

Blue Signs - Historical Markers Information - Sign Matrix Evaluation

<p>Sign Name, [Location TAGS]</p>	<p>Scoring Key: Max 30 points</p>	<p>Marketing - Brand and Thematics (Product) One point for each category it checks (max 10 pts) <i>1st/Tourism/Women's Rights/War/Indigenous/ Entrepreneur/Agriculture-Food/Education/Land-Lakes/Transportation/Religion/Preservation</i></p>	<p>Marketing Extension (Promotion) One point for each category it checks (max 3 pts) Extends to: <i>Another County, Another Region in NYS; Another State</i></p>	<p>Marketing - Place One point on scale 1-2-3 (max 3 pts) <i>Foot Traffic, Visibility, Connections (i.e. FLCC Same Story for in multiple places)</i></p>	<p>Position (Accessibility) One point for each category (max 5 pts) <i>Parking (pull off); Safety - security; wireless receptivity; disability; visibility</i></p>	<p>People One Point for each category (max 4 pts) <i>Enthusiasm to tell story; access to assets for story; non-controversial story; readiness</i></p>	<p>Sustainability, Future applications, tie to NYS Promos Five Points Bonus (max 5 pts) <i>America 250; Women's Rights; Rev. War; Underground; Diversity</i></p>	<p>Historian Support Five Points Bonus (max 5 pts)</p>	<p>Roadblocks, Approvals, etc. REMOVE POINTS (max -10 pts) <i>SEQR, Municipal Restrictions, History Fact Checking hold-ups</i></p>
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