

RSAD Grant Scoring Rubric

Scoring criteria. Applications that are received by the deadline established by IEDA and determined to be eligible by IEDA staff will be given a numerical score between 0 and 100. The higher an application’s numerical score, the more likely it will receive funding under the program. The criteria used to score the applications and the maximum number of points that may be attributed to each criterion are as follows:

| Economic Impact – 30 Points | | | |
|---|--|---|---|
| 30 | 25 | 20 | 15 |
| <ul style="list-style-type: none"> • Economic Impact form is filled out • The hotel numbers provided are credible based on previous hotel usage for similar events. • Will benefit the economy statewide and locally. • Event clearly enhances Iowa’s visibility as a destination for out-of-state travelers • Shows the highest economic impact | <ul style="list-style-type: none"> • Economic Impact form is filled out • The hotel numbers provided are credible based on previous hotel usage for similar events. • Will benefit the economy statewide and locally. • Event demonstrates clear tourism economy enhancement. • Shows an above-average economic impact. | <ul style="list-style-type: none"> • Economic Impact form is filled out • The hotel numbers provided are credible based on previous hotel usage for similar events. • Will benefit the economy statewide and locally. • Event demonstrates clear tourism economy enhancement. • Shows an average economic impact. | <ul style="list-style-type: none"> • Economic Impact form is filled out • The hotel numbers provided utilize a combination of estimations, anecdotal information and previous hotel usage for similar events • Will benefit the economy more locally than statewide. • Some media coverage anticipated. Event may fill identifiable market gap in calendar, be singular or trending etc. • Shows an average economic impact. |
| 10 | 5 | 0 | |
| <ul style="list-style-type: none"> • Economic Impact form is filled out • The hotel numbers provided utilize a combination of estimations, anecdotal information and previous hotel usage for similar events • Will benefit the economy more locally than statewide. • Unlikely that media, other than local, will report on the event. • Shows a below-average economic impact. | <ul style="list-style-type: none"> • Economic Impact form is filled out • The hotel numbers provided rely on estimations and anecdotal information. • Will benefit the economy locally only. • Unlikely that media, other than local, will report on the event. • Shows below-average economic impact | <ul style="list-style-type: none"> • Economic Impact form is not filled out completely • The hotel numbers provided rely on estimations and anecdotal information. • Application is unclear and poorly composed. • Unlikely that media, other than local, will report on the event. • Shows little to no economic impact | |

Innovation (Novelty & Quality) – 20 Points: Applications may include events that meet eligibility requirements (not held in Iowa within the past three years). However, higher scores will be awarded to events that are completely new to Iowa.

| 20 | 15 | 10 | 5 | 0 |
|---|--|--|--|---|
| <ul style="list-style-type: none"> All sporting events are new to Iowa. Applicant has explained several exceptional distinct qualities that position event(s) as unique opportunity for anyone who hosts (inaugural event, expansion to new market, significant tier) | <ul style="list-style-type: none"> Includes sporting events that are either new to Iowa or the region. Applicant has described several significant distinct qualities and the event brings something new to Iowa No proposed events have been sponsored by the applicant in the past three years. | <ul style="list-style-type: none"> Includes sporting events that are either new to Iowa or the region. Applicant has listed more than one distinct event quality (first time in Iowa, unique format, expanded scope, etc.) No proposed events have been sponsored by the applicant in the past three years. | <ul style="list-style-type: none"> No new Iowa events are included in the application. All events are new to the region or applicant. No proposed events have been sponsored by the applicant in the past three years. | <ul style="list-style-type: none"> No new events <p>Applicant has met minimum criteria regarding distinctive qualities and may have listed at least one distinct quality compared to other Iowa events</p> |

| Event Size & Scope – 10 Points | | |
|---|---|---|
| 10 | 5 | 0 |
| <ul style="list-style-type: none"> • Size form is completed and filled with potential attendance figures for participants, spectators and officials. • No question on the estimated attendance numbers provided. • Event attendance will be tracked with a clear plan for reporting. • A data informed rationale is given for estimate of first time Iowa visitors with a plan for tracking and reporting. • Each sporting event is clearly described in the application | <ul style="list-style-type: none"> • Size & Scope form is completed and filled with potential attendance figures for participants, spectators and officials. • There are some questions on the estimated attendance numbers provided. • There are questions regarding how the events will be tracked and reported on. • Each sporting event is briefly described in the application. • | <ul style="list-style-type: none"> • Size & Scope form is <u>not</u> completed and filled with potential attendance figures for participants, spectators and officials. • Application is unclear and poorly composed. |

| Leverage Fund Ratio – 15 Points | | |
|--|---|--|
| 15 | 10 | 0 |
| <ul style="list-style-type: none"> • The proportion of state funds to total funds in the application shows an above-average rate of financial participation from entities other than the state of Iowa. | <ul style="list-style-type: none"> • The proportion of state funds to total funds in the application shows average financial participation from entities other than the state of Iowa. | <ul style="list-style-type: none"> • The proportion of state funds to total funds in the application show below-average financial participation from entities other than the state of Iowa. |

| Need – 15 Points | | |
|--|---|--|
| 15 | 10 | 0 |
| <ul style="list-style-type: none"> Clearly articulates a need for state funds. Clearly articulates sporting events that have never before been funded under the program or under another state program. The sporting events <u>will not</u> go forward without state funding. | <ul style="list-style-type: none"> Clearly articulates a need for state funds. Clearly articulates sporting events that have never before been funded under the program or under another state program. The sporting events will go forward without state funding. | <ul style="list-style-type: none"> Does not express a clear need for state funds. Does not articulate sporting events that have never before been funded under the program or under another state program. The sporting events will go forward without state funding. |

| Geographic Diversity – 10 Points | |
|--|--|
| 10 | 0 |
| <ul style="list-style-type: none"> Based on the pool of applicants, the applicant is geographically diverse | <ul style="list-style-type: none"> Based on the pool of applicants, the applicant is not geographically diverse |