

Project Description – Max Score = 20 Points				
20	15	10	5	0
<ul style="list-style-type: none"> - Clearly articulates how the project aligns with IEDA’s marketing campaign. - Clearly articulates the proposed project in detail, sets forth a reasonable timeline for the project’s creation and implementation, and fully describes how state funds will be used to support the project. - No question as to whether the project is a tourism-related marketing initiative or event. - Overall application is clear, concise, and well-composed. 	<ul style="list-style-type: none"> - Somewhat articulates how the project aligns with IEDA’s marketing campaign. - Articulates the proposed project, sets forth a reasonable timeline for the project’s creation and implementation, and describes how state funds will be used to support the project. - No question as to whether the project is a tourism-related marketing initiative or event. - Overall application is clear. 	<ul style="list-style-type: none"> - Does not articulate how the project aligns with IEDA’s marketing campaign. - Briefly outlines the proposed project. - The timeline for the project is unclear. - The application does not articulate how state funds will be used. 	<ul style="list-style-type: none"> - Leaves questions as to the timeline and how state funds will be used. - Some question as to whether the project is a tourism-related marketing initiative or event. 	<ul style="list-style-type: none"> - Application is unclear and poorly composed. - Application should not receive state funding.

Economic Impact & Ability to Promote Tourism Industry Growth – Max Score = 20 Points				
20	15	10	5	0
<ul style="list-style-type: none"> - Supports IEDA’s mission (to grow the state’s economy through travel expenditures) and marketing campaign. - Clearly supports the applicant’s marketing strategy. - Will benefit the economy both locally and statewide and can be measured after project is complete. 	<ul style="list-style-type: none"> - Supports the IEDA’s mission and marketing campaign. - Unclear as to whether the project is part of the applicant’s marketing strategy. - Will have an economic impact locally, but not necessarily statewide. The project can be measured after completion. 	<ul style="list-style-type: none"> - Unclear whether the proposed project supports the IEDA’s mission and marketing campaign. - Unclear as to whether the proposed project is part of the applicant’s marketing strategy. - Economic impact is not clearly articulated and cannot be measured. 	<ul style="list-style-type: none"> - Will likely not support IEDA’s mission and marketing campaign. - Does not support the applicant’s marketing strategy. - Will have little economic impact. 	<ul style="list-style-type: none"> - Does not support IEDA’s mission and marketing campaign. - Will have no economic impact.

Innovation – Max Score = 20 Points				
20	15	10	5	0
<ul style="list-style-type: none"> - New event or marketing initiative. - Clearly demonstrates the enhanced and/or distinctive nature of the proposed project. - Clearly articulates how the project/media tactics connect with the selected IEDA target audience(s) 	<ul style="list-style-type: none"> - Articulates a few innovative, enhanced, or distinctive qualities of the proposed project. - Articulates how the project/media tactics connect with the selected IEDA target audience(s) 	<ul style="list-style-type: none"> - A small and limited portion of the project is innovative, enhanced, or distinctive in nature. - Applicant does not articulate how the project/media tactics connect with the selected IEDA target audience(s) 	<ul style="list-style-type: none"> - Does not clearly articulate the enhanced, or innovative qualities of the proposed project. - Applicant does not articulate how the project/media tactics connect with the selected IEDA target audience(s) 	<ul style="list-style-type: none"> - Not new nor is it enhanced or distinctive in nature. - The applicant does not articulate how the project/media tactics connect with the selected IEDA target audience(s)

Need – Max Score = 15 Points			
15	10	5	0
- Clearly articulates a need for state funds and has exhausted other sources of funding to support the project. The project will not go forward without state funding.	- Articulates a need for funds. Other sources of funding have not been exhausted.	- Does not express a clear need for state funds. The applicant has not pursued other sources of funding for the project.	- Does not need state funding for the project and does not articulate a need for state funds.

Sustainability – Max Score = 10 Points		
10	5	0
- Clearly illustrates the applicant’s capacity to implement the proposed project, measure the success, and utilize the benefits in the future for continuing the project and future marketing endeavors.	- Some question as to whether the applicant can sustain the proposed project upon completion of the grant, measure the success, or utilize benefits to use for future marketing endeavors.	- Does not illustrate the capacity to implement and sustain the proposed project upon completion, measure the success, or utilize benefits to use for future marketing endeavors.

Budget – Max Score = 10 Points		
10	5	0
- Is well developed - Expenses are directly related to the proposed project. - All proposed expenses are well documented. - Clearly shows the minimum 25% cash match.	- Appears to be related to the proposed project. - All proposed project expenses are documented. - Includes ineligible expenses, but the exclusion of those expenses does not impact the overall implementation of the proposed project. - Clearly shows the minimum 25% cash match.	- Is not well developed. - Expenses are not directly related to the proposed project. - Does not include documentation for all expenses. - Includes ineligible expenses, and the removal of those expenses would make it difficult for the applicant to implement the project as proposed. - Doesn’t show the minimum 25% cash match.

Collaboration – Max Score = 5 Points	
5	0
- Represents a collaboration of multiple entities or the application clearly demonstrates the benefit of the proposed project to multiple entities within the tourism industry.	- Does not represent a collaboration of multiple entities nor does the application demonstrate the benefit of the proposed project to multiple entities within the tourism industry.

***Reviewers can select a score between the minimum score and max score allowed. (i.e., if the applicant doesn’t meet criteria for a 20 but meets criteria to score more than 15 you can select a score value between 16-19)**