Date: _____ **Overall Score: ___/100**

Rater: _____ **Business Name: _____** **Applicant Name: _____**

Does the applicant's business type (NAICS code) fall within required tourism business segments of the application guidelines: YES ☐ NO ☐
If Not, do you feel that this application should still be considered for the cooperative grant and why?

Question Number	Undeveloped	Adequate	Exceptional	Score
1 (0-15 points)	Project is hard to understand and there is not an obvious reason for its necessity. 0 1 2 3 4 5	Surface-level explanation of project and fund allocation without a clear and attainable goal outlined. 6 7 8 9 10	Comprehensive explanation of project and fund allocation with an attainable and worthwhile goal for the project. 11 12 13 14 15	
2 (0-20 points)	Budget does not seem accurate or well-researched AND timeline lacks clear action points on a reasonable schedule. 0 1 2 3 4 5	Budget does not seem accurate or well-researched OR timeline lacks clear action points on a reasonable schedule. 6 7 8 9 10 11 12	Budget/timeline are reasonable and well-detailed with specific dates and a clear action plan associated with these dates. 13 14 15 16 17 18 19 20	
3 (0-5 points)	There is no plan for the program outside of TAC Funding. 0	The organization has a scaled back version of the plan if grant monies are not secured but they are committed to moving forward with the Marketing Program in a modified way. 1 2 3	The organization has a modified plan AND additional funding sources should the TAC grant monies not be available. 4 5	
4 (0-15 points)	Customers are not described in-depth with reference to locality, age, and gender. 0 1 2 3 4 5	Locality, age, and gender of customer base provided WITHOUT a sound explanation for why this consumer segment frequents the business 6 7 8 9 10	Locality, age and gender of customer base provided with a sound explanation for why this consumer segment frequents the business. 11 12 13 14 15	
5 (0-10 points)	Not a plausible explanation of why their business would appeal to tourists. 0 1 2 3	Somewhat plausible explanation of why their business would appeal to tourists but does not exactly match customer base. 4 5 6 7	Plausible explanation of why their business would appeal to tourists with reference to their customer base. 8 9 10	
6 (0-10 points)	Plan to partner with other OC businesses/tourism department is not easily actionable. 0 1 2 3	Plan to partner with other OC businesses/tourism department is easily actionable but does not effectively leverage strengths/customer base of the individual business. 4 5 6 7	Plan to partner with other OC businesses/tourism department is easily actionable and leverages strengths/customer base of the individual business. 8 9 10	
7 (0-5 points)	Business motto is either not concise, not informative about the products sold, AND/OR conceivably effective in attracting customers. (2 of the 3). Website presence. 0 1	Business motto is either not concise, not informative about the products sold, OR not conceivably effective in attracting customers. (1 of the 3) Website and Social Media presence. 2 3	Business motto is concise, informative about the products sold, and conceivably effective in attracting customers. Website presence, Social Media presence and Hashtags. 4 5	

8 (0-20 points)	Program/project goals are either not attainable, worthwhile, or clearly explained. 0 1 2 3 4 5	Attainable, worthwhile program/project goals with reference to specific metrics but WITHOUT satisfactory explanation of how they will be tracked. 6 7 8 9 10 11 12	Attainable, worthwhile program/project goals with reference to specific metrics and explanation of how they will be tracked. 13 14 15 16 17 18 19 20	