



Town of Wickenburg: Bed Tax Marketing Grant Program

Scoring Instructions for Review Committee

Purpose of the Grant:

The Bed Tax Marketing Grant is intended to support marketing efforts by local non-profit organizations that will enhance tourism and attract visitors to the Town of Wickenburg.

As a committee member, your role is to evaluate each application based on the Evaluation Rubric, using a fair, consistent, and objective approach. The rubric is designed to help ensure the awarded grants align with the goals of the program: **promoting tourism, increasing visitor reach, and building Wickenburg's brand identity.**

Scoring Overview:

Each application will be scored out of **100 points** across five criteria:

Category	Max Points
Program/Event Description	25
Demonstrated Need	25
Number Served	20
Goals & Objectives	20
Leveraged Resources	10
TOTAL	100

Detailed Scoring Criteria:

1. Program/Event Description (25 points)

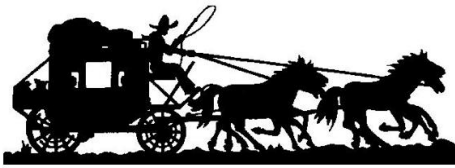
Evaluate how well the applicant describes the proposed program/event. Strong proposals should:

- Clearly identify what is being marketed.
- Show relevance to Wickenburg.
- Include historical success or partnerships.
- Indicate how Bed Tax funds will be used.

2. Demonstrated Need (25 points)

Assess the justification for grant support. Look for:

- Specific needs identified by the organization or community.
- Explanation of how the event/program would be impacted without funding.
- Evidence of potential economic or tourism impact.



TOWN OF WICKENBURG

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3. Number Served (20 points)

Consider both the **total audience** and **Wickenburg residents** reached. Higher scores go to:

- Projects with broad or strategic reach.
- Applicants who clearly estimate attendance.
- Proposals that offer detailed demographic targets.

4. Goals and Measurable Objectives (20 points)

Strong applications should include:

- One overarching goal.
- Three specific, measurable, and realistic objectives.
- Objectives tied to marketing reach, attendance, or economic impact.

5. Leveraged Resources (10 points)

Award points based on the applicant's ability to support the project beyond grant funds:

- Other funding sources (cash or in-kind).
- Marketing partnerships or sponsors.
- Demonstrated sustainability beyond grant year.

Scoring Tips:

- **Be Consistent:** Use the full scale and apply the same standards across all applications.
- **Be Objective:** Focus on the content of the application. Do not base your score on personal knowledge unless referenced in the proposal.
- **Incomplete Applications:** If a required element is missing, deduct points accordingly, especially in the budget or eligibility documents.
- **Conflict of Interest:** If you have a relationship with any applicant that could influence your scoring, please notify the Grant Administrator (Kathleen Crutchfield) and recuse yourself from evaluating that application.

Next Steps After Scoring:

- Turn in your completed scoring sheets by the designated deadline: **August 25, 2025**
- Final decisions will be based on cumulative scores, and the committee discussion at the September 10, 2025, EDTAC meeting.

Contact for Questions:

Kathleen Crutchfield

Grant Administrator

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☎ 928-232-0037

Thank you for reviewing and supporting efforts to enhance Wickenburg's tourism economy!