

<b>Tourism Development Council</b> <b>FY 2022-2023 Tourism + Lagoon Grant Program – Evaluation Form</b>		
<i>Requests must achieve a minimum of 75% of possible points to be considered for funding</i>		
REVIEWER (SIGNATURE):		
REVIEWER (PRINT):		
<b>Section 1 – Applicant Information (TDO staff will complete this section)</b>		
Project Title:		
Project Number:		
Project Applicant:		
Total Project Cost:		
Requested Funding from TDC:		
Applicant Match Amount:		
<b>Evaluation Criteria</b>	<b>Points Available</b>	<b>Points Earned</b>
<b>Section 2 - Project Specifics</b>		
<b>A. Need and Urgency</b>		
<b>Proposal clearly demonstrates the need to implement the project, articulates the project location, why the location was chosen and why the location will achieve success. Is the project location shown on the IRL Watershed Map? Is the project boundary map included?</b>	<b>15</b>	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented/poor location: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7- 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
<b>B.1. Project Alignment with Tourist Development Council Tourism Mission</b>		
<b>Project specifically demonstrates a positive impact on Brevard County Tourism. Proposal clearly cites the methodology used to quantify the project’s benefit to tourism.</b>	<b>15</b>	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		

<b>B.2. Project Alignment with Indian River Lagoon Mission</b>		
<b>Project specifically demonstrates a positive benefit to the health of the Indian River Lagoon. Proposal clearly cites the methodology used to quantify the project's benefit to the health of the Indian River Lagoon.</b>	<b>15</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 1 - 3 points</b>		
<b>Adequate: 4 - 6 points</b>		
<b>Good: 7 - 9 points</b>		
<b>Very Good: 10 – 12 points</b>		
<b>Excellent: 13 - 15 points</b>		
<b>C.1. Project Deliverables and Outcomes – Brevard County Tourism</b>		
<b>Deliverables &amp; outcomes to benefit Brevard County Tourism are clearly stated &amp; achievable. What will be provided at completion of the project? What is being done, how, and by whom?</b>	<b>15</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 1 - 3 points</b>		
<b>Adequate: 4 - 6 points</b>		
<b>Good: 7 - 9 points</b>		
<b>Very Good: 10 – 12 points</b>		
<b>Excellent: 13 - 15 points</b>		
<b>C.2. Project Deliverable and Outcomes – Indian River Lagoon</b>		
<b>Deliverable &amp; outcomes to benefit the Indian River Lagoon are clearly stated &amp; achievable. What will be provided at completion of the project? What is being done, how, and by whom?</b>	<b>15</b>	
<b>Reviewer: Use the following scoring rubric as a guide</b>		
<b>Poorly presented: 1 - 3 points</b>		
<b>Adequate: 4 - 6 points</b>		
<b>Good: 7 - 9 points</b>		
<b>Very Good: 10 – 12 points</b>		
<b>Excellent: 13 - 15 points</b>		
<b>D. Project Readiness</b>		
<b>Did the applicant clearly address all of the following components:</b> <ul style="list-style-type: none"> <li>• Status of required regulatory permits/approvals</li> <li>• Readiness to seek contract bids and start work</li> <li>• Project start and completion dates, critical project milestones and deliverable dates are identified</li> <li>• Ability to complete within grant period</li> <li>• Project timeline showing the start and completion dates of the project tasks and milestones</li> <li>• Detailed project budget</li> </ul>	<b>15</b>	

Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
<b>Section 3 – Applicant Capacity Performance</b>		
Applicant clearly demonstrates expertise, experience and capacity to implement a successful project. Evaluate the qualifications of the project team who will undertake the proposed project. Have examples of similar successful projects been articulated? If there is a match, are letters of commitment for each of the funding partners included? Is the applicant capable of deliverables and reporting requirements?	<b>15</b>	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 1-3 points		
Adequate: 4 - 6 points		
Good: 7-9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
<b>PROPOSAL SCORE (Maximum 105 points)</b>	<b>105</b>	
<b>Section 4 - Project Funding</b>		
<b>A. Leveraging with Matching Funds – <i>Bonus Points</i></b>		
If project request is less than \$50,000, no match is required and there are no bonus points. There is a 5-point bonus for project requests of less than \$50,000 if there is a match of more than 25%. There is a 10-point bonus for project requests less than \$50,000 if the match is more than 50%. If a project is over \$50,000 there must be a match, the minimum match is 0.75:1. There is a 15-point bonus for project requests over \$50,000 if the match is 1:1. There is a 20-point bonus if the match is over 1.5:1.	<b>20</b>	
Proposal Score	<b>105</b>	
Bonus Points Total	<b>20</b>	
<b>TOTAL</b>	<b>125</b>	

