

CONSIDERATIONS	AVAILABLE POINTS	YES/NO or N/A	BOWERS	DESROCHERS	DUNKLEY	GAECHTER	PREUNINGER	AVERAGE SCORE	POINTS AWARDED
ORGANIZATIONAL CAPACITY TO DELIVER ON THE PROJECT	10								
IS THE REQUEST SIMILAR TO OTHER REQUESTS OR PREVIOUSLY BEEN SUBMITTED?	10								
SUCCESS CAN CLEARLY BE MEASURED	10								
WILL ATTRACT GUESTS TO TOWN FOR A DAY or OVERNIGHT DAY - 10, OVERNIGHT -20	20								
EVENT OR PROJECT STRENGTHENS EVENT SCHEDULE OR FILLS SHOULDER SEASON GAPS	15								
LIKELIHOOD OF REQUEST RESULTING IN SPILLOVER TO OTHER BUSINESSES	15								
TIMING – DOES THIS EVENT COORDINATE WITH OR COMPLIMENT EXISTING EVENTS?	10								
RECURRING EVENTS ONLY – DEMONSTRATES A COMMITMENT TO IMPROVING ON PAST EVENTS	10								

NOTE: Projects that may score lower in event-based categories can still be considered if they function as tourism-supporting infrastructure. Improvements such as streetscapes, signage, lighting, and public spaces in visitor-heavy areas may be funded when they clearly enhance the visitor experience, support local businesses, and strengthen the overall tourism environment. The Committee may exercise discretion in these cases, recognizing their long-term impact on tourism.