

Scoring CRITERIA

The following criteria are the basis for the review of *Good to Great* applications.

Additional points will be given to projects that are **shovel ready** with **cash match** in hand.

Additional Points: Project is **Shovel-Ready** (+5) **Cash match** is in hand at time of application submittal (+5)

1. Quality of Project Proposal (35 points)

- Project description is clear and project goals are articulated
- Project includes a capital component
- Applicant has not received major funding from the state in the recent past
- Budget is thorough and appropriate for the project
- Qualifications of project manager and key team members are appropriate to the nature of the project
- The applicant has clearly demonstrated how the project will take the organization from “good” to “great”
- The project incorporates Arts, Culture, History/Historic Preservation and/or Tourism
- Strong Board of Trustees and/or staff with experience in project completion

2. Potential to be Transformative (35 points)

- The project will substantially improve and enhance the visitors’ experience
- Applicant has specific measurements to evaluate the impact of the project in the short-term and in the long-term
- Applicant demonstrates marketing strategies above and beyond CTVisit.com
- Applicant will collect data and analyze the results
- Applicant demonstrates how the project will impact visitation numbers
- Applicant has provide annual visitation numbers for 2016, 2017 and 2018 as a baseline
- Applicant has provided the number of visitors to their website as a baseline
- Applicant has provided membership numbers for 2016, 2017 and 2018 as a baseline for evaluation
- Applicant has demonstrated how many full and part-time jobs will be created as a result of the project

3. Leverage Other Cultural Assets (15 points)

- Applicant demonstrates a clear vision and understanding of how individual sites and organizations can effectively tie together local, regional or statewide cultural assets
- Project will strategically leverage other local, regional or statewide cultural assets

4. Demonstrates awareness of Tourism and Marketing Goals (15 points)

- Project description includes a well-articulated marketing plan or strategy
- Project has the potential to increase visitation to the site