

Currituck Travel & TourismEvent Grant Score Sheet

Tourism Advisory Board Member Name *(please print)* :

Event Name *(please print)*:

Tourism Development (up to ~~25~~ 30 points)

	Score	Notes
Proposal has potential or previously proven ability to generate visitation to Currituck County (7 <u>10</u> pts.)		
Proposal contributes to overall appeal of Currituck County as a preferred visitor destination through its event offerings (5 pts.)		
Proposal explains marketing initiatives. This should include strategies for attracting visitors from outside Currituck County (3 <u>5</u> pts.)		
Marketing plan is thorough and realistic (5 pts.)		
Event coincides with shoulder season or off-season (5 pts.)		
Total points		

Event Evaluation (up to ~~25~~ 35 points)

	Score	Notes
Budget seems realistic <u>is detailed, realistic and thorough</u> (5 pts.)		
Proposal includes event goals and objectives (5 pts.)		
Proposal includes a plan for becoming self-sustaining (4 <u>10</u> pts.)		
Proposal includes method for documenting and evaluating outcome of event (5 pts.)		
Proposal includes plan for documenting out of County visitors (6 <u>10</u> pts.)		
Total Points		

Overall Total Points

