



## Lodging Tax Advisory Committee 2017 Lodging Tax/ Tourism Promotion

### GRADING SHEET

Applicant & Project Name: \_\_\_\_\_

Funds Requested: \_\_\_\_\_

Grading Criteria for Project Questionnaire (Section II)	Points	Score
1. Promotion and marketing plan of the project. Specifies how the proposed marketing/promotion plan will reach visitors 50+ miles away (including out of state visitors).	20	
2. Potential of the project to increase overnight stays on the Island.	15	
3. Provides an economic investment (5 pnts), general benefit to the City (5 pnts), and request for funds is reasonable (5 pnts).	15	
4. Description of the project activity, including a timeline of the event with all important dates clearly marked	10	
5. Project focused on the "Shoulder Season" (October – May).	10	
6. Measurement of the outcomes of the project. For example, the City asks for attendance data at the end of the project. How will the applicant obtain such information?	10	
7. Match funds if awarded any Lodging Tax funds.	10	
8. Applicant's history of organizational and project success (not necessarily LTAC-funded events.)	5	
9. New or continuing project and demonstration of project funding necessity.	5	
<b>TOTAL POINTS AVAILABLE</b>	<b>100</b>	
<b>TOTAL POINTS AWARDED</b>		

**Notes:**