

Name of Applicant

Name of Reviewer

Tourism Grant Application - Event & Marketing

Selection Criteria Summary

(Tourism Review Panel Scoring)

| Score | Weight | Points | |
|--------|--------|--------------|---|
| (1-10) | X 10 = | <u>88.34</u> | Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100) |
| (1-5) | X 10 = | <u>43.34</u> | Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50) |
| (1-5) | X 5 = | <u>24.17</u> | Does the applicant have the ability to complete the project? Is management and/or administration capable? (Max points possible: 25) |
| (1-5) | X 5 = | <u>24.17</u> | Are the budget and marketing plan realistic? (Max points possible: 25) |
| (1-10) | X 10 = | <u>86.67</u> | Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100) |
| (1-10) | X 10 = | <u>83.34</u> | Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100) |
| (1-5) | X 5 = | <u>23.34</u> | Is there demonstrated community and in-kind support? (Max points possible: 25) |
| (1-10) | X 10 = | <u>83.34</u> | Is there a strong evaluation method with measurable objectives? (Max points possible: 100) |

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

Add Preference Points

| | | |
|--------|-------------|--|
| (0-50) | <u>0</u> | Event held during the Shoulder Season (October - May)? |
| (0-10) | <u>0</u> | Event held outside the Klamath Falls urban growth boundry? |
| (0-10) | <u>9.84</u> | Family Friendliness |

Total Points: 466.50 (Max total points possible: 595)

Reviewer Conflict of Interest: _____

Comments: Bringing in quality acts and it has potential to become something big for Klamath.

Do you recommend this project for funding: Yes No

Full Funding Yes No Or Partial Funding: \$ _____