**Section 510.360 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 includes, but is not limited to, the following:

1) To what extent is the event being held within 30 miles of an area with Supporting Visitor Services?

2) To what extent are the costs itemized on the budget reasonable and necessary to hold the event?

3) To what extent will the event be marketed to visitors from areas outside 50 miles of the event?

4) To what extent will the event attract visitors from outside a 50-mile radius?

5) To what extent will the event generate media coverage outside the local area?

6) To what extent will the event increase visitation, length of stay and/or Tourism expenditures from outside 50 miles?

7) To what extent are there established tracking and evaluation measures for the event?

8) To what extent will State and local tax revenue will be generated (assuming 6.9 cents in State and local taxes generated for every $1 in visitor expenditures) in comparison to the amount requested?

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

10) To what extent will the event 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 out 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)