

LODGING TAX ADVISORY COMMITTEE ALLOCATION EVALUATION CRITERIA

The criteria listed below constitute the standards by which applications for funding from the Lodging Tax Fund are judged. In some cases, by their nature, some applicant events, activities, programs, organizations and facilities will not be able to meet all criteria. However, the more criteria met, the stronger the application.

1. COMMUNITY ECONOMIC IMPACT

Potential positive economic impact of tourism on the community is a significant benefit that can be measured. In its most fundamental effect, tourism impacts the community's economy through the dollars brought to and spent in the City of Shelton. Overnight stays generate more revenue than day visits.

The total impact can be measured in terms of direct dollar expenditures made by the visitors themselves and indirect dollar expenditures made as the money moves through the community. In evaluating applications in this area, more weight will be given to the former since it is more readily measurable.

In assessing the probable economic impact of the proposal, the Committee will consider:

- a. The estimated number of visits to be generated.
- b. The estimated number of overnight stays to be generated.
- c. The duration of the event, activity or program.
- d. The event's generation of economic activities during off-peak tourism seasons or periods.
- e. The use of local firms and resources in the proposed event, activity, program or facility.
- f. New or first time events or activities.

2. RESOURCES AVAILABLE FOR EVENT OR FACILITY

The applicant should identify other community capital and/or labor sources to ensure project success. Multiple-year funding of projects will be considered, but it is more difficult to obtain.

3. BUILDS ON IDENTIFIED COMMUNITY ASSETS

Community assets include natural amenities, public facilities, festivals, events and activities that distinguish Shelton in the region, state and nation. Those things both help constitute and promote the City's positive image.

The Committee will consider the proposal's effect in such areas as promotion, outdoor recreation, and heightening awareness of the area's history or natural amenities.

4. MEETS COMMUNITY OBJECTIVES

Events, projects, activities, and facilities that also serve the broader community will be given preference. The Committee will assess whether the proposal furthers the success of and coordinates with scheduled community events, facilities, and community promotion and marketing efforts.

5. MEETS THE REQUIREMENTS OF THE HOTEL/MOTEL TAX LAW

If you have questions about whether your proposal meets the requirements of the hotel/motel tax law, please contact the City of Shelton Confidential Administrative Assistant at (360) 432-5109.