

## 2026 Hotel/Motel Tax Grant Application Rating Sheet



Please complete a scoring sheet for each of the Hotel/Motel Tax Grant applications. Use the rating scale of 0-20, 0-15, 0-10 or 0-5 as indicated for each category. "0" is the lowest score available. There is a total of 100 points possible per rating sheet. If the committee decides to award extra points for a program being offered in the "off-season" of September through May, there is an option for an additional 5 point at the end of the rating sheet.

<b>Project:</b>	<b>Evaluator's Name:</b>
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Category	Definition	Points Available	Points Allocated
Project Eligibility	Applicant clearly defines the tourism project or program. The proposal indicates how it will increase tourism, which could include attracting and welcoming tourists; strategies to expand tourism; marketing of special events and festivals designed to attract tourists.	20	
Project Management	Applicant demonstrates the ability to successfully implement and manage the project in a timely manner, within budget, and consistent with the funding requirements	10	
Needs Assessment	Applicant objectively establishes the acuteness of the community need that the proposed project seeks to address.	5	
Budget	Project estimates and costs are reasonable and well supported or justified relative to the number of persons to be served and the services to be provided. Budget forms are accurate and thorough.	10	
Marketing	Applicant clearly communicates their marketing or promotion strategy and is able to define how their event or program will generate tourism activity from outside the area.	15	
Project Partnerships	Applicant demonstrates collaboration with other organizations in the community.	10	
Hotel Partnerships	Applicant demonstrates plan for promoting or generating overnight hotel stays within the City of Marysville.	15	
Tourism	Applicant shows a viable estimate for how many tourists the event is estimated to generate. For strategic or marketing related grant requests (non-event based) the applicant demonstrates how the project will drive tourism through ongoing efforts.	10	
Project Scalability	Project is scalable and can be funded in part and still be viable.	5	
<b>TOTAL POINTS AWARDED</b>		100	
Optional Extra Points – Off Season	Project is proposed to be offered during the "off-season" of September through May generating overnight hotel stays.	5	
<b>TOTAL POINTS – IF EXTRA POINTS GIVEN</b>		105	

Proof of Non-Profit Status	Did the applicant provide evidence of their non-profit status (i.e. copy of the certificate signed by the Secretary of State for the State of Washington and/or a copy of the Federal Internal Revenue Service letter confirming 501(c)(3) status). Was a tax identification number provided on the application? NOTE: Public agency projects do not require proof of non-profit status.	Yes or No	
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