

**Event Grant Application Scoring System  
(For applicant reference)**

<b>Item</b>	<b>Description</b>	<b>Points System</b>	<b>Score</b>
Impact on the Town	The application includes how the event will increase lodging, diners and retail sales to Wilmington.	High Impact: <b>3</b> Medium Impact: <b>2</b> Low Impact: <b>1</b>	
Event Attendance	Event Description complete and thorough. Number of expected attendees.	Attendees more than 500: <b>3</b> Attendees greater than 250 fewer than 500: <b>2</b> Attendees fewer than 250: <b>1</b>	
Advertising	How and where will the event be advertised?	National including State, Region, and Local: <b>3</b> State, Region, and Local: <b>2</b> Local only: <b>1</b>	
Matching funds & Budget	Committed Matching funds (in-kind & cash and who is providing those funds).	50% or more <u>Cash</u> Match: <b>3</b> 10%-49% <u>Cash</u> Match: <b>2</b> All In-Kind Match: <b>1</b>	
Organization	The capacity of the organization to carry out the event. Previous success of events.	Highly capable organization: <b>3</b> Had some successful events: <b>2</b> Unknown successful events: <b>1</b>	
Quality of the Application	Thoroughness and quality of the application.	Fully completed application: <b>3</b> Some omitted information: <b>2</b> Vague and/or missing information: <b>1</b>	

**Scores below 10 will not receive funding.**

**Total Score** \_\_\_\_\_