City of Charleston Accommodations Tax Grant Program:
Review & Scoring Guidelines

Review and Funding Process

1. After submission via the online grants platform, Submittable, each application is reviewed by City staff to confirm eligibility, organizational financial health, and the minimum requirements are met.
2. Each application is reviewed by an external Grants Committee.
3. Committee members will assess each application on a score of 1-100 for each review criterion.
4. All scores are weighted and combined to create a final aggregate score. These scores are then input into an objective funding formula with the goal to ensure consistency and equity for all grant applicants. This formula is used to provide recommendations on funding amounts for each application based on review committee scores, total funding requests, and the grant program budget.
5. Funding recommendations from the Grants Committee is shared with the A-Tax Advisory Committee and Charleston City Council for final review and approval.
6. Grant applicants are notified of funding decisions. If awarded funding, grant applicants will sign a funding agreement with the City who will disburse funds.

Committee Scoring Metrics

- Economic Impact Calculation (50%)
  - The number of visitors this year x average daily spend x average length of stay = Total Direct Impact (average daily spend and length of stay provided by the College of Charleston Office of Tourism Analysis)
  - Adjusted by ongoing/one-time event and busy/slow season
  - Each application will be rated between 1-100.
- Media & Marketing Impact Calculation (20%)
  - Tourism Panel will assess the impact of marketing/media coverage. An average of the panelist will be taken.
  - Each application will be rated between 1-100.
- Community Impact Calculation (10%)
  - Total investment in the Charleston community.
  - Each application will be rated between 1-100.
- Tourism Panel (20%)
  - Tourism Panel will assess the application in its entirety. An average of the panelist will be taken.
  - Each application will be rated between 1-100.
- Final Calculation
  - Final Score = Economic Impact x 0.5 + Media Impact x 0.2 + Community Impact x 0.1 + Tourism Panel x 0.2