Criteria	Weighted Evaluation	Scoring Method	Crossfire Challenge	Crossfire Select Cup	Dribble Shoot Swish Basketball	ECNL Girl's Soccer Tournament	Evergreen Tabletop Expo	JBMV Junior Take Over	Let's Move Redmond	PNW ChalkFest	Redmond Arts Festival	SecondStory Rep	Simon- OneRedmond Foundation	Sip Redmond Wine Weekend- OneRedmond Chamber	Winter Festival- OneRedmond Foundation	Youth Mariachi Conference
Tourism Promotion (18 points)	Will the event attract regional visitors and not have a primary audience of Redmond residents? (total attendees more than 50 miles/overall attendance; also consider non-redsident percentage in question 1)	Yes (>40% of attendees) = 3 Somewhat (15-39% of attendees) = 2 Small amount (5-14%) = 1 No*(<5%)=0  *No to this question disqualifies the application as it	3	2	1	3	2	3	1	2	1	1	2	2	2	2
	Attendance scale	is not a flexible criterion 15,000 or greater = 6 10,000 - 14,999 = 5 5,000 - 9,999 = 4 1,000 - 4,999 = 3 500-999 = 2	6	6	5	5	1	2	3	6	6	3	1	1	3	2
	Will the event build a new audience for the City?  (i.e. spectators for a sport not previously held in the City or other	100-499 = 1 Yes = 3 Somewhat = 2 Minimal = 1	0	0	2	0	0	3	0	0	0	0	1	2	2	3
	If this project was held previously, did previous years meet or exceed projected attendance for this year(s)?  *May need to discuss/provide flexibility if panel believes Covid has	No = 0  Exceeded = 3  Met = 2  Just missed = 1  N/A = 0  Not close (>15% miss) = -1	3	2	0	-1	3	0	0	2	3	3	-1	0	0	0
	Is the project likely to support or detract from local businesses?  (i.e. promotes multiple hotel stays, project is in an area surrounded by businesses that will benefit with positive revenue from the event	Supports many local businesses = 3 Supports a few local businesses = 2	3	3	2	3	2	2	1	3	3	2	2	3	2	2
Tourism Promotion - Attributable lodging stays	Generates night stays (paid lodging nights/total attendance) *Note- this calculation will give a higher percentage for points if more nights are involved	Large (>10% of attendance) = 5 Medium (4-10%) = 3-4 Small (1-3%) = 1-2 None (<0.9%) = 0	5	5	3	5	5	5	1	0	1	1	5	5	1	5
	projected lodging nights for this year(s)?	Exceeded = 3 Met = 2 Just missed = 1 N/A = 0	2	1	3	1	-1	0	0	-1	-1	3	-1	0	0	0
Benefit/impact to the community (10 points)  Innovation (5 points)	Event increases awareness of the City's amenities, history, facilities, and natural environment  (i.e. project is held at a historical building, City facility or park, City or county owned outdoor space including parks and trails, within a hotel located in Redmond, or surrounded by multiple Redmond	Not close (>15% miss) = -1  Yes = 3  Somewhat = 2  Minimal = 1	2	2	2	2	3	2	2	3	2	1	2	2	2	2
	Project benefits (attracts/impacts) the overall community or a segment of the community?	No = 0  Overall community = 3  Most of the community = 2  Segment of the community = 1  None of the community = 0	1	1	1	1	1	1	2	3	2	3	2	1	3	1
	Is the project produced or event run by a woman, veteran, BIPOC, LGBTQ+, or persons with disabilities?	Yes = 2 No = 0	0	2	0	0	2	2	2	2	0	2	2	2	2	2
	Has the event taken place for three or more years?	Yes = 2 No = 0 Yes = 5	2	2	2	2	2	0	0	2	2	2	0	0	0	0
		Somewhat = 3-4 Minimal = 1-2 No = 0	0	0	0	0	2	5	3	0	0	0	3	0	3	4
	Minimal (1)- Many projects/events like this have taken place but, not in Redmond in the last 5 years  No (0)- Many events like this have taken place in Redmond and elsewhere															
	Does the project/event have broad-based community support?  The overall community supports this event and has a positive attitude about it (3)	Overall Community Support = 3  Most of the Community Supports = 2  Segment of the Community Supports = 1  Little community support = 0	1	1	1	1	1	1	2	3	3	3	2	2	2	2
Community Support (6 points)	There is little support for this event in the community (0)  Is there evidence/data there is a need or want in the community for	Yes = 3														

	Yes- there is clear data that this project is needed/wanted in our	Somewhat = 2 Minimal = 1														
	community (3)  Somewhat- there is minimal data available, but it appears this project is needed and wanted in our community (2)	None = 0	2	3	2	2	2	2	2	3	2	3	1	2	2	2
	Minimal- there is little or no data and it's difficult to infer that this project is needed or wanted by the community (1)															
	None- there is no data, and we can reasonably assume this project is not wanted based on other information (0)															
Partnerships (3 points)	Does the event include volunteer involvement, inter-jurisdictional, corporate, business and/or civic organizations?	Yes (multiple) = 3 Somewhat = 2 Minimal = 1 No = 0	2	2	1	3	1	2	3	3	1	3	3	3	2	2
	Project has additional funding sources supporting the event?	Yes = 3 No = 0	3	3	3	0	0	3	3	3	3	3	3	3	3	3
Funding (11 points)	Is this funding request for a new project/event or to continue or expand on-going project/event?	Yes, new project = 3 Yes, expand existing project = 1-2 No = 0	1	1	3	1	1	3	1	1	1	1	1	3	3	3
	Is the event produced by a non-profit* or not for profit? *must provide proof	Yes = 3 No = 0	3	3	0	3	3	3	3	0	3	3	3	3	3	3
	Has the event applied for other City grants?	Yes = 0 No = 2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Does applicant meet mi	TOTAL SCORE		41	41	33	33	32	41	31	37	34	39	33	36	37	40
Does applicant meet minimum criteria?  Estimated project lodging nights on application			yes 8,400	yes 4,500	yes 600	yes 12,000	yes 60	yes 60	10	yes 236	yes 200	yes 30	yes 40	yes 30	yes 40	yes 115
Additional event revenue? Amount of additional funding event will have. This is the amount they are demonstrating they can meet the match with.			\$ 450,000	\$ 226,000	\$ 60,000	· ·	\$ 7,000	\$ 4,000	\$ 25,000				\$ 50,000		\$ 35,000	\$ 25,000
Match achieved via proposal? Did the application show they can match what they are requesting?			yes	yes	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes
Amount applicant requested for grant?			\$ 50,000	\$ 17,500	\$ 75,000	\$ 50,000	\$ 7,000	\$ 4,000	\$ 5,000	\$ 25,000	\$ 12,000	\$ 32,000	\$ 25,000	\$ 20,000	\$ 25,000	\$ 25,000
Grant dollars per estimated lodging night requested? (requested grant \$/total lodging nights)		This tells us the grant \$ cost for each projected lodging night	\$ 5.95	\$ 3.89	\$ 125.00	\$ 4.17	\$ 116.67	\$ 66.67	\$ 500.00	\$ 105.93	\$ 60.00	\$ 1,066.67	\$ 625.00	\$ 666.67	\$ 625.00	\$ 217.39
Grant Amount Recommended in Past by LTAC?			\$30K (2019); \$45K (2020- N/A)	\$16,000 (2021)	N/A	N/A	N/A	N/A	N/A	20K (2019, 2018, 2017)	8K (2019); 5K (2018); 5K (2017)	\$8K (2019); 6K (2018); 6K (2017)	\$3,750 (2019)	N/A	N/A	N/A
Grant Amount Recommended in 2022 by LTAC? (starting estimate provided for further discussion)			\$ 35,000	\$ 17,000	\$ 15,000	\$ 25,000	\$ 5,000	\$ 3,500	\$ -	\$ 20,000	\$ 7,000	\$ 8,000	\$ 3,000	\$ 2,500	\$ 10,000	\$ 9,000
Recommend	ed grant dollars per projected lodging night requested?		\$ 4.17	\$ 3.78	\$ 25.00	\$ 2.08	\$ 83.33	\$ 58.33	\$ -	\$ 84.75	\$ 35.00	\$ 266.67	\$ 75.00	\$ 83.33	\$ 250.00	\$ 78.26
Notes about scoring			High nights stays and restaurant impact. Staple in community. Every year comes back.	High nights	High nights stays (relative to other applications) and restaurant impact. We chose to use 11,500 attendees for calculation (avg). Location still TDB but trying to DT Redmond.	applicant did not appear to understand funding questions and has not confirmed information.  Not re-occurring.	Nights stays and some small business impact expected. Share why a lower amount-funding constraints, higher conversion rate than most other applicants but we want them to come back. Discuss completion or application for future.	Other event given \$7,500 w/ 2K attendance & 150 lodging nights (\$50 per overnight).	Redmond estimated at 20%+. Also event is open	Hotel impact(?), very high impact on businesses, great art representation, large audience for local businesses.	more lodging stays than	i Lower impact	Lower impact on hotels, provides national coverage of city and amenities.	couple with	Will have large external draw, innovative, supports Redmond visions and no others like it nearby. Potential for growth. Would like them to partner with RL and other winter events.	Decent nights stay and restaurant impacts.
Conditions: all applicants must show proof of match and applicable expenses  Note: no award of funds can exceed 50% of the cost of the project					ratio of their night stays so if 300 (50%)	section was not complete. Must show proof of match for grant dollars to be										
Note: no award of funds can exceed 50% of the cost of the project																

**Total Amount Requested** 

372,500

**Total LTAC Recommended** 

160,000