Campbell Chapel Community Development Restoration of Historic Campbell Chapel

Facilities

Table Rating Matrix Scoring Sheet

Points Awarded

Advertising possible total points - 15	
Part 1 - 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 points
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 - 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	
(examples Island Packet, Bluffton Today)	2 points
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days Larger regional publications and electronic marketing within 100 miles	4 points
(example Charleston or Savannah newspapers)	6 points
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away	
(example Atlanta Journal/Constitution, Charlotte newspaper, Washington Post ,Chicago Tribune)	8 points
Nationally distributed newspapers/periodicals/electronic marketing (example, USA Today, New York Times, Time Magazine, Southern Living, airline in-flight magazines)	10 points
Tourist Facilities possible total points - 15	
higher point value given based on anticipated ratio of tourists to locals	
Festival/Event possible total points - 5	
higher point value given to requests for festivals or events	
length of event or festival should be considered. Is it an all-day event versus a two-hour event?	
higher point value could be awarded for multi-day festivals	
Bluffton Event possible total points - 5	
higher point value given to events held within the town limits of Bluffton higher point value given to events spanning multiple locations?	
riigher point value given to events spanning multiple locations:	
Tourism Draw possible total points - 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 points
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 (economy) possible total points - 5	
higher point value given to events that encourage overnight stays	
higher point value given to events that have local business participation	
Self Sufficiency possible total points - 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 possible total points – 10 (Only use if applicant does not qualify as a festival/event)	
Group Average Grand Point Total out of a possible 40	points
Group Average % (out of 40	points)

Boys & Girls Club of the Lowcountry 2023 Bike Bluffton

Festival/Event

Table Rating Matrix Scoring Sheet		Points Awarded
Advertising possible total points - 15		
Part 1 - 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 points	
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 - 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		
(examples Island Packet, Bluffton Today)	2 points	
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days Larger regional publications and electronic marketing within 100 miles (example Charleston or Savannah newspapers)	4 points	
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away	6 points	
(example Atlanta Journal/Constitution, Charlotte newspaper, Washington Post, Chicago Tribune) Nationally distributed newspapers/periodicals/electronic marketing	8 points	
(example, USA Today, New York Times, Time Magazine, Southern Living, airline in-flight magazines)	10 point	s
Tourist Facilities possible total points - 15		
higher point value given based on anticipated ratio of tourists to locals		
Festival/Event possible total points - 5		
higher point value given to requests for festivals or events		
length of event or festival should be considered. Is it an all-day event versus a two-hour event?		
higher point value could be awarded for multi-day festivals		
Bluffton Event possible total points - 5		
higher point value given to events held within the town limits of Bluffton		
higher point value given to events spanning multiple locations?		
Tourism Draw possible total points - 5		
0% of attendees are tourists based on historical or projected information	0 point	s
1% - 20% of attendees are tourists based on historical or projected info	1 point	:s
21% - 40% of attendees are tourists based on historical or projected info	2 point	s
41% - 60% of attendees are tourists based on historical or projected info	3 point	
61% - 80% of attendees are tourists based on historical or projected info	4 point	
81% - 100% of attendees are tourists based on historical or projected info	5 point	:S
Benefit to Tourism (economy) possible total points - 5		
higher point value given to events that encourage overnight stays		
higher point value given to events that have local business participation		
Self Sufficiency possible total points - 5		
100% of budget from ATAX request	0 point	s
80% - 99% of budget from ATAX request	1 point	:
60% - 79% of budget from ATAX request	2 point	s
40% - 59% of budget from ATAX request	3 point	s
20% - 39% of budget from ATAX request	4 point	s
1% - 19% of budget from ATAX request	5 point	s
Miscellaneous possible total points – 10 (Only use if applicant does not qualify as a festival/event)		
Group Average Grand Point Total out of a possible 40 po	ints	
Group Average % (out of 40 poi	nts)	

Historic Arts & Seafood Festival 2023 Arts & Seafood Festival

Festival/Event

Table Rating Matrix Scoring Sheet		Points Awarded
Advertising possible total points - 15		
Part 1 - 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 points	
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 - 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		
(examples Island Packet, Bluffton Today)	2 points	
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days Larger regional publications and electronic marketing within 100 miles (example Charleston or Savannah newspapers)	4 points	
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away	6 points	
(example Atlanta Journal/Constitution, Charlotte newspaper, Washington Post, Chicago Tribune) Nationally distributed newspapers/periodicals/electronic marketing	8 points	
(example, USA Today, New York Times, Time Magazine, Southern Living, airline in-flight magazines)	10 point	s
Tourist Facilities possible total points - 15		
higher point value given based on anticipated ratio of tourists to locals		
Festival/Event possible total points - 5		
higher point value given to requests for festivals or events		
length of event or festival should be considered. Is it an all-day event versus a two-hour event?		
higher point value could be awarded for multi-day festivals		
Bluffton Event possible total points - 5		
higher point value given to events held within the town limits of Bluffton		
higher point value given to events spanning multiple locations?		
Tourism Draw possible total points - 5		
0% of attendees are tourists based on historical or projected information	0 point	s
1% - 20% of attendees are tourists based on historical or projected info	1 point	:s
21% - 40% of attendees are tourists based on historical or projected info	2 point	s
41% - 60% of attendees are tourists based on historical or projected info	3 point	
61% - 80% of attendees are tourists based on historical or projected info	4 point	
81% - 100% of attendees are tourists based on historical or projected info	5 point	:S
Benefit to Tourism (economy) possible total points - 5		
higher point value given to events that encourage overnight stays		
higher point value given to events that have local business participation		
Self Sufficiency possible total points - 5		
100% of budget from ATAX request	0 point	s
80% - 99% of budget from ATAX request	1 point	:
60% - 79% of budget from ATAX request	2 point	s
40% - 59% of budget from ATAX request	3 point	s
20% - 39% of budget from ATAX request	4 point	s
1% - 19% of budget from ATAX request	5 point	s
Miscellaneous possible total points – 10 (Only use if applicant does not qualify as a festival/event)		
Group Average Grand Point Total out of a possible 40 po	ints	
Group Average % (out of 40 poi	nts)	

Coastal Conservation Association Celebrating Conservation Weekend in Bluffton

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Table Rating Matrix Scoring Sheet		Awarded
Advertising possible total points - 15		
Part 1 - 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 points	
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 - 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		
(examples Island Packet, Bluffton Today)	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	C mainta	
(example Charleston or Savannah newspapers) Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away	6 points	
(example Atlanta Journal/Constitution, Charlotte newspaper, Washington Post, Chicago Tribune)	8 points	
Nationally distributed newspapers/periodicals/electronic marketing	•	
(example, USA Today, New York Times, Time Magazine, Southern Living, airline in-flight magazines)	10 points	s
Tourist Facilities possible total points - 15		
higher point value given based on anticipated ratio of tourists to locals		
Festival/Event possible total points - 5		
higher point value given to requests for festivals or events	L	
length of event or festival should be considered. Is it an all-day event versus a two-hour event?		
higher point value could be awarded for multi-day festivals		
Bluffton Event possible total points - 5	Ī	
higher point value given to events held within the town limits of Bluffton	ļ	
higher point value given to events held within the town mints of blunton		
	ļ	
Tourism Draw possible total points - 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 points	
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	S
Benefit to Tourism (economy) possible total points - 5		
higher point value given to events that encourage overnight stays		
higher point value given to events that have local business participation		
Self Sufficiency possible total points - 5		
100% of budget from ATAX request	0 points	s
80% - 99% of budget from ATAX request	1 point	
60% - 79% of budget from ATAX request	2 points	s
40% - 59% of budget from ATAX request	3 points	s
20% - 39% of budget from ATAX request	4 points	s
1% - 19% of budget from ATAX request	5 points	s
Miscellaneous possible total points – 10 (Only use if applicant does not qualify as a festival/event)		
Group Average Grand Point Total out of a possible 40 p	oints	
Group Average % (out of 40 po		

Bluffton Gullah Cultural Heritage Center Exterior/Deconstruction/Stabilization of Deer Tongue Building

Facilities

Points

Table Rating Matrix Scoring Sheet Awarded Advertising possible total points - 15 Part 1 - 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 points 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 - 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 (examples Island Packet, Bluffton Today) 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 (example Charleston or Savannah newspapers) 6 points Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away (example Atlanta Journal/Constitution, Charlotte newspaper, Washington Post, Chicago Tribune) 8 points Nationally distributed newspapers/periodicals/electronic marketing (example, USA Today, New York Times, Time Magazine, Southern Living, airline in-flight magazines) 10 points **Tourist Facilities possible total points - 15** higher point value given based on anticipated ratio of tourists to locals Festival/Event possible total points - 5 higher point value given to requests for festivals or events length of event or festival should be considered. Is it an all-day event versus a two-hour event? higher point value could be awarded for multi-day festivals Bluffton Event possible total points - 5 higher point value given to events held within the town limits of Bluffton higher point value given to events spanning multiple locations? Tourism Draw possible total points - 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 points 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 5 points 81% - 100% of attendees are tourists based on historical or projected info Benefit to Tourism (economy) possible total points - 5 higher point value given to events that encourage overnight stays higher point value given to events that have local business participation Self Sufficiency possible total points - 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 possible total points - 10 (Only use if applicant does not qualify as a festival/event) Group Average Grand Point Total out of a possible 40 points

Group Average % (out of 40 points)

BlacQuity SC Roots and Rivers Festival

Festival/Event

Table Rating Matrix Scoring Sheet		Points Awarded
Advertising possible total points - 15		
Part 1 - 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 points	
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 - 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		
(examples Island Packet, Bluffton Today)	2 points	
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days Larger regional publications and electronic marketing within 100 miles	4 points	
(example Charleston or Savannah newspapers)	6 points	
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away	·	
(example Atlanta Journal/Constitution, Charlotte newspaper, Washington Post ,Chicago Tribune)	8 points	
Nationally distributed newspapers/periodicals/electronic marketing (example, USA Today, New York Times, Time Magazine, Southern Living, airline in-flight magazines)	10 point	c
	10 point	3
Tourist Facilities possible total points - 15		
higher point value given based on anticipated ratio of tourists to locals		
Festival/Event possible total points - 5		
higher point value given to requests for festivals or events		
length of event or festival should be considered. Is it an all-day event versus a two-hour event?		
higher point value could be awarded for multi-day festivals	I	
Bluffton Event possible total points - 5		
higher point value given to events held within the town limits of Bluffton		
higher point value given to events spanning multiple locations?		
Tourism Draw possible total points - 5		
0% of attendees are tourists based on historical or projected information	0 point	s
1% - 20% of attendees are tourists based on historical or projected info	1 point	s
21% - 40% of attendees are tourists based on historical or projected info	2 point	S
41% - 60% of attendees are tourists based on historical or projected info	3 point	S
61% - 80% of attendees are tourists based on historical or projected info	4 point	
81% - 100% of attendees are tourists based on historical or projected info	5 point	s
Benefit to Tourism (economy) possible total points - 5		
higher point value given to events that encourage overnight stays		
higher point value given to events that have local business participation		
Self Sufficiency possible total points - 5		
100% of budget from ATAX request	0 point	s
80% - 99% of budget from ATAX request	1 point	
60% - 79% of budget from ATAX request	2 point	S
40% - 59% of budget from ATAX request	3 point	
20% - 39% of budget from ATAX request	4 point	
1% - 19% of budget from ATAX request	5 point	s
Miscellaneous possible total points – 10 (Only use if applicant does not qualify as a festival/event)		
Group Average Grand Point Total out of a possible 40 poi	nts	

Group Average % (out of 40 points)

Congregation Beth Yam Town of Bluffton 2023 Hanukkah Celebration

Festival/Event

Table Rating Matrix Scoring Sheet		Points Awarded
Advertising possible total points - 15		
Part 1 - 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 points	
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 - 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		
(examples Island Packet, Bluffton Today)	2 points	
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days Larger regional publications and electronic marketing within 100 miles (example Charleston or Savannah newspapers)	4 points	
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away	6 points	
(example Atlanta Journal/Constitution, Charlotte newspaper, Washington Post, Chicago Tribune) Nationally distributed newspapers/periodicals/electronic marketing	8 points	
(example, USA Today, New York Times, Time Magazine, Southern Living, airline in-flight magazines)	10 point	s
Tourist Facilities possible total points - 15		
higher point value given based on anticipated ratio of tourists to locals		
Festival/Event possible total points - 5		
higher point value given to requests for festivals or events		
length of event or festival should be considered. Is it an all-day event versus a two-hour event?		
higher point value could be awarded for multi-day festivals		
Bluffton Event possible total points - 5		
higher point value given to events held within the town limits of Bluffton		
higher point value given to events spanning multiple locations?		
Tourism Draw possible total points - 5		
0% of attendees are tourists based on historical or projected information	0 point	s
1% - 20% of attendees are tourists based on historical or projected info	1 point	:s
21% - 40% of attendees are tourists based on historical or projected info	2 point	s
41% - 60% of attendees are tourists based on historical or projected info	3 point	
61% - 80% of attendees are tourists based on historical or projected info	4 point	
81% - 100% of attendees are tourists based on historical or projected info	5 point	:S
Benefit to Tourism (economy) possible total points - 5		
higher point value given to events that encourage overnight stays		
higher point value given to events that have local business participation		
Self Sufficiency possible total points - 5		
100% of budget from ATAX request	0 point	s
80% - 99% of budget from ATAX request	1 point	:
60% - 79% of budget from ATAX request	2 point	s
40% - 59% of budget from ATAX request	3 point	s
20% - 39% of budget from ATAX request	4 point	s
1% - 19% of budget from ATAX request	5 point	s
Miscellaneous possible total points – 10 (Only use if applicant does not qualify as a festival/event)		
Group Average Grand Point Total out of a possible 40 po	ints	
Group Average % (out of 40 poi	nts)	