

Table Rating Matrix-----COMMITTEE AVERAGE POINTS-----**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	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

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
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)**