

# Lodging Tax Advisory Committee Rating Sheet

Project Title \_\_\_\_\_

Evaluator \_\_\_\_\_

**Qualification Criteria:**

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| 1. Was the application received by the deadline date?         | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 2. Does the project benefit tourism as outlined in RCW 67.28? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 3. Is the application complete and address all issues?        | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 4. Is the applicant from Unincorporated Kitsap County?        | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 5. Did the applicant follow RFP guidelines?                   | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

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**Application Evaluation Criteria:**

Criteria	Maximum Score	Score
<p><b>Meets tourism-related purposes objectives</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Create and support tourism that results in long-term benefits to the community</i></li> </ul>	<b>15</b>	
<p><b>Draws Out-of-County Visitors: (4 points each)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Number of visits/overnight stays to be generated _____</li> <li><input type="checkbox"/> Duration of the activity or program _____</li> <li><input type="checkbox"/> Generate activities in off-peak seasons _____ <i>(provides overnight accommodation information)</i></li> <li><input type="checkbox"/> Uses local forms/resources for the program _____ <ul style="list-style-type: none"> <li>▪ <i>Map how to get here from outside of County</i></li> <li>▪ <i>Sent outside the County</i></li> <li>▪ <i>Uses more than one method to advertise (e.g. print, electronic, etc.)</i></li> </ul> </li> <li><input type="checkbox"/> New or first time activities _____</li> </ul>	<b>20</b>	
<p><b>Resources Available</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Do they identify other capital/labor sources?</i> _____ <ul style="list-style-type: none"> <li>▪ <i>Cash</i></li> <li>▪ <i>In-kind</i></li> </ul> </li> <li><input type="checkbox"/> <i>Seed money to establish an activity, program, organization or facility which will later function successfully on its own is preferred.</i> _____ <ul style="list-style-type: none"> <li>▪ <i>Is the requested funding essential to success of activity?</i></li> <li>▪ <i>Are there alternatives to Lodging Tax funding?</i></li> <li>▪ <i>Has the applicant leveraged labor and capital?</i></li> <li>▪ <i>Will the granted funds be used as seed money or on-going funding?</i></li> </ul> </li> </ul>	<b>20</b>	
<p><b>Provides measurable outcome performance indicators</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>How will they track tourism?</i> <ul style="list-style-type: none"> <li>a) _____</li> <li>b) _____</li> </ul> </li> </ul>	<b>15</b>	
<p><b>Budget information is clear and sufficiently detailed</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Does budget show what lodging tax dollars will be used for?</i> <ul style="list-style-type: none"> <li>a) _____</li> <li>b) _____</li> </ul> </li> </ul>	<b>10</b>	
<p><b>Project results in significant economic benefit to the community (4 points each)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Attract visitors</i> _____</li> <li><input type="checkbox"/> <i>Increase awareness of county amenities</i> _____</li> <li><input type="checkbox"/> <i>Build new audiences</i> _____</li> <li><input type="checkbox"/> <i>Benefits overall community</i> _____</li> <li><input type="checkbox"/> <i>Promotes a positive image of Kitsap County</i> _____</li> </ul>	<b>20</b>	
<b>TOTAL</b>	<b>100</b>	

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