

Name of Applicant 1<sup>st</sup> Annual Favell Museum Fall Art Show

Name of Reviewer B. Sullivan

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

4-10-13

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? 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? 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? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>45</u>	
<u>Add Preference Points</u>			
0-10		<u>5</u>	Shoulder Season – before June and after September
0-10		<u>4</u>	Outlying Areas
0-10		<u>4</u>	Length of Stay – encourage early arrival and/or late departure
0-10		<u>4</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
TOTAL POINTS		<u>62</u>	

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding:  YES  NO Partial funding: \$ 6200.00

Favell Museum

Name of Applicant

Lisa Galloway

Name of Reviewer

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

Sept. 27-29th

Score	Weight	Points
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>4</u>	5	<u>20</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>55</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	<u>6</u>	Shoulder Season – before June and after September
0-10	<u>4</u>	Outlying Areas
0-10	<u>5</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>3</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 73

Reviewer Conflict of Interest:

Comments:

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

Favell Museum  
Name of Applicant

Matthew Dodson  
Name of Reviewer

Spring 2013 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>4</u>	5	<u><del>20</del></u>
(1-5) <u>4</u>	2	<u>8</u>
(1-5) <u>4</u>	1	<u>4</u>
(1-5) <u>5</u>	2	<u><del>8</del> 10</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: \_\_\_\_\_

Add Preference Points

0-10	<u>6</u>	Shoulder Season – before June and after September
0-10	<u>1</u>	Outlying Areas
0-10	<u>5</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>3</u>	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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  YES  NO Partial funding: \$ 7,000

FURVELL MUSEUM  
Name of Applicant

DOWNS  
Name of Reviewer

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

Score	Weight	Points	
(1-5) <u>4</u>	5	<u>20</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>4</u>	5	<u>20</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>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? 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? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>58</u>	
Add Preference Points			
0-10		<u>7</u>	Shoulder Season – before June and after September
0-10		<u>6</u>	Outlying Areas
0-10		<u>6</u>	Length of Stay – encourage early arrival and/or late departure
0-10		<u>5</u>	Family Friendliness
		<u>24</u>	
Deduct Penalty Points			
-10		<u>    </u>	Previous tourism projects not completed on time or final evaluation not submitted on time
TOTAL POINTS		<u>82</u>	

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

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

Do you recommend this project for funding:  YES  NO Partial funding: \$ 10,000.00



Favell  
Name of Applicant

MARQUEZ  
Name of Reviewer

Spring 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>4</u>	5	<u>20</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>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? Points will be deducted for vague or rambling responses.
(1-5) <u>4</u>	2	<u>8</u>	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	<u>10</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 70

Reviewer Conflict of Interest:

Comments: Attractive plan, appealing event. 3-day event should encourage overnight stays. Good partnership w/ Ragland. New event worthy of support. Thorough, well-thought out marketing plan. Partner w/ DK on TV/radio advertising.

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

FARREN MUSEUM  
Name of Applicant

CHIP MASSIE  
Name of Reviewer

Spring 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>5</u>	5	<u>25</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>1</u>	2	<u>2</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? Points will be deducted for vague or rambling responses.
(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: 56

Add Preference Points

- 0-10 \_\_\_\_\_ 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 \_\_\_\_\_ Family Friendliness

Deduct Penalty Points

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

TOTAL POINTS 61

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

Comments: INCREASE ATTENDANCE?  
\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  YES  NO Partial funding: \$ 7,000