

Kiger

Name of Applicant

Ambers

Name of Reviewer

Substance

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

Score Weight Points

(1-5) _____ 5 _____

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

(1-5) _____ 5 _____

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) _____ 2 _____

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

(1-5) _____ 1 _____

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

(1-5) _____ 2 _____

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

SUB-TOTAL POINTS: _____

Add Preference Points

0-10 _____

Shoulder Season – before June and after September

0-10 _____

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 _____

Reviewer Conflict of Interest:

Yes

Comments: _____

Do you recommend this project for funding: YES NO

Partial funding: \$ 6000.00

Bab Ruth Kiger
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>1</u>	5	<u>5</u>	How well does/will this project increase tourism? <i>Project and proposal are not sufficiently detailed.</i> Will it encourage longer-term or repeat visits?
(1-5) <u>1</u>	5	<u>5</u>	Does the applicant have the ability to complete the project? <i>No cash match for project. Needs more focus and before funding.</i> Is the budget and plan realistic? What is the potential to succeed? Is management and/or administration capable?
(1-5) <u>3</u>	2	<u>6</u>	Is there demonstrated community support? <i>Great community support for Kiger and base ball, but none demonstrated for this mkt. campaign.</i> Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>1</u>	1	<u>1</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses. <i>Needs work.</i>
(1-5) <u>1</u>	2	<u>2</u>	Is there a strong evaluation method? How will the applicant document the impact? <i>eval. not tied to proposed mkt. effort.</i> Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 19

Add Preference Points

0-10	_____	Shoulder Season -- before June and after September
0-10	_____	Outlying Areas
0-10	_____	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 29

Reviewer Conflict of Interest:

Comments: Idea is worthy, but marketing plan is in need of focus. Encourage them to work w/ professionals to develop a credible marketing plan.

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

\$ 7,500

BABE RUTH / KIGALA
Name of Applicant

CAIR
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>3</u>	2	<u>6</u>
(1-5) <u>2</u>	1	<u>2</u>
(1-5) <u>4</u>	2	<u>8</u>
SUB-TOTAL POINTS:		<u>61</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

5

Shoulder Season – before June and after September

0-10

Outlying Areas

0-10

5

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

81

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO

Partial funding: \$

1,500.00

Babe Ruth
Name of Applicant

Naunelle Terama
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>7</u>
(1-5) <u>2</u>	5	<u>7</u>
(1-5) <u>1</u>	2	<u>3</u>
(1-5) <u>2</u>	1	<u>3</u>
(1-5) <u>1</u>	2	<u>3</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: 23

Add Preference Points

0-10	<u>0</u>	Shoulder Season -- before June and after September
0-10	<u>0</u>	Outlying Areas
0-10	<u>0</u>	Length of Stay -- encourage early arrival and/or late departure
0-10	<u>5</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 28

Reviewer Conflict of Interest:

Comments: Increase by 70% seems unrealistic. Joint application? Outcome unclear to me. Is this to promote Babe Ruth baseball or the facility/useability of Kiger?

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

Name of Applicant
 Babe Ruth Assoc.
 Ripon Stadium

Name of Reviewer B. Sullivan

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

7500.00

Joint Application?

Score	Weight	Points	
(1-5) <u>2</u>	5	<u>10</u>	How well does/will this project increase tourism? <i>Good</i> Will it encourage longer-term or repeat visits? <i>Y</i>
(1-5) <u>3</u>	5	<u>15</u>	Does the applicant have the ability to complete the project? <i>Y</i> Is the budget and plan realistic? <i>Y</i> What is the potential to succeed? <i>Good</i> Is management and/or administration capable? <i>Y</i>
(1-5) <u>1</u>	2	<u>2</u>	Is there demonstrated community support? <i>N</i> Is there evidence of in-kind support? <i>FAIR</i> Are there endorsements by community groups? <i>N</i>
(1-5) <u>2</u>	1	<u>2</u>	Is the presentation clear, concise and attractive? <i>FAIR</i> Points will be deducted for vague or rambling responses.
(1-5) <u>3</u>	2	<u>6</u>	Is there a strong evaluation method? <i>FAIR</i> How will the applicant document the impact? <i>Attendees</i> Are the outcomes measurable and objective? <i>Y</i>

SUB-TOTAL POINTS: 35

Add Preference Points

0-10	<u>5</u>	Shoulder Season – before June and after September (<i>March - Aug.</i>)
0-10	<u>5</u>	Outlying Areas
0-10	<u>5</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>7</u>	Family Friendliness

Deduct Penalty Points

-10	<u>0</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 57

Reviewer Conflict of Interest: _____

Comments:

Do you recommend this project for funding: YES NO Partial funding: \$ 1,200.00

10/2/11
M 8550