Project Name	Strategic Fit (1-5)	Visitor Impact (1-5)	Feasibility (1-5)	Budget Tier ($-$$$)
Example: Project A	4	5	3	$$
Project A				
Project B				
Project C				
Project D				
Project E				
Project F				
Project G				

Total Score

12

Objective: To objectively rank visitor engagement initiatives based on strategic alignment, e

1. Strategic Fit (1-5) *Does this align with our core mission to increase overnight stays and extend t*

1: Low alignment *(Mainly serves locals; low tourism draw)*

3: Moderate alignment *(Enhances town vibe but may not drive trips)*

5: High alignment *(Directly drives "heads in beds" or extends length of stay)*

2. Visitor Impact / "Stickiness" (1-5) *Does this create a memorable experience or "Instagrammab*

1: Low impact *(Passive or unnoticed by visitors)*

3: Moderate impact *(Nice to have, but not memorable)*

5: High impact *(Creates unique memories, photos, or UGC sharing)*

3. Feasibility (1-5) *How realistic is execution given our current staff, volunteers, and time?*

1: Low feasibility *(Requires heavy ongoing management or specialized skills we lac*

3: Moderate feasibility *(Achievable with some strain on resources)*

5: High feasibility *(Plug-and-play; minimal ongoing oversight required)*

4. Budget Tiers

$: *Under $2,500 (Discretionary / Low Risk)*

$$: *$2,500 - $10,000 (Requires Budget Approval)*

$$$: *$10,000+ (Major Capital Project / Grant Funding Needed)*

economic impact, and feasibility.

the tourist season?

ole" moment that drives loyalty/word-of-mouth?

k)