Fall 2013 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) 3	5	15	Does the applicant have the ability to complete the project? - Need more $ Are the budget and marketing plan realistic? What is the potential to succeed? Is management and/or administration capable?
(1-5) 1	2	2	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) 1	2	2	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 49

Add Preference Points

0-10	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	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   89

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____

Do you recommend this project for funding: ☒ YES ☐ NO   **Partial funding: $** 10,000
Form # KCF 3008
Revised the XXth of August, 2013

Vol Legacy Partnership   _Chip_

Name of Applicant   Name of Reviewer

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

Score	Weight	Points	
(1-5) 4	5	20	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) 5	5	2√	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) 4	2	8	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	8	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	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   102

Reviewer Conflict of Interest: _____

Comments: _____

_____

_____

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

Form # KCF 3008
Revised the XXth of August, 2013

Name of Applicant: _VOLCANIC LEGACY COMMUNITY PARTNERSHIP_

Name of Reviewer: _R. WILLIAMS_

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

Score	Weight	Points	
(1-5) ___ X	5	25	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) ___	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) ___	2	10	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) ___	1	5	Is the presentation clear, concise and attractive?
(1-5) ___	2	10	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 75

Add Preference Points

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

Deduct Penalty Points

-10	0	Previous tourism projects not completed on time or final evaluation not submitted on time
-5	0	Vague or rambling responses.

TOTAL POINTS (x) 115

Reviewer Conflict of Interest: _NONE_

Comments: _I KNOW THAT THIS GUIDE WILL BE VERY ~~USEFUL~~ USEFUL FOR ALL TOURISTS, AT ALL TIMES OF THE YEAR. MULTIPLE LANGUAGES A PLUS. THIS PROJECT, TO ME, IS THE PERFECT USE OF THESE TOURISM DOLLARS_

Do you recommend this project for funding: ☒ YES ☐ NO   Partial funding: $ _10,000_

Form # KCF 3008
Revised the XXth of August, 2013

Volcane Legacy
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) 5	5	25	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) 3	2	6	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) ___	2	0	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: **59**

<u>Add Preference Points</u>

	Points	
0-10	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	10	Family Friendliness
	40	

<u>Deduct Penalty Points</u>

	Points	
-10	0	Previous tourism projects not completed on time or final evaluation not submitted on time
-5	0	Vague or rambling responses.

TOTAL POINTS **99**

Reviewer Conflict of Interest: _____

Comments: _Brochure based US event - well promote entire area_

Do you recommend this project for funding: ☒ YES ☐ NO   Partial funding: $ ~~8,000~~ 10,000

Form # KCF 3008
Revised the XXth of August, 2013

Name of Applicant _Volcanic Legacy Comm. Partnership_   Name of Reviewer _B. Sullivan_

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

Score	Weight	Points	
(1-5) _4_	5	_20_	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? Is_Are_ the budget and _marketing_ plan realistic? What is the potential to succeed? Is management and/or administration capable?
(1-5) _3_	2	_6_	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) _4_	1	_8_	Is the presentation clear, concise and attractive? ~~Points will be deducted for vague or rambling responses.~~
(1-5) _1_	2	_2_	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: _56_

Add Preference Points

0-10	_6_	Event held during the Shoulder Season – before June and after September
0-10	_8_	Event held outside of the Klamath Falls urban growth boundary ~~Outlying Areas~~
0-10	_8_	Length of Stay – _event_ encourage early arrival and/or late departure
0-10	_10_	Family Friendliness

Deduct Penalty Points

| -10 | _0_ | Previous tourism projects not completed on time or final evaluation not submitted on time |
| -5 | _0_ | Vague or rambling responses. |

TOTAL POINTS   _88_

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: ☑ YES ☐ NO   Partial funding: $ _4500.00_

Form # KCF 3008
Revised the ~~28~~XXth of ~~September~~August, 2013~~4~~

Volcanic Legacy
Name of Applicant

Marquez
Name of Reviewer

Fall 2013_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) 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) 2	2	4	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) 1	2	2	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 59

Add Preference Points

0-10	_____	Event held during the Shoulder Season – before June and after September
0-10	5	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	_____	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 69

Reviewer Conflict of Interest:

Note--we funded Cindy Diaz's Birding booklet.

Comments: This printed guide would be a very compelling, high-quality addition to Klamath's tourism efforts. Helps brand the Scenic Byway as attractive, worthwhile destination. If we pay for printing, all copies we paid to print should stay in Klamath, for distribution by DK.

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