

		<b>Score</b>
<b>Project Description</b> 20%	<ul style="list-style-type: none"> <li>Project description is clear with strong evidence of research and planning (schedule of events, location, date, time)</li> <li>Event is aligned with TAP Program Objectives and fits with the applicant's mandate/strategic plan.</li> <li>Timing of Event (peak vs. curb season).</li> <li>Risk Management / Contingency Plan is thoughtful and demonstrates effective use of resources.</li> </ul>	<b>/6</b>
<b>Organizational Capacity</b> 20%	<ul style="list-style-type: none"> <li>Provided evidence of organization's ability to successfully deliver the proposed event.</li> <li>Staff/Volunteer project responsibilities are manageable and well assigned per skills sets, experience, etc.</li> <li>Applicant's history of similar events demonstrates effective problem solving, organizational growth, innovative ideas)</li> </ul>	<b>/6</b>
<b>Community Impact</b> 30%	<p><b>Community Partners</b></p> <ul style="list-style-type: none"> <li>Demonstrated connection/collaboration with local tourism stakeholders (1000 Islands Visitors Centre, Thousand Islands Accommodation Partners (TIAP), 1000 Islands Gananoque Chamber of Commerce)</li> <li>Partnership / Sponsorship roles, responsibilities and contributions are clearly identified (financial, in kind, etc.)</li> <li>Included <b>Letters of Support</b> confirming participation / support.</li> </ul> <p><b>Environmental Impact</b></p> <ul style="list-style-type: none"> <li>Will this event/project have a low environmental impact?</li> <li>If not, does the applicant have a plan to improve or offset the impact?</li> </ul> <p><b>Economic Impact</b></p> <ul style="list-style-type: none"> <li>Tourism Regional Economic Impact Model (TREIM) Results.</li> <li>Will the event attract visitors to increase tourist visitation/spending (e.g. multi-day events, venues, timing, etc.)</li> </ul>	<b>/3</b>
<b>Marketing Plan</b> 10%	<ul style="list-style-type: none"> <li>Included description of promotional materials (online, in print)</li> <li>Clearly defined target market (i.e. define the ideal participant).</li> <li>Identified key competitors and how the event/product is positioned to compete.</li> </ul>	<b>/3</b>
<b>Performance Measures</b> 20%	<ul style="list-style-type: none"> <li>Project goals are clearly defined, relevant and feasible.</li> <li>Applicant has identified the tools that will be used to evaluate the success of the event (i.e. ticket sales, online engagement, audience reach, visitor sentiment, etc.)</li> <li>Activities and Project Plan appears to have a high probability of success.</li> </ul>	<b>/6</b>
<b>TOTAL SCORE</b>		<b>/30</b>