Ernst Family Foundation
Name of Applicant

Matt Dodson
Name of Reviewer

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

Score	Weight	Points	
(1-5) __1__	5	_20_	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) __5__	5	_25_	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) __5__	1	_5_	Is the presentation clear, concise and attractive?
(1-5) __3__	2	_6_	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: _64_

<u>Add Preference Points</u>

0-10	_0_	Event held during the Shoulder Season – before June and after September
0-10	~~0-10~~ _N&D_	Event held outside of the Klamath Falls urban growth boundary
0-10	~~-7~~4	Length of Stay – event encourage early arrival and/or late departure
0-10	~~10~~ 5	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 ~~9~~ 73

<u>Reviewer Conflict of Interest:</u> _____

Comments: _Have the ability to execute. Does create stays, even with drive- through traffic._

Do you recommend this project for funding: ☒ YES ☐ NO   Partial funding: $_3,825_

Form # KCF 3008
Revised the 4th of September, 2014

Evans Foundation / Gilcrest Car
Name of Applicant

Chip Massie
Name of Reviewer

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

Score	Weight	Points	
(1-5) _3_	5	_15_	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) _5_	2	_10_	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: _61_

Add Preference Points

0-10	_0_	Event held during the Shoulder Season – before June and after September
0-10	_10_	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 _81_

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: ☒ YES ☐ NO   Partial funding: $_#3825.00_

MARKETING COSTS

Form # KCF 3008
Revised the 4th of September, 2014

Ernst Family -
Crescent Gilchrist
Name of Applicant

MARQUEZ
Name of Reviewer

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

Score	Weight	Points
(1-5) 3	5	15
(1-5) 3	5	15
(1-5) 3	2	6
(1-5) 3	1	3
(1-5) 1	2	2

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?

car show
process for entrant
not attendees.

SUB-TOTAL POINTS: 41

Add Preference Points

0-10	____	Event held during the Shoulder Season – before June and after September
0-10	10	Event held outside of the Klamath Falls urban growth boundary
0-10	10	Length of Stay – event encourage early arrival and/or late departure
0-10	5	Family Friendliness
	25	

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 **66**

$ 3825
+ print jackets
shirts 11T?

Reviewer Conflict of Interest: _____

Comments: Car show should be good draw + poker run. An
ambitious project worthy of support. Marketing budget
shows #11T for shirts and jackets – hard to justify this as effective
marketing tool and strategy. Partial funding. Work w/ DR.

Do you recommend this project for funding: ☑ YES ☐ NO   Partial funding: $ 3825

Form # KCF 3008
Revised the XX4th of AugustSeptember, 20134

HOPE
80 first year
10

Ernst Family Foundation,
Car Show

Name of Applicant

Julie Vex Morrian

Name of Reviewer

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

Score	Weight	Points	
(1-5) _3_	5	_15_	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) _3_	5	_15_	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?
		_50_	

SUB-TOTAL POINTS: _____

Add Preference Points

0-10	_—_	Event held during the Shoulder Season – before June and after September
0-10	_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	_8_	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 _68_

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____
_____

Do you recommend this project for funding: ☑ YES ☐ NO   **Partial funding:** $ _3500_ _____

Form # KCF 3008
Revised the 4th of, 2013

Gilchrist Cruise
Name of Applicant

Lisa Galloway
Name of Reviewer

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

Score	Weight	Points	
(1-5) _5_	5	_25_	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) _3_	2	_6_	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
		_63_	

SUB-TOTAL POINTS: _____

Add Preference Points

0-10	_0_	Event held during the Shoulder Season – before June and after September
0-10	_10_	Event held outside of the Klamath Falls urban growth boundary
0-10	_5_	Length of Stay – event encourage early arrival and/or late departure
0-10	_3_	Family Friendliness
	_18_	

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 _81_

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____
_____

Do you recommend this project for funding: ☑ YES ☐ NO   **Partial funding:** $ _3,500_

Ernst – Car Cruise/fun cap
Name of Applicant

Echo Murray
Name of Reviewer

Score	Weight	Points	
(1-5) 5	5	25	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) 3	1	3	Is the presentation clear, concise and attractive?
(1-5) 3	2	6	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	___	Event held during the Shoulder Season – before June and after September
0-10	7	Event held outside of the Klamath Falls urban growth boundary
0-10	5	Length of Stay – event encourage early arrival and/or late departure
0-10	5	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   79

Reviewer Conflict of Interest: _____

Comments: This event was a success previously. North County doesn't have many events - would like to see this start again.

Do you recommend this project for funding: ☑ YES ☐ NO   Partial funding: $ 10,000

Form # KCF 3008
Revised the XX4th of AugustSeptember, 20134