

Lodging Tax Application Review Criteria

Your application should tell a clear story about the programming and marketing efforts you are proposing or the facilities you run and how it will impact tourism and drive heads in beds to Olympia. Each application will be reviewed by the [Lodging Tax Advisory Committee](#) individually and discussed as a group. Committee members will use the review criteria below and will score each criterion with 100 possible points.

Based on their discussions and the combined scores, the review panel will make a collective recommendation about which applications to fund, and the relative amount of the funding request to support. Full funding at the requested amount is not guaranteed.

Priority will be given to tourism activities that:

- Show potential to result in overnight stays by tourists in lodging establishments within the City of Olympia.
- Promote Olympia and/or events, activities, and places in the city of Olympia to potential tourists from outside Thurston County.
- Show potential to result in Economic benefit to Olympia. (This may look like partnerships to encourage tourist spending on accommodations, activities, food, or souvenirs)
- Minimize duplication of services where appropriate and encourage cooperative marketing and partnerships.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

Scoring Criteria

1. The project or event plan is clear, and the proposal reflects enough detail to effectively determine the potential to result in overnight stays by tourists in lodging establishments within the City. **(20 pts.)**
2. This project demonstrates potential for overnight stays. **(Room nights: Over 200 = 20 pts., 100-200 = 15 pts., 50-100=10 pts., less than 50 = 5 pts.)**
3. The proposal demonstrates that the organization is working in partnership with fellow organizations and businesses. **(15 pts.)**
4. The project has clear marketing goals and a defined promotion plan for marketing outside Thurston County. **(20 pts.)**
5. This project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance). **(10 pts.)**
6. The event proposal defines additional revenue benefits beyond overnight stays (likely diners, shoppers, paid parking etc.). **(10 pts.)**
7. This project occurs in non-demand periods or shoulder season. **(5 pts.)**

Innovation (BONUS 5 pts. each)

If the applicant has applied in previous years, does the applicant demonstrate how Lodging Tax Funds will be used to adapt or grow the project?

Does the project represent an unusual approach or move the Lodging Tax Funding program in an exciting new direction?