

**Hawai'i Tourism Authority's
Community Enrichment Program and Signature Events Program
Scoring Criteria Rubric**

Project Components (1-50 points):

| Points | Criteria |
|---------------|---|
| 1-15 points | Meets minimum number of criteria outlined; proposal contains missing or unclear content; may contain typos or errors. |
| 16-25 points | Meets just above the minimum criteria outlined; proposal contains missing or unclear content; may contain typos or errors. |
| 26-35 points | Meets some of criteria outlined; may contain typos, errors or unclear content. |
| 35-45 points | Meets majority of criteria outlined; content is presented in clear and concise manner; no typos or errors. |
| 46-50 points | CEP - Meets all seven criteria/SEP – Meets all nine criteria; content is presented in clear and concise manner; no typos or errors. |

Project Impact and Performance Measures (1-20 points):

| Points | Criteria |
|---------------|---|
| 1-5 points | Program demonstrates minimal to no community and visitor industry impact; positive impacts are not clear; KPI not substantial. Resource needs not adequately addressed; unclear if project will be sustainable in future years. |
| 6-10 points | Program demonstrates some community and visitor industry impact; positive impacts are somewhat clear; KPI are lacking. Resource needs are somewhat addressed. |
| 11-15 points | Acceptable number of measures identifying positive community impact and economy. Resource needs are stable and clearly addressed. Project has foundation for future project sustainability. |

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| 16-20 points | Significant measures identified demonstrating positive impact on Hawaii's community and visitor industry future. Positive impacts to the community and economy are clearly identified in the proposal. Resource needs are strongly addressed. Project demonstrates sustainability in the direction of future projects that could be planned. |
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Organizational Capacity (1-10 points):

| Points | Criteria |
|-------------|---|
| 1-3 points | Not clear how project will be implemented and executed; community network not evident; little to no past experience on similar project. No past performance with a HTA contract. |
| 4-7 points | Somewhat clear how project will be implemented and executed; Minimal community network; Some past experience on similar project. Worked with HTA on a past contract. |
| 8-10 points | Clear how project will be implemented and executed; community network is established; Demonstrated and successful past experience on similar project. Worked with HTA on multiple past contracts. |

Project Budget (1-20 points):

| Points | Criteria |
|-------------|--|
| 1-5 points | Project demonstrates minimal to no organized financial capability; budget doesn't seem feasible and sources of revenue aren't clear. Estimated expenses aren't reasonable and don't appear comparable to a similar event or activity. Relatively little to no other support or matching funds. |
| 6-10 points | Project demonstrates some organized financial capability; budget seems relatively feasible and minimal sources of revenue. Estimated expenses are somewhat |

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| | reasonable and comparable to similar events or activities. Some support and matching funds. |
| 11-15 points | Project demonstrates organized and financial capability; budget is feasible and lists sources of revenue. Estimated expenses are reasonable and comparable to similar events or activities. Community support is evident with matching funds. |
| 16-20 points | Project is clearly organized and shows significant financial capability; budget reflects strong sources of revenue. Estimated expenses are less than similar events or activities. Community support is evident with matching funds exceeding fund allocation. |