

City of Snohomish Lodging Tax Grant Program

2024 Scoring Criteria

Scope of Work & Budget (15%)

- Is the project a good fit for lodging grant funding?
- Is the budget provided detailed and reasonable?

Marketing (15%)

- Does the project marketing plan explain how it will efficiently reach audiences outside the City of Snohomish, especially audiences outside of the 50+ mile radius?
- Does the project prioritize digital marketing over print marketing?

Overnight Stays (20%)

- Is the project likely to attract overnight stays?
- Does the project quantify the anticipated stays and offer a credible method for corroborating the projections?
- If the project doesn't directly result in overnight stays, does the project quantify how it supports visitation to the City of Snohomish and/or encourage future overnight stays?

Seasonality (15%)

- Does the project take place during the tourist off-seasons (such as winter)?

Economic Impact (15%)

- Does the project provide significant economic impact?
- What are the anticipated impacts (both positive and negative) on local businesses?

Innovation (10%)

- If the applicant has applied in previous years, does the applicant demonstrate how lodging grant funds will be used to adapt or grow the project?
- Does the project represent an unusual approach, or move the lodging grant program in an exciting new direction?

Collaboration (10%)

- Is the sponsor partnering with other organizations/individuals on the project?