

Hotel/Motel Application Scoring Criteria

Applications submitted for consideration of funding from the Hotel/Motel Grant Program will be evaluated based on the following criteria and point scales. The reviewers' scores and comments will be compiled and used to make funding recommendations to the City Council.

1. Project Type

Project expenditures can be used for capital purchases, professional services, contract costs, operating costs, or other uses as authorized by the hotel/motel tax ordinance and state law, subject to approval of the City Council. A capital expenditure is defined as an item or tangible improvement which has a useful life greater than two years and a value of more than \$1,000.00

- 5 Project is for a capital expense
- 4 Project is for advertising or promotion
- 3 Project is for professional services
- 2 Project is for operating expenses
- 0 Insufficient Expense Information

2. Project Need

The proposed activity should relate to a real or perceived need in the community. How well does the proposal respond to that need?

- 10 Applicant identified a real need for project in area of leisure or recreation
- 7 Applicant has identified need and project is part of organized tourism plan
- 3 Applicant perceived a need for program but offers inadequate documentation
- 0 Project if unrelated to any community needs

3. Project Benefits

Is there a direct link between the project and overnight hotel stays within Webster City?
Is an explanation provided?

- 15 Direct increase in overnight stays
- 8 Indirect increase in overnight stays
- 5 Project may increase overnight stays
- 0 Will not increase overnight stays

4. Leveraging Funds

Extra consideration will be given to projects that leverage other dollars and use hotel/motel grant funds to fill the gaps. Joint projects that demonstrate partnerships for hotel/motel promotion will also be given extra consideration.

- 10 Project is jointly sponsored with a substantial amount of non-hotel/motel funds
- 6 Project is jointly sponsored with a moderate amount of non-hotel/motel funds
- 3 Project is jointly sponsored with a small amount of non-hotel/motel funds
- 0 Project does not have other funding sources or plans to generate non-hotel/motel funds

5. Prospects for Success

Can the applicant complete this project? Is the timetable realistic? Are there adequate resources? Does the sponsor have sufficient training or experience with similar tasks to indicate good prospects for success?

- 10 Excellent prospects for success
- 6 Modest prospects for success
- 0 Poor prospects for success

6. Uniqueness of Project

Is the project unique to Webster City? Does it duplicate other efforts in the city or county area? Does it serve a distinct or unique population? Is it innovative and creative?

- 5 Project is unique and innovative
- 3 Project is similar to others but with noticeable differences
- 0 Project duplicates other efforts.