

K-7th St Downtown Assoc
Name of Applicant Seawicrow Assoc

Jillie J. J. Jones
Name of Reviewer

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

Score Weight Points

(1-5) 2 5 10

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) 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: 50

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 _____

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

0-10 10

Family Friendliness

15

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 65

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 2500

Kfalls Downtown Assoc.
Name of Applicant

[Signature]
Name of Reviewer

4
Fall 2019 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>1</u>	5	<u>5</u>
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>2</u>	1	<u>2</u>
(1-5) <u>1</u>	2	<u>2</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: 30

Add Preference Points

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

Deduct Penalty Points

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

TOTAL POINTS 35

Reviewer Conflict of Interest: _____

Comments: Free event,

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

Kfalls Downtown Assoc.
Name of Applicant

Lisa Gallaway
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? 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? Are the budget and marketing 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?
(1-5) <u>2</u>	2	<u>6</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>40</u>	
<u>Add Preference Points</u>			
0-10		<u>7</u>	Event held during the Shoulder Season – before June and after September <i>october</i>
0-10		<u>5</u>	Event held outside of the Klamath Falls urban growth boundary
0-10		<u>2</u>	Length of Stay – event encourage early arrival and/or late departure
0-10		<u>9</u>	Family Friendliness
		<u>23</u>	
<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>63</u>	

Reviewer Conflict of Interest: \$5,000

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 2,500

KFDA SCARACROW
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>2</u>	5	<u>10</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>5</u>	5	<u>25</u>	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) <u>5</u>	2	<u>10</u>	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>4</u>	1	<u>4</u>	Is the presentation clear, concise and attractive?
(1-5) <u>2</u>	2	<u>4</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 53

Add Preference Points

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

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 73

Reviewer Conflict of Interest:

Comments: FALLS LIKE A VERY LOCALIZED EVENT - NEEDS TO BE DESCRIBED AS TOURISM ATTRACTOR AND ENGAGE IN PROMOTING

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

Downtown Association

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) 1 5 5

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) 2 1 2

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:

39

Add Preference Points

0-10

10

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

0

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

59

Reviewer Conflict of Interest:

Comments: Can we get people to stay overnight for a costume parade and to view scarecrows?

Do you recommend this project for funding: YES NO

Partial funding: \$ 2,000

RECEIVED
MAY 23 2014
KLAMATH COUNTY TREASURER

Downtown Assn.
Name of Applicant

marquez
Name of Reviewer

Fall 2013¹ 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? Will it encourage longer-term or repeat visits?
(1-5) <u>4</u>	5	<u>20</u>	Does the applicant have the ability to complete the project? Is Are the budget and marketing 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>2</u>	2	<u>4</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>43</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 -- Outlying Areas
	0-10	_____	Length of Stay -- <u>event</u> 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>53</u>	

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

Reviewer Conflict of Interest:

Comments: Hard to believe that many people will travel to Klamath Falls for this very delightful local event. Maybe if it were done as an add-on to another, more compelling event.

Recommend smaller amount/modest amount.