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Scoring Criteria for the Hudson River Valley National Heritage Area Heritage Development Grant Program

Funding Priorities, 80 points (Guidelines, Section V, page 3):

- Projects that feature a [designated Hudson River Valley National Heritage Area Site](#) (20 points)
- Projects that thematically or geographically connect multiple heritage sites (15 points)
- Projects that support diversity or target new audiences including urban or rural populations, youth, and minority populations (10 points)
- Projects that promote recreational activities and connections to local and regional recreational assets like the [Hudson River Greenway Trail System](#) and the [Empire State Trail](#) (10 points)
- Projects that are part of a larger local/regional/statewide heritage initiative like [Path Through History](#) or the [Hudson River Valley Ramble](#) (10 points)
- Projects that promote partnerships with other heritage sites, municipalities, and organizations (10 points)
- Projects that incorporate mechanisms for project or program sustainability beyond grant award (5 points)

Guidelines for each Category (choose one of two), 20 points (Guidelines, Section IV, page 4):

Category 1: Marketing and Promotion

- Initiatives that promote heritage sites as tourism destinations (7 points)
- Projects or strategies that will increase visitation to sites (7 points)
- Projects or strategies that market or promote multiple heritage sites or partners (6 points)

Category 2: Programming and Interpretation

- Programs that create or further develop opportunities for public education about our history (5 points)
- Experiential programming or interpretation (5 points)
- Projects that use technology to engage new audiences and visitors (5 points)
- Living history programs and reenactments (5 points)