

Application Guidelines

The project must take place in, or demonstrate a significant impact on the city of Cornwall. Projects must be able to demonstrate their ability to increase tourist attendance, overnight stays and visitor spending in Cornwall. Details on how the project will be marketed outside the city and to potential tourists will be required, as well as any innovative strategies for improving the quality of the project or increasing visitor attendance and spending.

Projects must be financially responsible and should not count on the TDF for the success of their project. Receiving funds once does not guarantee funding in the future.

Applicants will be required to demonstrate how the funds will be used.

Applications that are requesting funds each year for an annual event are encouraged to highlight any new features and how the event intends to grow, or why it has reached its capacity.

Criteria

Mandatory Requirements

Applications must be able to demonstrate that the event, activity, product or infrastructure development (project) meet all the following conditions;

- ✓ Has the potential to draw tourists to the area, keep tourists in the area longer and or make the tourists experience positive and memorable
- ✓ Is complementary to the [Cornwall Tourism Strategic Plan](#)
- ✓ Will enhance the profile of Cornwall

Criteria for Evaluation

Applications meeting the mandatory requirements will be reviewed and evaluated by the TDF Advisory Committee, and the TDCC Board using the scoring matrix outlined in the Scoring Matrix of this document, (page 9) using the following criteria;

- ✓ Description of the project (business, event, tournament etc.)
- ✓ Marketing and other efforts used to draw tourists to the area

- ✓ Economic impact on the city and overnight stays
- ✓ Capacity for increased; tourist spending, profile or exposure of Cornwall, and or tourism assets
- ✓ Professional and experienced personnel / organizer(s)
- ✓ Sound budget and business strategy / plan

Evaluation Guidelines

Applications will go through 2 phases of evaluation. The first is the evaluation by the TDF Advisory Committee, guided by the scoring matrix outlined below. The Advisory Committee, as a group will determine a final score for each application and provide that along with supporting comments as a recommendation to the Board. The second phase of the evaluation is by each member of the Board following the same Scoring Matrix. Each Board member will provide a score for each application, and together with the recommendation of the AC will determine a final score for each application.

The Board has the final decision on the score and funding approval for each application.

Applicants are encouraged to use the following guidelines to develop their submissions. Understanding how the application will be evaluated will assist in providing the proper information. Applications will be evaluated based on the following criteria and given a score out of 100. The applicant's score will determine the maximum funding available to award.

Application Final Score	Maximum Funds available to Awarded
100 – 95	25% of project budget to a maximum of \$25,000
94 – 85	20% of project budget
84 - 75	15% of project budget
74 – 70	10% of project budget
Below 70	Not approved for funding

Scoring Matrix

Evaluation Criteria	Points
Project Description	10 points
Marketing and tourist draw	20 points
Overnight stays and economic impact	30 points
Contribution to tourism sector	20 points
Professional and experienced personnel	10 points
Sound budget and business strategy / plan	10 points
Bonus points	5 points

Project Description – 10 Points

(Maximum 300 words)

Provide details on your project explaining what it is and how it will contribute to the tourism industry. Include details such as but not limited to;

- Why the project is good for the community
- How the project will impact the tourism industry
- How the project aligns with the Cornwall Tourism strategic plan
- How the TDF will be recognized if funds are awarded

10-9 Points	The project will generate excitement in the community, has excellent potential to positively impact the tourism industry for several years, will recognize the TDF in a significant manner and aligns perfectly with the Cornwall Tourism Strategic Plan.
8-7 Points	The project will be well received by the community, has good potential to positively impact the tourism industry for 2 or more years, will recognize the

	TDF in an acceptable manner and aligns with the Cornwall Tourism Strategic Plan.
6-3	The project may be well received by some of the community, has some potential to positively impact the tourism industry, and somewhat aligns with the Cornwall Tourism strategic plan.
0-2	The project will likely not be supported by the majority of the community, has very little potential to positively impact the tourism industry, and there is very little alignment with the Cornwall Tourism strategic plan.

Marketing and other efforts to draw tourists to the area - 20 points

(Maximum of 350 words, plus scheduled plan)

Applicants should provide details on their marketing strategies specific to the tourist demographic. Include details on the following but not limited to;

- Who is the target market (age, family status, location, financial bracket, interests etc.)
- How will the target market be attracted to the area, and what messaging will be used
- What media outlets will be used
- If using local media, describe how that will assist in attracting tourists
- What outside advertising will be done to attract tourists to the area
- What partnerships will be made with media
- Specific details on marketing efforts and spending including, media, timeline, amount etc. (ex: \$1000 for a bi weekly, 3 month long, Facebook ad campaign highlighting photos from last years event and linking to the ticketing website)
- Scheduled marketing plan

20-18 Points	Clearly defined target market. Detailed and specific marketing plan that will increase the number of tourists attracted to the area. Innovative use of local and external media to increase target market reach. Clever and appropriate messaging to reach and engage with target market.
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19-16 Points	Defined target market with good use of media outlets. Detailed marketing plan that should increase the number of tourists attracted to the area. Appropriate messaging to reach and engage with target market.
15-10 Points	Vaguely defined target market with some use of media outlets. Somewhat detailed marketing plan that is unlikely to increase the number of tourists attracted to the area. Messaging is lacking and will likely not engage with target market.
9-0 Points	Target market and use of media outlets is unclear. Marketing plan is very basic, difficult to tell if it will draw tourists to the area. Messaging is undefined.

Overnight stays and economic impact on the city - 30 points

(Maximum 400 words)

Applicants should demonstrate how this project will contribute to the local economy and increase the overnight stays at Cornwall accommodation providers. Include details on the following but not limited to;

- How many overnight stays will be generated (estimated and/or confirmed)
- How the number of overnight stays was determined (actual numbers collected from previous years, estimated, teams booked etc.)
- Total number of anticipated tourists coming to the area for the project
- Activities and partnerships that will increase economic impact, tourist spending and overnight stays
- Location, structure or other considerations that will lead to increased economic impact, tourist spending and overnight stays

30-27 Points	Clear and specific detail and definition of how the project will lead to increased economic impact on the city: uses actual numbers and figures to demonstrate overnight stays, tourist attendance and other economic impacts on the city. Innovative ideas and partnerships are being used to promote increased economic impact and spending. A very strong economic impact is demonstrated.
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26-23 Points	Good detail and definition of how the project will lead to increased economic impact on the city: uses mostly actual numbers and figures and/or a combination of numbers and figures and valid estimates to demonstrate overnight stays, tourist attendance, and other economic impacts on the city. Ideas and partnerships are present that will promote increased economic impact and spending. A solid economic impact is demonstrated.
22-10 Points	Limited detail and definition of how the project will lead to increased economic impact on the city: provides no numbers and figures or relies solely on estimates to demonstrate overnight stays, tourist attendance, and other economic impacts on the city. There is a lack of partnerships or other ideas to increase economic impact and tourist spending. A modest economic impact is demonstrated.
9-0 Points	Very limited detail and definition of how the project will lead to an increased economic impact on the city: provides no numbers and figures or relies solely on estimates to demonstrate overnight stays, tourist attendance, and other economic impacts on the city. A very low economic impact is demonstrated.

Contribution to the tourism sector - 20 points

(Maximum 250 words)

Applicants should demonstrate how the project will positively contribute to the Cornwall tourism sector and how it will positively impact the tourism industry. Include details on the following but not limited to;

- How the project will increase the profile of Cornwall
- How the project will highlight Cornwall as a tourist destination
- Job creation (potential or confirmed)
- Any regional, provincial, national or international exposure
- How the project will complement the current tourism assets
- Partnerships with other tourism assets
- Innovative ways to increase return/extended visits

20-18 Points	Significant positive exposure highlighting Cornwall as a tourist destination outside the SDG area. Possible job creation. The project will make an outstanding contribution to the local tourism industry. Innovative partnerships and activities that are sure to increase the visitors stay or encourage a return trip.
19-16 Points	Positive exposure highlighting Cornwall as a tourist destination outside the SDG area. . Possible job creation. The project will be a welcomed contribution to the local tourism industry. Partnerships and activities are being used to increase the visitors stay or encourage a return trip. Demonstrates a solid contribution to the local tourism sector.
15-10 Points	Very little positive exposure highlighting Cornwall as a tourist destination outside the SDG area. The possibility for job creation is unlikely, however the project will make a fair contribution to the local tourism industry. Innovative partnerships and activities designed to increase the visitors stay or encourage a return trip is lacking. Demonstrates a basic contribution to the local tourism sector.
9-0 Points	No positive exposure highlighting Cornwall as a tourist destination outside the SDG area. No job creation, and the projects contribution to the local tourism industry is insignificant. No clear outline of any innovative partnerships and activities to increase the visitor stays or encourage a return trip. Demonstrates a poor contribution to the local tourism sector.

Professional and experienced personnel - 10 points

(Maximum of 200 words)

Applicants should demonstrate how the personnel / organizing group have succeeded in the past working on similar ventures and provide details on any experts that may be joining the team. Details should include, but are not limited to;

- Past relevant experiences of personnel / organizing committee
- Displayed success in similar events or projects
- If new to the concept why and how the group will be successful
- Any partnership, mentorship of other training programs being used

- Years experience of personnel involved
- What happens should the main organizer become ill (back up plan)
- How volunteers/students/staff will be used effectively and efficiently

10-9 Points	It has been clearly demonstrated that personnel have a great deal of experience and success with similar projects. The organizing group is calling on experts to assist where required. There are a number of programs in place to ensure all personnel will succeed with back ups. Detailed description of how volunteers/students/staff will be effectively used.
8-7 Points	It has been demonstrated that personnel have adequate experience and success with similar projects. The organizing group recognizes their limitations and is seeking help where required. There is a program and back up plan in place. Description of how volunteers/students/staff will be used.
6-3 Points	There is some demonstration that personnel have experience and success with similar projects. There are limited programs in place to ensure all personnel will succeed with back ups. Lack of detailed description of how volunteers/students/staff will be effectively used.
2-0 Points	There is no demonstrated experience or success by involved personnel. The organizing group is not seeking any assistance where required. There are no programs in place to ensure all personnel will succeed with back ups. Details on of how volunteers/students/staff will be effectively used are very unclear.

Sound budget (5 points) and business strategy / plan (5 points) -10 points

(Maximum of 200 words + budget file)

Applicants should demonstrate a clear and savvy business plan/strategy as well as a complete project budget. It is important that the project make financial and business sense. The following details should be included, but not limited to;

- Complete project budget with a full breakdown of costs, and revenues
- Other funding/grants received or applied for

- How the project will continue to grow or why it has reached its capacity
- The general plan for success
- Goals and measurable objectives
- Details on what TDF funds will specifically be used for

Budget

4-5 Points	The budget is clear, detailed, well thought out and is compatible with plans for project. Both expenses and revenues are demonstrated, with a clear description of what the TDF funds will be used for.
0-3 Points	The budget is lacking clarity, detail, thoughtfulness and or is not compatible with plans for project. Expenses and/or revenues are not clearly demonstrated, and there is a lack of clarity on what the TDF funds will be used for.

Plan

4-5 Points	The plan/strategy is clear, detailed and well thought out. There are clear goals and measures for success. The plan demonstrates a consistent ability and desire to grow
0-3 Points	The plan/strategy is somewhat clear, detailed and well thought out. There are some clear goals and measures for success. The plan does not demonstrate an ability nor desire to grow.

Bonus 5 points

Applicants are encouraged to demonstrate throughout the application how the project is NEW and/or innovative, along with any other information that may assist in achieving bonus points.

Bonus points will be provided in the following manner

2 Points = Project takes place between October and May
3 Points = Project is a new innovative tourism asset
2 Points = Project has a new innovative feature for a recurring project