

Evaluation Guidelines

How Will Projects Be Evaluated?

The project must take place in, or demonstrate a significant impact on the Interlake region. Projects must be able to demonstrate their ability to increase tourist attendance, overnight stays and/or visitor spending in the Interlake. Details on how the project will be marketed to potential tourists will be required, as well as any innovative strategies for improving the quality of the project or increasing visitor attendance and spending.

Projects will be evaluated and recommended for support based on the strength of the information included in the application package. Special consideration will be given to those who have *not* previously received program support. Applicants whose projects are recommended for support will be required to sign a funding agreement outlining the terms of the project.

Please wait to receive notification that your project has been approved and you have signed a funding agreement prior to incurring costs.

Note: Priority will be given to projects that benefit the region on an ongoing basis and occur during the shoulder season.

Mandatory Requirements

Applications must be able to demonstrate that the event, activity, product or infrastructure development (project) meet all the following conditions;

- ✓ Has the potential to draw tourists to the area, keep tourists in the area longer and or make the tourists experience positive and memorable
- ✓ Is complementary to the [Provincial Tourism Strategy](#)
- ✓ Will enhance the tourism sector in the Interlake

Criteria for Evaluation

Applications meeting the mandatory requirements will be reviewed and evaluated by the TDF Committee using the scoring matrix, which is outlined in the Scoring Matrix of this document, (page 9) using the following criteria;

- ✓ Description of the project (activity, event, tourism product, etc.)
- ✓ Marketing and other efforts used to draw tourists to the area

- ✓ Economic impact on the region and overnight stays
- ✓ Promote Interlake region for increased; tourist spending, profile or exposure of Manitoba's Interlake, and/or tourism assets
- ✓ Professional and experienced personnel / organizer(s)
- ✓ Sound budget and project impact/evaluation

Evaluation Guidelines

Applications will go through 2 phases of evaluation. The first is the evaluation by the TDF Committee, guided by the scoring matrix outlined below. The Committee, as a group will determine a final score for each application and provide that along with supporting comments as a recommendation to the Executive Board.

The Executive Board will be updated on the selected applications and will approve the funding for each application.