DISCOVER WAUWATOSA TOURISM GRANT
EVALUATION CRITERIA AND SCORING

Awards are based on the extent to which the applicant project or activity meets the following criteria:

TOURISM PROMOTION
Does the project/event:
- Meet the basic state requirements for tourism promotion?
- Promote a positive image for Wauwatosa?
- Promote Wauwatosa as a destination place?
- Attract visitors, build new audiences, and encourage tourist expansion?
- Increase awareness of Wauwatosa's amenities, hotels, hospitality businesses, and natural environment?

BENEFIT TO THE COMMUNITY
- How will this project/event benefit the residents of Wauwatosa?
- Does this project benefit the overall community, rather than specific segment or interest?
- How does this project/event advance Wauwatosa's equity goals?

INNOVATION
- Is this project/event unusual or unique?
- Does it move an existing program in a new direction?

EVIDENCE OF PARTNERSHIPS
- What kind and degree of partnership does the project/event exhibit?
- Is there volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support?

OTHER FUNDING SOURCES
- What other revenue sources will be used to support this project/event?

PREVIOUS AND REPLACEMENT FUNDING
- Is this funding request for a new project/event or to continue or expand on-going project/event?

SCALE OF PROJECT
- Is the project of a scale suitable for this funding program (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue, location could be near multiple businesses that would benefit from the project).

TOTAL POINTS AVAILABLE: 61

CRITERIA	WEIGHTED EVALUATION	SCORING METHOD
Tourism promotion (25 points)	Will the event attract regional visitors and not have a primary audience of Wauwatosa residents?	>90% of attendees = 7 75–90% of attendees = 6 60-75% of attendees = 5 45-60% of attendees = 4 30-45% of attendees = 3 15-30% of attendees = 2 5-14% of attendees = 1 No* (<5%) = 0
	Attendance scale (each day would be considered a new attendance count even if the same people are attending the event since they still represent people spending a day in Wauwatosa)	20,000 = 7 15,000 – 19,999 = 6 10,000 – 14,999 = 5 5,000 – 9,999 = 4 1,000 – 4,999 = 3 500-999 = 2 50-499 = 1
	Will the event build a new audience for Wauwatosa?	Yes = 3 Somewhat = 2 Minimal = 1 No = 0
	If this project was held previously, did it meet or exceed projected attendance?	Exceeded = 5 Met or new event = 3-4 Just missed = 1-2 Not close (>15% miss) = -1
	Is the project likely to support or detract from local businesses? (i.e. promotes multiple hotel stays, project is in an area surrounded by businesses that will benefit with positive revenue from the event etc.)	Supports many local businesses = 3 Supports a few local businesses = 2 Minimal support or not defined = 1 Detracts from local businesses = 0
Attributable lodging stays (14 points)	Generates overnight stays	>2,000 = 6 1,000 – 1,999 = 5 500 – 999 = 4 100 – 499 = 3 50 - 99 = 2 25 - 49 = 1 <24 paid overnight stays = 0
	If event held previously, did it meet or exceed projected overnight stays?	Exceeded = 5 Met or new event = 3-4 Just missed = 1-2 Not close (>15%miss) = -1
Benefit/impact to the community (8 points)	Event increases awareness of Wauwatosa's amenities, hotels, hospitality businesses, and natural environment	Yes, located at a city site AND surrounded by many local businesses = 3 Somewhat, located at a city site AND surrounded by some local businesses = 2

		Minimal, located at a city site but not surrounded by many local businesses = 1 No, not located at a city site nor located near local businesses = 0
	Project benefits (attracts/impacts) the overall community or a segment of the community?	Overall community = 3 Most of the community = 2 Segment of the community = 1 None of the community= 0
	Is the project owned or produced by a woman, veteran, BIPOC, LGBTQ+, or persons with disabilities?	Yes = 1 No = 0
	Has the event taken place for three or more years?	Yes = 1 No = 0
Innovation (5 points)	Is the event innovative or offer something unusual or unique? Yes (5)- no event/project of this kind has been done before Somewhat (3)- only a handful of projects/events like this have taken place in Wauwatosa or elsewhere/OR this event is going in a new and unique direction Minimal (1)- Many projects/events like this have taken place but, not in Wauwatosa in the last 5 years No (0)- Many events like this have taken place in Redmond and elsewhere	Yes = 5 Somewhat = 3-4 Minimal = 1-2 No = 0
Partnership (3 points)	Does the event include volunteer involvement, inter-jurisdictional, corporate, business and/or civic organizations?	Yes (multiple) = 3 Somewhat = 2 Minimal = 1 No = 0
Funding (6 points)	Project has additional funding sources supporting the event?	Yes, >4X grant amt requested = 3 Yes, >3X grant amt requested = 2 Yes, >2X grant amt requested = 1 No = 0
	Is this funding request for a new project/event or to continue or expand an on-going project/event?	Yes, new project = 3 Yes, expand existing project = 1-2 No = 0