

Safe Stroll

Name of Applicant

Ambers

Name of Reviewer

Fall 2011 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score Weight Points

(1-5) 3 5 15

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?

(1-5) 2 5 10

Does the applicant have the ability to complete the project?
Is the budget and plan realistic?
What is the potential to succeed?
Is management and/or administration capable?

(1-5) 3 2 6

Is there demonstrated community support?
Is there evidence of in-kind support?
Are there endorsements by community groups?

(1-5) 3 1 3

Is the presentation clear, concise and attractive?
Points will be deducted for vague or rambling responses.

(1-5) 4 2 8

Is there a strong evaluation method?
How will the applicant document the impact?
Are the outcomes measurable and objective?

SUB-TOTAL POINTS:

32

Add Preference Points

0-10

1

Shoulder Season – before June and after September

0-10

1

Outlying Areas

0-10

4

Length of Stay – encourage early arrival and/or late departure

0-10

4

Family Friendliness

8

Deduct Penalty Points

-10

Previous tourism projects not completed on time or final evaluation not submitted on time

TOTAL POINTS

40

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO

Partial funding: \$ _____

Citizens for Safe Schools
Name of Applicant

K. MARQUEZ
Name of Reviewer

Fall 2011 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>2</u>	5	<u>10</u>
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>2</u>	2	<u>4</u>
(1-5) <u>3</u>	1	<u>3</u>
(1-5) <u>4</u>	2	<u>8</u>

How well does/will this project increase tourism? Will it encourage longer-term or repeat visits? *hard to know w/out actual numbers from prior years - only percentages*

Does the applicant have the ability to complete the project? Is the budget and plan realistic? What is the potential to succeed? Is management and/or administration capable? *budget seems high for likely # of visitors. Target mkt. dollars to runners rather than TV ads.*

Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups? *CS5 is well-regarded. Letters from participants only.*

Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.

Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective? *easy effective eval.*

SUB-TOTAL POINTS: 40

Add Preference Points

0-10	_____	Shoulder Season – before June and after September
0-10	_____	Outlying Areas
0-10	<u>5</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>10</u>	Family Friendliness

Deduct Penalty Points

-10	_____	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 55

Reviewer Conflict of Interest:

Comments: The run has and will have a number of sponsors. They do not draw big number of visitors. Propose partial funding of ad in competitor mag and website. Leverage w/ DK?? Partnership?

Do you recommend this project for funding: YES NO Partial funding: \$ 2,000

Dollars for competitor mag.

CFSS - RACK
Name of Applicant

CHIP
Name of Reviewer

Fall 2011 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>4</u>	2	<u>8</u>
(1-5) <u>4</u>	1	<u>4</u>
(1-5) <u>5</u>	2	<u>10</u>
SUB-TOTAL POINTS:		<u>72</u>

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?

Does the applicant have the ability to complete the project?
Is the budget and plan realistic?
What is the potential to succeed?
Is management and/or administration capable?

Is there demonstrated community support?
Is there evidence of in-kind support?
Are there endorsements by community groups?

Is the presentation clear, concise and attractive?
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method?
How will the applicant document the impact?
Are the outcomes measurable and objective?

Add Preference Points

0-10	_____	Shoulder Season – before June and after September
0-10	_____	Outlying Areas
0-10	<u>5</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>10</u>	Family Friendliness

Deduct Penalty Points

-10	_____	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 87

Reviewer Conflict of Interest:

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 2700.00 For Comp MAG

Citizens for Safe Schools
Name of Applicant

Dannielle Lehman
Name of Reviewer

Fall 2011 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>3</u>	5	<u>8</u>
(1-5) <u>3</u>	5	<u>8</u>
(1-5) <u>4</u>	2	<u>6</u>
(1-5) <u>4</u>	1	<u>5</u>
(1-5) <u>5</u>	2	<u>7</u>
SUB-TOTAL POINTS:		<u>34</u>

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?

Does the applicant have the ability to complete the project?
Is the budget and plan realistic?
What is the potential to succeed?
Is management and/or administration capable?

Is there demonstrated community support?
Is there evidence of in-kind support?
Are there endorsements by community groups?

Is the presentation clear, concise and attractive?
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method?
How will the applicant document the impact?
Are the outcomes measurable and objective?

Add Preference Points

0-10

0

Shoulder Season – before June and after September

0-10

0

Outlying Areas

0-10

5

Length of Stay – encourage early arrival and/or late departure

0-10

5

Family Friendliness

Deduct Penalty Points

-10

Previous tourism projects not completed on time or final evaluation not submitted on time

TOTAL POINTS

44

Reviewer Conflict of Interest:

Comments: Majority percentage of participants are too local.
Very community driven/attended event

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

Name of Applicant

Citizens for Safe Schools
Run for Kids by Mr. Morrison

Name of Reviewer

B. Sullivan

Fall 2011 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

2000 Proj.

100 Visitors

Score	Weight	Points
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>2</u>	5	<u>10</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>3</u>	1	<u>3</u>
(1-5) <u>3</u>	2	<u>6</u>
SUB-TOTAL POINTS:		<u>40</u>

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?

Does the applicant have the ability to complete the project? y
Is the budget and plan realistic? fair
What is the potential to succeed? good
Is management and/or administration capable? y

Is there demonstrated community support? y
Is there evidence of in-kind support? y
Are there endorsements by community groups? y

Is the presentation clear, concise and attractive? y
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method? Applicable
How will the applicant document the impact? "
Are the outcomes measurable and objective? "

Add Preference Points

0-10	<u>0</u>
0-10	<u>2</u>
0-10	<u>3</u>
0-10	<u>5</u>

Shoulder Season - before June and after September July 20
each day... 1000... 1000... 1000...

Outlying Areas

Length of Stay - encourage early arrival and/or late departure

Family Friendliness

Deduct Penalty Points

-10 0

Previous tourism projects not completed on time or final evaluation not submitted on time

TOTAL POINTS

50

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO Partial funding: \$ 2,000.00

\$ 1450

1340.00