

Criteria	Weighted Evaluation	Scoring Method	ECNL Boys National Playoffs *NEW*	Surf Cup (formerly Crossfire Challenge) - Crossfire Foundation LWYSA	Crossfire Select Cup - LWYSA	Velodrome - Junior Nationals	City of Redmond - Cultural Arts Programming	ECGA - USA Gymnastics WA Conference	Brick and Mortar Books - Bigfoot Kids Book Festival *NEW*	Pup Crawl - OneRedmond Foundation *NEW*	Rumble in Redmond - OneRedmond Foundation	Ananda Mela - Vedic Cultural Center	1-WEEK LATE APPLICATION: Cinco de Mayo - Centro Cultural Mexicano	Velodrome - Marymoor Grand Prix	City of Redmond - Redmond Lights	Festival of Color - Northwest Share	Velodrome - Junior Takeover	City of Redmond - Derby Days	VegFest - Northwest Share	Redmond Arts Festival - VALA	Wine Walk - OneRedmond Foundation
Funding (7 points)	Does the project have additional funding sources supporting the event?	Yes, > 4X grant amount requested = 3 Yes, > 3X grant amount requested = 2 Yes, > 2X grant amount requested = 1 No = 0	3	3	3	3	1	3	1	1	2	3	4	2	1	2	3	2	3	1	1
	Is this funding request for a new project/event or to expand an on-going project/event?	Yes, new project = 3 Yes, expand existing project = 1-2 No = 0	3	0	0	2	2	1	3	3	2	0	1	0	0	0	0	0	0	0	1
	Is the event produced by a non-profit* or not for profit? *must provide proof	Yes = 1 No = 0	1	1	1	1	0	1	0	1	1	1	1	1	1	0	1	1	0	1	1
Tourism Promotion (27 points)	Will the event attract regional visitors and not have a primary audience of Redmond residents? (Use total attendees more than 50 miles/overall attendance number)	>90% of attendees = 7 75-90% of attendees = 6 60-75% of attendees = 5 45-60% of attendees = 4 30-45% of attendees = 3 15-30% of attendees = 2 5-14% of attendees = 1 No*(<5%) = 0 (disqualified)  <b>*No to this question disqualifies the application as this is not a flexible criterion.</b>	7	3	3	1	1	6	1	1	2	1	2	4	1	2	4	1	1	1	1
	Attendance scale (each day would be a new attendance count even if the same people attend since those people are spending another day in Redmond)	>30,000 = 9 25,000 – 29,999 = 8 20,000 – 24,999 = 7 15,000 – 19,999 = 6 10,000 – 14,999 = 5 5,000 – 9,999 = 4 1,000 – 4,999 = 3 500-999 = 2 50-499 = 1 <49 = 0	9	9	9	3	5	2	3	3	3	7	7	3	5	6	1	9	4	6	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 activity the City has not previously attracted guests for)	Yes = 3 Somewhat = 2 Minimal = 1 No = 0	3	0	0	2	2	0	3	3	2	0	0	0	0	0	0	0	0	0	0
	Can the project prove the attendance numbers they are proposing in their application?  Yes (5)- these numbers can be directly proven through full attendance registration, ticketing, and/or documented hotel stays from previous years  Somewhat (3-4)- some of these numbers can be directly proven; or this is a new event  Minimally (1-2)- the numbers cannot be proven, but appear reasonable to the committee based on other proven factors  No (0)- these numbers cannot be proven, and the committee lacks confidence in the estimates or calculation methods	Yes = 5 Somewhat = 3-4 Minimally = 1-2 No = 0	4	5	5	4	1	5	3	3	4	2	1	4	1	2	4	1	2	1	3
	Does this event take place in the 'shoulder season' or time of the year where hotels and overnight accommodations traditionally need more business?  Yes (1-3)- The event takes place from October – April; N/A  No (0)	Yes = 1-3 No or N/A = 0	0	0	0	0	3	0	0	3	3	3	0	0	0	3	2	0	0	2	0
Tourism Promotion - Attributable lodging stays (18 points)	Generates night stays	>10,000 paid lodging nights = 8 5,000 – 9,999 = 7 2,000 – 4,999 = 6 1,000 – 1,999 = 5 500 – 999 = 4 100 – 499 = 3 50 - 99 = 2 25 - 49 = 1 <24 paid lodging nights = 0	8	8	6	6	2	3	3	2	2	2	3	3	2	3	3	3	1	3	1
	If this project was held previously, did it generate sufficient overnight stays for the funding being requested based on accurate and proven data provided?  Yes (5)- the funding request is reasonable based on past and proven overnight stays generated  Somewhat (3-4)- it is likely a sufficient number of overnight stays will be generated for the funding requested; or this is a new(er) project within last 2 years  Minimally (1-2)- the overnight stay numbers cannot be proven, but the numbers feel accurate to the committee based on the funding request and other proven factors  No (0)- these numbers cannot be proven, and the committee lacks confidence in the estimates or calculation methods for overnight stays, or this project generate few or no overnight hotel stays	Yes = 5 Somewhat = 3-4 Minimally = 1-2 No = 0	5	4	5	4	1	3	3	3	3	3	2	1	4	1	1	4	1	2	1

	Is this a multiday event or project? Yes (5) - 6 or more days of programming Yes (4) - 5 days of programming Yes (3) - 4 days of programming Yes (2) - 3 days of programming Yes (1) - 2 days of programming No (0) - 1 day of programming; single day event	Yes = 1-5 No = 0	5	5	2	4	5	3	1	1	0	1	0	1	5	0	2	1	0	2	0
<b>Innovation (5 points)</b>	Is the event innovative or offer something unusual or unique? Yes (5)- no event/project of this kind has been done before Somewhat (3)- only a handful of projects/events like this have taken place in Redmond or elsewhere/OR this event is going in a new and unique direction/OR this is a newer event for Redmond Minimal (1)- Many projects/events like this have taken place but, not in Redmond in the last 5 years OR this event is unique to Redmond and a similar event doesn't happen anywhere else within the Pacific Northwest in the same year (Washington, Oregon) No (0)- Many events like this have taken place in Redmond and elsewhere	Yes = 5 Somewhat = 3-4 Minimal = 1-2 No = 0	3	0	0	4	3	1	4	3	4	1	0	1	0	0	1	0	1	0	1
<b>Benefit and Impact to the Community (6 points)</b>	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 etc.)	Supports many local businesses = 3 Supports a few local businesses = 2 Minimal support or not defined = 1 Detracts from local businesses = 0	3	3	3	1	3	1	3	2	1	3	3	1	3	1	1	3	2	3	3
	Does this event or project promote Redmond as an inclusive and welcoming city? Yes- the project is managed by a cultural or inclusive-oriented organization, and the project targets an underrepresented group.	Yes = 1-3 No or N/A = 0	0	0	0	0	2	0	1	0	0	3	3	0	1	3	0	1	3	1	0
<b>TOTAL SCORE</b>			54	41	37	35	31	29	29	29	29	26	26	24	23	23	22	22	22	20	15
<b>Does applicant meet minimum criteria?</b>			Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	1 WEEK LATE SUBMISSION AFTER PRELIMINARY SCORING COMPLETED	Yes	Yes	Yes	YES	Yes	Yes	Yes	Yes
<b>Match achieved via proposal? Did the application show they can match what they are requesting?</b>			Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Location</b>			60 - Acres Park	60 - Acres Park	60 - Acres Park	Marymoor Velodrome	All Over Redmond	Emerald City Gymnastics	Redmond Town Center	Redmond Hotels	Senior Center or LWSO School	Municipal Campus	Redmond Downtown Park	Marymoor Velodrome	Downtown Park	Marymoor Park	Marymoor Velodrome	Municipal Campus	Downtown Park	Redmond Town Center	Redmond Town Center
<b>Estimated Attendance</b>			70,000	220,500	40,500	3,550	14,000	700	4,000	1,000	1,000	20,000	20,000	2,250	10,000	8,000	340	35,000	8,000	15,000	500
<b>Estimated project lodging nights on application</b>			12,000	10,800	2,036	450	65	175	250	75	50	50	150	210	65	100	150	200	45	200	30
<b>Additional event revenue? Amount of additional funding event will have. This is the amount they are demonstrating they can meet the match with.</b>			\$ 300,000	\$ 450,000	\$ 250,000	\$ 45,000	\$ 53,000	\$ 40,000	\$ 20,000	\$ 15,000	\$ 21,000	\$ 200,000	\$ 40,000	\$ 20,000	\$ 53,000	\$ 50,000	\$ 6,500	\$ 140,000	\$ 75,000	\$ 17,000	\$ 15,000
<b>Amount applicant requested for grant?</b>			\$ 50,000	\$ 75,000	\$ 20,000	\$ 10,000	\$ 50,000	\$ 10,000	\$ 8,000	\$ 10,000	\$ 10,000	\$ 25,000	\$ 10,000	\$ 7,500	\$ 50,000	\$ 25,000	\$ 4,000	\$ 50,000	\$ 25,000	\$ 10,000	\$ 10,000
<b>Grant dollars per projected lodging night requested?</b>			\$ 4.17	\$ 6.94	\$ 9.82	\$ 22.22	\$ 769.23	\$ 57.14	\$ 32.00	\$ 133.33	\$ 200.00	\$ 500.00	\$ 66.67	\$ 35.71	\$ 769.23	\$ 250.00	\$ 26.67	\$ 250.00	\$ 555.56	\$ 50.00	\$ 333.33
<b>Grant Amount Recommended in Past by LTAC?</b>			NEW	35K (2024); 30K(2023); 35K(2022); 30K(2019); 45K(2020- Not Used)	17K (2024); 16.5K(2023); 17K(2022); 16K(2021); 14K(2019)	10K (2024)	50K (2024); 46K(2023); 50K(2022); 25K(2021)	8K (2024); 8K (2023); 8K (2022)	NEW	NEW	5K (2024)	12K (2024); 13K(2023); 15K(2022); 12.5(2019); 10K(2018)	10K (2024); 10K(2023); 22K(2022); 10K(2021); 5K(2019)	7K (2024); 7K(2023); 7.5K(2022); 6K (2019); 5K (2018)	50K (2024); 50K(2023); 50K(2022); 25K(2021)	8K (2024); 8K(2023); 10K (2022);	2.5K (2024); 3K(2023); 3.5K (2021)	50K (2024); 50K(2023); 50K(2022); 50K(2021)	8K (2024); 8K(2023); 10K (2022);	7K (2024); 7K(2023); 7K(2022); 8K(2019); 7K(2018); 5K(2017)	\$2,000 (2024); 2,000 (2023); 2,500 (2022);
<b>Final Recommendations from the LTAC</b>			\$ 30,000	\$ 35,000	\$ 17,500	\$ 10,000	\$ 50,000	\$ 8,000	\$ 6,000	\$ 6,000	\$ 5,000	\$ 12,000	\$ 7,500.00	\$ 7,000	\$ 50,000	\$ 8,000	\$ 3,000	\$ 50,000	\$ 8,000	\$ 7,000	\$ 2,000
<b>Recommended grant dollars per projected lodging night requested?</b>			\$ 2.50	\$ 3.24	\$ 8.60	\$ 22.22	\$ 769.23	\$ 45.71	\$ 24.00	\$ 80.00	\$ 100.00	\$ 240.00	\$ 50.00	\$ 33.33	\$ 769.23	\$ 80.00	\$ 20.00	\$ 250.00	\$ 177.78	\$ 35.00	\$ 66.67
<b>Notes about scoring</b>			Redmond has never hosted the boys nationals for ECNL. We have been hosting the girls nationals every other year as of recently, and they have decided to try the boys nationals here on the other years.	Cheryl confirmed her numbers were based on daily unique counts and not total attendance. Total attendance = 220,500. About 150 of our 280 teams come from more than 50 miles, so that would be 9,000 of those 24,500. (37%)	They added one daily attendance of 13,500 - total attendance should actually be 40,500.		LTAC discussion note: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.		"The concept is to have different activation at each participating Redmond Hotel such as: Pet Psychologist, Pet Nutritionist, Pet Massage, Sketch Artist for Dog/Puppy Portraits, Dog Costume Contest etc."			Lots of data collection including select pre-registration, select on-site registration, random sampling event surveys, advertising analytics	This application was sent in a week past the due date. LTAC Discussion: The LTAC expressed strong support for the Cinco de Mayo event and recommended reducing the funding amount from the past amount of \$10,000 to \$7,500 due to the 1-week late submission.		Large cultural arts element of Redmond Lights. LTAC discussion note: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.			LTAC discussion note: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.	Submitted 1 hour late but prior to preliminary scoring.	Submitted 6-minutes late but prior to preliminary scoring.	
<b>Noted Conflicts</b>							Latha volunteers as the vice chair for the City of Redmond Arts and Culture Commission		George affiliated with the ownerships and management of RTC.	Latha volunteers on the Board of OneRedmond Foundation	Latha volunteers on the Board of OneRedmond Foundation	Latha volunteers with the organization			Latha Volunteers as a board member			Latha Volunteers as a board member	Latha Volunteers as a board member; George affiliated with the ownerships and management of RTC.	Latha volunteers on the Board of OneRedmond Foundation; George affiliated with the ownerships and management of RTC.	

Note: no award of funds can exceed 50% of the cost of the project

Blue

Reports: 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.

\$ 172,000

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.
Yellow	City funded events currently given funding from dedicated percentages set in 2005. All funding must adhere to RCW 67.28 requirements.
Light Red	Late Submission: This application came in outside of the preliminary scoring window and staff did not make a funding recommendation.
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 event to meet tourism benefit and funding criteria where possible.

Applicant	Score	Estimated Attendance	Estimated Lodging Nights	LTAC Recommended Funding
ECNL Boys National Playoffs *NEW*	54	70,000	12,000	\$ 30,000
Surf Cup (formerly Crossfire Challenge) - Crossfire Foundation - LWYSA	41	220,500	10,800	\$ 35,000
Crossfire Select Cup - LWYSA	37	40,500	2,036	\$ 17,500
Velodrome - Junior Nationals	35	3,550	450	\$ 10,000
City of Redmond - Cultural Arts Programming	31	14,000	65	\$ 50,000
ECGA - USA Gymnastics WA Conference	29	700	175	\$ 8,000
Brick and Mortar Books - Bigfoot Kids Book Festival *NEW*	29	4,000	250	\$ 6,000
Pup Crawl - OneRedmond Foundation *NEW*	29	1,000	75	\$ 6,000
Rumble in Redmond - OneRedmond Foundation	29	1,000	50	\$ 5,000
Ananda Mela - Vedic Cultural Center	26	20,000	50	\$ 12,000
Cinco de Mayo - Centro Cultural Mexicano *1-WEEK LATE APPLICATION*	26	20,000	150	\$ 7,500.00

Velodrome - Marymoor Grand Prix	24	2,250	210	\$ 7,000
City of Redmond - Redmond Lights	23	10,000	65	\$ 50,000
Festival of Color - Northwest Share	23	8,000	100	\$ 8,000
Velodrome - Junior Takeover	22	340	150	\$ 3,000
City of Redmond - Derby Days	22	35,000	200	\$ 50,000
VegFest - Northwest Share	22	8,000	45	\$ 8,000
Redmond Arts Festival - VALA	20	15,000	200	\$ 7,000
Wine Walk - OneRedmond Foundation	15	500	30	\$ 2,000

Funding Amount Dollar per Lodging Night	LTAC Discussion and General Notes
\$ 2.50	Redmond has never hosted the boys nationals for ECNL. We have been hosting the girls nationals every other year as of recently, and they have decided to move the boys nationals here on the rotating years.
\$ 3.24	Renaming the tournament from Crossfire Challenge. Lots of hotel stays associated with this tournament.
\$ 8.60	Lots of hotel stays associated with this tournament.
\$ 22.22	
\$ 769.23	Programming is often times new and unique.  LTAC discussion note: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.
\$ 45.71	
\$ 24.00	
\$ 80.00	"The concept is to have different activation at each participating Redmond Hotel such as: Pet Psychologist, Pet Nutritionist, Pet Massage, Sketch Artist for Dog/Puppy Portraits, Dog Costume Contest etc."
\$ 100.00	
\$ 240.00	
\$ 50.00	This application was sent in a week past the due date.  LTAC Discussion: The LTAC expressed strong support for the Cinco de Mayo event and recommended reducing the funding amount from the past amount of \$10,000 to \$7,500 due to the 1-week late submission.

\$	33.33	
\$	769.23	<p>Large cultural arts element of Redmond Lights.</p> <p>LTAC discussion note: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.</p>
\$	80.00	Sumbitted 1 hour late but prior to preliminary scoring.
\$	20.00	
\$	250.00	<p>LTAC discussion note: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.</p>
\$	177.78	Sumbitted 1 hour late but prior to preliminary scoring.
\$	35.00	Submitted 6-minutes late but prior to preliminary scoring.
\$	66.67	