



Currituck Travel & Tourism Event Grant Score Sheet

Tourism Advisory Board Member Name *(please print)* :

Event Name *(please print)*:

Tourism Development (up to 30 points)

	Score	Notes
Proposal has potential or previously proven ability to generate visitation to Currituck County (10 pts.)		
Proposal contributes to overall appeal of Currituck County as a preferred visitor destination through its event offerings (5 pts.)		
Proposal explains marketing initiatives. This should include strategies for attracting visitors from outside Currituck County (5 pts.)		
Marketing plan is thorough and realistic (5 pts.)		
Event coincides with shoulder season or off-season (5 pts.)		
Total points		

Event Evaluation (up to 35 points)

	Score	Notes
Budget is detailed, realistic and thorough (5 pts.)		
Proposal includes event goals and objectives (5 pts.)		
Proposal includes a plan for becoming self-sustaining (10 pts.)		
Proposal includes method for documenting and evaluating outcome of event (5 pts.)		
Proposal includes plan for documenting out of County visitors (10 pts.)		
Total Points		

Overall Total Points

