

Rolla Motel Tax Management Committee
Rolla Chamber of Commerce
2008 Tourism Partnership Grant (TPG) Evaluation Criteria

The Motel Tax Management committee reviews Tourism Partnership Grant applications and makes recommendations to the Rolla Area Chamber of Commerce based upon the following grant evaluation criteria:

The categories for grant applications are:

Sporting Events

Non-Profit Organizations

For-Profit Organizations

For brand new events – they will be eligible to apply for \$500-\$1,000 for the first year
Events in the 2nd year and beyond – they will be eligible proportionately for funding to \$3,000 per year.

Events held every other year, etc. – they will be eligible to apply for partial funding and will be evaluated by the committee accordingly.

Every application must provide proof of liability insurance and will be evaluated utilizing the written application, personal presentation, and based on the following point system:

_____ (20 points) **Generate Overnight Stays**

Demonstrate how the event will generate overnight stays and document with projected reservations.

_____ (10 points) **Event Description**

Description must include: event title, date, location, target audience, event budget, market origin of attendees. Description must be clear and concise.

_____ (10 points) **Use of TPG Funds**

Describe the specific project for which TPG funds have been requested.

_____ (10 points) **Extend Visitor Stay**

If the event is held on a date when lodging occupancy is already high, describe how the event will extend visitor stays. Explain efforts made to move the event to a lower occupancy date and/or detail why such a move is not feasible.

_____ (10 points) **Lodging Survey Data**

The Visitor Center sends out monthly surveys to the lodging industry. Points will be assessed for increases in overnight stays, increased attendance, expenditures and other positive impacts on area tourism, based upon survey results.

_____ (5 points) **Event Attendance**

Increase event attendance – automatic points for new event. (1-5 extra points)

_____ (5 points) **New Markets**

Describe efforts to draw more people from outside the local market and/or attract a new visitor audience.

_____ (3 points) **Event Sponsorship**

Attach your sponsorship solicitation packet and describe what steps you have taken to secure additional sponsors for your event.

_____ (2 points) **Non-local Press Coverage**

Generate non-local press coverage for the event.

Points for this application _____

Total Points possible = 75 (extra points possible for new event)

0-25 points = Zero Funding

25-50 points = Possibility of partial funding by committee

50-75 points = Committee will make funding recommendation according to budget

Reviewed on _____

Comments from committee:

Committee funding recommendation _____

Board approved amount _____

Letter sent to organization _____

Updated 2/08