		EVENTS and/or ORGANIZATIONS								
CRITERIA	**POINTS**	**Seafood & Sips**	**White Wine Fest**	**Whale Fest**	**Pinot Fest**	**Art in the Gardens**	**Winesong**	**Music Fest**	**Film Fest**	**Harvest Fest**
SEASON										
Winter (3)										
Shoulder (5)										
High (1)										
Event Area										
Countywide (5)										
Regional (3)										
Community Specific (1)										
Visitor Appeal										
Visitors Only (5)										
Visitors & Locals (4)										
Locals Only (1)										
Percentage of Visitors to Locals										
80-20 (5)										
70-30 (5)										
60-40 (4)										
50-50 (3)										
40-60 (2)										
30-70 (1)										
20-80 (0)										
Encourages Overnight Stays (Visitors or Locals)										
Yes (5)										
No (1)										
Encourages local spending/economy?										
Yes (5)										
No (1)										
Does event/organization mission/values align with VMC mission/values?										
Yes (3)										
No (1)										
Will VMC's image be enhanced by supporting event?										
Yes (3)										
No (1)										
Benefits community? E.g. charitable org; economically										
Yes (3)										
No (1)										
Expected attendance?										
<250 (1)										
251-500 (2)										
501-1000 (3)										
1001 - 1,500 (4)										
>1,500 (5)										

Unique Event										
Yes (3)										
No (1)										
Does Event Audience Match VMC Target Demo										
Yes (5)										
No (1)										
Best way to serve event:										
Financial Support										
Promotional Support										
Other										