Weighted Spreadsheet

PROJECT EVALUATION CRITERIA

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities (such as fields, trails, event centers etc.)
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

TOURISM PROMOTION FUND CRITERIA:

- **Tourism promotion:**
  Does the project/event:
  Meet the basic state requirements for tourism promotion?
  Promote a positive image for the City?
  Promote the City as a destination place?
  Attract visitors, build new audiences, and encourage tourist expansion?
  Increase awareness of the City's amenities, history, facilities, and natural environment?
  Support regional tourism planning?
- **Benefit to the community:**
  How will this project/event benefit the residents of Redmond?
  Does this project benefit the overall community, rather than specific segment or interest?
  How does this project/event advance the City's equity goals?
- **Innovation:**
  Is this project/event unusual or unique?
  Does it move an existing program in a new direction?
- **Community support:**

Does the project/event have broad-based community appeal or support?
What is the evidence of need for this project/event in the City?

- **Evidence of partnerships:**
  What kind and degree of partnership does the project/event exhibit?
  Is there volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support?
- **Other funding sources:**
  What other revenue sources will be used to support this project/event?
- **Previous and replacement funding:**
  Is this funding request for a new project/event or to continue or expand on-going project/event?
- **Scale of project:**
  Is the project of a scale suitable for this funding program (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue, location could be near multiple businesses that would benefit from the project).

TOTAL POINTS AVAILABLE: 75

Criteria	Weighted Evaluation	Scoring Method
Tourism Promotion (27 points)	Will the event attract regional visitors and not have a primary audience of Redmond residents? (Use total attendees more than 50 miles/overall attendance number; also consider non-resident percentage in question 1 on application)	>90% of attendees = 7 75–90% of attendees = 6 60-75% of attendees = 5 45-60% of attendees = 4 30-45% of attendees = 3 15-30% of attendees = 2 5-14% of attendees = 1 No*(<5%) = 0 *No to this question disqualifies the application as it is not a flexible criterion*
	Attendance scale (each day would be a new attendance count even if the same people are attending since those people are spending another day in Redmond)	>30,000 = 9 25,000 – 29,999 = 8 20,000 – 24,999 = 7 15,000 – 19,999 = 6 10,000 – 14,999 = 5 5,000 – 9,999 = 4 1,000 – 4,999 = 3 500-999 = 2 50-499 = 1 <49 = 0
	Will the event build a new audience for the City? (i.e. spectators for a sport not previously held in the City or other activity the City has not previously attracted guests for)	Yes = 3 Somewhat = 2 Minimal = 1 No = 0

	If this project was held previously, did it meet or exceed projected attendance for this year?	Exceeded = 5 Met or new project = 3-4 Just missed = 1-2 Not close (>15% miss) = -1
	Is the project likely to support or detract from local businesses? (i.e. promotes multiple hotel stays, project is in an area surrounded by businesses that will benefit with positive revenue from the event etc.)	Supports many local businesses = 3 Supports a few local businesses = 2 Minimal support or not defined = 1 Detracts from local businesses = 0
Tourism Promotion – Attributable lodging stays (13 points)	Generates night stays	>10,000 paid lodging nights = 8 5,000 – 9,999 = 7 2,000 – 4,999 = 6 1,000 – 1,999 = 5 500 – 999 = 4 100 – 499 = 3 50 - 99 = 2 25 - 49 = 1 <24 paid lodging nights = 0
	If event held previously, did it meet or exceed projected night's stay?	Exceeded = 5 Met or new project = 3-4 Just missed = 1-2 Not close (>15% miss) = -1
Benefit/impact to the community (10 points)	Event increases awareness of the City's amenities, history, facilities, and natural environment (i.e. project is held at a historical building, City facility or park, City or county owned outdoor space including parks and trails, within a hotel located in Redmond, or surrounded by multiple Redmond businesses?)	Yes, located across three or more City/County sites OR surrounded by many Redmond businesses = 3 Somewhat, located at two City/County sites = 2 Minimal, located at a City/County site but not surrounded by many Redmond businesses = 1 No, not located at a City/County site or located near many Redmond businesses = 0
	Project benefits (attracts/impacts) the overall community or a segment of the community?	Overall community = 3 Most of the community = 2 Segment of the community = 1 None of the community= 0
	Is the project owned or produced by a woman, veteran, BIPOC, LGBTQ+, or persons with disabilities?	Yes = 2 No = 0
	Has the event taken place for three or more years?	Yes = 2 No = 0

Innovation (5 points)	Is the event innovative or offer something unusual or unique? Yes (5)- no event/project of this kind has been done before Somewhat (3)- only a handful of projects/events like this have taken place in Redmond or elsewhere/OR this event is going in a new and unique direction Minimal (1)- Many projects/events like this have taken place but, not in Redmond in the last 5 years No (0)- Many events like this have taken place in Redmond and elsewhere	Yes = 5 Somewhat = 3-4 Minimal = 1-2 No = 0
Community Support (6 points)	Does the project/event have broad-based community support? The overall community supports this event, a significant amount of the community might attend (large attendance numbers), and the community likely has a positive attitude about it (3) Most of the community supports this event, much of the community might attend, and the community likely has a positive attitude about it (2) A very small segment of the community supports this event <u>OR</u> is impacted by this project (1) There is little support for this project in the community (0)	Overall Community Support = 3 Most of the Community Supports = 2 Segment of the Community Supports = 1 Little community support = 0
	Is there evidence/data there is a need or want in the community for this project? Yes- there is clear data that this project is needed/wanted in our community (3) Somewhat- there is minimal data available, but it appears this project is needed and wanted in our community (2) Minimal- there is minimal or no data and it's difficult to infer that this project is needed or wanted by the community (1) Minimal- there is minimal or no data, and we can reasonably assume this project is not wanted based on other information (0)	Yes = 3 Somewhat = 2 Minimal = 1 None = 0

Partnerships (3 points)	Does the event include volunteer involvement, inter-jurisdictional, corporate, business and/or civic organizations?	Yes (multiple) = 3 Somewhat = 2 Minimal = 1 No = 0
Funding (11 points)	Project has additional funding sources supporting the event?	Yes, > 4X grant amount requested = 3 Yes, > 3X grant amount requested = 2 Yes, > 2X grant amount requested = 1 No = 0
	Is this funding request for a new project/event or to continue or expand an on-going project/event?	Yes, new project = 3 Yes, expand existing project = 1-2 No = 0
	Is the event produced by a non-profit* or not for profit? *must provide proof	Yes = 3 No = 0
	Have you applied for any other City grants for this project this year? (i.e. Arts Season Grants, Go Redmond grants etc.)	Yes = 0 No = 2
Does applicant meet minimum criteria?		
Amount applicant requested for grant?		
Additional event revenue? Amount of additional funding event will have. This is the amount they are demonstrating they can meet the match with.		
Match achieved via proposal? Did the application show they can match what they are requesting? Note: no award of funds can exceed 50% of the cost of the project		