



## Pagosa Springs Area Tourism Board Scorecard: Event Funding Application (non marketing)

Members of the Pagosa Springs Area Tourism Board will use a scoring system, according to the parameters described below, to evaluate each application for funding, for a maximum total score of 100.

CRITERIA:	VALUE:
Does the event have the potential to drive destination visitation, extend stays or increase room nights?	<b>0 - 5</b>
Timing: How well does it contribute to a balanced annual calendar of events?	<b>0 - 15</b>
Does the event provide an additional activity for tourists that are already in Pagosa Springs?	<b>0 - 15</b>
Does the event have the potential to benefit local businesses (restaurants, lodging, retail, activities)?	<b>0 - 20</b>
Does the event fit with the type of audience we want to attract?	<b>0 - 10</b>
Previous Funding: Has the Event Organizer had any previous infractions with the Tourism Board's funding guidelines and requirements; <b>If no, score 20.</b>	<b>0 - 20</b>
Producer Qualifications: Do they have the ability to produce a successful event that produces a positive impression for Pagosa Springs and the community?	<b>0 - 10</b>

<p>Leveraging Value and Growth Potential: How great is the potential to attract media exposure, thereby increasing the impact of the Tourism funds? Will it occur annually?</p>	<p><b>0 - 5</b></p>
<p><b>TOTAL SCORE: (100 MAX)</b></p>	
<p><b>Recommended Funding Breakdown:</b></p> <p><b>&gt; 90 points: up to 100% of request</b>  <b>75 - 89 points: up to 75% of request</b>  <b>50 - 74 points: up to 50% of request</b>  <b>Up to 49 points: up to 25% of request</b></p>	