



Niagara Benchlands Destination Development Fund
Evaluation Matrix 2024

Name of Project:	
Name of Business/Organization:	
Funding Amount Requested:	

PROJECT & PROGRAM ALIGNMENT

Total: / 21 points

/ 10	/ 6	Is the project led by a business/organization of strategic importance to the tourism economy of the Town of Lincoln?
	/ 2	<i>Does the organization's core business have a measurable impact on Lincoln's tourism economy?</i>
	/ 2	<i>Does the organization's project align with their organizational mandate and strategic plan?</i>

Notes:



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PROJECT & PROGRAM ALIGNMENT Cont.

/ 11	/ 6	Does the project support Lincoln’s overall tourism economy as well as support the overall goals of the Niagara Benchlands Destination Development Fund?
	/ 2	<i>Will the funding requested be used to advance the success of the project?</i>
	/ 3	<i>Does the project encompass cross-sector collaboration amongst other tourism-based businesses, organizations, and key suppliers in the Town of Lincoln’s tourism ecosystem?</i>

Notes:



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ECONOMIC IMPACT

Total: / 14 points

/ 14	/ 6	Does the project create opportunities for job creation, increased visitor spending, and increased destination awareness? Particularly in the areas of tourism, culture, and value-added agriculture?
	<i>/ 2</i>	<i>Does the project support the creation of full-time job creation? Provide opportunities to maintain full-time employees?</i>
	<i>/ 2</i>	<i>Does the project support the creation of part-time job creation? Provide opportunities to maintain part-time employees?</i>
	<i>/ 4</i>	<i>Does the project outline solid rationale to draw external visitors to Lincoln and create opportunities for increased visitor spending and overnight stays?</i>

Notes:



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INCLUSION & DIVERSITY

Total: / 10 points

/ 10	/ 6	Does the application outline a strong accessibility and inclusivity plan, that supports underrepresented groups such as women, Indigenous Peoples, Members of Official Language Minority Communities, Age-Friendly Communities, Persons with disabilities, racialized communities, LGBTQ2+?
	<i>/ 2</i>	<i>Does the project provide services or programs that are accessible, equitable and inclusive?</i>
	<i>/ 2</i>	<i>Does the project appeal to/attract diverse audiences?</i>

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MARKETING & OUTREACH

Total: / 12 points

/12	/6	Does the project have the potential to increase destination awareness by attracting external visitors, including locally, nationally, and internationally?
	<i>/ 2</i>	<i>Does the project outline strategic marketing tactics to draw external visitors to Lincoln?</i>
	<i>/2</i>	<i>Does the project outline outreach methods to attract visitors from outside of Niagara? Ontario? Canada?</i>
	<i>/2</i>	<i>Will the project actively use email/website/social media tools to achieve results?</i>

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BUSINESS/ORGANIZATION ABILITY & CAPACITY

Total: /13 points

/13	/6	Does the Business/Organization demonstrate the ability to fully implement the project?
	<i>/1</i>	<ul style="list-style-type: none"> • <i>Application is complete and the intended purpose of the project is clearly understood.</i>
	<i>/2</i>	<ul style="list-style-type: none"> • <i>Does the organization demonstrate a history of successfully managing and implementing similar projects?</i>
	<i>/2</i>	<ul style="list-style-type: none"> • <i>Has the organization demonstrated the ability to achieve successful attendance, economic impacts, and other benefits due to organizational tourism activations?</i>
	<i>/2</i>	<ul style="list-style-type: none"> • <i>Does the organization outline an appropriate budget to implement the project?</i>

Notes:



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EVALUATION SUMMARY

Total: _____ / 70	Date:
Award Amount Recommended:	Signature: