

Klamath Co. Museum
Name of Applicant Website

Debra Mathison
Name of Reviewer

Fall 2013 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>4</u>	5	<u>20</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>4</u>	1	<u>4</u>
(1-5) <u>4</u>	2	<u>8</u>
SUB-TOTAL POINTS:		<u>58</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?

Add Preference Points

- 0-10 _____ 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 _____ 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 58

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: YES NO Partial funding: \$ 5,000

K.C. Museums
Name of Applicant

[Signature]
Name of Reviewer

Fall 2013 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>3</u>	5	<u>15</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>3</u>	1	<u>3</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?
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: 43

Add Preference Points

0-10	<u>8</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	_____	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 51

Reviewer Conflict of Interest:

Comments: Develop independent website

Do you recommend this project for funding: YES NO Partial funding: \$ 1000

Klamath County Museum
Name of Applicant

Lisa Galloway
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>
(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>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?
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:

39

Add Preference Points

0-10

~~_____~~

no event
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

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

44

Reviewer Conflict of Interest: 10,000

Comments: _____

Do you recommend this project for funding: YES NO

Partial funding: \$ 5,000

KC MUSEUMS
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>
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>4</u>	2	<u>8</u>
(1-5) <u>5</u>	1	<u>5</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?
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:

54

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

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:

DOES NOT MOVE TO CONVERSION OF VISITORS TO OVERNIGHT STAYS,
Comments: WOULD LIKE TO KNOW HOW IT WILL INTERACT WITH COMMUNITY
PARTNERS. FOCUS IS ON PROMOTION NOT TRAFFIC EXPECTATION OR TRAFFICS?

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

Klamath County Museums
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) <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? 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>4</u>	1	<u>4</u>	Is the presentation clear, concise and attractive?
(1-5) <u>1</u>	2	<u>2</u>	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 _____ 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 _____ 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 42

Reviewer Conflict of Interest: _____

Comments: I don't know if this website, while valuable, will increase the length of stay.

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

RECEIVED
MAY 23 2014
DEPT. OF COUNTY TREASURER

Museum
Name of Applicant

marquez
Name of Reviewer

Fall 2013-14 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? Is the budget and marketing 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?

mostly museum-allied supporter, not longer community

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SUB-TOTAL POINTS:

54

Add Preference Points

0-10	<u>2</u>	Event held during the Shoulder Season – before June and after September
0-10	<u>5</u>	Event held outside of the Klamath Falls urban growth boundary – Outlying Areas
0-10	<u>5</u>	Length of Stay – event encourage early arrival and/or late departure
0-10	<u> </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

64

Reviewer Conflict of Interest:

Comments: Less a tourism effort than a worthwhile addition to the museum's overall presence.

Recommend partial funding \$5,000.