

Objective: To objectively rank visitor engagement initiatives based on strategic alignment, economic impact, and feasibility.									
1. Strategic Fit (1-5) Does this align with our core mission to increase overnight stays and extend the tourist season?									
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 "Instagrammable" moment that drives loyalty/word-of-mouth?									
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 lack)									
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)									