

Ross Ragland Branding  
Name of Applicant

Matt Dodson  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
**Selection Criteria Summary**  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>3</u>	5	<u>15</u>	Are the budget and marketing plan realistic?
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>4</u>	10	<u>40</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>10</u>	10	<u>100</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>1</u>	10	<u>10</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>290</u>	

Reviewer Conflict of Interest: None

Comments: Shouldn't this be done/run by Discover Klamath? How much BA will be required after we have a brand?

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

COUNTY-WIDE  
ROSS TRAILAND - BRANDING  
Name of Applicant

G. O'BRIEN  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>4</u>	5	<u>20</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>3</u>	5	<u>15</u>	Are the budget and marketing plan realistic?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>4</u>	10	<u>40</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>3</u>	10	<u>30</u>	Is there a strong evaluation method with measurable objectives?
TOTAL POINTS		<u>255</u>	

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

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

Do you recommend this project for funding:  YES  NO Partial funding: \$ 15,000

Ross Rayland  
Name of Applicant

Marquie  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
**Selection Criteria Summary**  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>9</u>	10	<u>90</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>10</u>	5	<u>50</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>5</u>	5	<u>25</u>	Are the budget and marketing plan realistic?
(1-10) <u>9</u>	10	<u>90</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>10</u>	10	<u>100</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>10</u>	10	<u>100</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>4</u>	10	<u>40</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>          </u>	

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

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

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

RRT/ECONOMY BRANDING  
Name of Applicant

CHIP MASSIE  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>2</u>	10	<u>0 20</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>10</u>	5	<u>0 50</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>4</u>	5	<u>0 20</u>	Are the budget and marketing plan realistic?
(1-10) <u>4</u>	10	<u>0 40</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>2</u>	10	<u>0 20</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>10</u>	10	<u>0 100</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>2</u>	10	<u>0 20</u>	Is there a strong evaluation method with measurable objectives?
TOTAL POINTS		<u>0 270</u>	

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

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

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

Ross Ragland - Bearding  
Name of Applicant

[Signature]  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>2</u>	5	<u>10</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>2</u>	5	<u>10</u>	Are the budget and marketing plan realistic?
(1-10) <u>1</u>	10	<u>10</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>1</u>	10	<u>10</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>1</u>	10	<u>10</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>1</u>	10	<u>10</u>	Is there a strong evaluation method with measurable objectives?
TOTAL POINTS		<u>80</u>	

Reviewer Conflict of Interest:

Comments: Should be under Discover Klamath -

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

Creating a Community Brand  
Name of Applicant

Lisa Lallyway  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
**Selection Criteria Summary**  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>0</u>	10	<u>0</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>3</u>	5	<u>15</u>	Are the budget and marketing plan realistic?
(1-10) <u>6</u>	10	<u>60</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>7</u>	10	<u>70</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>5</u>	10	<u>50</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>265</u>	

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

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

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

Rosa Ragland  
Building a Community Brand  
Name of Applicant

Julie Ann MacArthur  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>9</u>	5	<u>45</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>4</u>	5	<u>20</u>	Are the budget and marketing plan realistic?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>7</u>	10	<u>70</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>3</u>	10	<u>30</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>315</u>	

Reviewer Conflict of Interest:

Comments:

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