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|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|
|                                                                                                                                                     |                                                                                             |  |  |  |  |  |  |  |  |
| <b>Objective:</b> To objectively rank visitor engagement initiatives based on strategic alignment, economic impact, and feasibility.                |                                                                                             |  |  |  |  |  |  |  |  |
|                                                                                                                                                     |                                                                                             |  |  |  |  |  |  |  |  |
|                                                                                                                                                     |                                                                                             |  |  |  |  |  |  |  |  |
| <b>1. Strategic Fit (1-5)</b> Does this align with our core mission to increase overnight stays and extend the tourist season?                      |                                                                                             |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>1: Low alignment</b> (Mainly serves locals; low tourism draw)                            |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>3: Moderate alignment</b> (Enhances town vibe but may not drive trips)                   |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>5: High alignment</b> (Directly drives "heads in beds" or extends length of stay)        |  |  |  |  |  |  |  |  |
|                                                                                                                                                     |                                                                                             |  |  |  |  |  |  |  |  |
| <b>2. Visitor Impact / "Stickiness" (1-5)</b> Does this create a memorable experience or "Instagrammable" moment that drives loyalty/word-of-mouth? |                                                                                             |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>1: Low impact</b> (Passive or unnoticed by visitors)                                     |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>3: Moderate impact</b> (Nice to have, but not memorable)                                 |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>5: High impact</b> (Creates unique memories, photos, or UGC sharing)                     |  |  |  |  |  |  |  |  |
|                                                                                                                                                     |                                                                                             |  |  |  |  |  |  |  |  |
| <b>3. Feasibility (1-5)</b> How realistic is execution given our current staff, volunteers, and time?                                               |                                                                                             |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>1: Low feasibility</b> (Requires heavy ongoing management or specialized skills we lack) |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>3: Moderate feasibility</b> (Achievable with some strain on resources)                   |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>5: High feasibility</b> (Plug-and-play; minimal ongoing oversight required)              |  |  |  |  |  |  |  |  |
|                                                                                                                                                     |                                                                                             |  |  |  |  |  |  |  |  |
| <b>4. Budget Tiers</b>                                                                                                                              |                                                                                             |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>\$:</b> Under \$2,500 (Discretionary / Low Risk)                                         |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>\$\$:</b> \$2,500 - \$10,000 (Requires Budget Approval)                                  |  |  |  |  |  |  |  |  |
|                                                                                                                                                     | <b>\$\$\$:</b> \$10,000+ (Major Capital Project / Grant Funding Needed)                     |  |  |  |  |  |  |  |  |