



## Timmins Municipal Accommodation Tax Fund - Evaluation Matrix

Rating 0 to 5: 0 incomplete, 1 very weak, 2 weak, 3 average, 4 strong, 5 very strong

<b>TOURISM STRATEGY AND WORKPLAN</b>	<b>15 %</b>
Do the organization and its proposed activities align with the goals of the City of Timmins tourism strategy and work plan?	
Is there a demonstrated need for the project or activities proposed?	
Is this a tourism-related project?	
<b>ECONOMIC IMPACT</b>	<b>35 %</b>
Does the project increase the number of out-of-town visitors?	
Does the project increase visitors spending?	
Does the project directly or indirectly increase overnight stays?	
Does this project secure new private sector tourism investment?	
Does the project enhance any of existing infrastructure or new construction (e.g. tourist facilities/ attractions?)	
Does the project support the creation of direct or indirect jobs?	
Does the project encourage partnerships between local organizations?	
<b>EXPOSURE AND REACH</b>	<b>25 %</b>
Does the organization have a marketing and promotional plan to key external markets and local markets?	
Does the project benefit the City of Timmins by increasing public awareness and understanding of the tourism sector?	
Does the project have potential to generate significant exposure for the City of Timmins?	
Does the project enhance the profile of the City of Timmins as a tourism destination locally and/or at the regional, provincial, national, and/or international level?	
Does the project enhance the competitiveness of Timmins tourism products and experiences?	
<b>ORGANIZATIONAL EFFECTIVENESS AND FINANCIAL HELP</b>	<b>25 %</b>
Does the applicant have a business plan and appropriate experience and governance in place to be successful?	
Does the applicant demonstrate responsible financial management through its past financial track record?	
Does the applicant demonstrate financial need? Is there evidence of an accumulated surplus?	
Is the projected budget balanced and realistic? Is it financially viable?	
Has the applicant demonstrated initiative or success in attempting to generate other revenue than the MAT Fund (e.g. fundraising, sales other grants etc.)?	

Please note not all questions will apply to each application.

