



Hillsborough Tourism Board 2021 Grant Scoring Guide (FY22)

Grant Application Area Being Evaluated	OVERALL SCORE NUMBERS AND DEFINITIONS							
	8- Excellent	7	6- Good	5	4- Average	3	2- Needs Improvement	1
General Information and Description	Description of the project is clear, concise, easy to understand and the project is of an original or creative nature. Project will directly bring visitors to town to help with the recovery due to COVID-19.	Description of the project is clear and most aspects can be understood. The project is of an original or creative nature.	Description does not fully explain or articulate the project. The project contains few original ideas or creative concepts.	Description is difficult to understand, too verbose, hard to follow and does not contain any original ideas or creative concepts.	The applicant did not provide sufficient information such that it could be scored alongside other projects.			
Tourism Impact & Service	The goals, impact to tourism both locally and regionally, and returns on investment are clearly defined. Partnerships with other organizations are businesses are clearly defined and explained. A Tourism Plan objective is identified, and it is clearly being achieved by this project.	The goals, impact to tourism both locally and/or regionally, and returns on investment are understood. Partnerships with other organizations and businesses are outlined loosely. A Tourism Plan objective is identified and is being met.	The goals, impact to tourism, and returns on investment are not clearly defined. Partnerships with other organizations and businesses have not been thoroughly explored. A Tourism Plan objective is identified, and the project loosely meets it.	It is not clear what the project goal is or how it will impact tourism. Partnerships with other organization and businesses are not well planned or established. A Tourism Plan objective is not identified, and/or it is not clearly being met.	The applicant did not provide sufficient information such that it could be scored alongside other applications.			
Sustainability & Marketing	The project applicant has a clear and concise plan for long-term sustainability and/or future impacts as well as a well-defined and innovative local and regional marketing plan.	The project applicant has strategies for developing long-term sustainability and/or future impacts and a good plan for how to market the project locally and regionally.	The project applicant has considered sustainability and/or future impacts but does not clearly outline how it will be achieved and does not have a strong plan for local and regional marketing.	It is not clear how the project applicant intends for the project to become sustainable and/or be impactful in the future. There is little to no explanation on how the project will be marketed.	The applicant did not provide sufficient information such that it could be scored alongside other applications.			
Proposed Budget & Financing	The project budget has no mathematical mistakes, line items and dollar amounts are reasonable, and the project match is clearly met or exceeded and outlined in the budget.	The project budget has little to no mathematical mistakes, line items and dollar amounts are reasonable, project match is met and outlined in the budget.	The project budget has a few mathematical mistakes, line items and dollar amounts don't always align, the project match is met correctly the way it is outlined in the budget.	The project has numerous mathematical mistakes, line items and dollar amounts do not make sense, it is unclear whether or not the project match is being met as outlined in the budget.	The applicant did not provide sufficient information such that it could be scored alongside other applications.			