APPENDIX 2 **FUNDING APPLICATION ASSESSMENT MATRIX** DRAFT #2: April 2022

		Score
Project Description 20%	• Project description is clear with strong evidence of research and planning (schedule of events, location, date, time) • Event fits with the applicant's mandate/strategic plan. • Timing of Event (peak vs. curb season). • Risk Management / Contingency Plan is thoughtful and demonstrates effective use of resources.	**/6**
Organizational Capacity 10%	• Provided evidence of organization's ability to successfully deliver the proposed event. • Staff/Volunteer project responsibilities are manageable and well assigned per skills sets, experience, etc. • Applicant's history of similar events demonstrates effective problem solving, organizational growth, innovative ideas)	**/3**
Community Impact 40%	**Community Partners** • Demonstrated connection/collaboration with local tourism stakeholders (1000 Islands Visitors Centre, Thousand Islands Accommodation Partners (TIAP), 1000 Islands Gananoque Chamber of Commerce) • Partnership / Sponsorship roles, responsibilities and contributions are clearly identified (financial, in kind, etc.) • Included **Letters of Support** confirming participation / support.	**/4**
	Environmental Impact • Will this event/project have a low environmental impact? • If not, does the applicant have a plan to improve or offset the impact?	**/4**
	Economic Impact • Tourism Regional Economic Impact Model (TREIM) Results. • Will the event attract visitors to increase tourist visitation/spending (e.g. multi-day events, venues, timing, etc.)	**/4**
Marketing Plan 10%	• Included description of promotional materials (online, in print) • Clearly defined target market (i.e. define the ideal participant). • Identified key competitors and how the event/product is positioned to compete.	**/3**
Performance Measures 20%	• Project goals are clearly defined, relevant and feasible. • 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.) • Activities and Project Plan appears to have a high probability of success and is aligned with TAP Program objectives	**/6**
		TOTAL SCORE **/30**