

CATEGORY	MAX POINTS (45)	POINTS
TOURISM DEVELOPMENT		0
<i>Has a lodging partner been secured?</i>	<i>If multiple (3); if one (2) and if none (0)</i>	
<i>Time of year for the event</i>	<i>Jan (15); Feb (13); Mar (11); Apr (9); May (5); Jun (0); Jul (0); Aug (0); Sep (5); Oct (9); Nov (11); Dec (15)</i>	
<i>Marketing/Media Plan targets visitors in cities/DMA's targeted by Visit Beloit using cities provided in exhibit B?</i>	<i>Yes (all markets included)-10; No-0; Partial (more than 3, but less than 1/2) -5</i>	
<i>Is the event unique to the area's offerings?</i>	<i>Yes (5); No (0); Partial (3)</i>	
<i>Past Research/If no research then -0-</i>	<i>Length of Stay (2); Visitor Spending (2); % staying in paid lodging (3); Party Size (1); Out of Area visitor (2); Event was main reason for visiting (3); Awareness of event before visiting (2)</i>	

PROGRAM INFORMATION	MAX POINTS (20)	0
<i>Ticketed Event</i>	<i>Yes (5); No (0)</i>	
<i>Does the event have a tourism focus?</i>	<i>Yes (5); No (0)</i>	
<i>Length of the Event (hours open/programming scheduled)</i>	<i>0-4 (1); 5-10 (3); 11-16 (5); 17+ (10)</i>	

FINANCIAL INFORMATION	MAX POINTS (25)	0
<i>Provides Full Sponsorship Package</i>	<i>Yes (2); No (0); Partial (1)</i>	
<i>Grant Revenue as part of total revenue for event</i>	<i>0-10% (10); 11-20% (8); 21-30% (6); 31-40% (4); 41-50% (2)</i>	
<i>Non Profit</i>	<i>Yes (3); No (0)</i>	
<i>Non-promotional expenses as part of total expense</i>	<i>0-10% (10); 11-20% (8); 21-30% (6); 31-40% (4); 41-50% (2)</i>	

MISC CONSIDERATIONS	MAX POINTS (10)	0
<i>In-kind support from the community and demonstrates cooperation with other tourism entities to create a longer stay in the destination</i>	<i>Yes (5); No (0)</i>	
<i>Did you attend the Grant Workshop held by Visit Beloit?</i>	<i>Yes (5); No (0)</i>	

TOTAL POINTS **0**

EVENT NAME: _____

AMOUNT REQUESTED: _____