

Lodging Tax Advisory Committee Award Criteria

Criteria	Scoring Guide and Description	Points Awarded (Max 4)	Multiplier	Max Score
Organizational Capacity	Organization has a track record of project success and demonstrates capacity to put on a similar or identical effort in the City of Monroe.		X3	12
Innovation	Project offers new, unique or creative means to attract visitors and increase the positive impacts of tourism. Event helps build a new audience for the city. Projects funded for 3 or more years show expansion, enhancement, or new creative offerings.		X2	8
Marketing	Project clearly shows how marketing will be utilized and the expected reach of marketing efforts. Farther-reaching marketing strategies will be prioritized.			4
Collaboration	Organization partners with local hotels and businesses.			4
Economic Impact (Visitors)	<p>Events: Event provides an overall positive economic impact to local businesses by attracting visitors. Events that demonstrate higher attendance numbers and anticipated economic impact will be prioritized. Applicant is able to prove or use direct estimates to predict attendance and visitation numbers.</p> <p>Non-Events: Project provides an overall positive economic impact to local businesses by attracting visitors or enhancing the visitor experience. Projects that demonstrate higher levels of visitor reach and anticipated economic impact will be prioritized. Applicant is able to prove or use direct estimates to predict the economic impact of their project.</p>		X4	16

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Economic Impact (Overnight Stays)	<p>Events: Event is able to generate overnight lodging stays in the City of Monroe. Events that generate more anticipated lodging nights will be prioritized. Applicant is able to prove or use direct estimates to demonstrate attributable lodging stays.</p> <p>Non-Events: Project supports growth in overnight lodging stays in the City of Monroe. Projects that demonstrate an ability to increase – or support events and businesses in increasing – overnight stays in the City of Monroe will be prioritized. Applicant is able to prove or use direct estimates to showcase their project’s impact of growth of lodging stays.</p>		X4	16
Total				60
Bonus Points				
Off-Season	Project encourages tourism development during the off-season (October-April)	Yes/No		1
Length of Impact	Project has multiple days of activities, programming, or operations that increase potential for overnight stays and economic activity.	Yes/No		1
Free Attendance/Resources	<p>Events: Events offer free attendance or participation options.</p> <p>Non-Events: Project offers free resources or materials to visitors.</p>	Yes/No		1
Diverse Range of Audience	Project attracts and includes accommodation for a diverse audience.	Yes/No		1
Degree of Match and Additional Funding Sources	Applicant illustrates additional project funding sources beyond City funds. Projects with a higher match of non-City funds will be prioritized.	Yes/No		1
Nonprofit Status	Organization is a designated nonprofit entity.	Yes/No		5
Total w/ Bonus Points				70

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0 - Does not demonstrate

Application fails to demonstrate how criterion is met.

1 - Unclear

Application is unclear, unrealistic, or otherwise divergent from the intent of the criterion.

2 - Weak

Application illustrates how criterion is met but response is unsatisfactory OR 'impact-per-requested dollar' is comparatively minimal.

3 - Satisfactory

Application clearly illustrates how criterion is met AND is backed with reliable data or evidence.

4 - Strong

Application clearly illustrates how criterion is met AND is backed with reliable data or evidence. Application goes beyond committee expectations and demonstrates a comparatively strong 'impact-per-requested dollar.'