

30 mile Club

Ambers

Name of Applicant

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>2</u>	5	<u>10</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>2</u>	1	<u>2</u>
(1-5) <u>1</u>	2	<u>5</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?

SUB-TOTAL POINTS: 33

Add Preference Points

0-10	<u>1</u>	Shoulder Season -- before June and after September
0-10	<u>5</u>	Outlying Areas
0-10	<u>3</u>	Length of Stay -- encourage early arrival and/or late departure
0-10	<u>3</u>	Family Friendliness

Deduct Penalty Points

-10	<u>11</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 44

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 0

30 mile Club

K. MARQUEZ

Name of Applicant

Name of Reviewer

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

Score	Weight	Points
(1-5) <u>4</u>	5	<u>20</u>
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>5</u>	2	<u>10</u>
(1-5) <u>3</u>	1	<u>3</u>
(1-5) <u>3</u>	2	<u>6</u>
SUB-TOTAL POINTS:		<u>64</u>

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

1) rack card 1120
2) trade show 300
3) Mkt campaign

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?

not defined 1200
yes.

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

v. impressive, effective
efficient organization.

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

- market campaign
undefined

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

lodging operator
will report.

Add Preference Points

0-10	<u>5</u>	Shoulder Season – before June and after September
0-10	<u>10</u>	Outlying Areas
0-10	<u>10</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

99

Reviewer Conflict of Interest: No.

Comments: Rack card + trade show. Mkt. Campaign needs to be more defined before funding.

Do you recommend this project for funding: YES NO

Partial funding: \$

~~1420~~ ~~1320~~
\$1320

30 Minute Club

Name of Applicant

CHIP

Name of Reviewer

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

Score Weight Points

(1-5) 4 5 20

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

(1-5) 5 5 25

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) 4 2 8

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

(1-5) 4 1 4

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

(1-5) 3 2 6

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

SUB-TOTAL POINTS:

63

Add Preference Points

0-10

2

Shoulder Season – before June and after September

0-10

10

Outlying Areas

0-10

2

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

0-10

10

Family Friendliness

Deduct Penalty Points

-10

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

TOTAL POINTS

87

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO Partial funding: \$ 1420.00

1320.00

30 mile club

Name of Applicant

Laurelle Thomas
Name of Reviewer

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

Score Weight Points

(1-5) 4 5 9

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

(1-5) 5 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 5

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

(1-5) 4 1 5

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

(1-5) 3 2 5

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

SUB-TOTAL POINTS: 34

Add Preference Points

0-10 _____ Shoulder Season – before June and after September

0-10 8 Outlying Areas

0-10 _____ Length of Stay – encourage early arrival and/or late departure

0-10 _____ Family Friendliness

Deduct Penalty Points

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

TOTAL POINTS 42

Reviewer Conflict of Interest:

Comments: Outlying support for County business - avoid use of funds to create mortgage with long shelf life.

Do you recommend this project for funding: YES NO Partial funding: \$ 2070

2/2/10

8th yr. in public admin.
Visitor Needs p.p.m.

Name of Applicant
30-771111 Clute
10,000 Rack Cards

Name of Reviewer B. Sullivan

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

\$2,620.00 Req.
6000+ visitors
per mo. use B

Score Weight Points

(1-5) 2 5 10

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

(1-5) 3 5 15

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

(1-5) 4 2 8

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

(1-5) 3 1 3

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

(1-5) 4 2 8

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

SUB-TOTAL POINTS: 44

Add Preference Points

0-10 2

Shoulder Season – before June and after September ✓

0-10 5

Outlying Areas

0-10 3

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

0-10 5

Family Friendliness

Deduct Penalty Points

-10 0

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

TOTAL POINTS 59

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO

Partial funding: \$ $\frac{1}{2}$ ^{\$} 1,310.00

1,500.00

AVG
1,314.00