

Klamath Ice Sports
Name of Applicant

Marquez
Name of Reviewer

Fall 2013 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>3</u>	5	<u>15</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>

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? *Strong organization. But not strong mkt. plan.*
Are the budget and marketing plan realistic?
What is the potential to succeed?
Is management and/or administration capable?

Is there demonstrated community support? *Lots of volunteer hours - but no letters from others in community.*
Is there evidence of in-kind support?
Are there endorsements by community groups?

Is the presentation clear, concise and attractive? *same as last year.*

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

SUB-TOTAL POINTS: 45

Add Preference Points

0-10	<u>10</u>	Event held during the Shoulder Season – before June and after September
0-10	_____	Event held outside of the Klamath Falls urban growth boundary
0-10	_____	Length of Stay – event 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
-5	_____	Vague or rambling responses.

TOTAL POINTS 60

Reviewer Conflict of Interest:

Comments: Wonderful facility w/ passionate supporters. Marketing plan is adequate, but not much more. Volunteer leadership is probably stretched thin. Work w/ DK in Mkt 102 class to tune-up marketing plan. Beef up plan to count out-of-area visitors.

Do you recommend this project for funding: YES NO Partial funding: \$ 5,000

Klamath Ice Sports
Name of Applicant

Lisa Galloway
Name of Reviewer

Fall 2013 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? Are the budget and marketing 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? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>3</u>	1	<u>3</u>	Is the presentation clear, concise and attractive?
(1-5) <u>2</u>	2	<u>4</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>43</u>	
<u>Add Preference Points</u>			
0-10		<u>10</u>	Event held during the Shoulder Season -- before June and after September
0-10		<u>7</u>	Event held outside of the Klamath Falls urban growth boundary
0-10		<u>5</u>	Length of Stay -- event encourage early arrival and/or late departure
0-10		<u>8</u>	Family Friendliness
		<u>30</u>	
<u>Deduct Penalty Points</u>			
-10		<u>0</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
-5		<u>0</u>	Vague or rambling responses.
TOTAL POINTS		<u>73</u>	

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 5,000
Form # KCF 3008
Revised the XXth of August, 2013

Name of Applicant Klamath Fee Sports Inc.

Name of Reviewer B. Sullivan

Fall 2013+ Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>4</u>	5	<u>20</u>
(1-5) <u>1</u>	2	<u>2</u>
(1-5) <u>2</u>	1	<u>2</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?

Does the applicant have the ability to complete the project?
Is Are the budget and marketing 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: 47

Add Preference Points

0-10	<u>10</u>	Event held during the Shoulder Season – before June and after September
0-10	<u>0</u>	Event held outside of the Klamath Falls urban growth boundary—Outlying Areas
0-10	<u>5</u>	Length of Stay – <u>event</u> encourage early arrival and/or late departure
0-10	<u>8</u>	Family Friendliness

Deduct Penalty -Points

-10	<u>0</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
-5	<u>0</u>	Vague or rambling responses.

TOTAL POINTS 70

Reviewer Conflict of Interest:

Comments: Budget vague - not realistic.

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

Klamath Ice Sports

Name of Applicant

Mat Dodson

Name of Reviewer

Fall 2013 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score Weight Points

(1-5) 5 5 25

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?
Are the budget and marketing 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) 5 1 5

Is the presentation clear, concise and attractive?

(1-5) 2 2 4

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

SUB-TOTAL POINTS: 57

Add Preference Points

0-10 10

Event held during the Shoulder Season – before June and after September

0-10 10

Event held outside of the Klamath Falls urban growth boundary

0-10 3

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

0-10 3

Family Friendliness

Deduct Penalty Points

-10 _____

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

-5 _____

Vague or rambling responses.

TOTAL POINTS 83

Reviewer Conflict of Interest:

Comments: Hard to quantify when we will see direct payback to marketing. Prefer to see advertising for specific events, or used to promote tournaments

Do you recommend this project for funding: YES NO Partial funding: \$ 4,000

KLAMATH ICE SPORTS, INC.
Name of Applicant

R. WILLIAMS
Name of Reviewer

Fall 2013 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? Are the budget and marketing plan realistic? 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? Are there endorsements by community groups?
(1-5) <u>4</u>	1	<u>4</u>	Is the presentation clear, concise and attractive?
(1-5) <u>3</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>48</u>	
<u>Add Preference Points</u>			
0-10		<u>10</u>	Event held during the Shoulder Season – before June and after September
0-10		<u>10</u>	Event held outside of the Klamath Falls urban growth boundary
0-10		<u>5</u>	Length of Stay – event encourage early arrival and/or late departure
0-10		<u>10</u>	Family Friendliness
<u>Deduct Penalty Points</u>			
-10		<u>0</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
-5		<u>0</u>	Vague or rambling responses.
TOTAL POINTS		<u>83</u>	

Reviewer Conflict of Interest:

Comments: IN THE MARKETING PLAN I JUST DON'T SEE JUSTIFICATION FOR THE REQUESTED AMOUNT. I WOULD RECOMMEND ONE-HALF OF REQUEST. I WOULD LIKE TO SEE PLANS FOR 30 SECONDS COMMERCIAL MARKETED WITH DISCOVER KLAMATH, WHY IS THE ARGNA ONLY USED FIVE MONTHS A YEAR?

Do you recommend this project for funding: YES NO

Partial funding: \$ ~~10,000 ASKED FOR~~

Form # KCF 3008
Revised the XXth of August, 2013

\$ ~~5,000~~ RECOMMENDED

\$ 3,000

Klamath Falls Sports
Name of Applicant

CHIP
Name of Reviewer

Fall 2013 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>4</u>	2	<u>8</u>
(1-5) <u>4</u>	1	<u>5</u>
(1-5) <u>4</u>	2	<u>8</u>
SUB-TOTAL POINTS:		<u>64</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?
Are the budget and marketing 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?

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

Add Preference Points

0-10	<u>10</u>	Event held during the Shoulder Season – before June and after September
0-10	<u>7</u>	Event held outside of the Klamath Falls urban growth boundary
0-10	<u>3</u>	Length of Stay – event 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
-5	_____	Vague or rambling responses.

TOTAL POINTS

94

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO Partial funding: \$ 3000.00

Form # KCF 3008
Revised the XXth of August, 2013

FOCUSSED ON SO ORZ MAGE: OUT OF AREA
MOVIE THEATERS

Klamath Falls Sports

Don Ambrose

Name of Applicant

Name of Reviewer

Fall 2013 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? Are the budget and marketing 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? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>5</u>	1	<u>5</u>	Is the presentation clear, concise and attractive?
(1-5) <u>5</u>	2	<u>10</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 31

Add Preference Points

0-10	<u>7</u>	Event held during the Shoulder Season – before June and after September
0-10	<u>6</u>	Event held outside of the Klamath Falls urban growth boundary
0-10	<u>5</u>	Length of Stay – event encourage early arrival and/or late departure
0-10	<u>9</u>	Family Friendliness

Deduct Penalty Points

-10	<u>29</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
-5	<u>24</u>	Vague or rambling responses.

TOTAL POINTS 78

Reviewer Conflict of Interest:

Comments:

would like more information the day the
visitor stay. + where they stay

Winter is a hard time to get visitor to stay.

Do you recommend this project for funding:

YES

NO

Partial funding: \$ all