

Local Asset	Visitor Ready	Almost Ready	Not Ready
Attractions:	a) Open a minimum of three days a week including one weekend day	a) Seasonal or more limited but regular hours/days of operation	a) Do not have regular operating hours or only open by appointment.
<i>Cultural</i>	b) Staffed	b) Staffed by volunteers	b) Self-guided
<i>Historic</i>	c) Programming, guided tours scheduled at least once a month	c) Limited programming or events	c) No programming or events
<i>Recreation</i>	d) Information available on site for visitors (exhibits, brochures, interpretive signs)	d) Limited on-site information	d) No on-site information available for visitors
<i>Natural sites</i>	e) Visible signage, lighting and well marked entrance/access	e) Limited signage, lighting and access	e) No signage, lighting. Access at personal risk.
<i>Man-made sites</i>	f) ADA Compliant	f) Limited accessibility	f) No accommodation for persons with disabilities
<i>Parks</i>	g) Public parking, restrooms available	g) Facilities and services may be limited	g) Limited or non-existent facilities
<i>Trails</i>	<i>Bonus: Authentic, Unique to destination</i>		
Accommodations:			
<i>Hotels</i>	A, E, F, G	A, E, F, G	A, E, F, G
<i>Motels</i>			
<i>B&Bs</i>			
<i>Inns</i>	FT/PT on-site staff includes manager, reception, security, maintenance, housekeeping	Limited or seasonal on site staff	No on-site staff
<i>Campgrounds</i>	Central Reservations System (by phone, online); credit cards accepted	Reservations accepted via e-mail or phone; some/all credit cards may not be accepted	No advance reservation; no credit cards accepted
<i>RV Park</i>	<i>Bonus: Significant to/ connection with destination</i>		
Restaurants:			
<i>Full-service restaurants</i>	A, B, E, F, G	A, B, E, F, G	A, B, E, F, G
<i>Fast Food Chains</i>			
<i>Diners</i>			
<i>Limited service (bakeries, delis)</i>	<i>Bonus: Specialty connected to the area (heirloom recipe, local sourced food, etc.)</i>		

Retail Stores: <i>Locally-owned Chains Specialty Art Studios/Galleries</i>	A, B, E, F, G	A, B, E, F, G	A, B, E, F, G
	<i>Bonus: Inventory includes locally or hand-made objects by local residents</i>		
Transportation/ Tour Company:	Public transportation available (taxis, buses, shuttles)	Limited public transportation available	No public transportation available
Visitor Services: <i>Information Guides Transportation Financial Services</i>	Pre-visit Information available (website, brochure, social media) with booking capability	Limited pre-visit information available (brochure, e-mail)	No pre-visit information available; no contact for advance information, communication
	Local expert guides available for groups, pre-booked tours	Limited availability of local experts	No local experts identified
	Banks and ATMs available	Some Banks and ATMs available	No banks or ATMs available
	Staffed Visitor Center available, signed	Visitor Kiosk or self-service information desk available, signed	No visitor center or information area available or signed
	On-site directional and informational signage	On-site directional signage	No directional or informational signage
Event or Festival: <i>Heritage Music Cultural Sports</i>	Annually scheduled event	Fluctuating date in same month each year	No consistent date
	At least five years old	At least three years old	No records or data available
	Organizational host with staff	Volunteer staff	No consistent management
	Specific theme, focus or goals	Loosely defined goals, theme	No focus or theme
	Operates as a business	Operates with limited funding	Operates without any permanent funding
	Positive ROI, measurable results for community	Some benefit to community	No documented benefit to community (ROI)
	<i>Bonus: Connection to destination (history, tradition, holiday, place-based activities)</i>		