

**AGENDA**  
**GIG HARBOR LODGING TAX ADVISORY COMMITTEE**  
**SPECIAL MEETING**

**Wednesday, August 30, 2023 – 2:00 p.m.**  
**Community Rooms**

Optional Virtual Meeting Link: <https://zoom.us/j/93352757315>

Call-in: (253) 215-8782 Meeting ID: 933 5275 7315

- I. CALL TO ORDER / ROLL CALL**
- II. BUSINESS ITEMS**
  - A. Review of Proposed Lodging Tax Grant Application Scoring Criteria  
– Chair Mary Barber**
- III. ADJOURN**



## MEMORANDUM

**DATE:** August 25, 2023  
**TO:** Lodging Tax Advisory Committee  
**FROM:** City Clerk Josh Stecker  
**SUBJECT:** Scoring Criteria for Lodging Tax Grant Applications

Chair Mary Barber has prepared the attached recommended scoring guidelines for the review of lodging tax applications. The criteria are designed to help committee members in their review of applications to be sure that they are considering the stated criteria on the grant applications:

### **The City of Gig Harbor Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the committee may consider:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the city's finance department.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year City of Gig Harbor lodging tax funded proposals, if any.
- Projected economic impact within the City of Gig Harbor, in particular projected overnight stays in Gig Harbor lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.

The guidelines do not provide a method for determining how much to allocate to each applicant based on the scoring of the criteria. LTAC members will not be required to score applications, if they should choose not to. Additionally, the resulting scores cannot compel individual LTAC members to support (or not support) any application.

At the August 30 meeting, LTAC members will be asked to review the guidelines and propose any changes or ideas for implementation.

**Lodging Tax Advisory Committee (LTAC)**  
**Lodging Tax Application Recommended Scoring Guidelines**

This document aims to ensure that there is a clear, consistent, and well-communicated approach to consideration of lodging tax grant applications, and that lodging tax expenditures are in line with RCW 67.28.1815-1816.

The following guidelines are merely a roadmap to use while reviewing applications and are designed to help members keep projects distinct from each other. The forms are not required.

**Visitors to Gig Harbor during shoulder season or winter (up to 25 points)** \_\_\_\_\_

The city wants to place emphasis on projects that bring visitors to Gig Harbor from more than 50 miles away during the seasons when fewer visitors normally come, namely November through April.

- Does the applicant demonstrate how the project will bring visitors to Gig Harbor from more than 50 miles away between November and April
- Does the applicant demonstrate how the project will bring overnight guests?

**Visitors to Gig Harbor during summer months (up to 15 points)** \_\_\_\_\_

The city understands there still need to be projects/events during the summer months.

- Does the applicant demonstrate how the project will bring visitors to Gig Harbor from more than 50 miles away
- Does the applicant demonstrate how the project will bring overnight guests?

**New Projects (up to 15 points)** \_\_\_\_\_

The city is also looking for new projects/events in the harbor that bring jobs and/or partner with local businesses.

- Is this a new project?
- Will it create jobs for Gig Harbor residents?
- Are local businesses involved/partnering on this project/event?

**Number of People (up to 25 points)** \_\_\_\_\_

What is the projected attendance at the event?

- Over 100?
- Over 250?

**Cost to participate (up to 10 points)** \_\_\_\_\_

Is there a fee to attend?

**Financial considerations (up to 20 points)** \_\_\_\_\_

- Does the application include a complete budget, including funding for the event?
- Does it leverage matching or in-kind funds?

**Organizational stability (up to 25 points)** \_\_\_\_\_

- Does the applicant have a track record of project success?