

Appendix D
Project Assessment and Evaluation Criteria

SOUTHERN MARYLAND HERITAGE TOURISM MANAGEMENT PLAN PROJECT ASSESSMENT & EVALUATION CRITERIA

- Project/program is likely to provide a return on investment in heritage tourism or result in greater visitor spending.
- Project/program is likely to stimulate public community/neighborhood investment/reinvestment.
- Project/program is likely to stimulate private sector investment in real estate or new businesses/jobs.
- Project is ready to go. Plans have been developed and if funding were available the project could be completed in less than two years.
- Project has been fully conceptualized but no specific plans for construction have been developed.