

# 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"/> |

***Next Page***

**Application Evaluation Criteria:**

Criteria	Maximum Score	Score
<b>Meets tourism-related purposes objectives</b> <input type="checkbox"/> <i>Create and support tourism that results in long-term benefits to the community</i>	<b>15</b>	
<b>Draws Out-of-County Visitors: (4 points each)</b> <input type="checkbox"/> Number of visits/overnight stays to be generated _____ <input type="checkbox"/> Duration of the activity or program _____ <input type="checkbox"/> Generate activities in off-peak seasons _____ <i>(provides overnight accommodation information)</i> <input type="checkbox"/> Uses local forms/resources for the program _____ <input type="checkbox"/> <i>Map how to get here from outside of County</i> <input type="checkbox"/> <i>Sent outside the County</i> <input type="checkbox"/> <i>Uses more than one method to advertise (e.g. print, electronic, etc.)</i> <input type="checkbox"/> New or first time activities _____	<b>20</b>	
<b>Resources Available</b> <input type="checkbox"/> <i>Do they identify other capital/labor sources?</i> _____ <input type="checkbox"/> <i>Cash</i> <input type="checkbox"/> <i>In-kind</i> <input type="checkbox"/> Seed money to establish an activity, program, organization or facility which will later function successfully on its own is preferred. _____ <input type="checkbox"/> <i>Is the requested funding essential to success of activity?</i> <input type="checkbox"/> <i>Are there alternatives to Lodging Tax funding?</i> <input type="checkbox"/> <i>Has the applicant leveraged labor and capital?</i> <input type="checkbox"/> <i>Will the granted funds be used as seed money or on-going funding?</i>	<b>20</b>	
<b>Provides measurable outcome performance indicators</b> <input type="checkbox"/> <i>How will they track tourism?</i> a) _____ b) _____	<b>15</b>	
<b>Budget information is clear and sufficiently detailed</b> <input type="checkbox"/> <i>Does budget show what lodging tax dollars will be used for?</i> a) _____ b) _____	<b>10</b>	
<b>Project results in significant economic benefit to the community (4 points each)</b> <input type="checkbox"/> <i>Attract visitors</i> _____ <input type="checkbox"/> <i>Increase awareness of county amenities</i> _____ <input type="checkbox"/> <i>Build new audiences</i> _____ <input type="checkbox"/> <i>Benefits overall community</i> _____ <input type="checkbox"/> <i>Promotes a positive image of Kitsap County</i> _____	<b>20</b>	
<b>TOTAL</b>	<b>100</b>	

**End of Page**