

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

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| 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

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| 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

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| 0% of attendees are tourists based on historical or projected information | 0 points |
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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

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| 100% of budget from ATAX request | 0 points |
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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)

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Group Average % (out of 40 points)

August 15, 2023

Historic Arts & Seafood Festival
2023 Arts & Seafood Festival

Attachment 17

Festival/Event

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