

OR Gift Store: NW Boole Festival  
Name of Applicant OTB

Drew Moorhead  
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>2</u> | 5      | <u>10</u> |
| (1-5) <u>2</u> | 2      | <u>4</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: 39

Add Preference Points

|      |             |   |
|------|-------------|---|
| 0-10 | <u>5</u>    | Event held during the Shoulder Season – before June and after September |
| 0-10 | <u>    </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>8</u>    | Family Friendliness   |
|      | <u>18</u>   |   |

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 57

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

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

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

Debra Book Espo  
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>3</u>               | 5      | <u>15</u> | How well does/will this project increase tourism?<br>Will it encourage longer-term or repeat visits?  |
| (1-5) <u>2</u>               | 5      | <u>10</u> | Does the applicant have the ability to complete the project?<br>Are the budget and marketing plan realistic?<br>What is the potential to succeed?<br>Is management and/or administration capable? |
| (1-5) <u>4</u>               | 2      | <u>8</u>  | Is there demonstrated community support?<br>Is there evidence of in-kind support?<br>Are there endorsements by community groups?  |
| (1-5) <u>3</u>               | 1      | <u>3</u>  | Is the presentation clear, concise and attractive?  |
| (1-5) <u>4</u>               | 2      | <u>8</u>  | Is there a strong evaluation method?<br>How will the applicant document the impact?<br>Are the outcomes measurable and objective?   |
| SUB-TOTAL POINTS:            |        | <u>44</u> |   |
| <u>Add Preference Points</u> |        |           |   |
| 0-10                         |        | <u>5</u>  | 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                         |        | <u>5</u>  | Family Friendliness   |
| <u>Deduct Penalty Points</u> |        |           |   |
| -10                          |        | _____     | Previous tourism projects not completed on time or final evaluation not submitted on time   |
| -5                           |        | _____     | Vague or rambling responses.  |
| TOTAL POINTS                 |        | <u>54</u> |   |

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

Comments: First time project.  
\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  YES  NO **Partial funding:** \$1000  
Form # KCF 3008  
Revised the XX<sup>th</sup> of August, 2013

Oregon Gift Store  
Name of Applicant

Risa 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>        | How well does/will this project increase tourism?<br>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?<br>Are the budget and marketing plan realistic?<br>What is the potential to succeed?<br>Is management and/or administration capable? |
| (1-5) <u>3</u>               | 2      | <u>6</u>         | Is there demonstrated community support?<br>Is there evidence of in-kind support?<br>Are there endorsements by community groups?  |
| (1-5) <u>3</u>               | 1      | <u>3</u>         | Is the presentation clear, concise and attractive?  |
| (1-5) <u>3</u>               | 2      | <u>6</u>         | Is there a strong evaluation method?<br>How will the applicant document the impact?<br>Are the outcomes measurable and objective?   |
| SUB-TOTAL POINTS:            |        | <u>45</u>        |   |
| <u>Add Preference Points</u> |        |                  |   |
| 0-10                         |        | <u>10</u>        | Event held during the Shoulder Season – before June and after September   |
| 0-10                         |        | <del>8</del>     | 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>7</u>         | Family Friendliness   |
|                              |        | <u>22</u>        |   |
| <u>Deduct Penalty Points</u> |        |                  |   |
| -10                          |        | <del>_____</del> | Previous tourism projects not completed on time or final evaluation not submitted on time   |
| -5                           |        | <del>_____</del> | Vague or rambling responses.  |
| TOTAL POINTS                 |        | <u>_____</u>     |   |

Reviewer Conflict of Interest: 10,000

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

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

OR GUY STORZ  
Name of Applicant

CHR MASSIE  
Name of Reviewer

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

| Score                        | Weight | Points      |   |
|------------------------------|--------|-------------|---|
| (1-5) <u>2</u>               | 5      | <u>10</u>   | How well does/will this project increase tourism?<br>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?<br>Are the budget and marketing plan realistic?<br>What is the potential to succeed?<br>Is management and/or administration capable? |
| (1-5) <u>4</u>               | 2      | <u>8</u>    | Is there demonstrated community support?<br>Is there evidence of in-kind support?<br>Are there endorsements by community groups?  |
| (1-5) <u>2</u>               | 1      | <u>2</u>    | Is the presentation clear, concise and attractive?  |
| (1-5) <u>5</u>               | 2      | <u>10</u>   | Is there a strong evaluation method?<br>How will the applicant document the impact?<br>Are the outcomes measurable and objective?   |
| SUB-TOTAL POINTS:            |        | <u>50</u>   |   |
| <u>Add Preference Points</u> |        |             |   |
| 0-10                         |        | <u>10</u>   | Event held during the Shoulder Season – before June and after September   |
| 0-10                         |        | <u>    </u> | Event held outside of the Klamath Falls urban growth boundary   |
| 0-10                         |        | <u>4</u>    | Length of Stay – event encourage early arrival and/or late departure  |
| 0-10                         |        | <u>10</u>   | Family Friendliness   |
| <u>Deduct Penalty Points</u> |        |             |   |
| -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                 |        | <u>74</u>   |   |

Reviewer Conflict of Interest:

Comments: HAS POTENTIAL FOR GROWTH - SUPPORTIVE OF THESE KINDS OF EVENTS

Do you recommend this project for funding:  YES  NO Partial funding: \$ 7500.00

Oregon Gift Store

Name of Applicant

Matthew Dodson

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>3</u> | 5      | <u>15</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> |

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: 61

Add Preference Points

|      |           |   |
|------|-----------|---|
| 0-10 | <u>10</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>8</u>  | Length of Stay – event 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 |
| -5  | _____ | Vague or rambling responses.  |

TOTAL POINTS 89

Reviewer Conflict of Interest:

Comments: Nice new idea, Book clubs, word of mouth vs. newspaper ads

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

RECEIVED  
MAY 23 2014  
KLAMATH COUNTY TREASURER

Oregon Gift store

Marguer

Name of Applicant

Name of Reviewer

Fall 2013<sup>4</sup> Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

| Score          | Weight | Points   |   |
|----------------|--------|----------|---|
| (1-5) <u>1</u> | 5      | <u>5</u> | How well does/will this project increase tourism?<br>Will it encourage longer-term or repeat visits?  |
| (1-5) <u>1</u> | 5      | <u>5</u> | Does the applicant have the ability to complete the project?<br>Are the budget and marketing plan realistic?<br>What is the potential to succeed?<br>Is management and/or administration capable? |
| (1-5) <u>2</u> | 2      | <u>4</u> | Is there demonstrated community support?<br>Is there evidence of in-kind support?<br>Are there endorsements by community groups?  |
| (1-5) <u>1</u> | 1      | <u>1</u> | Is the presentation clear, concise and attractive?<br>Points will be deducted for vague or rambling responses.  |
| (1-5) <u>2</u> | 2      | <u>4</u> | Is there a strong evaluation method?<br>How will the applicant document the impact?<br>Are the outcomes measurable and objective?   |

Formatted: Indent: Left: 2", Hanging: 0.25", Tab stops: Not at 2.5"

SUB-TOTAL POINTS: 19

Add Preference Points

|      |           |  |
|------|-----------|--|
| 0-10 | <u>10</u> | Event held during the Shoulder Season – before June and after September        |
| 0-10 | _____     | Event held outside of the Klamath Falls urban growth boundary – Outlying Areas |
| 0-10 | _____     | Length of Stay – <u>event</u> 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 34

Reviewer Conflict of Interest:

Comments: I need more information before I can recommend this project for funding. (1) Who are the top authors? Are they actually committed to come? I'm not convinced that 'meet the authors' and book readings are activities people will travel to.

Form # KCF 3008

Revised the 29<sup>th</sup> of September/August, 2013<sup>4</sup>

Perhaps begin w/a more modest plan, enact it, and grow it from there... - Wish them the best.

Do you recommend?  No