

Grand Junction VCB Special Event Funding – Event Review Form

Applicant / Organization _____

Event _____ Date of Event _____

1. Multiple Date Event / partnered with another event?

- 1 day = 1 point
 - 2 days = 3 points
 - 3 or more days = 5 points
- _____

2. Annual Event (sustainable beyond one year?)

- Annual Event = 5 points
 - One Time Event = 0 points
- _____

3. Time of Year Scheduled:

- Off Season (Nov–Feb) = 5 points
 - Shoulder Season (Oct, Mar, Apr) = 3 points
 - High Season (May–Sept) = 1 point
- _____

4. New, unique and innovative event

- 1st Year Event = 5 points
 - 3-5 years old = 3 points
 - Over 5 years old = 1 point
- _____

5. Percentage of out-of-town participants / attendees

- Less than 30% = 1 point
 - 30-60% = 3 points
 - Over 60% = 5 points
- _____

6. Number of Hotel Room Nights

- 0-50 room nights = 1 point
 - 51-150 room nights = 3 points
 - Over 150 room nights = 5 points
- _____

7. Income to area economy / ROI

- Under \$100K = 1 point
 - \$100K – \$500K = 3 points
 - Over \$500K = 5 points
- _____

8. Efforts to secure funding from outside sources/other sponsors

- 1–3 sponsors = 1 point
 - 4–6 sponsors = 3 points
 - Over 6 sponsors = 5 points
- _____

9. PR Value of Event (For GJ & VCB)

- Low = 1 point
 - Medium = 3 points
 - High = 5 points
- _____

10. Benefit to community, beyond a single business/org. (i.e. - percentage given to a nonprofit?)

- Low = 1 point
 - Medium = 3 points
 - High = 5 points
- _____

11. Overall effectiveness of the marketing plan

- Poor = 1 point
 - Average = 3 points
 - Excellent = 5 points
- _____

12. Effort to execute event without continued support

- Low = 1 point
 - Medium = 3 points
 - High = 5 points
- _____

***Bonus Points – Are they doing a sales lead through the VCB? If yes, +2 points*

Notes:

Total Points: _____ / 60 points possible

Evaluated by: _____ **Date:** _____