

## Attachment A: Agritourism Grants Program Application Scoring Criteria

The following are scoring criteria used by Destination MT, Tourism Grant Program in the review of applications.

Points Possible	Scoring Criteria
5	<p><i>Brief Summary:</i></p> <p>a. Does the summary provide a clear explanation of what the eligible funding will be used for and why the requested amount of funding is necessary?  <b>*5 points possible*</b></p>
15	<p><i>Location:</i></p> <p>a. Is the Agritourism project located in a rural, under-visited, and/or tribal area?  <b>*15 points possible*</b></p> <p>b. Does the applicant clearly articulate why the Agritourism project can ONLY be completed in an Urban and/or Over-visited area?  <b>*5 points possible*</b></p> <p><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 Overvisited Designations</a>.</b></p>
25	<p><i>Potential for Success:</i></p> <p>a. Is the project an eligible use of funds, clearly stated, measurable, and realistic?  <b>*5 points possible*</b></p> <p>b. Does the project align with the definition of Agritourism?  <b>*5 points possible*</b></p> <p>c. Does the applicant have a solid plan to complete the project as stated?  <b>*5 points possible*</b></p> <p>d. Does the project have a clear likelihood of overall success?  <b>*5 points possible*</b></p> <p>e. Can the Review Committee reasonably conclude that the applicant will comply with ongoing reporting and monitoring activities?  <b>*5 points possible*</b></p>

15	<p><i>Agriculture and Tourism Impact:</i></p> <ul style="list-style-type: none"> <li>a. Does the application provide a detailed plan for funding and demonstrate impact to the farm, ranch, or community by creating new revenue? <b>*5 points possible*</b></li> <li>b. Are visitor and overnight stay metrics realistic and measurable? <b>*5 points possible*</b></li> <li>c. Does the applicant identify and describe metrics to determine additional benefits to the farm, ranch, or community? <b>*5 points possible*</b></li> </ul>
15	<p><i>Diversification / Innovation / Enhancement:</i></p> <ul style="list-style-type: none"> <li>a. Does the proposal have a clear educational component? <b>*10 points possible*</b></li> <li>b. Does the project enhance or diversify an existing operation? <b>*5 points possible*</b></li> </ul>
15	<p><i>Knowledge / Partnerships / Marketing / Long-Term Development:</i></p> <ul style="list-style-type: none"> <li>a. Does the applicant have knowledge of their current markets? <b>*5 points possible*</b></li> <li>b. Does the applicant have a clear understanding of the target visitor? <b>*5 points possible*</b></li> <li>c. How does the project fit into the long-term agritourism strategy? <b>*5 points possible*</b></li> </ul>
10	<p><i>Budget:</i></p> <ul style="list-style-type: none"> <li>a. Does the budget contain only eligible expenses? <b>*5 points possible*</b></li> <li>b. Does the budget contain a clear and detailed narrative? <b>*5 points possible*</b></li> </ul>
<b>100</b>	<b>Total Possible Points</b>