



Tourism Marketing Grant Attachment B: Grant Rubric

Criteria	Excellent (3 Points)	Adequate (2 Points)	Needs Improvement (1 Point)
Project Concept- Clarity of purpose, easy to understand project description that tightly fits HCCVB grant program priorities			
Project Audience- Degree to which project is targeted and focused on an audience			
Project Goals- Clear plan of administration including goals, success measures and timelines for implementation			
Project Data Collection- Clear plan of data collection and ability to collect, organize and disseminate data to necessary parties			
Project Budget- Budget is clear and appears highly feasible for the activities proposed			
Project Sustainability- Degree to which project is sustainable beyond funding period			



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