

Winter Wings Festival

Klamath Wingwatchers

KW

Name of Applicant

Name of Reviewer

Tourism Grant Application – Traditional Program Event

Selection Criteria Summary (Tourism Review Panel scoring)

$\approx \$9411.00$

Score	Weight	Points	
(1-10)	<u>9</u> X 10 =	<u>90</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (max points possible: 100)
(1-5)	<u>5</u> X 10 =	<u>50</u>	Will the project encourage additional overnight stays beyond the project event? (max points possible: 50)
(1-5)	<u>5</u> X 5 =	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable? (max points possible: 25)
(1-5)	<u>5</u> X 5 =	<u>25</u>	Are the budget and marketing plan realistic? (max points possible: 25)
(1-10)	<u>8</u> X 10 =	<u>80</u>	Does the applicant clearly demonstrate how the project will leverage funding? (max points possible: 100)
(1-10)	<u>8</u> X 10 =	<u>80</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (max points possible: 100)
(1-5)	<u>5</u> X 5 =	<u>25</u>	Is there demonstrated community and in-kind support? (max points possible: 25)
(1-10)	<u>10</u> X 10 =	<u>100</u>	Is there a strong evaluation method with measurable objectives? (max points possible: 100)

4-day festival

SUB-TOTAL POINTS: 475
(Sub-Total max points possible: 525)

using online entries

TM: Highly educated strong plan

Add Preference Points

(0-50)	<u>30</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>8</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>5</u>	Family Friendliness

TOTAL POINTS 538 (Max total points possible: 595)

Reviewer Conflict of Interest:

Approve this!

Comments:

Do you recommend this project for funding: YES NO

Full Funding YES NO

OR Partial funding: \$ _____

Research: Birding tourism is growing. (130 species in K County)
Need help w/ marketing, visitor amenities, and event transportation.

Winter Wings

MARQUEZ

Name of Applicant

Name of Reviewer

Tourism Grant Application – Traditional Program Event

Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	10	X 10 = 100	Does the applicant clearly demonstrate how this project will increase out of county visitors? (max points possible: 100)
(1-5)	4	X 10 = 40	Will the project encourage additional overnight stays beyond the project event? (max points possible: 50)
(1-5)	5	X 5 = 25	Does the applicant have the ability to complete the project? Is management and/or administration capable? (max points possible: 25)
(1-5)	5	X 5 = 25	Are the budget and marketing plan realistic? (max points possible: 25)
(1-10)	9	X 10 = 90	Does the applicant clearly demonstrate how the project will leverage funding? (max points possible: 100)
(1-10)	9	X 10 = 90	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (max points possible: 100)
(1-5)	5	X 5 = 25	Is there demonstrated community and in-kind support? (max points possible: 25)
(1-10)	10	X 10 = 100	Is there a strong evaluation method with measurable objectives? (max points possible: 100)

SUB-TOTAL POINTS: 505

(Sub-Total max points possible: 525)

Add Preference Points

(0-50)	50	Event held during the Shoulder Season – October through May
(0-10)	10	Event held outside of the Klamath Falls urban growth boundary
(0-10)	10	Family Friendliness

TOTAL POINTS 575 (Max total points possible: 595)

Reviewer Conflict of Interest:

Comments: Signature Klamath event, held in winter months. Superb event fills hotels at critical time of year.

Do you recommend this project for funding: YES NO

Full Funding YES NO OR Partial funding: \$ _____

\$9411

Winter Wings Festival
Name of Applicant

Heather Gump
Name of Reviewer

Tourism Grant Application – Traditional Program Event

Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	<u>7</u> X 10 =	<u>70</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (max points possible: 100)
(1-5)	<u>3</u> X 10 =	<u>30</u>	Will the project encourage additional overnight stays beyond the project event? (max points possible: 50)
(1-5)	<u>5</u> X 5 =	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable? (max points possible: 25)
(1-5)	<u>5</u> X 5 =	<u>25</u>	Are the budget and marketing plan realistic? (max points possible: 25)
(1-10)	<u>8</u> X 10 =	<u>80</u>	Does the applicant clearly demonstrate how the project will leverage funding? (max points possible: 100)
(1-10)	<u>9</u> X 10 =	<u>90</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (max points possible: 100)
(1-5)	<u>4</u> X 5 =	<u>20</u>	Is there demonstrated community and in-kind support? (max points possible: 25)
(1-10)	<u>9</u> X 10 =	<u>90</u>	Is there a strong evaluation method with measurable objectives? (max points possible: 100)

SUB-TOTAL POINTS: 430
(Sub-Total max points possible: 525)

Add Preference Points

(0-50)	<u>50</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>0</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

TOTAL POINTS 490 (Max total points possible: 595)

Reviewer Conflict of Interest: _____

Comments: always forward thinking, do a great job.
winter event, thoughtful request

Do you recommend this project for funding: YES NO

Full Funding YES NO

OR Partial funding: \$ _____