

CITY OF CLARKSTON

Lodging Tax Funding Committee Award Process

The application review process is shown below.

- 1) The applications shall be provided to the committee members two weeks in advance of the application evaluation meeting. The committee will also be given the total projected lodging tax revenue generated for the calendar year.
- 2) LTC members shall read all applications submitted in full and complete the LTC scoring tool in advance of the application evaluation meeting. Please allow 30 minutes per application to allow enough time to properly understand the request and to generate questions for the applicants.
- 3) Applicants will be invited to the meeting by the committee chair. They will be given a 10-minute time slot to present their application and answer any committee questions.
- 4) After all applicants have presented their applications, the committee will discuss the applications and determine award amounts---no award or amount is guaranteed. This will be done using Robert's rules of order: a motion, a second, discussion, and then a vote.
- 5) The committee chair will complete meeting notes, including recommendations for council to review. This will go before council prior to the end of the calendar year, and will be included in new business (not the consent agenda).
- 6) Council will then approve the award(s), and reserves the right to make award changes, as necessary. Awards will then be provided in the following calendar year per MRSC guidelines.

CITY OF CLARKSTON
Lodging Tax Funding Application Scoring Tool

Organization/Agency Name:	Date:	
Evaluator:		
Amount of Lodging Tax Requested: \$		
Yearly Lodging Tax Revenue Generated:		
Tax Requested _____ / Total Room Nights _____ = \$ _____ *Cost per room night*		
CRITERIA	Possible Points	Points Earned
COST PER ROOM NIGHT		
Have demonstrated a reasonable cost per room night as compared to total funds requested from the Committee's perspective to result in overnight stays by tourists from outside a 50-mile radius.	20	
OVERNIGHT STAY IMPACT		
Applicant has demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Clarkston and the Asotin County area. Room night generation projection (# rooms * # nights = room demand. Demonstrated ROI calculation. <i>Average spend per person per day \$ _____</i>	20	
MARKETING STRATEGY		
Promote City of Clarkston and/or events, activities, and places in the County to potential tourists from outside a 50-mile radius. Geographic reach and quality of <i>marketing plan</i> or <i>marketing strategy</i> to attract overnight guests.	15	
ECONOMIC BENEFIT		
Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to City of Clarkston.	15	
REGENERATIVE POTENTIAL		
Have a demonstrated history of success in Clarkston, or are proposed by a group with a demonstrated history or high potential of success with similar activities. Likelihood that the applicant will generate ongoing or repeat visits (annual events, recurring attraction)?	15	
FINANCIALS		
The applicant's financial stability.	10	
APPLICATION		
Thoroughness and completeness of the proposal.	5	
TOTAL SCORE	100	
Signature:		