

Festival & Event Grant Funding Scoring Criteria:

The Festival & Event Grant Funding is a competitive program that is open to non-profit tourism organizations. The evaluation criteria used by the City of Leavenworth in this grant program is based on State statutes, recommendations of the State Auditor’s Office and prioritizations established by the Leavenworth City Council to protect the long-term stability of the Lodging Tax Fund, while best promoting Leavenworth’s tourism assets and growing the tourism industry in our community. All applications will be scored based on the criteria listed below. Criteria and point allocation may change on a year to year basis:

Scoring Criteria	Point Allocation	Pts.
Increasing hotel occupancy in the City of Leavenworth by creating overnight stays.	25: Greater than 250 overnights 15: 150 – 250 Overnights 10: Less than 150	
Increasing overnight stays during the off season – Monday – Thursday and/or January – June and November.	15: Off Season and midweek 8: Off Season or midweek	
Special Events or festivals that exemplify the Old World Bavarian Theme, natural resources, cultural offerings or history of Leavenworth.	15	
Attracts more diversified visitors to City of Leavenworth and thereby generating additional business for hotels and motels.	15	
Development of key community assets that function as point destinations, or venues for multi-purpose events, and serve on a year-round basis.	10	
Is this a no charge/open to the public event?	10	
Has the applicant previously received funding from the City?	15: No 10: 1 or 2 years 5: 3 years or more	