

Name of Applicant Cascade Ziplines + Canop Tour
Promotion

Name of Reviewer B. Sullivan
4-10-13

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

<u>Score</u>	<u>Weight</u>	<u>Points</u>	
(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>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:		<u>47</u>	
<u>Add Preference Points</u>			
0-10		<u>6</u>	Shoulder Season – before June and after September
0-10		<u>4</u>	Outlying Areas
0-10		<u>2</u>	Length of Stay – encourage early arrival and/or late departure
0-10		<u>6</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>65</u>	

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: YES NO Partial funding: \$ 6500

ROE Outfitters

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) 5 5 25

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

(1-5) 5 5 25

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) 3 2 6

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?
Points will be deducted for vague or rambling responses.

(1-5) 4 2 8

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

SUB-TOTAL POINTS:

69

Add Preference Points

0-10

8

Shoulder Season -- before June and after September

0-10

10

Outlying Areas

0-10

7

Length of Stay -- encourage early arrival and/or late departure

0-10

9

Family Friendliness

Deduct Penalty Points

-10

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

TOTAL POINTS

99

Reviewer Conflict of Interest:

Comments: Money is all for advertising?

Do you recommend this project for funding: YES NO Partial funding: \$ 10,000

Roe Outfitters

Name of Applicant

Kevin Shelby

Name of Reviewer

Spring 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) 4 5 20

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) 4 2 8

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

(1-5) 4 1 4

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

(1-5) 4 2 8

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

SUB-TOTAL POINTS:

65

Add Preference Points

0-10

7

Shoulder Season – before June and after September

0-10

8

Outlying Areas

0-10

7

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

0-10

10

Family Friendliness

32

Deduct Penalty Points

-10

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

TOTAL POINTS

97

Reviewer Conflict of Interest:

Comments:

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

ROE Outfitters

Name of Applicant

Don Ambens

Name of Reviewer

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

Score Weight Points

(1-5) 4 5 20

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

(1-5) 4 5 20

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) 4 2 10

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

(1-5) 3 1 3

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

(1-5) 3 2 6

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

SUB-TOTAL POINTS: 59

Add Preference Points

0-10 10

Shoulder Season – before June and after September

0-10 7

Outlying Areas

0-10 6

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

0-10 4

Family Friendliness

27

Deduct Penalty Points

-10 _____

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

TOTAL POINTS 86

Reviewer Conflict of Interest:

Comments: _____

Do you recommend this project for funding: YES NO

Partial funding: \$ 6,000⁰⁰

ROCK OUTFITTERS
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>4</u>	5	<u>20</u>
(1-5) <u>4</u>	5	<u>20</u>
(1-5) <u>1</u>	2	<u>2</u>
(1-5) <u>5</u>	1	<u>5</u>
(1-5) <u>5</u>	2	<u>10</u>
SUB-TOTAL POINTS:		<u>57</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>10</u>	Outlying Areas
0-10	<u>6</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 89

Reviewer Conflict of Interest:

Comments: KEALLS AIRPORT BACKLIT?

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

Roe Outfitters

Name of Applicant

MARQUEZ

Name of Reviewer

Spring 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?

exciting project.
effective draw to
tourists.

(1-5) 5 5 25

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?

Yes.

(1-5) 3 2 6

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

Forest Service permit
required... in process.

(1-5) 4 1 4

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

(1-5) 5 2 10

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

Tickets purchased.
Track home zip
codes to determine
visitor locations.

SUB-TOTAL POINTS:

Add Preference Points

0-10 10

Shoulder Season – before June and after September

0-10 10

Outlying Areas

0-10 10

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 110

Reviewer Conflict of Interest:

Comments: Exciting project, fits well w/ Klamath as outdoor recreation hub.
Appealing to young, adventurous travelers. Roe has strong track
record. Should make clear what county dollars will (and won't) fund.

Do you recommend this project for funding: YES NO Partial funding: \$ 10,000