Tourism Product Development Grant
Grant Rubric

CRITERIA	EXCELLENT (3 POINTS)	ADEQUATE (2 POINTS)	NEEDS IMPROVEMENT (1 POINT)
Project Concept: Clarity of purpose, easy to understand description that fits into ENCI grant program priorities			
Project Audience: Degree to which project is targeted and focused on an outside audience.			
Project Goals: Clear plan of administration including goals, measures of success, and timelines for implementation.			
Project Data Collection: Clear plan of data collection and ability to collect, organize and disseminate data to necessary parties.			
Project Budget: Budget is clear and appears highly feasible for activities proposed.			
Project Sustainability: Degree to which project is sustainable beyond funding period.			