



**Policy 12-024 – Tourism Product Development Grant
Schedule “B” – Tourism Product Development Grant
Application Rating Sheet**

Score	Scoring Criteria
30 Total	Project Description and Details
/5	Has the development been described clearly and concisely?
/5	Does the development have a detailed and realistic marketing plan?
/5	Is this a new application or has the project grown from the previous year?
/5	Does the project provide details on how the development will be implemented?
/5	Does this development have the ability to accomplish the goals set forth in the application?
/5	Is the development unique to the area?
10 total	Project Costs
/5	Does the tourism development provide details on revenue and expenditures? Rate the overall budget? Is the budget realistic for the proposed development?
/5	Is there efficient use of funds outlined? (i.e. financial and in-kind supports identified to be successful including donations and/or sponsorship etc.)
20 Total	Tourism Development
/10	Will this development have a positive impact on the tourism sector in Whitecourt? Does the tourism initiative demonstrate how the project will be sustainable over the long-term?
/10	Does this tourism project leverage partnerships to increase the economic impact within the Town of Whitecourt? Does the applicant demonstrate the ability to complete the project as identified?
40 Total	Tourism Benefits
/20	Does the application explain how the development will:
	a) Draw more people or attract a visitor audience?
	• Less than 50 visitors (5)
	• 50 to 100 visitors (10)
	• 100 to 500 visitors (15)
	• Greater than 500 visitors (20)
/5	b) Increase tourism in the area?
/5	c) Generate overnight stays?
/5	d) Increase retail, food, beverage expenditures in Whitecourt?
/5	Will the project development enhance the experience of tourists and visitors drawn to the community?
<input type="checkbox"/> Yes <input type="checkbox"/> No	Does the applicant have overdue or incomplete reporting related to a previously awarded Town of Whitecourt grant allocation?
5 Point Rating System Guide	Project Name:
1 = Poor	Total Score: /100
2 = Fair	
3 = Good	Grant Amount Requested: \$
4 = Very Good	Amount Recommended: \$
5 = Excellent	