

Appanoose County Tourism Grant Funds Application Scoring Guidelines



Appanoose County Tourism grants are competitive grants and applicants will receive scores based on the following criteria:

- **Relevance:** This project contains a strong tourism component (we define tourist as visitors traveling at least 50 miles for recreational purposes).
- **Visibility:** This project will bring recognition to Appanoose County from other areas. Promotions will be effectively directed to target audience.
- **Impact:** The project will bring visitors to Appanoose County and will provide an economic benefit.
- **Quality:** The project is well planned and the project fits well with community resources and needs. Project presents a positive image of Appanoose County to others.
- **Budget and Cost Effectiveness:** There is a realistic business plan and there is a strong financial commitment for the project from sponsoring entity.

Location of Event/Attraction:

Is this a new event or attraction to Appanoose County

Will this be an ongoing/annual event or a one-time (limited time) event/attraction?

Describe how requested funds would be used. Please be specific—i.e. if it is for advertising, where will the ads be placed. If it is for brochures, where will the brochures be distributed?

Who is your target audience?

Estimate the number of people from outside Appanoose County that this event/attraction would bring in:

Describe the potential economic benefit to Appanoose County from this event/attraction:

How else will this event/attraction be promoted?

Please indicate other sources of revenue for funding this project:

As an attachment, please submit a budget for the event/attraction, any existing promotional materials and a business plan (if available). If this is for an ad or brochure, please include a mock up and printing estimates (including specs for printed materials—i.e. quantity, number of colors, paper quality).

