



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

## EXPLORE TWO RIVERS OPPORTUNITY GRANT APPLICATION QUESTIONS AND SCORING RUBRIC

### TOURISM EVENT NARRATIVE

- A. Event Description: Provide a detailed description of the event, its significance to tourism in Two Rivers, and whether it's a new or continuing event. If continuing, provide attendance and budget details from the previous year.
- B. Market Impact: Describe the event's location(s), projected numbers of tourism visitors, and overnight hotel stays. Explain how the event's success may be measured beyond attendance.
- C. Project Readiness: Outline the schedule for organizing and hosting the event.
- D. Project Sustainability: Detail the sustainability plan, including responsibility for operating and maintaining the event, commitments to future events, and existing fund investments.
- E. Justification of Need for Grant Funds: Explain why grant funds are necessary to support the event's success.

### REQUIRED ATTACHMENTS

1. Event Overview/Description
2. Event Budget (Include how grant funds will be used.)
3. Mock-up of all Marketing Material to include City of Two Rivers Logo
4. Marketing plan for the event
5. How will this grant generate overnight stays within the City of Two Rivers?
6. How did you or your organization calculate the estimated number of overnight stays?
7. Any other helpful information?

**Note: Notify the Tourism Director of any changes to the proposed event.**

### EVALUATION REQUIREMENTS

Provide an evaluation of the promotional effort by the end of the granting calendar year, including:

- Media used to promote the event.
- Target markets.
- Comparison of estimated vs. actual attendance.
- Approximate number of City of Two Rivers hotel room nights booked and estimation methodology.

### APPLICATION EVALUATION RUBRIC

**Applicants should use the Application Questions and Scoring Rubric as their guide to submitting a competitive grant proposal.**

The scoring rubric will be used by the panel to evaluate grant applications. Application questions are provided for reference only. Applicants must review and complete application requirements in the application. Each section has criteria and corresponding point values to ensure a fair review process. The rubric is on a scale of 24 points.

**Project Significance and Appeal**

Briefly describe the event for which you are seeking support. How was the event, performance, production, or exhibition chosen or developed? What is the artistic, nature, historic or cultural significance of the event, performance, production or exhibition, and how does it appeal to the broader public to enable a tourism marketing opportunity? Include estimated local and out-of-county attendance figures, if known, and an explanation of how estimates were developed.

<b>PROJECT SIGNIFICANCE:</b>	<b>3 points possible</b>	
3	2	1
Project is highly significant and demonstrates broad appeal to the public as a tourism opportunity and a draw for out-of-county visitors.	Project has some significance and demonstrates average appeal to the public as a tourism opportunity. May or may not draw out-of-county visitors.	Project lacks significance and does not demonstrate appeal to the public as a tourism opportunity. Primarily a draw for local residents.

**Applicant Readiness/Capacity**

Has your organization previously hosted events, performances, exhibitions or productions of a similar size and caliber? If so, how have these experiences prepared you for this project, and what past learning will you apply to make it even better? How will your organization leverage outside expertise and strategic partnerships to address any gaps in your knowledge or capacity and to make the project a success?

<b>APPLICANT READINESS/CAPACITY:</b>	<b>3 points possible</b>	
3	2	1
Applicant has extensive experience hosting or presenting significant arts, nature, historic and cultural projects and demonstrates their readiness to host this project by leveraging outside expertise and strategic partnerships	Applicant has some experience hosting or presenting significant arts nature, historic, and cultural events and demonstrates adequate readiness to host this project	Applicant lacks experience hosting or presenting significant arts, nature, historic and cultural events. Concerns exist around their readiness to host this project.

**Case for Support**

<b>CASE FOR SUPPORT:</b>	<b>3 points possible</b>	
3	2	1
Case for support is exemplary and merits investment from Explore Two Rivers.	Case for support is adequate	Case for support is inadequate or does not merit state investment.

### Marketing Strategy

How will you market the event, performance, or exhibition to tourists? Who is the defined target audience for the event, performance, or exhibition, and does it represent or include a new segment of visitors?

What specific strategies are in place to reach and attract the defined audience or segment, and how were those strategies developed?

<b>MARKETING STRATEGY:</b>	<b>3 points possible</b>	
3	2	1
Plans for marketing the event to tourists are excellent. The applicant has clear and detailed strategies in place to reach a defined audience / market segment.	Plans for marketing the event to tourists are of average quality. The applicant has some strategies in place to reach a defined audience / market segment.	Plans for marketing the event to tourists are below average. The applicant does not identify strategies to reach a defined audience / market segment.

### Measurement and Evaluation

How will you measure visitation and evaluate the success of the event, performance, production or exhibition? Describe the plans, processes and personnel in place to carry out this work.

<b>MEASUREMENT AND EVALUATION</b>	<b>3 points possible</b>	
3	2	1
Plans for measuring visitation and evaluating the success of the project are excellent. Goals are measurable and strategic.	Plans for measuring visitation and evaluating the success of the project are of average quality	Plans for measuring visitation and evaluating the success of the project are below average

### Media Samples

Submit up to five media samples that provide additional context for the project. Media samples may include promotional material, work samples, letters of support or other material that enhances the case for support. Do not submit additional narrative or lists of web links. The title must identify the media support material.

<b>SUPPORT MATERIAL:</b>	<b>3 points possible</b>	
3	2	1
Support material is highly relevant to the application and demonstrates organizational excellence.	Support material relates to the application and is of average quality.	Support material is not relevant to the application and/or is of poor quality.

### Partnership and Collaboration

What partners are currently involved in the planning and/or implementation of the event, performance, production or exhibition? Specifically, how are recreation, hospitality, travel, and entertainment partners involved to amplify the success of the event, performance, production or exhibition?

<b>PARTNERSHIP AND COLLABORATION:</b>	<b>3 points possible</b>	
3	2	1
Project involves multiple partners and collaborators including the recreation, hospitality, travel, and entertainment industries. Confident that the partnerships in place will amplify the success of the project.	Project involves limited partners and collaboration with recreation, hospitality, travel, and entertainment industries. Uncertain if the partnerships in place will amplify the success of the project.	Project involves no partners or collaboration with recreation, hospitality, travel, and entertainment industries.

### Special Emphasis on the Shoulder Season

The Explore Two Rivers Board of Directors is placing special emphasis on events that draw people to the community during the “shoulder season”. Shoulder season starts in late fall and ends in early spring. Your proposal should include an estimate of how many participants may be staying overnight as a result of your event.

<b>SHOULDER SEASON EVENT:</b>	<b>3 points possible</b>	
3	2	1
An event that falls within the “Shoulder Season” that will result in a significant number of overnight stays.	An event that falls within the “Shoulder Season” that will result in a few overnight stays. Predominantly a day trip event.	Predominantly a day trip event.