

**OIT Preview Day Events to Drive Tourism**

**Committee**

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>38.34</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>22.50</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10)	X 10 =	<u>76.67</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	X 10 =	<u>70</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5)	X 5 =	<u>19.17</u>	Is there demonstrated community and in-kind support? (Max points possible: 25)
(1-10)	X 10 =	<u>75</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>20</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>5.84</u>	Family Friendliness

**Total Points:** 440.00 (Max total points possible: 595)

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

Comments: This will allow for a viewbook that showcases teh campus and the community. The goal is to

bring people here.

Do you recommend this project for funding:  Yes  No

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