



Hillsborough Tourism Board

Grant Scoring Guide

Grant Application Area Being Evaluated	Weight	OVERALL SCORE NUMBERS AND DEFINITIONS				
		5- Excellent	4- Good	3- Average	2- Needs Improvement	1- Insufficient
General Information and Description	5%	Description of the project is clear, concise, and easy to understand.	Description of the project is clear and most aspects can be understood.	Description does not fully explain or articulate the project.	Description is difficult to understand and hard to follow.	The applicant did not provide sufficient information such that it could be scored alongside other projects.
Tourism Impact	40%	A positive impact to tourism in Hillsborough is clearly defined. Partnerships with other organizations and businesses are clearly defined and explained. A tourism objective is identified, and it is clearly being achieved by this project.	A positive impact to tourism in Hillsborough is loosely defined. Partnerships with other organizations and businesses are outlined loosely. A Tourism objective is identified and is generally being met.	A positive impact to tourism in Hillsborough is not entirely clear. Partnerships with other organizations and businesses have not been thoroughly explored. A Tourism objective is identified and the project loosely meets it.	It is not clear what the project goal is and/or project will have little or no positive impact to tourism in Hillsborough. Partnerships with other organization and businesses are not well planned or established. A Tourism objective is not identified, and/or it is not clearly being met.	The applicant did not provide sufficient information such that it could be scored alongside other applications.
Sustainability & Marketing	25%	The applicant has a clear and concise plan for long-term sustainability and a well-defined and innovative marketing plan.	The applicant has strategies for developing long-term sustainability and a good plan for how to market the project locally and regionally.	The project applicant has considered sustainability and/or future impacts but does not clearly outline how it will be achieved and does not have a strong plan for local and regional marketing.	It is not clear how the project applicant intends for the project to become sustainable and/or be impactful in the future. There is little to no explanation on how the project will be marketed.	The applicant did not provide sufficient information such that it could be scored alongside other applications.
Proposed Budget & Financing	5%	The project budget has no mathematical mistakes, line items and dollar amounts are reasonable, and the project match is clearly met or exceeded and outlined in the budget.	The project budget has little to no mathematical mistakes, line items and dollar amounts are reasonable, project match is met and outlined in the budget.	The project budget has a few mathematical mistakes, line items and dollar amounts don't always align, the project match is met correctly the way it is outlined in the budget.	The project has numerous mathematical mistakes, line items and dollar amounts do not make sense, it is unclear whether or not the project match is being met as outlined in the budget.	The applicant did not provide sufficient information such that it could be scored alongside other applications.
Tourism Objectives	25%	The project clearly achieves one or more tourism objectives.	/	The project partially achieves a tourism objective.	/	The project doesn't clearly explain how it's going to achieve a tourism objective.

To meet **Tourism Objectives** the project must do one or a combination of the following:

- Promotes and encourages Sunday, early and/or mid-week events and activity at businesses and attractions.
- Promotes and encourages multi-night and weekend-long visitor stays in Hillsborough.
- Promotes and encourages events, programs, and projects that ensure local spending and bring a variety of kinds of people to town.
- Promotes and encourages events, programs, and projects that bring people to a variety of different neighborhoods and commercial areas in town
- Support initiatives that provide new amenities and beautification to downtown and/or the greater Hillsborough area.