

# Appendix B:

## Evaluation Documents

Adapted from Community Tourism Development (4th edition), by C.C. Messer, 2017, Minneapolis, MN: University of Minnesota Tourism Center. Copyright 2017 by University of Minnesota Extension. Adapted with permission.

Contact the Destination Development Specialist at MOT for an editable version for your use.

### Evaluation of Attractions

Directions: Using the inventory sheets, record the attractions that apply to your destination under the corresponding category. Rate the attraction using the scales above each column. You may add as many rows as necessary to match your inventory list and print sheets off for ease of use, especially if you are using volunteers to assist with the work. These directions apply to the attraction evaluation sheets below.

<b>Natural &amp; Scenic</b>	1= Heavily Distressed, Altered, Fragmented, Showing Heavy Impacts 2= Somewhat Disturbed, Fragmented, Showing Human Wear and Tear 3= Moderately Rehabilitated, Supports Habitats & Species 4= Pristine, Continuous & Undisturbed 5= Recommend No Development	1= Visually Unappealing, Neglected, Human Impacts 2= Distressed Landscape in Process of Repair 3= Landscape Well Maintained, Managed & Attractive 4= Landscape Elements are Naturally (Not Man-Made) Beautiful with Vistas, Mountain Peaks, Waterfalls, etc., Harmonious and Inspirational (Artists)	1= Local 2= Regional 3= State/National 4= International	1= No Recreational Opportunities 2= Some Opportunities Minimal/No Infrastructure/ Amenities/ Interpretation 3= Several Recreational Opportunities, Including Trail, Interpretive, and Amenities 4= Exceptional Recreational Opportunities & Amenities Including Interpretation	
<b>Attraction Name &amp; Notes</b>	<b>Natural Qualities</b>	<b>Scenic Qualities</b>	<b>Significance</b>	<b>Recreation</b>	<b>Average Rating</b>

<b>Cultural, Historical &amp; Architectural</b>	1= No Historical Relevance Apparent 2= Historic Aspects Negatively Affected 3= Historical Significance that Educates and Adds Another Dimension 4= Strong Interpretive Component	1= Minimal or Negative Cultural Significance (negative ex. Cock fighting) 2= Cultural Aspects Negatively Affected (Sacred Site) 3= Cultural Aspect Complements the Destination and Adds Another Dimension 4= Strong Interpretive Component	1=Inaccessible 2=Difficult to find & access; little to no signage 3=Accessible; can be found; some signage 4=Fully accessible; easy to find; good signage, parking, entry 5=All of #4 plus close to town/amenities	1= Local 2= Regional 3= State/National 4= International	
<b>Attraction Name &amp; Notes</b>	<b>Historic Significance</b>	<b>Cultural Significance</b>	<b>Accessibility</b>	<b>Market Significance</b>	<b>Average Rating</b>

<b>Recreational Attractions</b>	1= Extremely poor; remove from service 2= Poor to fair 3= Good; needs work 4= Very good 5= Excellent; newly opened	1=Inaccessible 2=Difficult to find & access; little to no signage 3=Accessible; can be found; some signage 4=Fully accessible; easy to find; good signage, parking, entry	1= Local 2= Regional 3= State/National 4= International	1= Overused 2= Heavily used 3= Moderately used 4= Limitedly or not used	1= Single season 2= Multiple seasons 3= Year-round	
<b>Attraction Name &amp; Notes</b>	<b>Condition</b>	<b>Accessibility</b>	<b>Significance</b>	<b>Utilization</b>	<b>Seasonality</b>	<b>Average Rating</b>

<b>Entertainment &amp; Sports</b>	1=Poor, unsafe 2=Poor to fair 3=Good; needs work 4=Very good; safe, comfortable, clean 5=Excellent; newly opened	1=Inaccessible 2=Difficult to find & access; little to no signage 3=Accessible; can be found; some signage 4=Fully accessible; easy to find; good signage, parking & entry/ticketing	1=Local 2=Regional 3=State/National 4=International	1=No services 2= Limited services 3=Multiple levels of service 4=Full service	1=Single Season 2=Multiple Seasons 3=Year-round	
<b>Attraction Name &amp; Notes</b>	<b>Condition</b>	<b>Accessibility</b>	<b>Significance</b>	<b>Level of Service/Amenities</b>	<b>Seasonality</b>	<b>Average Rating</b>

<b>Tours &amp; Educational</b>	1= Needs Work 2= Average 3= Good 4= Superior	1= Lacks Authenticity 2= Minimal Authenticity 3= Somewhat Authentic 4= Authentic	1= Several Similar 2= Average 3= Regional 4= National	1= Passive 2= Some Interactivity 3= Very Interactive & Educational	1= Local/Adjacent Areas 2= Regional 3= Metropolitan (In-State) 4= Multistate 5= International	
<b>Attraction Name &amp; Notes</b>	<b>Quality</b>	<b>Local Flavor</b>	<b>Uniqueness</b>	<b>Interactivity</b>	<b>Appeal</b>	<b>Average Rating</b>

<b>Special Events</b>	1= Needs Work 2= Average 3= Good 4= Superior	1= Lacks Authenticity 2= Minimal Authenticity 3= Somewhat Authentic 4= Authentic	1= Several Similar 2= Average 3= Regional 4= National	1= Passive 2= Some Interactivity 3= Very Interactive & Educational	1= Local/Adjacent Areas 2= Regional 3= Metropolitan (In-State) 4= Multistate 5= International	
<b>Attraction Name &amp; Notes</b>	<b>Quality</b>	<b>Local Flavor</b>	<b>Uniqueness</b>	<b>Interactivity</b>	<b>Appeal</b>	<b>Average Rating</b>

<b>Agricultural Attractions</b>	1= Needs Work 2= Average 3= Good 4= Superior	1= Lacks Authenticity 2= Minimal Authenticity 3= Somewhat Authentic 4= Authentic	1= Several Similar 2= Average 3= Regional 4= National	1= Passive 2= Some Interactivity 3= Very Interactive & Educational	1= Local/Adjacent Areas 2= Regional 3= Metropolitan (In-State) 4= Multistate 5= International	
<b>Attraction Name &amp; Notes</b>	<b>Quality</b>	<b>Local Flavor</b>	<b>Uniqueness</b>	<b>Interactivity</b>	<b>Appeal</b>	<b>Average Rating</b>

<b>Health &amp; Wellness/Lifestyle</b>	1= Needs Work 2= Average 3= Good 4= Superior	1= Lacks Authenticity 2= Minimal Authenticity 3= Somewhat Authentic 4= Authentic	1= Several Similar 2= Average 3= Regional 4= National	1= Passive Interactivity 2= Some Interactivity 3= Very Interactive & Educational	1= Local/Adjacent Areas 2= Regional 3= Metropolitan (In-State) 4= Multistate 5= International	
<b>Attraction Name &amp; Notes</b>	<b>Quality</b>	<b>Local Flavor</b>	<b>Uniqueness</b>	<b>Interactivity</b>	<b>Appeal</b>	<b>Average Rating</b>

## Evaluation of Community Services

Using the inventory sheets, record the services that apply to your destination under the corresponding category. For example, “hotels” would go beneath Accommodations & Lodging. Right click to add as many rows as are required to match your inventory list. In the following columns, rate the services on a scale of 1-4 or 5 using the key above each column. For the appeal column, consult a manager from the specific property involved for accuracy. In the notes section, record any details, potential markets, visitor demographics, problems or concerns.

	1= Barely Meets Current Needs 2= Meets Local/Regional Needs 3= Good for Current Needs and Growth 4= Can Handle Visitors for the next 5 Years	1= Poor 2= Fair 3= Good 4= Superior	1= No Variety 2= Fair (Needs More) 3= Good Variety 4= Excellent Variety	1= Local/Adjacent Areas 2= Regional 3= Metropolitan (in-state) 4= Multistate 5= International		
<b>Service Category</b>	<b>Quantity</b>	<b>Quality</b>	<b>Diversity</b>	<b>Appeal</b>	<b>Average Rating</b>	<b>Notes:</b>
<b>Accommodations &amp; Lodging:</b>						
<b>Food Service &amp; Dining:</b>						
<b>Retail &amp; Specialty Merchandise:</b>						
<b>Miscellaneous:</b>						

# Evaluation of Infrastructure Services

Please rate each service that applies to your destination using the key above each column on a scale of 1-4. Use the notes section to record any details, problems or concerns.

	1= Poor/ None 2= Fair 3= Good 4= Excellent	1= Poor/None 2=Fair 3= Good 4= Excellent	1= Needs improvement 2= Fair 3= Good 4= Superior			
	<b>Access/ Quantity</b>	<b>Quality (Condition)</b>	<b>Staffing/ Facilities</b>	<b>Average Rating</b>	<b>Notes:</b>	<b>Priority Rank</b>
<b>Airports</b>						
<b>Ambulance Services</b>						
<b>Benches/Rest Areas</b>						
<b>Bicycle Lanes</b>						
<b>Boat/Ferry Services</b>						
<b>Broadband Internet/Cable</b>						
<b>Charging Stations (Electric Cars)</b>						
<b>Comprehensive Plan</b>						
<b>Direction Signage</b>						
<b>Downtown Appearance</b>						
<b>Downtown Lighting</b>						
<b>Electric Power</b>						
<b>Emergency Road Services</b>						
<b>Fire Protection</b>						
<b>Gas Service</b>						
<b>Handicap Access</b>						
<b>Landscaping</b>						
<b>Local/County Roads</b>						
<b>Major U.S. Highway</b>						
<b>Medical Facilities/ Hospitals</b>						
<b>Other Mass Transit</b>						
<b>Police Protection</b>						
<b>Public Bus Services</b>						
<b>Public Parking</b>						

## Evaluation of Infrastructure contd.

	1= Poor/ None 2= Fair 3= Good 4= Excellent	1= Poor/None 2=Fair 3= Good 4= Excellent	1= Needs improvement 2= Fair 3= Good 4= Superior			
	<b>Access/ Quantity</b>	<b>Quality (Condition)</b>	<b>Staffing/ Facilities</b>	<b>Average Rating</b>	<b>Notes:</b>	<b>Priority Rank</b>
<b>Public Rest Rooms</b>						
<b>Road Maintenance</b>						
<b>Search &amp; Rescue</b>						
<b>Sewer/Waste Disposal</b>						
<b>Sidewalks</b>						
<b>Snow Removal</b>						
<b>State Highways/Roads</b>						
<b>Storm Drainage</b>						
<b>Street Cleaning</b>						
<b>Telephone Services</b>						
<b>Tourist Information</b>						
<b>Town Entrances</b>						
<b>Traffic Flow Management</b>						
<b>Trail Maintenance</b>						
<b>Train/Railway Services</b>						
<b>Trash Receptacles</b>						
<b>Water Bottle Refill Stations</b>						
<b>Water Supply</b>						
<b>Other:</b>						

### Resources Reviewed:

- Fermata, Inc. *Strategic Plan for Implementing the Maine Nature Tourism Initiative*. Augusta: Maine Office of Tourism. September 2005. Print.