**Section 555.90 Evaluation and Selection Process**

a) The Department's internal review committee shall evaluate each Application. The criteria used in determining whether an Application will be considered for a grant award includes, but is not limited to, the potential to increase overnight stays in Illinois and/or demonstrate the potential to develop international marketing materials or efforts as described in Section 555.40. Each question will be scored using a rating system of 1 through 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 funding include the following:

1) To what extent does the Project support and augment the international tourism efforts of the Illinois Bureau of Tourism?

2) To what extent is the Project part of a marketing plan based upon research to increase international visitors to the area?

3) To what extent does the Project have potential interest, or show existing interest, for the chosen international market?

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

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

6) To what extent are there measurable ways to evaluate the Project's effectiveness and return on investment?

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

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

9) To what extent is the destination visitor-ready for international visitors?

10) The effectiveness of the applicant's overall efforts.

b) The Department's internal review committee's scores are averaged to obtain the Application's final score. An Application's final score must be at least 50 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 review and determination. During the final review process, the Director will determine whether an eligible Application is awarded a grant.

(Source: Amended at 38 Ill. Reg. 3577, effective January 23, 2014)