

Ziplin - Public Relations

Name of Applicant

Marquez

Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	<u>10</u>	10	<u>100</u> Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	<u>5</u>	10	<u>50</u> Will the project encourage additional overnight stays beyond the project event?
(1-5)	<u>5</u>	5	<u>25</u> Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	<u>3</u>	5	<u>15</u> Are the budget and marketing plan realistic?
(1-10)	<u>5</u>	10	<u>50</u> Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	<u>5</u>	10	<u>50</u> Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	<u>4</u>	5	<u>20</u> Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	<u>5</u>	10	<u>50</u> Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 360

Add Preference Points

(0-10)	<u> </u>	Event held during the Shoulder Season – October through May
(0-10)	<u>10</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

TOTAL POINTS 380

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ NONE

Name of Applicant

Zipline - Public relations

Name of Reviewer

Marquez

Tourism Grant Application – Traditional Program Infrastructure
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>10</u>	10	<u>0</u> <u>100</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>10</u>	5	<u>0</u> <u>50</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>3</u>	5	<u>0</u> <u>15</u>	Are the budget and marketing plan realistic?
(1-10) <u>5</u>	10	<u>0</u> <u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>5</u>	10	<u>0</u> <u>50</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>8</u>	10	<u>0</u> <u>80</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>5</u>	10	<u>0</u> <u>50</u>	Is there a strong evaluation method with measurable objectives?
TOTAL POINTS		<u>0</u> <u>395</u>	

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO Partial funding: \$ _____

Note: I have recommended ^{almost} full funding for Zipline signage project and no funding for Zipline Public relations. The committee may choose a different allocation between these 2 projects. I support the committee's decision. I chose to ~~see~~ favor the signage proposal because it is a 1-shot deal. Also, the public relations piece seems more like a project Roe might be expected to pay for.

Great project!

ZIPLING PR

Name of Applicant

CHIP MASSIE

Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	<u>10</u>	10	<u>0</u> <u>100</u> Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	<u>5</u>	10	<u>0</u> <u>50</u> Will the project encourage additional overnight stays beyond the project event?
(1-5)	<u>5</u>	5	<u>0</u> <u>25</u> Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	<u>3</u>	5	<u>0</u> <u>15</u> Are the budget and marketing plan realistic?
(1-10)	<u>5</u>	10	<u>0</u> <u>50</u> Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	<u>5</u>	10	<u>0</u> <u>50</u> Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	<u>5</u>	5	<u>0</u> <u>25</u> Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	<u>5</u>	10	<u>0</u> <u>50</u> Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 0365

Add Preference Points

(0-10)	<u>5</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>5</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

TOTAL POINTS 0385

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ _____

Crater Lake Zipline:
Public Relations

Name of Applicant

Julie Ann Moorhead
Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	<u>8</u>	10	<u>80</u> Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	<u>4</u>	10	<u>20</u> Will the project encourage additional overnight stays beyond the project event?
(1-5)	<u>5</u>	5	<u>25</u> Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	<u>4</u>	5	<u>20</u> Are the budget and marketing plan realistic?
(1-10)	<u>7</u>	10	<u>70</u> Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	<u>7</u>	10	<u>70</u> Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	<u>4</u>	5	<u>20</u> Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	<u>8</u>	10	<u>80</u> Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 385

Add Preference Points

(0-10)	<u>7</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>7</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>7</u>	Family Friendliness

TOTAL POINTS 406

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO Partial funding: \$ _____

Crater Lake Zipline PR
Name of Applicant

Lisa Galloway
Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) <u>4</u>	10	<u>40</u>	Will the project encourage additional overnight stays beyond the project event?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>4</u>	5	<u>20</u>	Are the budget and marketing plan realistic?
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) <u>4</u>	5	<u>20</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) <u>7</u>	10	<u>70</u>	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 425

Add Preference Points

- (0-10) 0 Event held during the Shoulder Season – October through May
- (0-10) _____ Event held outside of the Klamath Falls urban growth boundary
- (0-10) 5 Family Friendliness

TOTAL POINTS 430

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ _____

Crater Lake Zipline Public Relations

Gerry O'Brien

Name of Applicant

Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>10</u>	10	<u>100</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) <u>5</u>	10	<u>50</u>	Will the project encourage additional overnight stays beyond the project event?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>5</u>	5	<u>25</u>	Are the budget and marketing plan realistic?
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) <u>5</u>	5	<u>25</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) <u>8</u>	10	<u>80</u>	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 465

Add Preference Points

(0-10)	<u>8</u>	Event held during the Shoulder Season – <u>October through May</u>
(0-10)	<u>5</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>8</u>	Family Friendliness

TOTAL POINTS 473

Reviewer Conflict of Interest: As a rep of the Herald and News, we may benefit from some small part of this advertising of this project

Comments: SOME FEELING THAT PR IS PART OF NORMAL
BIZ PLAN.

Do you recommend this project for funding: YES NO Partial funding: \$ 15,000 RATE 15K

Zipline PR

Name of Applicant

Echo Murray

Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	<u>6</u>	10	<u>60</u> Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	<u>5</u>	10	<u>50</u> Will the project encourage additional overnight stays beyond the project event?
(1-5)	<u>5</u>	5	<u>25</u> Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	<u>3</u>	5	<u>15</u> Are the budget and marketing plan realistic?
(1-10)	<u>6</u>	10	<u>60</u> Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	<u>6</u>	10	<u>60</u> Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	<u>6</u>	5	<u>30</u> Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	<u>5</u>	10	<u>50</u> Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 350

Add Preference Points

(0-10)	<u> </u>	Event held during the Shoulder Season – October through May
(0-10)	<u>6</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>8</u>	Family Friendliness

TOTAL POINTS 364

Reviewer Conflict of Interest:

Comments: USES lands? what happens if given back to Tribe -

Do you recommend this project for funding: YES NO Partial funding: \$

Zipline PR
Name of Applicant

Matt Dodson
Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>10</u>	10	<u>100</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) <u>3</u>	10	<u>30</u>	Will the project encourage additional overnight stays beyond the project event?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>4</u>	5	<u>20</u>	Are the budget and marketing plan realistic?
(1-10) <u>7</u>	10	<u>70</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>7</u>	10	<u>70</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) <u>5</u>	5	<u>25</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) <u>10</u>	10	<u>100</u>	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 390

Add Preference Points

(0-10)	<u>107</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>10</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

TOTAL POINTS 30

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ _____