

# Foo Foo Festival Application Score Sheet



Committee Member \_\_\_\_\_

Applicant Name \_\_\_\_\_

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| <p><b>1. Timing and content requirements</b><br/>                 • Does it fill in weekdays to keep visitors past the week-end?<br/>                 • Is it an anchor event?</p>                                                                                                                | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>2. Program affect on success of festival mission</b><br/>                 • Is the quality of this proposed event one that it will bring visitors back?</p>                                                                                                                                 | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>3. Uniqueness, Innovation, Creativity &amp; Expression</b><br/>                 • Is this unique or original?<br/>                 • Does it stretch its usual repertoire?<br/>                 • Will it add something to this festival that is not found in other festivals?</p>          | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>4. Marketing &amp; PR Plan of Activity</b><br/>                 • Is your marketing plan dynamic and exciting?<br/>                 • Does your marketing plan have the potential to draw in event goers?</p>                                                                               | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>5. Appeal for a diverse tourist and local market</b><br/>                 • Does it offer a draw that is both compatible to the mix of offerings?<br/>                 • Does it offer something that will reach a different audience?</p>                                                  | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>6. National marketing and messaging appeal</b><br/>                 • What is the regional draw for this participant?<br/>                 • Does it reach the target demographic or a diverse population?<br/>                 • Can the organization tap its existing market?</p>         | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>7. Infrastructure and staff to deliver programming</b><br/>                 • Do you have the appropriate staff or volunteer staff for your event?</p>                                                                                                                                      | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>8. Infrastructure and staff to manage and comply with accounting expectations</b><br/>                 • Has the group done similar events?<br/>                 • Were they successful?<br/>                 • Are they realistic about their ability to deliver the product proposed?</p> | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>9. Measurements for validating return on investment or program success</b><br/>                 • Can you lay out what will make your event a success?</p>                                                                                                                                  | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p><b>10. Use of funds</b><br/>                 • Is the budget realistic and well thought-out?<br/>                 • Does the organization tap its own fundraising and organizational resources?<br/>                 • Is it a prudent use of public funds?</p>                                | <p>1 2 3 4 5 6 7 8 9 10</p> |

**TOTAL TALLIED SCORE** \_\_\_\_\_

**Notes:** \_\_\_\_\_  
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