

Favell Museum
Name of Applicant

Jean M. McEwen
Name of Reviewer

Fall 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?
Are the budget and marketing 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?

(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: 58

Add Preference Points

0-10 5

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 5

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

0-10 5

Family Friendliness

10

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: _____

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

Favell Museum
Name of Applicant

Lisa Galloway
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>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?

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: 58

Add Preference Points

0-10	<u>8</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>2</u>	Family Friendliness

20

Deduct Penalty Points

-10	<u>/</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
-5	<u>/</u>	Vague or rambling responses.

TOTAL POINTS 78

Reviewer Conflict of Interest:

Comments: Asking for \$10,000

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

FAYELL MUSEUM

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) <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>5</u>	1	<u>5</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:

68

Add Preference Points

0-10

3

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

0-10

0

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

3

Family Friendliness NOT REALLY YOUNG CHILD FRIENDLY - THAT'S OK - ADULTS HAVE DISPOSABLE INCOME.

Deduct Penally Points

-10

-

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

-5

-

Vague or rambling responses.

TOTAL POINTS

79

Reviewer Conflict of Interest:

REAL POTENTIAL - NOT SURE ABOUT CASE FOR EXTENDED STAY.

Comments: SUPPORTIVE OF THE EFFORT, REACHES HIGHER INCOME POPULATION.

Do you recommend this project for funding: YES NO

Partial funding: \$

7500.00

Favell Museum

Name of Applicant

Max Dodson

Name of Reviewer

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

Score	Weight	Points
(1-5) <u>3.5</u>	5	<u>25</u>
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>5</u>	1	<u>5</u>
(1-5) <u>5</u>	2	<u>10</u>
SUB-TOTAL POINTS:		<u>71</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>8</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>9</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 93

Reviewer Conflict of Interest:

Comments: Nice work putting on an event that brought new people to the Area

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

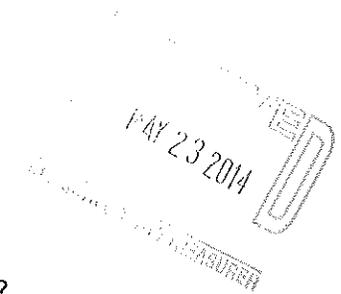
Favell

Name of Applicant

Marquez

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) 4 2 8

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?

(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 5

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 8

Length of Stay – event 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

-5 _____

Vague or rambling responses.

TOTAL POINTS 82

Reviewer Conflict of Interest:

Comments: I attended last year's show, a quality event, very well executed. Marketing plan demonstrates a commitment to a continual desire to improve both the event itself and the number of visitors it draws to Klamath. Well

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

Worth continued funding!