



NTDF COMMITTEE EVALUATION CRITERIA

Economic and Neighborhood Impact (55 Points)
<p>1. Tourism Appeal: Does the proposal appeal to residents and tourist to actively participate in Kansas City neighborhoods? Will the activity attract visitors and build new audiences? (15 pts)</p>
<p>2. Tourism Promotion: Will the project contribute to recognition and promotion of Kansas City as a tourist destination? Will it promote a positive image for the City of Kansas City Missouri? Will it increase awareness of the City's amenities, history, facilities and natural environment? (15 pts)</p>
<p>3. Benefit to Community: Will the activity have a measurable and positive impact to the neighborhood? Will the activity have a benefit (short term or long term) to the community? (15 pts)</p>
<p>4. Marketing / Outreach Strategy: Does the applicant propose to market the event broadly and/or collaborative with other programmatic organizations and with the hospitality industry? (10 pts)</p>
Activity/Program Merit and Excellence (25 Points)
<p>1. History of Excellence: Does the proposed activity/program have a history of success? If a first-time activity, does it have a high probability of success? (10 pts)</p>
<p>2. Evidence of Support: Does the activity evidence a high degree of partnerships, including volunteers, corporate, business, civic, and/or evidence of neighborhood and community support? (10 pts)</p>
<p>3. Measure of Success: Does the organization conduct ongoing planning and program evaluations with appropriate use of tools to measure program/activity success or effectiveness? (5 pts)</p>
Organizational Capacity (20 Points)
<p>1. Management Capacity: Does the organization and/or its leadership demonstrate an ability to successfully execute a cultural, social, ethnic, historic, educational and/or recreational activity? Does the organization or its leadership demonstrate use of effective management practices in the areas of finance, administration, marketing and production? (10 pts)</p>
<p>2. Project Budget Feasibility: Does the proposed activity/program and associated project budget appear feasible? Does the proposed budget have sufficient funding from an appropriate variety of sources to be successful? (5 pts)</p>
<p>3. Organizational Stability: Does the organization demonstrate a history of financial health and stability? (5 pts)</p>