

Brand Development  
Name of Applicant

[Signature]  
Name of Reviewer

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

Score	Weight	Points	
(1-10) <u>50</u>	10	<u>50</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>5</u>	5	<u>25</u>	Are the budget and marketing plan realistic?
(1-10) <u>9</u>	10	<u>90</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>9</u>	10	<u>90</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) _____	10	_____	Is there a strong evaluation method with measurable objectives?
TOTAL POINTS		<u>360</u>	

Reviewer Conflict of Interest:

Comments: Who, Meet me in Klamath - Not so much the cartoon style.

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

DK: Trade Show  
Name of Applicant

Onlie Van Groenou  
Name of Reviewer

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

Score	Weight	Points	
(1-10) <u>9</u>	10	<u>90</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-10) <u>10</u>	5	<u>50</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>5</u>	5	<u>25</u>	Are the budget and marketing plan realistic?
(1-10) <u>8</u>	10	<u>80</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>8</u>	10	<u>80</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>3</u>	10	<u>30</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>435</u> ✓	

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

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

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

Trade Show

Name of Applicant

MARQUEZ

Name of Reviewer

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

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>8</u>	5	<u>40</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>1</u>	5	<u>5</u>	Are the budget and marketing plan realistic?
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-10) <u>10</u>	10	<u>100</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-5) <u>3</u>	10	<u>30</u>	Is there a strong evaluation method with measurable objectives?
<b>TOTAL POINTS</b>		<u>295</u>	

Reviewer Conflict of Interest:

Comments: Ordinary cost of doing business. Better fund others.

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