

The PLACES Initiative Scoring Rubric



Applicant:

Project:

Committee Member:

Strategic Foundation

PLACES supports projects, experiences, and initiatives that strengthen Hendricks County as an appealing, connected, competitive destination while improving quality of life for residents and enhancing visitor experiences.

Strategic Plan connection: strengthen destination appeal, support community vitality, improve visitor experiences, and invest in quality-of-place opportunities that benefit both residents and visitors.

Destination Development priorities: events; arts and culture; accessibility and inclusivity; outdoor activities and amenities; connectivity and wayfinding; placemaking and quality-of-place improvements.

Application Section

Points

Maximum

Applicant Information		
Is the project located in Hendricks County?* (Yes / No (Disqualified))		
Are all fields in this section adequately completed?		10
Applicant Located in Hendricks County? (Yes (10 points) / No (0 points))		10
Comments:		
Section Total:		20

Project		
How will this project improve Hendricks County as a place for residents and/or visitors?*		50
How much community impact, visitor benefit, destination development outcome, or long-term value will this project will create?*		50
Is the project adequately described?		20
Comments:		
Section Total:		120

Strategic Alignment		
How does this project support the Visit Hendricks County Strategic Plan?		50
Comments:		
Section Total:		50

Readiness / Budget		
How ready is the project to proceed?		20
Does the budget make sense, and does the non-VHC funding seem solid?		20
If necessary, do they have adequate matching commitments?		20
Comments:		
Section Total:		60

Bonus Section		
Does this project create something new, expand on current offerings, activate an underused space or asset, pilot a promising idea, or could it inspire future investment, partnerships or broader impact?		50
Comments:		
Section Total:		50



Total	Maximum
	300