

Kiger Marketing
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>7</u> | 10 | <u>70</u> | Does the applicant clearly demonstrate how this project will increase out of county visitors? |
| (1-5) <u>2</u> | 10 | <u>20</u> | Will the project encourage additional overnight stays beyond the project event? |
| (1-5) <u>4</u> | 5 | <u>20</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>5</u> | 10 | <u>50</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>7</u> | 10 | <u>70</u> | Is there a strong evaluation method with measurable objectives? |

SUB-TOTAL POINTS: 345

Add Preference Points

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

TOTAL POINTS 355

Reviewer Conflict of Interest: _____

Comments: _____

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

Babe Ruth Marketing
Name of Applicant

Lisa Salloway
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>3</u> | 10 | <u>30</u> | Will the project encourage additional overnight stays beyond the project event? |
| (1-5) <u>3</u> | 5 | <u>15</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>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>6</u> | 10 | <u>60</u> | Is there a strong evaluation method with measurable objectives? |

SUB-TOTAL POINTS: 365

Add Preference Points

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

TOTAL POINTS 375

Reviewer Conflict of Interest: _____

Comments: _____

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

World Series Marketing
Name of Applicant

[Signature]
Name of Reviewer

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

| Score | Weight | Points | |
|------------------|--------|------------|--|
| (1-10) <u>3</u> | 10 | <u>30</u> | Does the applicant clearly demonstrate how this project will increase out of county visitors? |
| (1-5) <u>2</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>3</u> | 5 | <u>15</u> | Are the budget and marketing plan realistic? |
| (1-10) <u>3</u> | 10 | <u>30</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>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: 235

Add Preference Points

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

TOTAL POINTS 245

Reviewer Conflict of Interest:

Comments: Hosting the World Series - Already being marketed.

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

KILGER/BARBY RUTH WS
Name of Applicant

MARKETING

CHIP MASSIE
Name of Reviewer

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

| Score | Weight | Points | |
|-------------------|--------|--------------|--|
| (1-10) <u>9</u> | 10 | <u>0 90</u> | Does the applicant clearly demonstrate how this project will increase out of county visitors? |
| (1-5) <u>4</u> | 10 | <u>0 40</u> | Will the project encourage additional overnight stays beyond the project event? |
| (1-5) <u>5</u> | 5 | <u>0 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 15</u> | Are the budget and marketing plan realistic? |
| (1-10) <u>7</u> | 10 | <u>0 70</u> | Does the applicant clearly demonstrate how the project will leverage funding? |
| (1-10) <u>6</u> | 10 | <u>0 60</u> | Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? |
| (1-5) <u>5</u> | 5 | <u>0 25</u> | Is there demonstrated community support? Is there evidence of in-kind support? |
| (1-10) <u>8</u> | 10 | <u>0 80</u> | Is there a strong evaluation method with measurable objectives? |
| SUB-TOTAL POINTS: | | <u>0 405</u> | |

Add Preference Points

| | | |
|--------------|--------------|---|
| (0-10) | <u>0</u> | Event held during the Shoulder Season – October through May |
| (0-10) | <u>0</u> | Event held outside of the Klamath Falls urban growth boundary |
| (0-10) | <u>10</u> | Family Friendliness |
| TOTAL POINTS | <u>0 415</u> | |

Reviewer Conflict of Interest: _____

Comments: _____

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

2

2015 Babe Ruth
World Series Marketing
Name of Applicant

Julie Ann Murken
Name of Reviewer

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

| Score | Weight | Points | |
|-----------------|--------|-----------|--|
| (1-10) <u>9</u> | 10 | <u>90</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>3</u> | 5 | <u>15</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>4</u> | 10 | <u>40</u> | Is there a strong evaluation method with measurable objectives? |

SUB-TOTAL POINTS: 370

Add Preference Points

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

TOTAL POINTS 378

Reviewer Conflict of Interest: _____

Comments: _____

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

Babe Ruth
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>0 100</u> | Does the applicant clearly demonstrate how this project will increase out of county visitors? |
| (1-5) <u>5</u> | 10 | <u>0 50</u> | Will the project encourage additional overnight stays beyond the project event? |
| (1-5) <u>3</u> | 5 | <u>0 15</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 15</u> | Are the budget and marketing plan realistic? |
| (1-10) <u>5</u> | 10 | <u>0 50</u> | Does the applicant clearly demonstrate how the project will leverage funding? |
| (1-10) <u>5</u> | 10 | <u>0 50</u> | Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? |
| (1-5) <u>5</u> | 5 | <u>0 25</u> | Is there demonstrated community support? Is there evidence of in-kind support? |
| (1-10) <u>7</u> | 10 | <u>0 70</u> | Is there a strong evaluation method with measurable objectives? |

No, but
-long event.
multi-day

SUB-TOTAL POINTS: 0 375

Add Preference Points

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

TOTAL POINTS 0 385

Reviewer Conflict of Interest:

Comments: Recommend fund transportation and host fee proposal.

Do you recommend this project for funding: YES NO Partial funding: \$ 50,000

Costs are listed, but no documentation of estimate from Pelican Charter or Host Entry Fee.
This will be a large, popular, multi-day event. Lots of community support.
Because there are many worthy proposals, we can only fund one of their 3 requests.

Kiger Marketing, Sponsorship

Gerry O'Brien

Name of Applicant

Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure
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? |
| (1-10) <u>8</u> | 5 | <u>40</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>5</u> | 10 | <u>50</u> | Does the applicant clearly demonstrate how the project will leverage funding? |
| (1-10) <u>4</u> | 10 | <u>40</u> | Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? |
| (1-10) <u>8</u> | 10 | <u>80</u> | Is there demonstrated community support? Is there evidence of in-kind support? |
| (1-5) <u>5</u> | 10 | <u>50</u> | Is there a strong evaluation method with measurable objectives? |
| TOTAL POINTS | | <u>385</u> | |

Reviewer Conflict of Interest:

Comments: I think that partial sponsorship of the event is worth while. Marketing plan seems weak. The event is coming here, but Kiger probably need the sponsorship money.

I think that partial sponsorship of the event is worth while. Marketing plan seems weak. The event is coming here, but Kiger probably need the sponsorship money.

Do you recommend this project for funding: YES NO Partial funding: \$ 15000