

30-mile Club

Q. Van Dusen

Name of Applicant

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>4</u>	2	<u>8</u>
(1-5) <u>4</u>	1	<u>4</u>
(1-5) <u>1</u>	2	<u>2</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 \_\_\_\_\_ 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 54

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

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

Do you recommend this project for funding:  YES  NO Partial funding: \$ 4,000

30 mile Club  
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>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>3</u>	5	<u>15</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>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>2</u>	1	<u>2</u>	Is the presentation clear, concise and attractive?
(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?

SUB-TOTAL POINTS: 42  
31

Add Preference Points

0-10	<u>5</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
0-10	<u>5</u>	Length of Stay – event encourage early arrival and/or late departure
0-10	<u>5</u>	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 73

Reviewer Conflict of Interest:

Comments: Appears to have good track record. Pick card has been successful. Total Volunteer site a selling ads on web sites. Haven't used social media yet - does not use anything north from north of CNP.

Do you recommend this project for funding:  YES  NO Partial funding: \$ 1500-

30-Mile Club  
Name of Applicant

Rosa Ballweg  
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>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>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: 51

Add Preference Points

0-10	<u>5</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
0-10	<u>5</u>	Length of Stay – event encourage early arrival and/or late departure
0-10	<u>5</u>	Family Friendliness
	<u>20</u>	

Deduct Penalty Points

-10	<u>-10</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
-5	<u>    </u>	Vague or rambling responses.

TOTAL POINTS ~~61~~ 71

Reviewer Conflict of Interest: 4,000

Comments: This should be combined w/ DK magazine

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

30 Mile Club  
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) 3      5      15

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) 5      2      10

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) 5      2      10

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

SUB-TOTAL POINTS:      64

Add Preference Points

0-10      5

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      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      \_\_\_\_\_

Reviewer Conflict of Interest:

PROJECTED NUMBER OF WEBSITE VISITORS DON'T MATCH

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

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

30-Mile Club

Matt Dodson

Name of Applicant

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>3</u>	2	<u>6</u>
(1-5) <u>2</u>	1	<u>2</u>
(1-5) <u>2</u>	2	<u>4</u>
SUB-TOTAL POINTS:		<u>51</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	<u>7</u>	Event held during the Shoulder Season -- before June and after September
0-10	<u>10</u>	Event held outside of the Klamath Falls urban growth boundary
0-10	<u>5</u>	Length of Stay -- event encourage early arrival and/or late departure
0-10	<u>4</u>	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

77

Reviewer Conflict of Interest:

Comments: Does Discover Klamath, Chamber Herald and News do this

Do you recommend this project for funding:  YES  NO Partial funding: \$ 2,000

30 mile club  
Name of Applicant

Marquez  
Name of Reviewer

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

RECEIVED  
MAY 23 2014  
KLAMATH COUNTY TREASURER

Score	Weight	Points
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>5</u>	2	<u>10</u>
(1-5) <u>4</u>	1	<u>4</u>
(1-5) <u>3</u>	2	<u>6</u>

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Will it encourage longer-term or repeat visits?

Does the applicant have the ability to complete the project?  
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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: 70

Add Preference Points

0-10	<u>5</u>	Event held during the Shoulder Season – before June and after September
0-10	<u>10</u>	Event held outside of the Klamath Falls urban growth boundary
0-10	<u>10</u>	Length of Stay – event encourage early arrival and/or late departure
0-10	<u>10</u>	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 105

Reviewer Conflict of Interest:

Comments: Recommend full funding. They have the experience to do this. Excellent value, likelihood of return on modest investment.

Do you recommend this project for funding:  YES  NO Partial funding: \$ full \$4000