

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</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5)	X 10 =	<u>40</u>	Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50)
(1-5)	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)	X 5 =	<u>23</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10)	X 10 =	<u>88</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	X 10 =	<u>74</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5)	X 5 =	<u>23</u>	Is there demonstrated community and in-kind support? (Max points possible: 25)
(1-10)	X 10 =	<u>86</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>45</u>	Event held during the Shoulder Season (October - May)?
(0-10)	<u>8</u>	Event held outside the Klamath Falls urban growth boundry?
(0-10)	<u>8</u>	Family Friendliness

Total Points: 508 (Max total points possible: 595)

Reviewer Conflict of Interest: Darin left the room.

Comments: Creating a logo that all tourism partners may use for marketing.

Do you recommend this project for funding: Yes No

Full Funding Yes No Or Partial Funding: \$