Entity: HHI-Bluffton Chamber of Commerce Project: 2024 Bluffton Vacation Planner Project Type: Marketing

Scoring Category	Points Possible	Points Awarded
ADVERTISING	15	
Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising.		
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	
Part 2: Ten (10) points possible. Based on where the advertising is placed.		
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	
TOURIST FACILITIES	15	
Higher point value given based on anticipated ratio of tourists to locals		
FESTIVAL/EVENT	5	
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?		
BLUFFTON EVENT	5	
Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations		
TOURISM DRAW	5	
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	
BENEFIT TO TOURISM (LOCAL ECONOMY)	5	
Higher point value given to events that encourage overnight stays and/or have local business participation		
SELF SUFFICIENCY	5	
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	
MISCELLANEOUS	10	
Only use if applicant does not qualify as a festival/event		
Group Average Point Total (out of a possible 40 points)		

Entity: Gullah Traveling Theater Project: Gullah Kinfolk Come to Bluffton Project Type: Event/Festival

Scoring Category	Points Possible	Points Awarded
ADVERTISING	15	
Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising.		
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	
Part 2: Ten (10) points possible. Based on <u>where</u> the advertising is placed.		
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	
TOURIST FACILITIES	15	
Higher point value given based on anticipated ratio of tourists to locals		
FESTIVAL/EVENT	5	
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?		
BLUFFTON EVENT	5	
Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations		
TOURISM DRAW	5	
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	
BENEFIT TO TOURISM (LOCAL ECONOMY)	5	
Higher point value given to events that encourage overnight stays and/or have local business participation		
SELF SUFFICIENCY	5	
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	
MISCELLANEOUS	10	
Only use if applicant does not qualify as a festival/event		
Group Average Point Total (out of a possible 40 points)		
Group Average Point Total (out of a possible 40 points)		
Group Average referringe		

Entity: Old Town Bluffton Merchants Society Project: Bluffton as a Destination Project Type: Marketing

Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising. 3% of funds go toward advertising 1 point 12:1% - 40% of funds go toward advertising 2 points 13:1% - 20% of funds go toward advertising 2 points 13:1% - 60% of funds go toward advertising 3 points 13:1% - 60% of funds go toward advertising 3 points 13:1% - 60% of funds go toward advertising 4 points 13:1% - 100% of funds go toward advertising 5 points 13:1% - 100% of funds go toward advertising 5 points 13:1% - 100% of funds go toward advertising 5 points 13:1% - 100% of funds go toward advertising 6 points 13:1% - 100% of funds go toward advertising 7 points 13:1% - 100% of funds go toward advertising 9 points 14:1% - 100% of funds go toward advertising 15:1% - 100% of funds go toward advertising 16:1% - 100% of funds go toward advertising 17:1% - 100% of funds go toward advertising 18:1% - 100% of funds go toward advertising 19:1% - 100% of funds go toward advertising 10:1% - 100% of points 10:1% - 100% of points 10:1% - 100% of points 10:1% - 100% of attendees are toward advertising 10:1% - 100% of attendees are towards toward toward towards towards towards and advertising towards and advertisi	Scoring Category	Points Possible	Points Awarded
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1 point 121% - 20% of funds go toward advertising 2 points 121% - 20% of funds go toward advertising 2 points 131% - 50% of funds go toward advertising 3 points 131% - 50% of funds go toward advertising 4 points 131% - 50% of funds go toward advertising 5 points 131% - 100% of funds go toward advertising 5 points 131% - 100% of funds go toward advertising 5 points 131% - 100% of funds go toward advertising 5 points 131% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of funds go toward advertising 6 points 121% - 100% of advertised	Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising.		
21% - 40% of funds go toward advertising 3 points 11% - 60% of funds go toward advertising 3 points 21% - 100% of funds go toward advertising 5 points 21% - 100% of funds go toward advertising 5 points 21% - 100% of funds go toward advertising 5 points 21% - 100% of funds go toward advertising 5 points 21% - 100% of funds go toward advertising 7 points 21% - 100% of funds go toward advertising 8 points 21% - 100% of funds go toward advertising 9 points 22% of funds go toward advertising 9 points 22% of funds go toward advertising 9 points 24% of funds go toward advertising 9 points 25% of points 26% of funds go toward advertising 9 points 27% of funds go toward advertising 9 points 28% of points 29% of points 29% of points 20% of funds go toward advertising 9 points 20% of attendees are tourists point advertising (ex. Island Packet, The Bluffton Sun) 10 points 10 points 10 points 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or projected info 11% of attendees are tourists based on historical or	0% of funds go toward advertising	0 points	
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51% - 80% of funds go toward advertising 51% - 100% of funds go toward advertising 53% - 100% of funds go toward advertising 53 points 52 points 52 points 53 points possible. Based on where the advertising is placed. 54 points 55 points 56 points 56 points 56 points 57 points 57 points 57 points 58 points 59 points 50 points	21% - 40% of funds go toward advertising	2 points	
Spoints Part 2: Ten (10) points possible. Based on where the advertising is placed. None of the funds go toward advertising Opoints O	41% - 60% of funds go toward advertising	3 points	
Part 2: Ten (10) points possible. Based on where the advertising is placed. None of the funds go toward advertising O points Occal newspapers/periodicals and electronic advertising (ex. Island Packet, The Bluffton Sun) Occal guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days 4 points Occal guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days 4 points Occal guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days 4 points Occal guides/periodicals/electronic marketing within 100 miles (ex. Charleston or Savannah news outlets) 6 points Vewspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away (ex. Maltanta, Charlotte, Washington, D.C., Chicago) Vationally distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Valorating distributed newspapers/	61% - 80% of funds go toward advertising	4 points	
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carger regional publications and electronic marketing within 100 miles (ex. Charleston or Savannah news outlets) 8 points 8 points 8 points 8 points 10 points 11 point value given to requests for festivals or events 12 point value given to requests for festivals or events 13 points 14 points 15 points 15 points 16 points 17 point value given to requests for festivals or events 18 point value given to requests for festivals or events 19 points 10 points 10 points 10 points 11 point value given to requests for festivals or events 10 points 10 points 11 point value given to requests for festivals or events 12 points 13 points 14 points 15 points 16 points 17 point value given to requests for festivals or events 18 point value given to request for festivals or events 19 point value given to requests for festivals or events 10 points 11 point 12 points 13 points 14 points 15 points 16 points 17 points 18 points 19 points 10 point	Local newspapers/periodicals and electronic advertising (ex. Island Packet, The Bluffton Sun)	2 points	
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Magazine) TOURIST FACILITIES 15 FESTIVAL/EVENT Higher point value given based on anticipated ratio of tourists to locals FESTIVAL/EVENT 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? BLUFFTON EVENT Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations FOURISM DRAW 5 Mor attendees are tourists based on historical or projected information O points 14x- 20% of attendees are tourists based on historical or projected info 21ybert - 40% of attendees are tourists based on historical or projected info 31x- 20% of attendees are tourists based on historical or projected info 31x- 20% of attendees are tourists based on historical or projected info 51x- 20% of attendees are tourists based on historical or projected info 51x- 20% of attendees are tourists based on historical or projected info 52x- 20% of attendees are tourists based on historical or projected info 53x- 100% of attendees are tourists based on historical or projected info 54 points 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of attendees are tourists based on historical or projected info 55x- 20% of budget from ATAX request 10x- 20% of budget from ATAX request	Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away (ex. Atlanta, Charlotte, Washington, D.C., Chicago)	8 points	
FESTIVAL/EVENT S 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? BLUFFTON EVENT Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations FOURISM DRAW 5 O points 100 points 110 point 121 point 122 points 133 points 134 - 200% of attendees are tourists based on historical or projected info 1 point 121 point 121 point 121 point 122 points 134 - 60% of attendees are tourists based on historical or projected info 1 point 135 points 136 points 137 points 138 points 139 points 130 points 140 points 150 points	Nationally distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Magazine)	10 points	
FESTIVAL/EVENT digher 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? BLUFFTON EVENT digher point value given to events held within the town limits of Bluffton and/or spanning multiple locations FOURISM DRAW 5 0 points 100% of attendees are tourists based on historical or projected information 10 point 21% - 20% of attendees are tourists based on historical or projected info 11 point 22% - 40% of attendees are tourists based on historical or projected info 12 points 14% - 60% of attendees are tourists based on historical or projected info 13 points 14% - 60% of attendees are tourists based on historical or projected info 13 points 14% - 60% of attendees are tourists based on historical or projected info 15 points 15% - 80% of attendees are tourists based on historical or projected info 15 points 15% - 80% of attendees are tourists based on historical or projected info 16 points 15% - 100% of attendees are tourists based on historical or projected info 17 points 15% - 100% of attendees are tourists based on historical or projected info 18 points 15% - 100% of attendees are tourists based on historical or projected info 19 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info 10 points 15% - 100% of attendees are tourists based on historical or projected info	TOURIST FACILITIES	15	
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? BLUFFTON EVENT Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations FOURISM DRAW 5 30% of attendees are tourists based on historical or projected information 0 points 11% - 20% of attendees are tourists based on historical or projected info 22 points 24% - 40% of attendees are tourists based on historical or projected info 24 points 25% - 80% of attendees are tourists based on historical or projected info 26% - 80% of attendees are tourists based on historical or projected info 27 points 28% - 100% of attendees are tourists based on historical or projected info 28% - 100% of attendees are tourists based on historical or projected info 29% - 100% of attendees are tourists based on historical or projected info 29% - 100% of attendees are tourists based on historical or projected info 20% - 20% of attendees are tourists based on historical or projected info 20% - 20% of attendees are tourists based on historical or projected info 20% - 20% of budget from ATAX request 20% - 30% of budget from ATAX request 20% of budget from ATAX request 20% - 30% of budget from ATAX request 20% - 30% of budget from ATAX request 20% o	Higher point value given based on anticipated ratio of tourists to locals		
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TOURISM DRAW 5 0% of attendees are tourists based on historical or projected information 1% - 20% of attendees are tourists based on historical or projected info 1% - 40% of attendees are tourists based on historical or projected info 2% points 1% - 40% of attendees are tourists based on historical or projected info 2% points 1% - 60% of attendees are tourists based on historical or projected info 3% points 5% - 80% of attendees are tourists based on historical or projected info 4% points 5% - 100% of attendees are tourists based on historical or projected info 5% points 8% points 8% points 8% points 8% points 8% points 1% points 2% points 1% points 2% points 3% points 4% points 4% points 4% points 4% points 5% points 1%	BLUFFTON EVENT	5	
20% of attendees are tourists based on historical or projected information 1 point 1 point 2 points 2 points 2 points 3 points 4	Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations		
1.% - 20% of attendees are tourists based on historical or projected info 2 points 2.1% - 40% of attendees are tourists based on historical or projected info 3 points 4.1% - 60% of attendees are tourists based on historical or projected info 4 points 5.1% - 80% of attendees are tourists based on historical or projected info 5.1% - 80% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.1% - 100% of attendees are tourists based on historical or projected info 5.2% - 100% of attendees are tourists based on historical or projected info 5.2% - 100% of attendees are tourists based on historical or projected info 5.2% - 100% of attendees are tourists based on historical or projected info 5.2% - 100% of attendees are tourists based on historical or projected info 5.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on historical or projected info 6.2% - 100% of attendees are tourists based on hi	TOURISM DRAW	5	
21% - 40% of attendees are tourists based on historical or projected info 3 points 41% - 60% of attendees are tourists based on historical or projected info 4 points 51% - 80% of attendees are tourists based on historical or projected info 51% - 80% of attendees are tourists based on historical or projected info 51% - 100% of attendees are tourists based on historical or projected info 5 points BENEFIT TO TOURISM (LOCAL ECONOMY) 5 Higher point value given to events that encourage overnight stays and/or have local business participation SELF SUFFICIENCY 5 100% of budget from ATAX request 0 points 60% - 99% of budget from ATAX request 1 point 50% - 79% of budget from ATAX request 2 points 60% - 59% of budget from ATAX request 3 points 60% - 39% of budget from ATAX request 4 points 60% - 39% of budget from ATAX request 5 points 60% - 10% of budget from ATAX request 60% - 39% of budget from ATAX request 7 points 60% - 10% of budget from ATAX request 7 points 60% - 10% of budget from ATAX request 60% - 10% o	0% of attendees are tourists based on historical or projected information	0 points	
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51% - 80% of attendees are tourists based on historical or projected info 51% - 100% of attendees are tourists based on historical or projected info 55 points BENEFIT TO TOURISM (LOCAL ECONOMY) 5 Higher point value given to events that encourage overnight stays and/or have local business participation SELF SUFFICIENCY 5 100% of budget from ATAX request 0 points 30% - 99% of budget from ATAX request 1 point 50% - 79% of budget from ATAX request 2 points 40% - 59% of budget from ATAX request 3 points 4 points 50% - 39% of budget from ATAX request 4 points 50% - 39% of budget from ATAX request 5 points 60% - 19% of budget from ATAX request 5 points 60% - 19% of budget from ATAX request 60% - 39% of budget from ATAX request 60% - 39% of budget from ATAX request 7 points 60% - 19% of budget from ATAX request 60% - 39% of	21% - 40% of attendees are tourists based on historical or projected info	2 points	
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BENEFIT TO TOURISM (LOCAL ECONOMY) digher point value given to events that encourage overnight stays and/or have local business participation SELF SUFFICIENCY 5 L00% of budget from ATAX request 30% - 99% of budget from ATAX request 50% - 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 20% - 39% of budget from ATAX request 5 points MISCELLANEOUS 10 Croup Average Point Total (out of a possible 40 points)	61% - 80% of attendees are tourists based on historical or projected info	4 points	
Higher point value given to events that encourage overnight stays and/or have local business participation SELF SUFFICIENCY 100% of budget from ATAX request 100% of budget f	81% - 100% of attendees are tourists based on historical or projected info	5 points	
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1% - 19% of budget from ATAX request MISCELLANEOUS Only use if applicant does not qualify as a festival/event Group Average Point Total (out of a possible 40 points)		-	
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Only use if applicant does not qualify as a festival/event Group Average Point Total (out of a possible 40 points)		•	
Group Average Point Total (out of a possible 40 points)	Only use if applicant does not qualify as a festival/event		
Group Average Percentage	Group Average Percentage		

Entity: The Rotary Club of Bluffton Project: 2024 MayFest Weekend in Bluffton Project Type: Event/Festival

Scoring Category	Points Possible	Points Awarded
ADVERTISING	15	
Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising.		
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	
Part 2: Ten (10) points possible. Based on <u>where</u> the advertising is placed.		
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	
TOURIST FACILITIES	15	
Higher point value given based on anticipated ratio of tourists to locals		
FESTIVAL/EVENT	5	
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?		
BLUFFTON EVENT	5	
Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations		
TOURISM DRAW	5	
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	
BENEFIT TO TOURISM (LOCAL ECONOMY)	5	
Higher point value given to events that encourage overnight stays and/or have local business participation		
SELF SUFFICIENCY	5	
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	
MISCELLANEOUS	10	
Only use if applicant does not qualify as a festival/event		
Group Average Point Total (out of a possible 40 points)		
Group Average Point Total (out of a possible 40 points)		
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