

| Event Name: | | | Event Date(s): | |
|---|--|--|---|--------------|
| RATING CRITERIA | NEEDS REVISION (1) | MEETS (3) | EXCEEDS (5) | TOTAL POINTS |
| Generation of Overnight Stays During Non-Peak Periods | The event occurs during peak visitor periods | The event does not occur during peak visitor periods | The event is strategically scheduled entirely outside of peak visitor periods | |
| Visitor Appeal and Event Uniqueness | The event fails to promote Gilmer County as a preferred visitor destination | The event promotes Gilmer County as a preferred visitor destination | The event uniqueness effectively distinguishes Gilmer County as a highly preferred visitor destination | |
| Event Description, Goals, and Public Safety Plan | The event proposal lacks a detailed event description and measurable goals | The event proposal includes an event description and measurable goals | The event proposal includes a comprehensive event description and specific measurable goals | |
| | The event plan lacks a detailed Health and Safety Plan for event staff and attendees | The event plan includes a Health and Safety Plan for all event staff and attendees | The event plan includes a comprehensive Health and Safety Plan for both event staff and attendees | |
| Marketing Plan and Branding | The marketing plan lacks detailed strategies for attracting out-of-county visitors | The application includes a marketing plan that outlines effective strategies for attracting visitors | The application includes a comprehensive marketing plan with detailed, innovative strategies designed to attract visitors | |
| | The event branding either does not include the "Pick Ellijay" logo and URL | The event branding includes the "Pick Ellijay" logo and URL in a clear and appropriate manner | The event branding prominently features the "Pick Ellijay" logo and URL in multiple, highly visible placements | |

Comments: _____

Name: _____

Signed: _____

Date: _____