

# **ATTACHMENT A** **LODGING TAX EVALUATION FORM**

<b>Organization:</b>				
<b>Project Title:</b>				
<b>Evaluator:</b>				
<p><b>Qualification Criteria:</b>          These criteria can help ensure that lodging tax funds are allocated to projects that maximize tourism and economic benefits for the community. The criteria will be weighted with associated number system and will be added to the end of the evaluation process.</p> <p>1 – 10 scale (1 being lowest and 10 being the highest).</p>				
<b>Tourism Promotion Alignment:</b> Does the project comply with state and county requirements for promoting tourism, as outlined in RCW 67.28 and KCC 4.40? This includes activities like advertising, publicizing, hosting events that attract tourists, or the development of tourism-related infrastructure.	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<b>Compliance with Guidelines:</b> Does the application meet all submission requirements, including deadlines, necessary documentation, and is in good standing with the County?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<b>Weighted Criteria:</b>			<b>Points</b>	
1. Is the project located in <b>unincorporated Kitsap County</b> ?	Yes	<input type="checkbox"/>	10 pts	
	No	<input type="checkbox"/>		
2. <b>Funding Focus:</b> Does the project meet 2026 funding priorities (FIFA)?	Yes	<input type="checkbox"/>	10 pts	
	No	<input type="checkbox"/>		
3. <b>Project Scale and Scope:</b> Does the project have the potential to attract a significant number of travelers from 50+ miles away, particularly those requiring overnight stays, rather than primarily serving local or day-trip attendees?	Yes	<input type="checkbox"/>	10 pts	
	No	<input type="checkbox"/>		
4. <b>Measurable Outcomes:</b> Does the project outline measurable goals and deliverables to assess its success in promoting tourism and economic benefits?	Yes	<input type="checkbox"/>	8 pts	
	No	<input type="checkbox"/>		
5. <b>Community and Regional Promotion:</b> Does the project enhance the visibility of the County beyond its borders? This could include marketing campaigns or events that draw attention to the area's unique	Yes	<input type="checkbox"/>	8 pts	
	No	<input type="checkbox"/>		

amenities, history, or natural beauty.		
6. <b>Demonstrated Need:</b> Has the applicant provided evidence or data demonstrating a need for the project in the community or its potential to fill a gap in current offerings?	Yes <input type="checkbox"/> No <input type="checkbox"/>	8 pts
7. <b>Economic Benefit:</b> Does the project contribute to the local economy by increasing spending at local businesses, restaurants, and attractions, supporting measurable economic impacts?	Yes <input type="checkbox"/> No <input type="checkbox"/>	8 pts
8. <b>Visitor Retention:</b> Does the project have the potential not only to attract new visitors but also to encourage repeat visits, contributing to sustained tourism growth?	Yes <input type="checkbox"/> No <input type="checkbox"/>	6 pts
9. <b>Budget and Feasibility:</b> Is the project financially viable, and does it include a clear and realistic budget that leverages additional financial or in-kind contributions to expand funding impact?	Yes <input type="checkbox"/> No <input type="checkbox"/>	6 pts
10. <b>Sustainability and Growth:</b> Does the project have the potential to grow and sustain itself in the future without relying solely on lodging tax funds?	Yes <input type="checkbox"/> No <input type="checkbox"/>	6 pts
11. <b>Collaboration and Resource Leveraging:</b> Does the project actively partner with other destination marketing organizations, chambers, or non-profits to maximize the impact of limited funds?	Yes <input type="checkbox"/> No <input type="checkbox"/>	5 pts

**TOTAL:** \_\_\_\_\_

Comments: