

# TOURISM DEVELOPMENT GRANT RATING FACTORS

Date: \_\_\_\_\_

Tourism Development Grant number TDG00\_\_\_\_\_

RATER (Initials) \_\_\_\_\_

**Marketing of Event:** **30 Points** \_\_\_\_\_

Total Budget for Marketing

Amount Spent Outside local community  
(Higher points for majority of funds spent outside of local community)

**Uniqueness:** **20 Points** \_\_\_\_\_

**Joint Effort with Others:** **20 Points** \_\_\_\_\_

More support = higher scores.

**Valid Tourism Event:** **15 Points** \_\_\_\_\_

**New Festival or Event** \_\_\_\_\_

First year of festival or event **15 Points**  
Second year of festival or event **10 Points**  
Third year of festival or event **05 Points**  
Four plus years of festival or event **0-4 Points**

**TOTAL POINTS** \_\_\_\_\_

**Marketing of Event-** newspapers, magazines, radio and television, banner, billboards, Facebook, SnapChat, Instagram, Twitter, Pinterest, Tumblr.

**Uniqueness-** Festival or event that offers unique food, music and activities that are not offered at other festivals or events.

**Joint Effort-** Preference will be given to events that create regional partnerships/collaborations. Events held in a concentrated time period (series or multi-weekend of music, arts and/or cultural heritage events).

**Valid Tourism Event-** Promotes Mississippi's heritage, culture and unique assets

**New Festival or event-** Preference will be given to festival or events in their first three years.