

## LODGING TAX FUNDS APPLICATION EVALUATION MATRIX (DRAFT)

Organization/Agency Name:	Purpose:	Amount Requested:
		Amount Recommended:
<b>Eligibility:</b> Non-Profit: Yes   Public Agency: Yes <i>Eligibility: Per Olympia's guidelines, only non-profit and public (government) agencies are eligible to apply for Lodging Tax funding.</i>		
<b>Application Completed:</b> Yes No Comments:		
<b>Marketing of Event/Activity</b> <ul style="list-style-type: none"> <li>Is there an effective marketing plan?</li> <li>Is marketing focused outside of Olympia/Thurston County?</li> </ul>	Comments:	
<b>Attendance Data/Information</b> <ul style="list-style-type: none"> <li>Are "actual" figures based on locally documented data, not estimates?</li> <li>Is data calculated with the preferred methodology of direct counts and informal surveys?</li> </ul>	Comments:	
<b>Specifics of Event/Activity</b> <ul style="list-style-type: none"> <li>Does activity fall during peak season?</li> <li>Will it generate overnight stays?</li> <li>Is this new or an established event?</li> </ul>	Comments:	
<b>Notes:</b>		