



# COMMERCE

## 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5               | <b>Entity / Organization Information:</b><br>a. Montana SOS registration provided?<br>b. Government entity not required to be registered?<br><b>*5 points possible*</b>                                                                                                                                                                                                                                                                                                                                                        |
| 5               | <b>Event Details: Q3</b><br>a. Is the event held during the shoulder season?<br>(September – November and March – May)<br><b>*5 points possible*</b>                                                                                                                                                                                                                                                                                                                                                                           |
| 15              | <b>Location: Q6 and Q7</b><br>a. Is the event located in a rural, under-visited, and/or tribal area?<br><b>*15 points possible*</b><br>b. If not, does the applicant clearly articulate why the event can ONLY be completed in an urban area?<br><b>*5 points possible*</b><br><br><b>*Please note, the max number of points to receive in this section is 15 points total. An Urban location cannot also be rural and/or under-visited in accordance with the <a href="#">Map of Urban and Over-visited Designations</a>.</b> |
| 15              | <b>Brief Summary: Q8</b><br>Does the applicant provide a summary of no more than 7 sentences that includes: <ul style="list-style-type: none"><li>• Purpose of event</li><li>• Economic impact of event</li><li>• Appeal to visitors and community</li><li>• Unique or special attributes</li></ul>                                                                                                                                                                                                                            |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10         | <p><b>Economic Impact: Q9</b></p> <p>Does the applicant describe the economic impact of the event including:</p> <ul style="list-style-type: none"> <li>• <i>Overnight stays</i></li> <li>• <i>Potential revenue</i></li> <li>• <i>Community and tourism partners, including volunteers</i></li> <li>• <i>Sponsors – both cash and in-kind</i></li> </ul> <p><b>*10 points possible*</b></p>                                                            |
| 10         | <p><b>Increase rural tourism/appeal to visitor: Q10</b></p> <p>The applicant describes the appeal of this event to people who do not reside in their community (visitors). The answer should include:</p> <ul style="list-style-type: none"> <li>• <i>Factors and attributes that make the event attractive to visitors.</i></li> <li>• <i>The event appeals to and is accessible to a wide audience?</i></li> </ul> <p><b>*10 points possible*</b></p> |
| 10         | <p><b>Marketing Strategy: Q11</b></p> <p>Does the applicant provide a marketing and advertising strategy including:</p> <ul style="list-style-type: none"> <li>• <i>Specific examples of the types of marketing and advertising planned.</i></li> <li>• <i>The target attendee/audience is identified?</i></li> <li>• <i>Plan to reach people more than 50 miles away.</i></li> </ul> <p><b>*10 points possible*</b></p>                                |
| 10         | <p><b>Potential for Success/Long-Term Development: Q12</b></p> <p>Does the applicant clearly identify measurements of event success?</p> <ul style="list-style-type: none"> <li>• <i>Tools/methods used</i></li> <li>• <i>Attendance</i></li> <li>• <i>Economic Impact</i></li> <li>• <i>Decision to hold the event again</i></li> </ul> <p><b>*10 points possible*</b></p>                                                                             |
| 20         | <p><b>Budget:</b></p> <ol style="list-style-type: none"> <li>Does the budget contain only eligible expenses?<br/><b>*10 points possible*</b></li> <li>Does the budget contain justification for each line item?<br/><b>*10 points possible*</b></li> </ol>                                                                                                                                                                                              |
| <b>100</b> | <b>Total Possible Points</b>                                                                                                                                                                                                                                                                                                                                                                                                                            |