

**TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM**

Event Name:	
Event Date:	
Contact Person:	
Internal Review	
Board Review Date:	

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <b>Participants</b>	
Number of <b>Spectators</b>	
Total	
Score up to 10 points	Total

<b>VISITOR DAYS</b>	
Number of Out of Town <b>Visitors</b>	
Number of <b>Nights</b> they are Staying	
Total Visitor Days (multiply together)	
Score between 0-25 points	Total

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	

<b>EVENT BUDGET</b>	
Up to 10 points	

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	

<b>SEASON (Peak, Shoulder, Low)</b>	
Score between 2-15 points	

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	

<b>MARKETING AND PROMOTION STRATEGY</b> (for festivals and events)	
<b>RECRUITMENT/ REGISTRATION STRATEGY</b> (for conferences)	
Score between 1-10 points	

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	
<b>Total</b>	
<b>0</b>	

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN</b> (score all that apply)		<b>Points</b>
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy		
5 points- Event aligns with adventure/ outdoor recreation strategy		
3 points- Event attracts international visitors (Including USA)		
2 points- Event generates earned media exposure outside of Sault Ste. Marie		
5 points- Event is annual and demonstrating growth		
10 points- Event is homegrown and occurs annually		
10 points- Event was secured through a competitive bid process		
<b>TOTAL POINTS</b>		<b>0</b>

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

**Evaluation Criteria**

1 Point for Every 100 out of town Visitors to a Maximum of 10 points
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points
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2 Point- 25-250 people	8 Points- 750-1000 people
4 Points- 250- 500 people	10 Points- 1000 people +
6 Points- 500- 750 people	

Score between 1-10 considering these factors:		
1. Other sources of confirmed revenue	4. Funding Ask vs. Overall Budget	7. Financial Sustainability
2. Balance between Revenue and Expenses	5. Cost Overrun Plan	
3. Financial Need	6. Comprehensiveness of proposed budget	

Score between 1-10 considering the these factors:		
Timeline (application submitted 90+ days in advance)	Capacity	Growth plan (if applicable)
Event Plan (thoroughness)	Data Tracking	

8 Points- February and March	2 Points- July to October 15
5 Points- April	10 Points- October 15- November
4 Points- May- June	15 Points- December and January

5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business	5.00%
3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business	
0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business	

10-Excellent- clear plan to reach out of town markets	5- Average plan, largely focused on locals	10.00%
8- Very Good plan to reach out of town markets	3- Below Average, does not demonstrate attempt to reach out of town travellers	
6- Good plan to reach out of town markets	0- No plan provided	

5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors	5.00%
3- Project has a plan to track visitation but does not capture all details	
0- Project does not, or is not, capable of tracking out of town visitors	

<b>Total Top Section</b>	
<b>Total Bottom Section</b>	
<b>Recommendation Range</b>	
<b>Recommendation</b>	

**Weight**

10.00%

25.00%

10.00%

10.00%

10.00%

15.00%

5.00%

10.00%

5.00%