Lodging Tax Application Rubric

1. 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	

2. 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	

3. 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	

4. 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