

## TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity:

Project:

Project Type:

Scoring Category	Points Possible	Points Awarded
<b>ADVERTISING</b>	<b>15</b>	
<b>Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising.</b>		
0% of funds go toward advertising	0 points	
1% - 20% of funds go toward advertising	1 point	
21% - 40% of funds go toward advertising	2 points	
41% - 60% of funds go toward advertising	3 points	
61% - 80% of funds go toward advertising	4 points	
81% - 100% of funds go toward advertising	5 points	
<b>Part 2: Ten (10) points possible. Based on <u>where</u> the advertising is placed.</b>		
None of the funds go toward advertising	0 points	
Local newspapers/periodicals and electronic advertising (ex. Island Packet, The Bluffton Sun)	2 points	
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days	4 points	
Larger regional publications and electronic marketing within 100 miles (ex. Charleston or Savannah news outlets)	6 points	
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away (ex. Atlanta, Charlotte, Washington, D.C., Chicago)	8 points	
Nationally distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Magazine)	10 points	
<b>TOURIST FACILITIES</b>	<b>15</b>	
Higher point value given based on anticipated ratio of tourists to locals		
<b>FESTIVAL/EVENT</b>	<b>5</b>	
Higher point value given to requests for festivals or events		
Length of event/festival should be considered. Is it an all-day event versus a two-hour event? Multi-day event?		
<b>BLUFFTON EVENT</b>	<b>5</b>	
Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations		
<b>TOURISM DRAW</b>	<b>5</b>	
0% of attendees are tourists based on historical or projected information	0 points	
1% - 20% of attendees are tourists based on historical or projected info	1 point	
21% - 40% of attendees are tourists based on historical or projected info	2 points	
41% - 60% of attendees are tourists based on historical or projected info	3 points	
61% - 80% of attendees are tourists based on historical or projected info	4 points	
81% - 100% of attendees are tourists based on historical or projected info	5 points	
<b>BENEFIT TO TOURISM (LOCAL ECONOMY)</b>	<b>5</b>	
Higher point value given to events that encourage overnight stays and/or have local business participation		
<b>SELF SUFFICIENCY</b>	<b>5</b>	
100% of budget from ATAX request	0 points	
80% - 99% of budget from ATAX request	1 point	
60% - 79% of budget from ATAX request	2 points	
40% - 59% of budget from ATAX request	3 points	
20% - 39% of budget from ATAX request	4 points	
1% - 19% of budget from ATAX request	5 points	
<b>MISCELLANEOUS</b>	<b>10</b>	
Only use if applicant does not qualify as a festival/event		
<b>Group Average Point Total (out of a possible 40 points)</b>		
<b>Group Average Percentage</b>		