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