

## Step 1: Assess the Potential

### HANDOUT: SITE ASSESSMENT FORM

Name of Site: \_\_\_\_\_

City/State: \_\_\_\_\_ Date: \_\_\_\_\_



**Critique:** Rate on scale of 1-10 with “10” as highest score

- |    |   |       |
|----|---|-------|
| 1. | General Appearance: exterior, landscape, signage          | _____ |
| 2. | Site Presentation:  |       |
|    | Historic Site: authenticity, preservation, interpretation | _____ |
|    | Cultural Site: exhibits, curatorial standards             | _____ |
| 3. | Significance to region:                                   | _____ |
| 4. | Accessibility: ADA compliance, hours/days of operation    | _____ |
| 5. | Organization: stability, strength, creativity, funding    | _____ |
| 6. | Quality of Tourist Services: gift shop, toilets, guides   | _____ |
| 7. | Marketing potential:                                      | _____ |
|    | <b>TOTAL</b>  | _____ |

Comments:

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Conducted By: \_\_\_\_\_ Date: \_\_\_\_\_

