



# Tourism Commission Meeting Agenda

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June 11, 2025 - 3:00 PM  
Council Chambers  
3805 S. Casper Drive

Published 6/5/2025

## AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
  - A. May 7, 2025 Meeting Minutes
4. **NEW BUSINESS**
  - A. Update by DCD Staff
  - B. RAS - Discussion and recommendation to the Tourism Commission for approval of the 2026 Room Tax Grant timeline and application amendments.
5. **ADJOURN**

### Additional Information

- The agenda packet, including supplemental information related to agenda items, is available online at [www.NewBerlinWI.gov](http://www.NewBerlinWI.gov). Once finalized by the governing body, approved meeting minutes will also be posted online.
- Agenda items may be taken out of order at the governing body's discretion.
- Members, and possibly a quorum, of other municipal governmental bodies may attend this meeting to gather information. However, no action will be taken by any governmental body other than the one referenced in this notice.
- Accommodations will be provided under the Americans with Disabilities Act (ADA) to meet the needs of individuals with disabilities. If you require assistance or appropriate aids and services, please contact the Office of the City Clerk at (262) 786-8610 with reasonable notice.

# Tourism Commission MEETING MINUTES

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May 7, 2025 - 3:00 PM  
Council Chambers  
3805 S. Casper Drive

## MINUTES

### 1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:01PM.

### 2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco, Commissioner Anderson

Excused: Commissioner O'Loughlin

Staff Present: Principal Planner Kelly Wall, Deputy Director of Community Development Nikki Jones, Community Relations Specialist Joelle Erickson

It was confirmed that a quorum was present and that the meeting was properly posted in compliance with open meetings law.

### 3. APPROVAL OF MINUTES

#### A. April 2, 2025 Meeting Minutes

**MOTION:** Motion to Approve Minutes

**VOTE:** Motion by: Commissioner Rocco  
Second by: Commissioner Anderson  
Motion Passes 4-0

### 4. NEW BUSINESS

#### A. Update by DCD Staff

Principal Planner Kelly Wall gave a presentation to the Tourism Commission.

- B.** RAS - Discussion and recommendation to the Tourism Commission for approval of the 2026 Room Tax Grant timeline and application amendments.

No vote taken. Updates to be presented at June Tourism Commission meeting. (6/4/2025)

**5. ADJOURN**

**MOTION:** Motion to Adjourn at 3:29PM

**VOTE:** Motion by: Commissioner Anderson  
Second by: Commissioner Rocco  
Motion Passes 4-0

**Respectfully Submitted,**  
**Joelle Erickson, Community Relations Specialist**



# JUNE TOURISM UPDATE

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CITY OF NEW BERLIN TOURISM COMMISSION

JUNE 11, 2025



# SOCIAL MEDIA & OUTREACH



**2,011**  
FOLLOWERS

**WAS: 2,002**



**660**  
FOLLOWERS

**WAS: 646**



**33**  
CALENDARS

**SINCE OCT 2022**



# MONTHLY EVENT CALENDAR

## JUNE IN NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<p>1</p> <p><b>Wisconsin Antique Radio Club, Inc.</b> WARCI Swap Meet 8-10:30AM @ New Berlin Ale House</p>	<p>2</p> <p><b>Cleveland Pub &amp; Grill</b> Jukebox Bingo Starts at 7PM</p>	<p>3</p> <p><b>New Berlin Public Library</b> Mahjong Game Night* 5-8PM</p> <p><b>Resurrection Lutheran Church</b> Community Yoga Class* 5:15-6:15PM</p>	<p>4</p> <p><b>NEW BERLIN'S 4<sup>TH</sup> OF JULY FESTIVAL</b> JULY 3RD-5TH, 2025 1 MONTH TO GO!</p>	<p>5</p> <p><b>Mary's Caddy Shack</b> Bingo Thursday 6:30-11:45PM</p> <p><b>YMCA Wellness Center</b> Something's Cooking - Trailside Treats* 5-6PM</p>	<p>6</p> <p><b>New Berlin Recreation</b> Family Friday Nights - Nerf Blaster Battle* 4-6PM</p>	<p>7</p> <p><b>Matty's Bar &amp; Grill</b> Live Music: Southbound 5-9PM</p>	
<p>8</p> <p><b>New Berlin Historical Society</b> Museum Open House 1-4PM</p> <p><b>New Berlin Recreation</b> Free Youth Volleyball Clinic with MVP* 2-5PM Ages 14 and Under</p>	<p>9</p> <p><b>New Berlin Recreation</b> Cooking with Staci Joers - Summer Spice* 6:30-9PM Ages 18+</p>	<p><b>NEW BERLIN NEWS</b> <b>Sign-Up Today!</b> Now is a great time to sign-up for the New Berlin News! Sent twice a month, the New Berlin News keeps residents informed of all upcoming events as well as important information and deadlines. <i>Register at newberlinwi.gov!</i></p>	<p>11</p> <p><b>New Berlin Recreation</b> Big Muskego Lake Scenic Kayak Tour* 5:30-8PM Ages 18+</p> <p><b>Minooka Park MTB Trails</b> Tour de Minooka Park 6-8:30PM</p>	<p>12</p> <p><b>New Berlin Public Library</b> Art History Literary and Lecture Series: Edward Hopper* 6:30-8PM</p>	<p>13</p> <p><b>Casa Collective Studio</b> Mixology -West Coast Swing Party* 7:30-10:30PM</p>	<p>14</p> <p><b>New Berlin Veterans Memorial Society</b> Fly the Flag Ceremony* 6:30-8PM</p>	
<p>15</p> <p><b>HAPPY Father's Day</b></p> <p><b>New Berlin Historical Society</b> Beer Garden (12-6PM) &amp; Father's Day Open House (1-6PM)</p>	<p>16</p> <p><b>New Berlin Chamber of Commerce</b> Annual Golf Outing* 8:30AM</p>	<p>17</p> <p><b>New Berlin Public Library</b> Smarty Pants Big Balloon Show 1PM</p>	<p>18</p> <p><b>National Fishing Day!</b> Head to the Park! What better way to celebrate National Fishing Day than fishing at Lion's Park! Want to learn more about fish? Head over to the New Berlin Public Library to find a book!</p>	<p><b>RECPASS @ THE ARC</b> Get active at the ARC with a RecPass! RecPASS is a membership that allows for unlimited visits to any drop-in programs at the New Berlin Activity and Recreation Center. <b>Purchase your pass today!</b> Scan to view membership options &amp; purchase your pass!</p>	<p>20</p> <p><b>New Berlin Recreation</b> Family Friday Nights - Outdoor Bingo Night* 4-6PM</p>	<p>21</p> <p><b>Miss Wisconsin Scholarship Organization</b> Miss Wisconsin Final Competition* 4PM</p>	
<p>22</p> <p><b>Ojibwa Bowhunters Archery Club</b> Pig Roast &amp; Archery Open Shoot* Starts at 4PM</p>	<p>23</p> <p><b>American Red Cross Blood Drive*</b> 1-6PM @ New Berlin Public Library</p>	<p><b>1 Month until the 2025 WISCONSIN STATE FAIR</b> July 31<sup>st</sup> - August 10<sup>th</sup></p>	<p>25</p> <p><b>New Berlin Recreation</b> Fox River Guided Kayak Tour* 5-7:30PM Ages 18+</p>	<p>26</p> <p><b>National Bomb Pop Day!</b></p> <p><b>Take A Guess!</b> Can you guess what year Bomb Pops were invented? (Answer Below) 5561</p>	<p>27</p> <p><b>National Sunglasses Day!</b></p> <p><b>Did You Know!</b> The first sun protection eyewear dates back nearly 2,000 years! It was created to protect hunters' eyes from snow glare!</p>	<p>28</p> <p><b>New Berlin Chamber Farmer's Market</b> 8AM-Noon Every Saturday May-October</p> <p><b>Princeton Club</b> Fitness at the Farmers Market 9:30AM</p>	
<p>29</p> <p><b>National Camera Day!</b></p> <p><b>Take a Guess!</b> Can you guess what year the first image was printed? (Hint - it took 8 hours of light exposure to create!) 5781</p>	<p>30</p> <p><b>New Berlin Recreation</b> Safe Sitters Grandparents Getting Started* 10AM-1PM</p>	<p><b>REGISTER NOW!</b></p> <p><b>Safety Town</b> is a program for kids entering Kindergarten in the Fall and/or children 5-6 years of age!</p> <p><b>June 16-26, 2025</b></p> <p>*Register with the New Berlin Recreation Department!</p>	<p><b>THE COUNTDOWN IS ON!</b></p> <p><b>NEW BERLIN'S 4<sup>TH</sup> OF JULY FESTIVAL</b> JULY 3RD-5TH, 2025</p>	<p><i>Tons of summer fun is on the way!</i> Enjoy a staycation or invite friends &amp; family to visit! Stay near at our hotels!</p> <p><b>Holiday Inn Express &amp; Suites</b> 262-787-0700 &amp; <b>La Quinta Inn &amp; Suites</b> 262-717-0900</p>			<p><b>FOLLOW US</b></p> <p>Enjoy New Berlin @enjoynewberlin</p>

[enjoynewberlin.com](http://enjoynewberlin.com)

Please note that events listed are not hosted by Enjoy New Berlin. Please contact the host organization directly to register and/or with any questions.

Requires Tickets and/or Pre-Registration

2025



# OUTREACH EFFORTS



Photo Credit: Tracee Renee Photography



Photo Credit: Tracee Renee Photography

**MAY 17**

## **NEW BERLIN PUBLIC SAFETY & NEW BERLIN PUBLIC LIBRARY SAFETY SATURDAY**





# BUSINESS OF THE MONTH

## MAY ORGANIZATION OF THE MONTH NEW BERLIN GARDEN CLUB

*Congrats* to the **New Berlin GARDEN CLUB**



## JUNE ORGANIZATION OF THE MONTH MISS WISCONSIN SCHOLARSHIP ORGANIZATION

### Miss Wisconsin *New Berlin* *Organization of the Month*

Congratulations to the Miss Wisconsin Scholarship Organization for being named New Berlin's Organization of the Month for June! Check out the exciting events they're participating in throughout the month!

- Miss Wisconsin Parade**  
June 15, 2025, 2:30 PM - New Berlin Historical Society
- New Berlin Chamber Golf Outing**  
June 16, 2025, 10:30 AM, New Berlin Hills Golf Course
- Night to Ignite Sponsor Dinner**  
June 17, 2025, 6:00 PM, NB Hills Golf Course
- Miss WI Preliminary Competition**  
June 18 & 19, 6:00 PM, NB West Performing Arts Center
- Miss WI Teen Final Competition**  
June 20, 2025, 6:00 PM, NB West Performing Arts Center
- Miss Wisconsin Final Competition**  
June 21, 2025, 4:00 PM, NB West Performing Arts Center

Please visit [misswisconsin.org](http://misswisconsin.org) for more information and to purchase tickets.





# BANDWANGO UPDATES

## SAVINGS PASS SIGN-UPS

**CURRENTLY ON-BOARDING /  
PREPARING TO LAUNCH**



**ACCEPTED**

**10**



**IN  
PROGRESS**

**3**



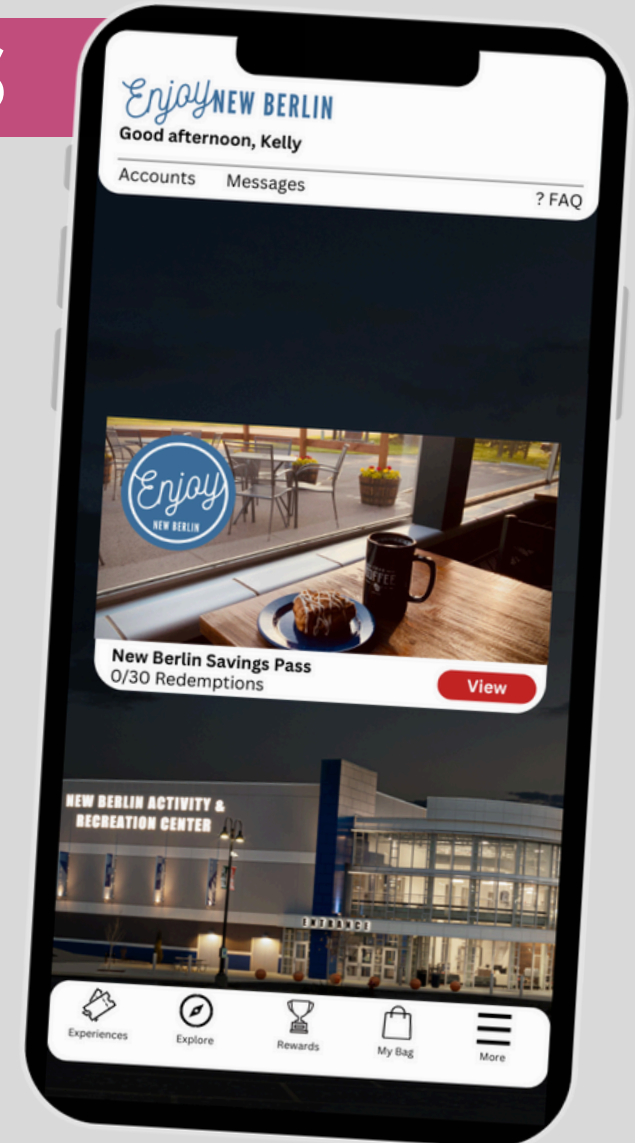
**DECLINED**

**11**



**AWAITING**

**16**





**FOLLOW US & PROMOTE US!**

**PLEASE BE SURE TO FOLLOW  
US ON FACEBOOK AND  
INSTAGRAM!**



**LOCAL BUSINESSES & ORGANIZATIONS ARE  
WELCOME TO SUBMIT EVENTS VIA SOCIAL  
MEDIA OR DIRECTLY ON OUR WEBSITE!**



### **REQUESTED ACTION STATEMENT**

**MEMO TO:** Tourism Commission

**CC:** Alderman Dennis Horbinski, Chairman  
Nikki Jones, Deputy Director of Community Development

**MEMO FROM:** Kelly Wall, Principal Planner

**DATE:** June 11, 2025

**REQUESTED:** Discussion and recommendation to the Tourism Commission for approval of the 2026 Room Tax Grant timeline and application amendments.

**FISCAL IMPACT:** None

**RATIONALE:** Each year, the Tourism Commission reviews the Room Tax Grant application and proposed deadlines for submitting applications.

Changes made based on discussion at May 5, 2025 meeting:

- **Raise organizational limit to \$10,000 / not to exceed \$5,000 per event**
  - o Examples provided on grant application
- **Redistribute points on rubric to evaluate single-day versus multi-day events**
  - o Single day events (5 points) vs multi-day events (15 points)
- **Administratively –**
  - o Staff will group applications by organization.

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**Presented at the May 5, 2025 meeting:**

Following up on discussions from the April 2, 2025 meeting:

- **Grant noticing via Text**
- **Grant limits-**
  - o # of night stays to determine request amount
    - (\$5,000 vs \$10,000)

- # of attendees to determine max grant request
  - (\$5,000 vs \$10,000)
- \$10,000 max per organization
  - All events should be included on 1 application
- **Each advertisement shall also include the hotel logos (Holiday Inn & La Quinta)**
- **Proposed changes to grant noticing –**
  - *We send out 52 letters/notices.*
    - Text Notification
      - Cost for text based service.
      - We have approximately 10/52 phone numbers.
      - Not sure cell phone vs landline numbers.
    - Email Notification
      - No additional cost.
      - 21/52 contacts
- **Changes to grant amount –**
  - **Option 1: # of night stays determine request amount**
    - \$5,000 max grant for those with a score of 5 or under and a \$10,000 max for those events that score a 10 on the line for hotel stays.
  - **Option 2: # of attendees to determine max grant request**
    - Maximum grant amount based on the number of attendees at the event or multi day events.
  - **Option 3: \$10,000 max per organization**
    - \$10,000 limit per organization – Organizations could apply for any number of events, but organization limit would be capped at \$10,000.
- **Changes to recipient requirements -**
  - Marketing shall include the New Berlin hotel logos (Holiday Inn & La Quinta)
- **Internal Update –**
  - Update award letter to include 40% / 60% match calculations/requirements.
    - For example, awardees receiving:
      - \$10,000 would need to submit reimbursement receipts/invoices totaling \$25,000 or more.
      - \$5,000 would need to provide receipts/invoices for \$12,500 or more.

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**Presented at the April 2, 2025 meeting:**

What's the same:

- *Online Application* – Continue using an online application
- *Timeline* – Grant applications will be accepted for approximately 45 days.
- *Letters announcing grant* – Consistent with past years/grant cycles, a letter will be sent to all past applicants and potentially eligible groups/organizations, announcing the grant cycle.

-

- *Grant to be posted on website* – A link will also be posted on the Enjoy New Berlin website.

What's new:

- *Mid-year postcard mailer* – To remind past and potential applicants about the upcoming grant cycle.

To discuss:

- *Proposed changes to grant* –
  - Eligibility of events
  - Number of applications allowed
  - Total funds per event
  - Grouping similar events under 1 application

2026 Grant Schedule –

**1 POSTCARD (MAY 9)**

**MAY 2025**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Send Postcard  
Mailed

**2 GRANTS OPEN (SEPT 1)**

**SEPTEMBER 2025**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2026 Grant  
Cycle Opens

**3 GRANTS CLOSE (OCT 17)**

**OCTOBER 2025**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2026 Grant  
Cycle Closes

**4 REVIEW GRANTS (NOV 12)**

**NOVEMBER 2025**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

12:00 Noon  
Tourism Commission Closes

Postcard – Sent in May



**2026**  
*Enjoy*  
NEW BERLIN

# ROOM TAX GRANTS

**MARK YOUR CALENDARS!**

**SEPTEMBER 1**

**APPLICATION PERIOD OPENS -**  
Letters & emails sent with link to application. The link will also posted on [enjoynewberlin.com](http://enjoynewberlin.com)

**OCTOBER 17**

**APPLICATION PERIOD CLOSES -**  
Application period will close at Noon on October 17th

**NOVEMBER 12**

**TOURISM COMMISSION MEETING TO REVIEW APPLICATIONS**  
Applications reviewed & grants distributed

**ELIGIBLE APPLICANTS:**

- Not for profit organizations
- Project/event is located in the City of New Berlin and offers verifiable economic benefits to the City of New Berlin through increased hotel room nights.
- The project/event or promotional opportunity must demonstrate economic impact as it relates to tourism and is likely to generate hotel room stays within the City of New Berlin.

# 2026 Room Tax Grant Application

## Room Tax Funds

Beginning January 1, 2017, State Law mandates the City forward any room tax revenue exceeding the amount the municipality may retain, to a Tourism Commission. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

The Tourism Commission is required to submit a detailed report of its room tax expenditures to the Wisconsin Department of Revenue annually.

The Room Tax Tourism Grant program is designed to promote tourism-related activity within the City of New Berlin with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

## Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

- Design, production and placement costs for marketing that targets visitors from outside the City of New Berlin and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.

*NOTE: Payroll, positions or organizational operating costs will not be considered.*

## Grant Limits

- **Grant limits are subject to Tourism Commission discretion. Maximum request not to exceed 40% of the overall event budget (capped limit of \$5,000) per event and max total request of \$10,000 per organization.**
- *Organizations may submit multiple applications. As long as they adhere to the following requirements:*
  - Organizations may not apply for more than \$10,000 of grant funds.
  - Per event request shall not exceed \$5,000 or 40% of max event budget.
    - For example: (Per Event)
      - a \$2,500 event budget would allow for a max grant request of \$1,000.
      - a \$5,000 event budget would allow for a max grant request of \$2,000.
      - a \$12,500 event budget would allow for a max grant request of \$5,000.
      - a \$25,000 event budget would be capped at the max grant request of \$5,000.
    - For example: (Per Organization)
      - an organization may submit (2) event applications for \$5,000 each.
      - an organization may submit (5) event applications for \$2,000 each.
- Grants are limited based upon available room tax funds.
- Failure to submit receipts/invoices to justify the 60% organizational match, may result in a pro-rated reimbursement.

### Eligible Applicants

- **The project/event or promotional opportunity must demonstrate economic impact as it relates to tourism and is likely to generate hotel room stays within the City of New Berlin.**
- Not for Profit Organizations.
- Project/event is located in the City of New Berlin and offers verifiable economic benefits to the City of New Berlin through increased hotel room nights.
- Repeat grant applicants have filed timely post project/event reports.

### Grant Recognition

All awarded marketing projects must include the Enjoy New Berlin logo and where space allows, the following grant recognition: "Sponsored in part by the City of New Berlin Tourism Commission."

### Additional Information

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.

- Events/projects must occur between January 1 and December 31, 2026.
- Purchases occurring during 2025 for January/February 2027 events are also eligible.
- The grant expires December 31, 2026. All funds must be used prior to expiration.

**Scoring**

Grant will be scored by Commissioners based on the following criteria:

- Quality and Completeness (10 Points max.)
- The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. (20 Points max.)
- The project/event and application substantiate a reasonable likelihood of local economic impact from: Local visitors (5 Points) / Day-trip visitors (10 Points) / Overnight visitors (30 Points)
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local. Repeat projects/events have provided adequate documentation of room night stays. (10 Points max.)
- Duration of the project/event is: Single Day (5 Points) or Multi-Day (15 Points)
- The expected/historical annual attendance is: 0-1,000 attendees (5 Points) / 1,000-5,000 attendees (10 Points) / 5,000 or more attendees (30 Points)

Maximum of 100 total points possible, per application.

**Application Submission Deadlines**

Submittals must be submitted online, in the form below, **no later than noon on October 17, 2025.**

*\* Indicates required question*

1. Email \*

\_\_\_\_\_

2. Please acknowledge that you have read the requirements above and that your event fits within the guidelines. \*

*Check all that apply.*

Yes, my event application adheres to the requirements mentioned above.

### Applicant Information / Description of Organization

3. Name (First & Last) \*

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4. Address / City / State / Zip \*

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5. Email \*

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6. Phone Number \*

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7. Organization Contact Person (Name/Phone/Email)\* \*

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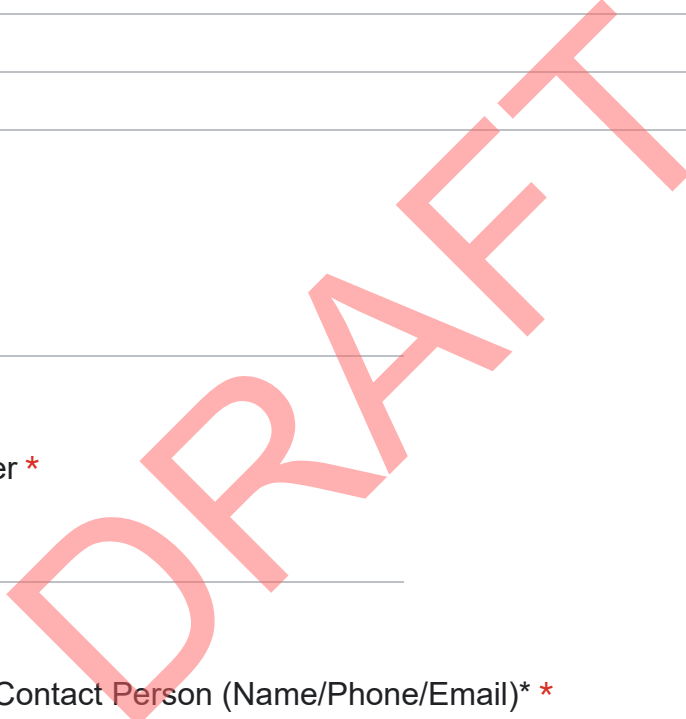
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### Project Information



8. Project/Event Title\* \*

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9. Event Date \*

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10. Total Project / Event Budget \*

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11. Grant Request Amount (Not to exceed 40% of total event budget / \$5,000 cap) \*

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12. Project / Event Location \*

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13. Projected Number of Attendees \*

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14. Detailed Project / Event Description \*

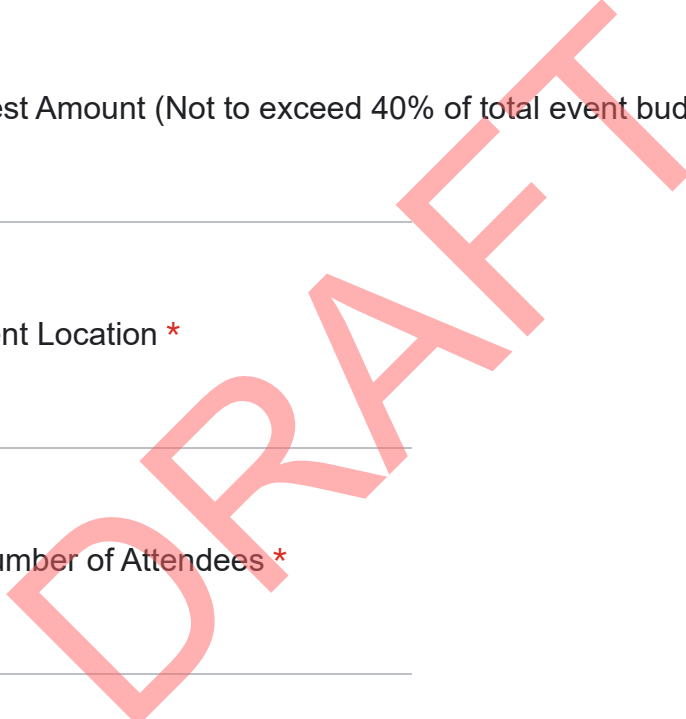
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- 15. Explain How the Project Meets the Goals of the Grant Program/Benefits to the City of New Berlin (Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within New Berlin. Please provide documentation from past projects, if applicable). \*

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- 16. If your project/event reserves a block of rooms for this project/event in a City of New Berlin hotel, please provide number of rooms, number of nights and name of the hotel. \*

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- 17. Expected Outcomes \*

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DRAFT

18. Staffing Requirements \*

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19. Timeline for Implementation \*

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20. Estimated Number of Hotel Stays from the Project / Event \*

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21. Is the proposed project/event: \*

*Mark only one oval.*

- New Project / Event
- Existing Project/Event

**Financial Information**

22. Plans for Sustaining the Project's Funding Upon the Expiration of the Grant \*

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23. List Other Funding Sources Applied To For Support of the Project \*

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**Supporting Materials**

Supporting materials (budget, advertising, etc.) may be sent to [tourism@newberlin.org](mailto:tourism@newberlin.org).

**Application Submittal**

*I understand the restrictions placed on the expenditure of room tax funds governed by the Tourism Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post project/event report is required. Grant recipients will be considered ineligible for future grants until post project/event reporting is filed. This application will serve as a grant agreement and award as noted below.*

24. Please enter name and title. \*

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25. Sign below: \*

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26. Date: \*

*Example: January 7, 2019*

27. Phone Number: \*

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28. Email: \*

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Google Forms

DRAFT



ENJOY NEW BERLIN  
**ROOM TAX GRANT  
 EVALUATION WORKSHEET**  
 INTERNAL USE ONLY

<b>Reviewer Name:</b>
<b>Applicant Organization:</b>
<b>Project/Event:</b>
<b>Grant Request:</b>

Maximum Points	Criteria	Notes	Score
10	<b>Quality and completeness</b> of the application		
20	The applicant has a <b>well-developed marketing strategy</b> that can reasonably be expected to generate multiple hotel stays.		
<b><u>Select only 1 of the 3</u></b>	The project/event and application <b>substantiate a reasonable likelihood of local economic impact</b> from:		
5	- Local visitors		
10	- Day-trip visitors		
30	- Overnight visitors		
10	The methodology proposed to survey attendees is well developed and will likely <b>generate good quality information regarding the number of attendees</b> and <b>whether they are local or non-local</b> . Repeat project/events have provided adequate documentation of room night stays.		
5	<b>Duration</b> of the project/event is:		
15	- Single Day - Multi-Day		
<b><u>Select only 1</u></b>	The expected/historical <b>annual attendance</b> is:		
5	0-1,000 attendees		
10	1,000-5,000 attendees		
15	5,000 or more attendees		
<b>Total Points</b>			/100