

Attachment A: Agritourism Grants Program

Application Scoring Criteria

The following are scoring criteria used by the Montana Department of Commerce's Destination MT Division Tourism Grant Program in the review of applications.

Points Possible	Scoring Criteria
5	Brief summary: (Q 10) Does the summary include: a. Type of agritourism project is identified. b. Use of grant funds is clear and matches the project. c. Economic benefit to the operation and community is identified. d. Timeline for completion is reasonable.
15	Location: a. Is the agritourism project located in a rural, under-visited and/or tribal area? (Q 12) *15 points possible* b. Does the applicant clearly articulate why the agritourism project can only be completed in an urban and/or over-visited area? (Q 13) *5 points possible* Please note: The maximum number of points to receive in this section is 15 total. An urban location cannot also be rural and/or under-visited in accordance with the Map of Urban and Overvisited Designations.
20	Agritourism project proposal: (Q 14) a. New activity or enhancement is described briefly. b. Reasons clearly support the project.



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	c. Planning steps are outlined. d. Funding sources, other than grant, are identified. e. Realistic timeline of 12 months or less.
10	Marketing strategy: (Q 15) a. Target visitor/attendee is identified and realistic for project. b. The applicant references market research that supports strategy. c. Specific advertising channels are listed and realistic. d. Demand for the product is indicated.
10	Agriculture education: (Q 16) a. Educational component described by the applicant is realistic for the target audience and project.
10	Economic and social benefits to operation: (Q 17) a. Applicant identifies at least one economic benefit. b. Applicant includes metrics or benchmarks that they will use or currently use to measure benefit.
5	Agriculture and tourism impact: (Q 18) a. Applicant identifies direct or indirect tourism revenue generated because of their project.
5	Critical risks or concerns: (Q 19) a. Applicant addresses any potential risk and has a plan to resolve.
20	Project budget and schedule: (Q 20) a. All project tasks are identified and match timeline. b. Does the budget contain only eligible expenses? c. Does the budget contain a clear and detailed narrative?
100	Total possible points