into and support the goals from Years 1 and 2? • 5 points possible



	Question 15: Do the applicants' Year 3, 4 and 5 goals contain only eligible items? • 5 points possible Question 16: Does the applicant utilize the required budget template? • Pass/Fail – 10 points possible Question 16: Does the applicants' Year 1 and 2 budget items clearly align with a corresponding Year 1 and 2 SOW goal and objective and align with the intent of the program? • 20 points possible Question 17: In 150 words or less, does the applicant clearly demonstrate an understanding of tourism in the community(s)? • 5 points possible Question 18: In 200 words or less, does the applicant clearly demonstrate how they will utilize the funding to become a tourism destination? • 10 points possible
70	Community Commitment and Readiness Question 19: In 150 words or less, does the applicant clearly identify unique and memorable visitor experiences that are community specific? • 10 points possible



Question 19: In 150 words or less, does the applicant clearly identify goals from the SOW that will have positive impacts across other local industries?

- **10 points possible**

Question 19: In 150 words or less, does the applicant clearly describe how the community(s) have agreed to make a significant and long-term commitment to the Program and maintain active participation?

- **10 points possible**

Question 20: Does the applicant supply a minimum of one (1) plan that demonstrates clearly how it has informed a goal(s) in the Years 1 and 2 SOW?

- **5 points possible**

Question 20: Did the applicant utilize the required advisory committee members template?

- **Pass/Fail - 5 points possible**

Question 20: Does the applicant provide a minimum of five (5) diverse advisory committee members?

- **Pass/Fail - 5 points possible**

Question 20: Does the applicant identify a realistic and community(s) specific plan for community engagement, education and public involvement?

- **15 points possible**



COMMERCE

	Question 20: Does the applicant provide the minimum requirement of three (3) letters of support from the three (3) required sources? • 10 points possible – Pass/Fail
200	Total Possible Points