

Foo Foo Festival Application Score Sheet



Committee Member _____

Applicant Name _____

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| <p>1. Timing and content requirements</p> <ul style="list-style-type: none"> • Does it fill in weekdays to keep visitors past the week-end? • Is it an anchor event? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>2. Program affect on success of festival mission</p> <ul style="list-style-type: none"> • Is the quality of this proposed event one that it will bring visitors back? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>3. Uniqueness, Innovation, Creativity & Expression</p> <ul style="list-style-type: none"> • Is this unique or original? • Does it stretch its usual repertoire? • Will it add something to this festival that is not found in other festivals? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>4. Marketing & PR Plan of Activity</p> <ul style="list-style-type: none"> • Is your marketing plan dynamic and exciting? • Does your marketing plan have the potential to draw in event goers? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>5. Appeal for a diverse tourist and local market</p> <ul style="list-style-type: none"> • Does it offer a draw that is both compatible to the mix of offerings? • Does it offer something that will reach a different audience? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>6. National marketing and messaging appeal</p> <ul style="list-style-type: none"> • What is the regional draw for this participant? • Does it reach the target demographic or a diverse population? • Can the organization tap its existing market? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>7. Infrastructure and staff to deliver programming</p> <ul style="list-style-type: none"> • Do you have the appropriate staff or volunteer staff for your event? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>8. Infrastructure and staff to manage and comply with accounting expectations</p> <ul style="list-style-type: none"> • Has the group done similar events? • Were they successful? • Are they realistic about their ability to deliver the product proposed? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>9. Measurements for validating return on investment or program success</p> <ul style="list-style-type: none"> • Can you lay out what will make your event a success? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>10. Use of funds</p> <ul style="list-style-type: none"> • Is the budget realistic and well thought-out? • Does the organization tap its own fundraising and organizations resources? • Is it a prudent use of public funds? | <p>1 2 3 4 5 6 7 8 9 10</p> |
| <p>11. COVID-19 Health & Safety*</p> <ul style="list-style-type: none"> • Will attendees feel comfortable and safe attending? • Is there a back-up plan in place if CDC guidelines or instructions from local and state officials in effect at the time of the Festival would prevent the current proposed layout of the event? | <p>1 2 3 4 5 6 7 8 9 10</p> |

TOTAL TALLIED SCORE _____

Notes: _____

