



Clark-Floyd Counties Convention & Tourism Bureau

Capital Development Tourism Fund

Project Application Evaluation Scorecard

Tourism Project Name: _____

Evaluative Criteria	Score				
	Weighted Value	Below Standard (1)	Meets Standard (2)	Exceeds Standard (3)	Total
Proponent Organization Viability (Section 1, 2 and 3)	10				/30
Project(s) Funds Leveraged Capacity (Section 4)	25				/75
Project and Economic Results (min. 2 metrics, preferably quantitative and actual or estimated, such as number of visitors and spending, economic impact, etc.; Section 5)	55				/65
CTB Product Development Strategy Priority Tourism Project and/or CTAP Status (Section 6)	10				/30
TOTAL SCORE	100				/300

Application Approval/Non Approval Status and Evaluative Notes

Minimum Score Required For Approval: 200 Meets Standard

Approved: ☐ Yes ☐ No

Budget/Capital Fund Committee Member Name: _____

Date Evaluated: _____