**Section 510.160 Evaluation and Selection Process**

a) The Department's internal review committee shall conduct an evaluation of each Application. Each question will be scored using a rating system of 1-10 with 10 being the highest possible score per question, with a maximum possible score of 100. The criteria used in determining whether an Application will be considered for a grant award include, but are not limited to, the following:

1) To what extent does the Project promote a viable Tourism Attraction, Tourism Destination or Tourism Event located within 30 miles of an area with Supporting Visitor Services?

2) To what extent is the Project part of the Applicant's overall marketing plan?

3) To what extent does the Project include repeat marketing efforts and to what extent do the results from those efforts justify repeat funding?

4) To what extent do the geographic advertising markets appear reasonable and based upon research?

5) To what extent will a majority of the marketing be targeted to attract visitors from outside 50 miles?

6) To what extent does the Project encompass multiple attractions, municipalities, or counties?

7) To what extent does the Project demonstrate how it will increase visitation, length of stay and/or Tourism expenditures from outside 50 miles?

8) To what extent does the Project include tracking and evaluation measures?

9) To what extent will the Project have a significant impact on the area's overall tourism efforts?

10) To what extent will the Project have a significant impact on the State's overall tourism efforts?

b) The scores of the Department's internal review committee are averaged to obtain the Application's total score. An Application must receive a minimum of 60 of 100 possible points to be considered eligible for funding. The internal review committee shall forward all eligible Applications, together with its recommendations, to the Director for final determination. During the final review process, the Director will determine whether an eligible Application is awarded a grant.

(Source: Amended at 35 Ill. Reg. 18608, effective October 28, 2011)