



Table A
Lodging Tax Funding Application Scoring Rubric

Category	Details	Point Weight	Application Question
Location	Activities occur in Lacey or the Lacey UGA.	10 points	1
New Activities	Has existed three years or less. This does not include cancelled events.	10 points	2
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	20 points	3
Frequency	Duration of activities is two days or more.	20 points	4
Date of Activity	Activities occur during the shoulder season, October – April.	10 points	5
Marketing	Demonstrates the ability to promote tourism in Lacey or the Lacey UGA that encourages the support of businesses, restaurants, and retail.	20 points	6
Safe, Inclusive, and Welcoming Events	Demonstrates the City’s commitment to being a safe, inclusive and welcome place for all.	10 points	7
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	20 points	8
Financial Sustainability	Demonstrates financial stability, not dependent on lodging tax funding.	10 points	Budget
		Total Available Points 130	



Table B
Lodging Tax Funding Application Scoring Rubric Criteria

Category	Details	Point Criteria	Point Weight	Application Question
Location	Activities occur in Lacey or the Lacey UGA.	0 - Is not located in Lacey or the Lacey UGA 10 - Is located in Lacey or the Lacey UGA	10 points	1
New Activities	Has existed three years or less. This does not include cancelled events.	0 – Has existed for four years or longer 10 – Has existed for three years or less	10 points	2
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	0 - Demonstrates the ability to attract only City of Lacey community members 10 - Demonstrates the ability to attract visitors from surrounding areas 20 - Demonstrates the ability to attract visitors from areas 50 miles or greater	20 points	3
Frequency	Duration of activities is two days or more.	0 - Is only one day 20 - Is two days or greater	20 points	4
Date of Activity	Activities occur during the shoulder season, October – April.	0 - Does not occur October – April 10 - Occurs October – April	10 points	5



Table B Continued Lodging Tax Funding Application Scoring Rubric Criteria				
Category	Details	Point Criteria	Point Weight	Application Question
Marketing	Demonstrates the ability to market activities and promote tourism in Lacey or the Lacey UGA.	0 - Does not demonstrate the ability to market activities and promote tourism in Lacey or the Lacey UGA 10 - Demonstrates the ability to market activities, but does not promote tourism in Lacey or the Lacey UGA to visitors from surrounding areas 20 - Demonstrates the ability to market activities and promote tourism in Lacey or the Lacey UGA	20 points	6
Safe, Inclusive, and Welcoming Events	Demonstrates the City's commitment to being a safe, inclusive and welcome place for all.	0 - Does not demonstrate the ability to be safe, inclusive, or welcoming 10 - Demonstrates the ability to be safe, inclusive, and welcoming for all	10 points	7
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	0 - Does not demonstrate community appeal or collaboration 10 - Demonstrates community appeal 20 - Demonstrates community appeal and has collaborated with local businesses for support with their event	20 points	8
Financial Sustainability	Demonstrates financial stability, not dependent on lodging tax funding.	0 - Does not demonstrate the ability to secure other funding 5 - Demonstrates the ability to secure other funding	10 points	Budget