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.
   - Any project or expenditure that would enhance the Wapakoneta area's appeal to visitors & tourists including:
     - Sporting Events
     - Cultural Arts & Performances
     - Special Events
     - Projects for the restoration beautification and enhancement of current facilities/structures and other beautification projects

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	
0	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
5	High probability the project would promote and enhance appeal	
3	Moderate probability the project would promote and enhance appeal	
0	Low probability the project would promote and enhance appeal	

3. Strength of data to support appeal of project to visitors and tourists

Points	Criteria	Score
3	Strong data to support project and plan to collect future data	
2	Moderate data to support project and plan to collect future data	
1	Low data to support project and plan to collect future data	
0	No data to support project	

4. Describe how the proposed project would be publicized to potential visitors and tourists 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	
0	Inadequate plans for publicizing the project	
N/A	Score 2 points only if publicizing is not appropriate	

5. Budget Information

   - 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	
0	Grant award would supplant existing funding	

6. Has this specific project received previous Lodging Tax dollars. Only answer based on this specific project not if your organization has previously received funds for another project.

Points	Criteria	Score
3	No	
1	Once	
0	More than once	

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

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

TOTAL SCORE _____

An average score of 20/27 is needed to fund the application

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