

Discover Klamath: You Decide
Name of Applicant

Julia M. M. M.
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>5</u>	2	<u>10</u>
(1-5) <u>7</u>	1	<u>7</u>
(1-5) <u>4</u>	2	<u>8</u>
SUB-TOTAL POINTS:		<u>68</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 _____ 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 _____ 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 68

Reviewer Conflict of Interest: _____

Comments: _____

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

Robbie Discover Klamath
Name of Applicant

[Signature]
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>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>

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?

SUB-TOTAL POINTS: 60

Add Preference Points

0-10	<u>5</u>	Event held during the Shoulder Season – before June and after September
0-10	<u>5</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>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 75

Reviewer Conflict of Interest:

Comments: Social media is good - how will videos be kept current and interesting - long term goals? Shelf life of videos ~~is~~ several years.

Do you recommend this project for funding? YES NO Partial funding: \$ 5000 -

DK

You tube

Name of Applicant

Risa Sullaway

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>4</u>	5	<u>20</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>4</u>	1	<u>4</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? to website?

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?

SUB-TOTAL POINTS: 51

Add Preference Points

0-10	<u>0</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
0-10	<u>0</u>	Length of Stay – event encourage early arrival and/or late departure
0-10	<u>0</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 51

Reviewer Conflict of Interest:

Comments:

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

Form # KCF 3008

Revised the XXth of August, 2013

DK YouTube
Name of Applicant

CHIP MASSIE
Name of Reviewer

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

Score Weight Points

(1-5) 3 5 15

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?
Are the budget and marketing plan realistic?
What is the potential to succeed?
Is management and/or administration capable?

(1-5) 5 2 10

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?

(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: 62

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 5

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

0-10 5

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 82

Reviewer Conflict of Interest:

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 5000.00

Discover Klamath - You Tube
Name of Applicant

Matt Dodson
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>5</u>	5	<u>25</u>
(1-5) <u>4</u>	2	<u>8</u>
(1-5) <u>5</u>	1	<u>5</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?
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?

SUB-TOTAL POINTS: 59

Add Preference Points

0-10	<u>7</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	_____	Length of Stay – event 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
-5	_____	Vague or rambling responses.

TOTAL POINTS 73

Reviewer Conflict of Interest:

Comments: Hard to track that people come visit, will they camp or stay in hotels

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

DK UTube
Name of Applicant

Marguez
Name of Reviewer

Fall 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>5</u>	5	<u>25</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>70</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>5</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>8</u>	Length of Stay – event encourage early arrival and/or late departure
0-10	<u>8</u>	Family Friendliness

31

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 101

Reviewer Conflict of Interest:

Comments: Excellent plan. High likelihood that it will draw potential visitors to Klamath. Applicant has already demonstrated outstanding ability to complete project.

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