



STA Evaluation Worksheet

Summary Document

Last Updated: 13 September 2018

Below is a brief summary of the STA's Evaluation Worksheet. This document should be used as a guide by applicants to help ensure the completeness of their applications.

I. General

In this section, the STA reviews the completeness of the application and ensure that all questions have been addressed in full. Furthermore the STA will look to ensure that the applicant is forthcoming with information and is transparent with their organizations mission et al. Finally the STA considers whether or not this is a returning applicant and what the previous interactions with the applicant were like.

II. Budget

The STA will consider the request based on the completeness of the requested budget, looking specifically for a complete and comprehensive look at the group's finances. Consideration will also be given to the potential revenue generated from this activity, and what that may mean for Sturbridge. Finally if this is a returning applicant, the STA will examine the group's previous requests, what the return on the investment was, and whether or not the request is now more sustainable thanks to previous STA request.

III. Event

This section is only applicable to those who are promoting/hosting an event. The STA will examine the anticipated number of attendees to the event as well as the cost to the participants. The STA is specifically going to look at whether or not the event will bring overnight stays to Sturbridge and whether or not it will generate room revenues for local hotels.

IV. Marketing / Promotion

The STA will consider what the applicant is promoting and how Sturbridge is presented. Furthermore if this is a returning applicant, the STA will review previous marketing data to determine if past investments proved fruitful.

V. STA Mission

The final category is a review of how much the request adheres to the STA's overall mission. The STA favors applicants who will utilize local businesses, bring a community type event, and support the overall mission of the STA.