

Event Name:	Event Date(s):			TOTAL POINTS
RATING CRITERIA	NEEDS REVISION (1)	MEETS (3)	EXCEEDS (5)	TOTAL POINTS
Generation of Overnight Stays and Visitor Appeal	The event dates do not coincide with low-occupancy seasons, failing to boost visitor numbers and having little to no impact on overnight stays.	The event dates align with low-occupancy seasons, leading to a potential increase in visitor numbers and overnight stays.	The event dates are strategically scheduled during low-occupancy seasons, significantly boosting visitor numbers and resulting in a substantial increase in overnight stays.	
	The event fails to promote Gilmer County as a preferred visitor destination, having minimal impact on attracting tourists.	The event successfully distinguishes and promotes Gilmer County as a preferred visitor destination, attracting a steady flow of tourists.	The event effectively distinguishes and extensively promotes Gilmer County as a highly preferred visitor destination, resulting in a significant increase in tourism and recognition.	
	The event proposal lacks a detailed plan for documenting overnight hotel and Airbnb stays, with vague or incomplete methodologies and tracking systems.	The event proposal includes a detailed plan for documenting overnight hotel and Airbnb stays, outlining basic methodologies and tracking systems.	The event proposal includes a comprehensive and meticulously detailed plan for documenting overnight hotel and Airbnb stays, with clear methodologies, tracking systems, and performance metrics.	
Event Description, Sustainability, and Health & Safety Plan	The event occurs during peak visitor periods, and does not adhere to the specified requirements in the Grant Guidelines	The event does not occur during peak visitor periods	The event is strategically scheduled entirely outside of peak visitor periods, as defined in the Grant Guidelines, ensuring optimal alignment with the grant's objectives.	
	The event description lacks measurable goals and does not include a statement of sustainability and growth, failing to provide a clear plan for the event's objectives and future development.	The event description includes measurable goals and a statement of sustainability and growth, providing a clear framework for the event's objectives and future development.	The event description includes highly detailed and specific measurable goals, along with a comprehensive statement outlining strategies for sustainability and growth, demonstrating a clear vision for long-term success.	
	The event plan lacks a detailed Health and Safety Plan, providing insufficient strategies to ensure healthy environments and operations for event staff and attendees.	The event plan includes a Health and Safety Plan with strategies to maintain healthy environments and operations for all event staff and attendees.	The event plan includes a comprehensive Health and Safety Plan with detailed strategies to maintain healthy environments and operations, addressing all possible scenarios for both event staff and attendees.	
Event Funding Need and Budget	Event application lacks a clear statement of need for funding	Application includes a clear statement of need for funding	Application includes a well-articulated statement of need for funding	
	Application is incomplete or missing either the marketing budget or the event budget, failing to address key financial components.	Application includes a marketing budget and an event budget, covering the essential financial aspects of the event.	Application includes a detailed marketing budget, and a comprehensive event budget, demonstrating thorough planning and financial foresight.	
Marketing Plan and Branding	The application includes a Marketing Plan that is either incomplete or lacks detailed strategies for attracting out-of-county visitors, failing to address the necessary elements for effective outreach.	The application includes a thorough Marketing Plan that outlines effective strategies for attracting out-of-county visitors, covering the essential elements needed to reach the target audience.	The application includes a comprehensive Marketing Plan with detailed, innovative strategies specifically designed to attract out-of-county visitors, showcasing a deep understanding of target audiences and effective outreach methods.	
	The event branding either does not include the "Pick Ellijay" logo and URL or features them in a manner that is insufficient for effective brand visibility and recognition.	The event branding includes the "Pick Ellijay" logo and URL in a clear and appropriate manner, ensuring consistent visibility and alignment with branding guidelines.	The event branding prominently features the "Pick Ellijay" logo and URL in multiple, highly visible placements, effectively enhancing brand recognition and engagement.	

Comments: _____

Name: _____

Signed: _____

Date: _____