

Tourism Event Support Request Evaluation Criteria

Criteria for evaluating request for City of Peterborough tourism support for events to provide a clear, consistent framework for assessing event requests and determining level of support provided.

The City of Peterborough, through its tourism and event services, receives requests from organizers seeking support for events, which may include marketing, in-kind services, or funding.

Use of the evaluation criteria assists with ensuring that support is directed to events that contribute to tourism, economic, cultural, and community objectives.

The criteria are used for evaluating external requests for City tourism support.

Evaluation process

Event organizers submit requests through the City's Special Events Application, Sport Facility Request Form, or a dedicated tourism support form for groups outside these processes.

Organizers provide information on projected attendance, tourism impact, local economic contributions, and support needs.

Tourism program staff evaluate requests using the Tourism Event Support Request Evaluation Criteria.

Evaluation criteria

- **Tourism impact:** Projected overnight stays, visitors from outside the region, and economic activity generated.
- **Economic contribution:** Estimated visitor spending, vendor/local business participation, and overall economic benefit.
- **Brand alignment:** Potential to enhance Peterborough's tourism profile, media coverage, and audience reach.
- **Event viability and sustainability:** Event track record, organizer experience, and potential for growth or adaptation.

- **Community and cultural benefits:** Engagement of local businesses, alignment with community and cultural priorities.
- **Strategic fit:** Alignment with the City's Tourism Strategy and broader municipal objectives.

Evaluation scoring

10 – Exceeds the requirements of the criterion in superlative beneficial ways/very desirable.

9 – Exceeds the requirements of the criterion in ways which are beneficial to the City's needs

8 – Exceeds the requirements of the criterion but in a manner which is not completely beneficial to the City's needs

7 – Fully meets all requirements of the criterion.

6 – Adequately meets most of the requirements of the criterion.

5 – Addresses most, but not all, of the requirements of the criterion to minimal acceptable level.

4 – Barely meets most of the requirements of the criterion to the minimum acceptable level.

3 – Poor to Very Poor

2 – Minimally addresses some, but not all, of the requirements of the criterion. Lacking in critical areas.

1 – Very Poor to Unsatisfactory

0 – Does not satisfy the requirements of the criterion in any manner.

Support levels

Event Score	Examples of support
80–100%	Direct funding, marketing, in-kind services, promotional support
60–79%	Marketing, limited-in-kind services, promotional tools
40–59%	Event calendar listing, visitor information, maps/guides
Below 40%	Event calendar listing only