

Attachment B_Simplified Grant Scoring Matrix

Blue	Sports: These projects have a proven ability to draw targeted interest and attendance from out-of-town guests who stay in the hotels. Registration and hotel room block data can be provided. Staff works with these organizers to maximize City economic impact. Staff encourage organizers to promote pre and post stays and itineraries in Redmond to expand multiplier of economic impact.
Green	Arts and Culture: These projects help showcase Redmond's as a vibrant, welcoming, and rich multicultural destination. Many of these events have a large regional draw and staff will continue to work with organizers to partner with hotels and promote overnight stays and multi-day itineraries in Redmond.
Orange	Incubation: These are projects that do not have a clear demonstratable tourism benefit. They are typically only one day events or promotions more geared to the community within 50 miles. The project will be monitored to show progress toward growing and demonstrating tourism benefits. Funding is not considered sustained and will only be provided in future years if event can demonstrate tourism benefit growth.
Red	Did Not Meet Criteria: These applicants are not recommended for funding because they lack proof of concept, their application was not complete, or they did not successfully meet criteria for tourism funding. Staff and Experience Redmond consultant will work with the applicant to further develop the concept and position the project to meet tourism benefits and funding criteria where possible.
Yellow	City funded events and projects currently given funding from dedicated percentages set in 2005. All funding must adhere to RCW 67.28 requirements.

See next page for simplified scoring breakdown

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Simplified Scoring Matrix- Arranged by Application Score						
Applicant/Event	Score	Estimated Attendance	Estimated Paid Nights	LTAC Recommendations	Recommended Dollars Per Lodging Night	LTAC Discussion and General Notes
ECNL Soccer Tournament (SEMI-NEW)	59	70,000	14,000	\$25,000	\$1.79	Working regionally for hotel stays due to high number needed, Planning to come every other year
Crossfire Challenge	50	23,500	10,500	\$35,000	\$3.33	Brought Redmond ECNL, fill Redmond Hotels as priority, give us most hotel stays of any events, recruit other events, proven numbers
Crossfire Select Cup	50	45,000	2,238	\$17,000	\$7.60	Fill Redmond Hotels as priority, give us most hotel stays of any events, proven numbers
Junior Nationals - Velodrome (NEW)	50	1,000	1,750	\$10,000	\$5.71	
Cinco de Mayo	47	22,000	75	\$10,000	\$133.33	
Festival of Color- Northwest Share	47	8,000	100	\$8,500	\$85.00	
Ananda Mela	44	25,000	200	\$12,000	\$60.00	Number of hotel stays seemed high to some hoteliers based on what they see
Oktoberfest - Chump Change (NEW)	44	30,000	175	\$10,000	\$57.14	
Vegan Festival- Northwest Share	43	8,000	45	\$8,000	\$177.78	
Robot Combat- OneRedmond (NEW)	42	1,000	60	\$5,000	\$83.33	
City - Derby Days	41	35,000	190	\$50,000	\$263.16	Number of estimated hotel stays seemed high to some hoteliers based on what they see
Redmond Arts Festival - VALA	41	15,000	200	\$7,000	\$35.00	Number of hotel stays seemed high to some hoteliers based on what they see
Colombian Independence Day of Celebration (NEW)	41	2,750	200	\$5,000	\$25.00	

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Vision Grand Prix- Track Cycling (Marymoor Velodrome Association)	41	2,150	200	\$7,000	\$35.00	
International Winter Festival- OneRedmond Foundation	40	3,500	60	\$7,500	\$125.00	
StoryEast Theater (NEW)	38	1,000	20	\$2,500	\$125.00	
Junior Take Over (Marymoor Velodrome Association)	37	720	150	\$2,500	\$16.67	
Emerald City - USA Gymnastics	36	750	100	\$8,000	\$80.00	
CITY - Redmond Lights	34	8,000	65	\$50,000	\$769.23	
Redmond Saturday Market	34	78,000	50	\$3,000	\$60.00	
CITY - Cultural Arts Programming	33	10,000	65	\$50,000	\$769.23	
Redmond Wine Walk - OneRedmond Foundation	32	500	30	\$2,000	\$66.67	
NAMI Fundraising GALA	31	150	25	\$ -	\$ -	Held at hotel but to date, no paid hotels stays have been generated
Journey to Silk Road Show	30	750	100	\$ -	\$ -	This producer is in the idea stage and does not have a planned event or proof of concept at this time. We will work with them on education of the tourism grant purpose and work through event planning for next season.
NAMI Youth Mental Health Conference	27	300	20	\$1,000	\$50.00	