

LODGING TAX SCORESHEET

G R A N T A P P L I C A T I O N R A T I N G F O R M

Organization: _____

Event/Activity: _____

Completed by: _____ Date: _____

Select Funding Type: Event/Activity _____ Facility _____ Marketing _____

	CRITERIA	POINTS	POINTS AWARDED
1.	Supports of Lewis County as a tourism destination <i>Supports Lewis County's visitor-facing identity, destination strategy and long-term tourism positioning, including countywide branding and destination development.</i>	10	
2.	Partnerships <i>Level of collaboration with lodging providers, tourism businesses, communities, matching funds, or sponsorships.</i>	10	
3.	Attracts tourists from at least 50 miles away <i>Ability to reach and attract visitors traveling 50+ miles away from regional, state, or national interest.</i>	15	
4.	Attributable overnight lodging stays in unincorporated Lewis County <i>Demonstrated ability to increase overnight visitation and lodging demand across Lewis County through destination marketing, visitor information, campaign activity, and lodging-market support.</i>	15	
5.	Marketing Strategy <i>Ability to build long-term destination demand, encourage repeat visitation and strengthen visitors' experiences that benefit communities over time.</i>	15	
6.	Feasibility / Sustainability <i>Applicant has a clear annual work plan, budget, delivery capacity and reliable reporting tools to measure progress.</i>	10	
7.	Length of impact <i>Ability to increase visitation during shoulder and off-peak seasons and encourage visitor spending and overnight stays throughout Lewis County.</i>	10	
8.	Economic Benefit <i>Supports lodging, dining, retail, recreation and visitor-serving businesses across multiple Lewis County communities.</i>	15	

TOTAL POINTS AWARDED ABOVE: _____ / 100