

111 CASA
Name of Applicant

Don
Name of Reviewer

Spring 2012 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>3</u>	5	<u>15</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?

Does the applicant have the ability to complete the project?
Is the budget and 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?
Points will be deducted for vague or rambling responses.

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> </u>	Shoulder Season – before June and after September
0-10	<u>2</u>	Outlying Areas
0-10	<u>4</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>4</u>	Family Friendliness

Deduct Penalty Points

-10	<u> </u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 61

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 3000

Casa

Name of Applicant

Risa Galloway

Name of Reviewer

\$4500⁰⁰

Spring 2012 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

30% out of town
'How many #'
Current 100^e
cyclists
30 out of towners

Score	Weight	Points
(1-5) <u>2</u>	5	<u>10</u>
(1-5) <u>4</u>	5	<u>20</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>2</u>	1	<u>2</u>
(1-5) <u>2</u>	2	<u>4</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?
Is the budget and 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?
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method?
How will the applicant document the impact?
Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 42

Add Preference Points

0-10	<u>0</u>	Shoulder Season – before June and after September
0-10	<u>2</u>	Outlying Areas
0-10	<u>0</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>10</u>	Family Friendliness

Deduct Penalty Points

-10	<u>12</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 54

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 3,000⁰⁰

CASA

Name of Applicant

MARQUEZ

Name of Reviewer

Spring 2012 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>4</u>	2	<u>8</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?
Is the budget and 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?
Points will be deducted for vague or rambling responses.

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> </u>	Shoulder Season – before June and after September
0-10	<u>5</u>	Outlying Areas
0-10	<u>5</u>	Length of Stay – 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
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TOTAL POINTS

78

Reviewer Conflict of Interest:

Comments: Good event, capable applicant. Well-targeted marketing plan. Partner w/ Relay is good idea.

4/050

Do you recommend this project for funding: YES NO Partial funding: \$ 3,000

CASA / RIDE THRU PARADISE
Name of Applicant

CHIP MASSIE
Name of Reviewer

Spring 2012 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? Will it encourage longer-term or repeat visits? <i>HISTORICALLY LOW TURN OUT</i>
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is the budget and plan realistic? What is the potential to succeed? Is management and/or administration capable?
(1-5) <u>2</u>	2	<u>4</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? Points will be deducted for vague or rambling responses.
(1-5) <u>3</u>	2	<u>6</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective? <i>IT IS AVAILABLE, NOT SURE HOW IT'S USED</i>
SUB-TOTAL POINTS:		<u>54</u>	
<u>Add Preference Points</u>			
0-10		<u>0</u>	Shoulder Season – before June and after September
0-10		<u>5</u>	Outlying Areas
0-10		<u>1</u>	Length of Stay – 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
TOTAL POINTS		<u>70</u>	

Reviewer Conflict of Interest:

Comments: \$4050 CONCERNED ABOUT BUDGET FOR POSTERS - NO OUT OF AREA DELIVERY SYSTEM ADDRESSED

Do you recommend this project for funding: YES NO Partial funding: \$ 3000.00

Name of Applicant CASA - Cyclists Event

Name of Reviewer B. Sullivan

Spring 2012 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-5) <u>5</u>	5	<u>25</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits? 10/14
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is the budget and 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>5</u>	1	<u>5</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.
(1-5) <u>5</u>	2	<u>10</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 25

Add Preference Points

0-10	<u>0</u>	Shoulder Season – before June and after September
0-10	<u>10</u>	Outlying Areas
0-10	<u>5</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>5</u>	Family Friendliness

Deduct Penalty Points

-10	<u>0</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 95

Reviewer Conflict of Interest:

Comments:

\$4050.00

4000.00 - Capital costs
400 - Visitor
\$4050.00

\$506 per visitor
Explicit

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

CASA

Name of Applicant

Danielle Terama

Name of Reviewer

Spring 2012 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>2</u>	2	<u>4</u>
(1-5) <u>3</u>	1	<u>3</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?
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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?
Points will be deducted for vague or rambling responses.

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

1

Shoulder Season – before June and after September

0-10

1

Outlying Areas

0-10

4

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

0-10

5

Family Friendliness

Deduct Penalty Points

-10

0

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

TOTAL POINTS

71

Reviewer Conflict of Interest:

Comments: would like to see a lot of sponsors - possible team with larger group. Needs support Marketing

Do you recommend this project for funding: YES NO Partial funding: \$ 3,000