

Crater Lake Inc.

Name of Applicant

Marguez
Name of Reviewer

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

RECEIVED
MAY 23 2014
Klamath County Treasurer

Score Weight Points

(1-5) 1 5 5

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

(1-5) 1 5 5

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) 1 2 2

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

1 letter

(1-5) 1 1 1

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: 17

Add Preference Points

0-10 5

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

0-10 5

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 5

Family Friendliness

15

Deduct Penalty Points

-10 _____

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

-5 -5

Vague or rambling responses.

TOTAL POINTS 42 - 5 = 37

Reviewer Conflict of Interest:

Comments: Does CLI plan to use tourism grant funds to secure the website domain name?
What is the plan to promote the website? The concept seems to be without a well-thought out

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

Plan to achieve success. The proposal is poorly written, which leaves me without confidence in the authors' ability to fulfill the rather vague plan.