

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: _____