

TSDC Tourism Grant Program Evaluation Matrix

Name of project: _____

Rating 0 to 5: 0 incomplete, 1 very weak, 2 weak, 3 average, 4 strong, 5 very strong

Tourism Strategy and Workplan	15%
Do the organization and its proposed activities align with the goals of the tourism strategy and work plan?	
Is there a demonstrated need for the project or activities proposed?	
Is this a tourism-related project?	

Economic Impact	35%
Does the project increase the number of out-of-town visitors?	
Does the project increase visitor spending?	
Does the project directly or indirectly increase overnight stays?	
Does the project secure new private sector tourism investment?	
Does the project enhance any of the existing infrastructure or new construction (e.g. tourist facilities/attractions?)	
Does the project support the creation of direct or indirect jobs?	
Does the project encourage partnerships between local organization?	

Exposure and Reach	25%
Does the organization have a marketing and promotional plan for key external markets and local markets?	
Does the project benefit the City of Temiskaming Shores by increasing public awareness and understanding of the tourism sector?	
Does the project have potential to generate significant exposure for the City of Temiskaming Shores?	
Does the project enhance the profile of the City of Temiskaming Shores as a tourism destination locally and/or at the regional, provincial, national, and/or international level?	
Does the project enhance the competitiveness of the City of Temiskaming Shores's tourism products and experiences?	

Organizational Effectiveness and Financial Help	25%
Does the applicant have a business plan and/or appropriate experience and governance in place to be successful?	
Does the applicant demonstrate responsible financial management through its past financial track record?	
Does the applicant demonstrate financial need?	
Is the projected budget balanced and realistic? Is it financially viable?	
Has the applicant demonstrated initiative or success in attempting to generate other revenue than the MAT Fund (e.g. fundraising, sales other grants etc.)?	

Please note that not all questions will apply to each application.