

**PORT TOWNSEND DESTINATION MARKETING BRAND RFP CRITERIA**

Key Criteria	Criteria	Points
<b>Does the proposal...</b>		
	<i>Take the LTAC vision &amp; Marketing WorkGroup strategies into account</i>	10
	<i>Speak to Environmental Sustainability outcomes</i>	10
	<i>Speak to Equity outcomes</i>	10
	<i>Reflect an understanding of the Olympic Peninsula Master Plan &amp; Arts &amp; Culture Plan</i>	10
	<i>Reflect an understanding of the local visitor economy and businesses</i>	10
	<i>Stay within the allocated budget</i>	10
<b>Is the proposal from an organization that...</b>		
	<i>Knows Port Townsend and the Olympic Peninsula region?</i>	15
	<i>Has demonstrated experience in destination marketing and rebranding efforts</i>	15
	<i>Provided at least three references</i>	5
	<i>Has an understanding of WA State Lodging Tax</i>	5
<b>Total Points</b>		<b>100</b>