

Attractions and Tourism Product Development Application

Evaluation Guidelines

<p>Economic Impact</p> <ul style="list-style-type: none">• Potential for increase in tourist attendance, overnight stays and visitor spending in Cornwall• Potential for economic benefit (employment, training opportunities, further business / partnership opportunities)• Audience development initiatives at reaching Cornwall's broad diverse community• Contribution to field or community of interest (eg. Arts, heritage, agriculture, sports, outdoor adventure) <p>Notes:</p>	/ 50
<p>Profile</p> <ul style="list-style-type: none">• Regional, national or international media exposure• Positively impacts the view of Cornwall in the media• Highlights Cornwall as a tourist destination• Aligns with Cornwall's Strategic Plan <p>Notes:</p>	/20

<p>Merit</p> <ul style="list-style-type: none"> • Innovative business, marketing, financial strategies or activities, that will improve the visitors experience and increase visitation and spending • Clear vision that aligns with tourism strategy • Successful track record / experience of achievement in similar ventures • Qualified, experienced and professional leaders <p>Notes:</p>	<p>/20</p>
<p>Viability</p> <ul style="list-style-type: none"> • Sound and detailed business plan • The project is fiscally-responsible, with a solid budget • Employment opportunities align with needs • Potential for success and sustainability <p>Notes:</p>	<p>/10</p>

Additional or Bonus Points:

Suggested Funding: \$