

## Lodging Tax Application Rubric

- Identify the category(s) addressed in the application and provide a detailed description of the project for which funding is being sought.

| Points | Criteria                                                                       | Score |
|--------|--------------------------------------------------------------------------------|-------|
| 5      | Matches a category(s) and contains a clear detailed description of the project |       |
| 4      | Matches a category(s) and project description is adequate                      |       |
| 3      | Matches a category(s) but description is not clear                             |       |
| 2      | Does not clearly match a category and incomplete description of the project    |       |
| 1      | Does not match a category – DO NOT CONTINUE SCORING                            |       |

- How would this proposal promote and enhance Wapakoneta’s appeal to visitors and tourists?

| Points | Criteria                                                          | Score |
|--------|-------------------------------------------------------------------|-------|
| 3      | High probability the project would promote and enhance appeal     |       |
| 2      | Moderate probability the project would promote and enhance appeal |       |
| 1      | Low probability the project would promote and enhance appeal      |       |

- Describe how the proposed project would be publicized inside and outside of the City of Wapakoneta.

| Points | Criteria                                     | Score |
|--------|----------------------------------------------|-------|
| 3      | Effective plans for publicizing the project  |       |
| 2      | Adequate plans for publicizing the project   |       |
| 1      | Inadequate plans for publicizing the project |       |
| N/A    | Score 2 Points                               |       |

- Budget Information – ***Score as New Project OR Expansion of Current Project***

### **New Project**

- Provide a detailed budget which addresses project costs.
- Include a budget narrative which explains justification for funding.

| Points | Criteria                                                                 | Score |
|--------|--------------------------------------------------------------------------|-------|
| 5      | Projects costs are reasonable, detailed and contain strong justification |       |
| 4      | Projects costs are reasonable with adequate justification                |       |
| 3      | Projects costs are estimates but justified                               |       |
| 2      | Projects costs are estimates without detail or sufficient justification  |       |
| 1      | Project costs are NOT reasonable, detailed or justified                  |       |

**Expansion of a Current Project**

- Provide a detailed budget to explain how project expenses were funded in the past.
- Include a budget narrative explaining why the current funding stream is not adequate to expand the project.
- Provide a detailed budget addressing costs to expand the project.
- Include a budget narrative justifying the need for additional funds sought through the Lodging Tax Fund.

| Points | Criteria                                                              | Score |
|--------|-----------------------------------------------------------------------|-------|
| 5      | Strong explanation of all 4 elements and high probability of success  |       |
| 4      | Strong explanation of 3 of 4 elements and high probability of success |       |
| 3      | Adequate explanations of elements and probability of success          |       |
| 2      | Adequate explanation of elements, but supplants current funding       |       |
| 1      | Weak budget and narrative and supplants current funding               |       |

5. How will this project be supported if funds are not awarded through the Lodging Tax Fund?

| Points | Criteria                                                      | Score |
|--------|---------------------------------------------------------------|-------|
| 3      | Applicant will continue to seek funding for this project      |       |
| 2      | Project will be scaled down but will continue to seek funding |       |
| 1      | Project will not proceed without funding                      |       |

6. Contact Information

| Points | Criteria                            | Score |
|--------|-------------------------------------|-------|
| 1      | Contact information is complete     |       |
| 0      | Contact information is not complete |       |

**TOTAL SCORE** \_\_\_\_\_

An average score of 15/20 is needed to fund the application