

**2018 Lake County Visitors Bureau Arts and Culture Fund Grant Application
Evaluation Form**

Applicant: _____

Project Title: _____

Panelist Signature: _____

Quality of Arts and Cultural Project (Maximum 30 points)

- Provides clear artistic, cultural, and educational merit to the community and audience being served.
- Furthers community participation in and increases public awareness of historical, cultural, or entertainment opportunities in Lake County, OH.
- Offers an innovative, unique, arts, or cultural product or experience that adds to the breadth and/or depth of Lake County's arts and cultural program offerings.
- Demonstrates the project is relevant to the organization's mission and goals.
- If funds have been requested from LCVB for the project in the past, the proposal establishes a new facet that advances the project's arts and cultural quality and expansion of audience in numbers and demographic characteristics.

Comments:

Score: _____

Value to Lake County's Tourism Industry (Maximum 40 points)

- Furthers out-of-county publicity efforts, especially marketing across the major metropolitan areas and smaller markets near, within, and beyond Lake County, OH.; utilizes free social media and traditional media listings.
- Includes a detailed marketing plan with specific objectives that include out-of-county coverage.
- Addresses community goals and priorities (economic, educational, social, cultural).
- Has clearly defined potential for promoting Lake County, OH and developing the County's image as an arts and culture destination, specifically by increasing the number day-trip visits and possible overnight visits and/or the number of visitors to area attractions, restaurants, festivals, community events, museums, and retail shops for pleasure, business, and enrichment.

Comments:

Score: _____

Quality of Management (Maximum 30 points, keeping in mind that point deductions are warranted if no marketing plan is included with the application)

- Clearly defines objectives, timeline, and management roles and responsibilities.
- Identifies community partners to collaborate/cooperate with to achieve project goals.
- Provides a plan for appropriate and sufficient organizational and creative staff and volunteers.
- Provides for appropriate fiscal oversight and includes a project budget appropriate to the scope of the proposed project.
- Includes a marketing plan with an effective design and scope to impact patron participation from inside and outside Lake County, OH.
- Has established a set of evaluation indicators (pre-defined metrics) that will be used to evaluate the project's success.

Comments:

Score _____

Score Summary:

Quality of Arts and Culture Fund Grant Project (Maximum 30 points) _____

Quality to Lake County, OH's Tourism Industry (Maximum 40 points) _____

Quality of Management (Maximum of 30 points) _____

TOTAL SCORE _____