

The Kalama Tourism Advisory Committee **may recommend funding in full or in part** based on adherence to the criteria, fund availability and competitiveness of the application process.

Applications are evaluated on the following criteria:

1. Relationship to Tourism and Overnight Stays (25 points)
 - Ability of project to attract visitors to Kalama and nearby cities
 - Ability of project to increase transient room tax revenues from overnight visitor stays
2. Impact of The Project (20 points)
 - Ability of event to encourage repeat or future visits, or encourage visitors to extend their stay
 - Direct or indirect impact on local economy
 - Event includes measurable and credible indicators and objectives
3. Demonstrated Community Support and Public Involvement (15 points)
 - What is the percentage of matching resources and in-kind support?
 - Is there evidence of endorsement by community groups or local hotel/motels?
4. Promotion & Reach (15 points)
 - Is there a plan for advertising, publicizing, or otherwise distributing information regarding the event or project?
 - Will the project effectively reach an audience that expands tourism to the area?
5. Applicant's Ability to Undertake the Event/Project (10 points)
 - Is the plan and budget realistic?
 - Does the event/project propose an efficient, economical use of the City's funds?
 - Has the applicant identified metrics to indicate success?
 - Does the applicant have the support of cooperative partners?
 - Are there any previously demonstrated management and administrative successes?
6. Degree of Match (15 points)
 - Is the financial need reflected in a realistic budget?
 - What is the percentage of matching resources? Degree of match (as demonstrated through other sources of cash, donations and in-kind contributions of materials, staff and volunteer time) is one measure of a project's potential success.