

## Tourism Funding Program Evaluation Rubric

Criteria	3 Exemplary	2 Adequate	1 Needs Improvement	Comments/Notes
<b>Partnership/Collaboration</b>	Project demonstrates clear and strong local partnerships and collaboration that make sense.	Project identifies potential local partnerships and collaboration displaying somewhat clear connections.	Project is lacking evidence of how local partnerships and collaboration will be leveraged however, does present potential opportunities.	
<b>Project alignment with priority objective(s)</b>	Project accurately falls within three or more of the project priority objectives outlined in the application.	Project accurately falls within two project priority objectives outlined in the application.	Project accurately falls within one priority objective outlined in the application.	
<b>Visitor impact</b>	Project clearly and accurately presents that the project is focused on visitors that are 40km or further away from Guelph.	Project somewhat clearly and accurately presents that the project will benefit visitors that are 40km or further away.	Project demonstrated minimal focus on visitors that are 40km or further away.	
<b>Economic impact</b>	Project clearly and accurately presents three of the following: <ul style="list-style-type: none"> <li>• new jobs created or jobs retained</li> </ul>	Project clearly and accurately presents two of the following: <ul style="list-style-type: none"> <li>• new jobs created or jobs retained</li> <li>• Volunteer opportunities</li> </ul>	Project clearly and accurately presents one of the following: <ul style="list-style-type: none"> <li>• new jobs created or jobs retained</li> <li>• Volunteer opportunities</li> </ul>	

	<ul style="list-style-type: none"> <li>• Volunteer opportunities created or retained</li> <li>• Local periphery businesses or organizations supported (directly and indirectly).</li> </ul> <p>Additionally, numbers identified are impactful for Guelph's economy.</p>	<p>created or retained</p> <ul style="list-style-type: none"> <li>• Local periphery businesses or organizations supported (directly and indirectly).</li> </ul> <p>Additionally, numbers identified are impactful for Guelph's economy.</p>	<p>created or retained</p> <ul style="list-style-type: none"> <li>• Local periphery businesses or organizations supported (directly and indirectly).</li> </ul> <p>Additionally, numbers identified are impactful for Guelph's economy.</p>	
<b>Innovation or unique offering</b>	Project represents the implementation of new insight or idea, displaying clear and realistic potential benefits to visitors 40km or further.	Project represents the implementation of new insight or idea, displaying somewhat clear and realistic potential benefits to visitors 40km or further.	Project represents practice(s) commonplace, or an adoption of minor changes with established benefits to visitors 40 km or further.	
<b>Measurement/Reporting</b>	Clear picture of how success will be measured through demonstrated data collection plan.	Good understanding of anticipated specific results or success, but plan lacks some details about data or methods.	Success difficult to ascertain, flawed by inappropriate methods, or lack of useful data collection.	
<b>Feasibility</b>	Project description and purpose are realistic and attainable	Project description and purpose are mostly realistic. Outcomes appear achievable despite	Project description, project purpose and/or expose weaknesses in plan design. Outcomes	

		missing or incomplete information.	unlikely to be achieved in project's current form.	
<b>Feasibility Budget</b>	Budget expenditures are realistic and align with project description and purpose.	Budget is realistic and all expenditures are feasible. Minor deficiencies or overestimates exist.	Budget is not complete or accurate.	
<b>Applicant is eligible based on requirements</b>	Yes	No		
<b>Represents an under-represented group</b>	Yes	No		
<b>Total Score</b>				
<b>Final Comments:</b>				

*\* A perfect score does not guarantee a funding award. No funding is guaranteed.*