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.