FY18 Non-Profit Tourism Marketing Funding Scoring Matrix
Applicant: **Festival:**

Amount Requested:
Amount Recommended: $

		Yes	No	Score
1	Did organization submit a complete application that includes the following mandatory documents (marketing plan, profit & loss statement, budget, most recent IRS Form 990 (non-abbreviated), copy of post-festival/event report from prior year's event)?If no, organization is disqualified.			
2	Wil festival/event take place in either the City of Charlottesville or Albemarle County? If no, applicant is disqualified.			
3	If approved for funding in prior year, did applicant organization submit a 30-day post-festival/event report as required?			
4	Does the applicant organization currently have IRS 501(c)(3) or (6) not-for-profit standing? If no, applicant is disqualified.			
5	Did organization avail itself to the CACVB to discuss and/or include economic event impact report? For first year-events, data will not be available; *however, applicant organizations are encouraged to discuss with CACVB prior to submitting their application to understand what will be needed to meet application requirement in subsequent years if applicant plans to apply* If organization provided information, referenced calculator or discussed with CACVB, **5** points; **0** points if, no.			
6	Is this application for a first-time, new event? If yes, **5** points for new, **3** for 2nd year, **1** for 3 years or older			
7	Rate the overall effectiveness of the marketing plan, factoring their budget towards achievement of festival goals. Sliding scale **0-15** points			
8	Is the amount requested for CACVB marketing support *less than 50% of the total marketing budget for this organization ?* **10** points if yes, **0** points if amount requested for marketing from CACVB is more than 50%.			
9	Will applicant organization schedule its event to be held during the shoulder season for visitation to the greater Charottesville area? Shoulder season is mid-November through March, and July through mid-August, and/or will applicant organization have a primary event during the shoulder season? If Yes, **10** points awarded; if No, **0** points			
10	Has this organization fully demonstrated in its application for CACVB marketing support that it will solicit additional privately-sourced funding? Sliding scale of **0-10**			
11	Did this organization provide a detailed budget for the event/festival they are seeking funding for? Sliding scale **0-10** points.			
12	Has this organization sufficiently demonstrated that it can attract out-of-area visitors to the greater Charlottesville area with its event? Sliding scale **0-10** points.			
13	Did this organization focus on a single event as its primary activity where requested marketing dollars will be used? If Yes, **10** points, 0 if no single event is identified.			
14	Has this organization demonstrated its ability to secure overnight lodging by festival/event participants? Sliding Scale **0-15** points			

Subtotal (100 = maximum score)

An additional 5 point bonus is added to subtotal if applicant has clearly demonstrated that festival/ event provides an obvious element of ethnic, cultural and/or racial diversity . **5 points**

If applicant organization has submitted an application to the Virginia Green Travel Alliance (VGTA) for certification or has already received Virginia Green Certification, an **additional 5 bonus points** will be added to this score. Application submitted must be in pending status. **5 points**

Grand Total (110 - maximum score)