

2016-17 CACVB Tourism Sponsorship Grant Applicant Score Sheet (7.1.16 - 6.30.17)

Applicant:

Event (if applicable):

Amount Requested: \$

Total Amount Allocated for CACVB Sponsorships: \$30,000

Amount Recommended: \$

	Yes	No	Score
1 Has the applicant submitted a complete application as required under the Tourism Sponsorship Program? On a sliding scale of 0-10 points, assign score based on quality of completion. If application is incomplete, a lower score will be assigned.	<input type="text"/>	<input type="text"/>	<input type="text"/>
2 Is the activity, as described, a first-time, new initiative? If yes, applicant will receive 10 points. If not, applicant will receive 5 points.	<input type="text"/>	<input type="text"/>	<input type="text"/>
3 Has the applicant for this activity clearly demonstrated an understanding of, and a plan for, promoting this activity to out-of-area visitors? Sliding scale of 0-10 points.	<input type="text"/>	<input type="text"/>	<input type="text"/>
4 Has the applicant demonstrated an equal level of financial equity from one or more sources? If yes, applicant is awarded 10 points. Zero points awarded for inability to satisfactorily demonstrate financial commitment of equal level financial equity from other sources.	<input type="text"/>	<input type="text"/>	<input type="text"/>
5 Did the narrative portion of application sufficiently address all six items listed under Justification? If yes, applicant is awarded 10 points. Sliding scale of 0-10 points may will be assigned by reviewer	<input type="text"/>	<input type="text"/>	<input type="text"/>
6 Has applicant articulated clear methods for measuring success with this activity? Sliding scale of 0-10 points assigned.	<input type="text"/>	<input type="text"/>	<input type="text"/>
7 Did the budget that was provided clearly identify revenues and expenditures for this activity? Sliding scale of 0-10 points	<input type="text"/>	<input type="text"/>	<input type="text"/>
8 Will the proposed activity that is proposed be held during the shoulder season for visitation to the greater Charlottesville area? Shoulder season is mid-November through March, and July through mid-August. If yes, 10 points. Zero points if activity does not fall within the shoulder season.	<input type="text"/>	<input type="text"/>	<input type="text"/>
9 Is the amount requested through this sponsorship grant application less than 50% of the total marketing budget for this activity in terms of hard-dollars? If yes, award 10 points; if no, zero points.	<input type="text"/>	<input type="text"/>	<input type="text"/>
10 Did applicant provide a marketing plan that clearly explains how monies will be used to market activity proposed to potential out-of-area visitors? If yes, 10 points. Zero points if activity did not provide.	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Subtotal		<input type="text"/>
	Total (100 = maximum score)		<input type="text"/>
Bonus If applicant has submitted an application for Virginia Green Certification, or has already received Virginia Green Certification, an additional 10 bonus points will be added to this score. (Applicant must submit certification and/or indicate if application is pending approval.)			<input type="text"/>
	Total Score (110 = maximum amount attainable)		<input type="text"/>