

Volcanic Scenic  
~~Purple~~ Hwy

Heather Harter

Name of Applicant

Name of Reviewer

Tourism Grant Application - Event & Marketing

Selection Criteria Summary  
(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10)	<u>9.8</u>	X 10 = <u>98</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5)	<u>4</u>	X 10 = <u>40</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>7</u>	X 10 = <u>70</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	<u>5</u>	X 10 = <u>50</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5)	<u>3</u>	X 5 = <u>15</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: 395  
(Sub-total max points possible: 525)

Add Preference Points

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

Total Points: 465 (Max total points possible: 595)

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

Comments: JB

\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  Yes  No

Full Funding  Yes  No Or Partial Funding: \$ \_\_\_\_\_

Name of Applicant

Name of Reviewer

Tourism Grant Application - Infrastructure

**Selection Criteria Summary**

(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10) <u>5</u>	X 10 =	<u>50</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-10) <u>10</u>	X 5 =	<u>50</u>	Does the application have the ability to complete the project? Is management and/or administration capable? (Max points possible: 50)
(1-5) <u>1</u>	X 5 =	<u>5</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10) <u>5</u>	X 10 =	<u>50</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)
(1-10) <u>10</u>	X 10 =	<u>100</u>	Is there demonstrated community and in-kind support? (Max points possible: 100)
(1-5) <u>4</u>	X 10 =	<u>40</u>	Is there a strong evaluation method with measurable objectives (Max Points Possible: 50)
<b>Sub-total Points:</b>		<u>375</u>	
(Sub-total max points possible: 525)			

Add Preference Points

(0-50)	<u>40</u>	Will the completed project encourage events to be held during the Shoulder Season (October - May)?
(0-10)	<u>10</u>	Is the project outside the Klamath Falls urban growth boundary?
(0-10)	<u>5</u>	Will the completed project encourage family friendly events?
<b>Total Points</b>	<u>430</u>	(Max total points possible: 595)

Reviewer Conflict of Interest: none

Comments: The budget seems awfully high. I'd like to see a more organic approach to the online marketing.

Do you recommend this project for funding:  Yes  No

Full Funding  Yes  No Or Partial funding: \$

Form # KCF 3008

Revised April, 2021

Amount Requested

\$25,000

Partnership  
Volcanic Legacy Community  
Name of Applicant

Cynthia Campbell  
Name of Reviewer

Tourism Grant Application - Infrastructure  
Selection Criteria Summary  
(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10)	<u>10</u>	X 10 = <u>100</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-10)	<u>10</u>	X 5 = <u>50</u>	Does the application have the ability to complete the project? Is management and/or administration capable? (Max points possible: 50)
(1-5)	<u>5</u>	X 5 = <u>25</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10)	<u>5</u>	X 10 = <u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Is there demonstrated community and in-kind support? (Max points possible: 100)
(1-5)	<u>3</u>	X 10 = <u>30</u>	Is there a strong evaluation method with measurable objectives (Max Points Possible: 50)

Sub-total Points: 455  
(Sub-total max points possible: 525)

Add Preference Points

(0-50)	<u>25</u>	Will the completed project encourage events to be held during the Shoulder Season (October - May)?
(0-10)	<u>10</u>	Is the project outside the Klamath Falls urban growth boundary?
(0-10)	<u>10</u>	Will the completed project encourage family friendly events?

Total Points 500 (Max total points possible: 595)

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

Comments: Travel will be kept to a minimum for most folks this year due to high gas prices! I really like it otherwise.

Do you recommend this project for funding:  Yes  No

Full Funding  Yes  No Or Partial funding: \$ \_\_\_\_\_

Volcanic Legacy

KW

Name of Applicant

Name of Reviewer

Tourism Grant Application - Infrastructure

\$ 25,000

**Selection Criteria Summary**

(Tourism Review Panel Scoring)

All American Road

\* no hotel tax

Difficult  
↳

Score (1-10) 7 Weight X 10 = 70 Points

Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)

Score (1-10) 10 Weight X 5 = 50 Points

Does the application have the ability to complete the project? Is management and/or administration capable? (Max points possible: 50)

geofencing to track

Score (1-5) 5 Weight X 5 = 25 Points

Are the budget and marketing plan realistic? (Max points possible: 25)

Score (1-10) 10 Weight X 10 = 100 Points

Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)

multiple sources

Score (1-10) 10 Weight X 10 = 100 Points

Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)

Score (1-10) 10 Weight X 10 = 100 Points

Is there demonstrated community and in-kind support? (Max points possible: 100)

marketing but to measure campaign

Score (1-5) 3 Weight X 10 = 30 Points

Is there a strong evaluation method with measurable objectives? (Max Points Possible: 50)

What about visitors staying in Klamath

\* 20 million people live within a 350-mile radius around K. County.

Sub-total Points: (Sub-total max points possible: 525)

475

Add Preference Points

Score (0-50) —

Will the completed project encourage events to be held during the Shoulder Season (October - May)?

Score (0-10) 10

Is the project outside the Klamath Falls urban growth boundary?

Strong social media

Score (0-10) 10

Will the completed project encourage family friendly events?

500

Total Points (Max total points possible: 595)

20

Reviewer Conflict of Interest:

Comments: love that they (DK? George Jennings) want to work on this. lots of potential. Videos - social media - really like the plan

Do you recommend this project for funding:  Yes [ ] No

Full Funding [ ] Yes [ ] No Or Partial funding: \$

Form # KCF 3008 Revised April 2021 Google Ads Words Grant 80,000 (10,000?)

Volcanic Legacy Scenic Byway

J. Matthews

Name of Applicant

Name of Reviewer

Tourism Grant Application - Infrastructure

Selection Criteria Summary  
(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10)	<u>8</u>	X 10 = <u>80</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-10)	<u>10</u>	X 5 = <u>50</u>	Does the application have the ability to complete the project? Is management and/or administration capable? (Max points possible: 50)
(1-5)	<u>5</u>	X 5 = <u>25</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Is there demonstrated community and in-kind support? (Max points possible: 100)
(1-5)	<u>4</u>	X 10 = <u>40</u>	Is there a strong evaluation method with measurable objectives (Max Points Possible: 50)

Sub-total Points: 495  
(Sub-total max points possible: 525)

Add Preference Points

(0-50)	<u>50</u>	Will the completed project encourage events to be held during the Shoulder Season (October - May)?
(0-10)	<u>10</u>	Is the project outside the Klamath Falls urban growth boundry?
(0-10)	<u>10</u>	Will the completed project encourage family friendly events?

Total Points 565 (Max total points possible: 595)

Reviewer Conflict of Interest:

Comments: GOOD Project 😊  
Too soon - Gas prices now?

Do you recommend this project for funding:  Yes  No

Full Funding  Yes  No Or Partial funding: \$ \_\_\_\_\_

\$ 25000  
120 000