

KRUISE

Name of Applicant

Ambers

Name of Reviewer

Substantive  
No Vote

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 \_\_\_\_\_

YES

Reviewer Conflict of Interest:

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  YES  NO Partial funding: \$ 18,000

K. Ruise

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>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>4</u>	2	<u>8</u>
SUB-TOTAL POINTS:		<u>70</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>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 90

Reviewer Conflict of Interest:

Comments: Great event. Well done every year. We do not typically pay for travel expenses. Registration packet??

Do you recommend this project for funding:  YES  NO Partial funding: \$ 4,500

KREVISE OF KU  
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>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>5</u>	1	<u>5</u>
(1-5) <u>3</u>	2	<u>6</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:

66

Add Preference Points

0-10	_____	Shoulder Season – before June and after September
0-10	_____	Outlying Areas
0-10	<u>7</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

83

**Reviewer Conflict of Interest:** \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  YES  NO Partial funding: \$ 4000.00

## 2012 Kruiise of Klamath Marketing Budget

	<u>Grant Funds</u>	<u>Kruise Funds</u>
<b><u>Television</u></b>		
▶ Two week local campaign on KOTI <ul style="list-style-type: none"> <li>● KOTI air time donated as official TV sponsor</li> </ul>	-	-
▶ One week local campaign on KDKF & KTVL		\$1,000.00
<b><u>Print</u></b>		
▶ Northwest Cruzin' Magazine ad <ul style="list-style-type: none"> <li>● ½ page ad in Jan/Feb</li> <li>● Full page ad in Mar/Apr</li> </ul>	\$2,000.00	
▶ Event Posters	\$1,000.00	
▶ Herald and News <ul style="list-style-type: none"> <li>● June – ¼ page ad in Kruiise of Klamath Tab</li> </ul>		\$500.00
<b><u>Radio</u></b>		
▶ One week local campaign on Sunny 107 <ul style="list-style-type: none"> <li>● Sunny 107 air time donated as official radio sponsor</li> </ul>	-	-
▶ One week local campaign with Basin Mediactive		\$500.00
<b><u>Direct Mail</u></b>		
▶ Save the Date postcard <ul style="list-style-type: none"> <li>● To entire mailing list of 800+ people in January</li> </ul>		\$300.00
▶ High Profile registration packet <ul style="list-style-type: none"> <li>● Glossy, full color booklet to entire mailing list of 800+ people with insert featuring Tribute Team American Graffiti car appearance</li> </ul>	\$3,000.00	
<b><u>Other</u></b>		
▶ Travel Expenses for Tribute Team American Graffiti car collection	\$3,000.00	
▶ Discover Klamath Cooperative Marketing	\$1,000.00	
▶ Update of TV commercial		\$300.00
<b>TOTAL</b>	<b>\$10,000.00</b>	<b>\$2,600.00</b>

4,000.00

Kristi of Hemath  
Name of Applicant

Dawnielle Lehman  
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>10</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>5</u>	5	<u>10</u>	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) <u>4</u>	2	<u>6</u>	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>4</u>	1	<u>5</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.
(1-5) <u>4</u>	2	<u>6</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>37</u>	
<u>Add Preference Points</u>			
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>8</u>	Family Friendliness
<u>Deduct Penalty Points</u>			
-10		<u>    </u>	Previous tourism projects not completed on time or final evaluation not submitted on time
TOTAL POINTS		<u>45</u>	

**Reviewer Conflict of Interest:** \_\_\_\_\_

Comments: Well attended yearly. Great community support.

Do you recommend this project for funding:  YES  NO Partial funding: \$ 8000

6th April 2011

Name of Applicant Advice of Mammoth

Name of Reviewer B Sallaway  
500 Registrants

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

Score	Weight	Points	
(1-5) <u>3</u>	5	<u>15</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>3</u>	5	<u>15</u>	Does the applicant have the ability to complete the project? Is the budget and plan realistic? <u>Budget?</u> What is the potential to succeed? Is management and/or administration capable?
(1-5) <u>4</u>	2	<u>8</u>	Is there demonstrated community support? Is there evidence of in-kind support? <u>will support</u> Are there endorsements by community groups?
(1-5) <u>4</u>	1	<u>4</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.
(1-5) <u>3</u>	2	<u>6</u>	Is there a strong evaluation method? How will the applicant document the impact? <u>Partisponst - Spectators</u> Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 48

Add Preference Points

0-10	<u>10</u>	Shoulder Season - before June and after September <u>June 22-24</u>
0-10	<u>3</u>	Outlying Areas
0-10	<u>5</u>	Length of Stay - encourage early arrival and/or late departure <u>3</u>
0-10	<u>5</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 61

Reviewer Conflict of Interest: \_\_\_\_\_

Comments:

Do you recommend this project for funding:  YES  NO Partial funding: \$ 4,500.00

6,000.00  
\$ 1,500.00