



# City of Spokane

## 2025 Tourism and Cultural Investment Grant Scoring Guide

808 W. Spokane Falls Blvd.

Spokane, WA 99201

# TACI APPLICATION SCORING GUIDE

## Evaluation and Scoring

The City, at its sole discretion, may elect to select any number of the top-scoring organizations for approval or as finalists for an oral presentation and evaluation. A completed and scored application does not obligate the City to award a contract. Any application with a score of 60 or below will be automatically disqualified. The grant coordinator may contact the organization for clarification of any portion of the organization's proposal.

## Scoring Criteria

### 1. Impact on Lodging and Tourism (30 points)

- **Tourism Increase Potential (20 points)**
  - How well does the proposal demonstrate its potential to attract people to Spokane?
  - Are there clear and realistic projections of number of people attending?
  - How many people are anticipated to be attending from out of town?
  - Does this project plan on marketing or getting the word outside of Spokane?
- **Lodging Utilization (10 points)**
  - Does the project have a plan to utilize existing lodging facilities or create new ones?
  - Are there partnerships with local hotels or lodging providers?

### 2. Community Engagement (25 points)

- **Spokane Promotion (10 points)**
  - Does the project highlight Spokane, its businesses, industries, or cultural groups?
  - Is the event likely to draw interest from both locals and tourists? How?
- **Community Involvement and Inclusivity (15 points)**
  - How inclusive is the project for diverse community groups?
  - Are there partnerships with local cultural organizations?

### 3. Economic Impact and Sustainability (15 points)

- **Economic Benefits (10 points)**
  - What are the projected economic benefits for the local economy (e.g., job creation, business for local vendors)?
- **Sustainability and Long-Term Viability (5 points)**



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- Does the project have a long-term plan for sustained events beyond the initial grant?
- 4. Diversity, Equity, and Inclusion (15 points)**
  - **Racial Equity in Client Engagement (5 points)**
    - How does the organization ensure all people are included in their work?
  - **Inclusion (10 points)**
    - How does the organization adjust in response to underrepresented populations?
- 5. Budget and Implementation (10 points)**
  - **Project Feasibility (5 points)**
    - Is the project plan realistic and achievable within the proposed timeline?
    - Are there clear milestones and deliverables?
  - **Budget and Resource Management (5 points)**
    - Is the budget realistic and well-justified?
    - Are resources allocated effectively?
- 6. Partnerships (5 points)**
  - **Partnerships and Collaborations (5 points)**
    - Are there established partnerships that enhance the project's reach and impact?
- 7. Organizational Resources and Catalyst Project (20 points)**
  - **Organizational Resources (10 points)**
    - Does this organization that has other established revenue sources?
    - Does this organization have other resources available to them?
    - Is this a non-profit? Or a for-profit?
    - Priority is given to smaller organizations lacking additional resources
  - **Catalyst Project (10 points)**
    - Is this a new event? Or a legacy event?
    - Priority is given to new events

Applications will be scored and ranked by the criteria stated above. Points awarded by each panelist for each of the funding criteria are weighted appropriately and added together for a final application score. The total of all panelists' scores for each application is the application's overall score.



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Funding consideration will be given in order of ranking of the overall score. Not all applications will be funded, and final funding may be less depending on funds available.

### Award/Rejection of Application

This Application does not obligate the City to grant an award. Any contract awarded as a result of this solicitation is contingent upon the availability of funding.

Failure to comply with any part of the Application may result in rejection of Application as non-responsive. The City also reserves the right, at its sole discretion, to waive minor irregularities, reject any and all applications received without penalty, and to not issue an award. More than one award may or may not be awarded. Award when and if made, will be contingent upon available funding.