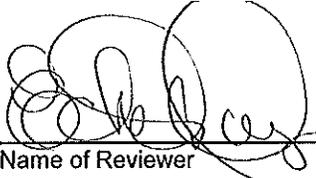


Chater Lake Digital Marketing  
Name of Applicant

  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>1</u>	10	<u>10</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>4</u>	5	_____	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) _____	5	_____	Are the budget and marketing plan realistic?
(1-10) _____	10	_____	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) _____	10	_____	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) _____	10	_____	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) _____	10	_____	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		_____	

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

Comments: Needs approval from CLP but I will support

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

Name of Applicant

Kristy  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>0</u>	10	<u>0</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>2</u>	5	<u>10</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>0</u>	5	<u>0</u>	Are the budget and marketing plan realistic?
(1-10) <u>3</u>	10	<u>30</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>3</u>	10	<u>30</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>2</u>	10	<u>20</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>110</u>	

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

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

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

Chamber of  
Commerce: Digital Marketing  
Name of Applicant

Julie Van Voorhen  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>4</u>	5	<u>20</u>	Are the budget and marketing plan realistic?
(1-10) <u>7</u>	10	<u>70</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>7</u>	10	<u>70</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>8</u>	10	<u>80</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>4</u>	10	<u>40</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>385</u> ✓	

Reviewer Conflict of Interest:

Comments:

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

Crater Lake Digital Mkt  
Name of Applicant

George Reynolds  
Name of Reviewer

Tourism Grant Application – Traditional Program Event  
**Selection Criteria Summary**  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	<u>10</u>	10	<u>100</u> Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	<u>5</u>	10	<u>50</u> Will the project encourage additional overnight stays beyond the project event?
(1-5)	<u>0</u>	5	<u>0</u> Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	<u>0</u>	5	<u>0</u> Are the budget and marketing plan realistic?
(1-10)	<u>0</u>	10	<u>0</u> Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	<u>0</u>	10	<u>0</u> Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	<u>0</u>	5	<u>0</u> Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	<u>1</u>	10	<u>10</u> Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 160

Add Preference Points

(0-10)	<u>0</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>0</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

TOTAL POINTS ~~160~~ 170

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

Comments: Clearly Needs More on marketing

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

Digital Mkt. Chamber  
Name of Applicant

Marguez  
Name of Reviewer

Tourism Grant Application – Traditional Program Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel scoring)

\$15,000

Score	Weight	Points	
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>2</u>	5	<u>10</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>2</u>	5	<u>10</u>	Are the budget and marketing plan realistic?
(1-10) <u>3</u>	10	<u>30</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>1</u>	10	<u>10</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>1</u>	10	<u>10</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>140</u>	

Reviewer Conflict of Interest:

Comments: Permission from C. Lake? Sister Paul from K7al  
DK Partnership - TRY AGAIN.

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