

**Rubric for TDC Cultural Umbrella Grant Application – How It Is Scored**

*Please note: Schedule of Activities must match Proposed Event Info: Month/Days or package is disqualified. Schedule of Activities must meet the Event criteria. There must be clear beginning and ending dates.*

**Scored Items – Part 3: Scored Portion of the Application**

**Month(s) of Event – 1-7 points**

February, March, April	1 point
January	2 points
December	3 points
October, November, May, June, July	4 points
August, September	6 points

**Number of Days – 4-6 points**

1 – 14 days	4 points
15 – 120 days	5 points
121 – 365 days	6 points

**Statements of Income & Expense for the Event – 14 points**

	<b>Good</b>	<b>Acceptable</b>	<b>Poor</b>
Income:	CU funds are less than 10% total event income	CU funds are less than 30% total event income	CU funds exceed 50% total event income
Expense:	CU funds are less than 25% total allowable advertising	CU funds are less than 50% total allowable advertising	CU funds exceed 50% total allowable advertising

**Grant Report – 3 Points** *\*If event is applying for the first time for this grant they automatically receive 3 points*

<b>Good</b>	<b>Acceptable</b>	<b>Poor</b>
100% funds reimbursed	> 85% funds reimbursed	≤ 85% funds reimbursed

**How the Proposed Event Will Encourage Tourism – 30 points**

<b>Good</b>	<b>Acceptable</b>	<b>Poor</b>
Clear & detailed explanation of grant year program events; clearly explains how event is designed to draw or retain visitors. Provides strong & convincing reasons to be funded; has relative data and legitimate reasons for support of funding; Presents significance to cultural tourism. Gives reason to visit the keys for this event.	Grant year events discussed; establishes a link to continued cultural tourism. Uses limited sources & partial understanding of event to support reasons for funding	No specificity about the proposed program for the grant year. There is confusion as to the value of the event to attract tourism; Unorganized explanation of event. No linking of event to draw or retain tourists. No evidence to support conclusions. No real Understanding of event’s significance to cultural tourism.

**Marketing your Event Outside Monroe County – 30 points**

	<b>Good</b>	<b>Acceptable</b>	<b>Poor</b>
Paid:	Narrative is directly related to list on Schedule of Activities. Shows creative use of TDC and organization resources to present the brand, and draw tourism to Monroe County; explains ‘value’ of the approach.	Explains the out of county marketing that aligns with budget and Schedule of Activities.	No specificity about paid out of county marketing in grant year.
Unpaid:	Creative use of social media, other opportunities for unpaid presence outside Monroe County. Ideas such as blogs, email blasts, etc.	Explains the media/marketing plan without using a ‘list’ of approaches.	No specificity about unpaid out of county marketing in grant year. Only uses a ‘list’ to describe their plan.

**Overall Assessment – 10 points**

<b>Good</b>	<b>Acceptable</b>	<b>Poor</b>
Answers the questions – where, why and with what results.	Answers the questions – where, why and with what results with little detail.	Does not answer the questions - why and with what results.