



COMMUNITY DEVELOPMENT AUTHORITY

Scoring Considerations

Category	Criteria
1. Innovation/ Unmet Need	Event represents a new offering for the downtown area or meets a need that is otherwise unmet in downtown event programming.
2. Alignment with City's Comprehensive Plan Vision	Clearly aligns with the City's vision as stated in the Comprehensive Plan. "The City of Middleton is a sustainable, urban community with an exceptional quality of life that is rooted in environmental stewardship. We are a thriving and safe community accessible to all, and we celebrate diversity and equitable opportunities for all people."
3. Expected Attendance	Realistic and well-supported attendance projections that demonstrate community interest.
4. Tourism Potential	Event has potential to attract attendees from outside the community and contribute to local economic activity.
5. Growth and Sustainability	Shows evidence of financial or operational growth over time; demonstrates a path to self-sufficiency.