

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>75</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5)	X 10 =	<u>36.67</u>	Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50)
(1-5)	X 5 =	<u>18.34</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>65</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	X 10 =	<u>71.67</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>76.67</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>19.17</u>	Event held during the Shoulder Season (October - May)?
(0-10)	<u>7.5</u>	Event held outside the Klamath Falls urban growth boundry?
(0-10)	<u>8.84</u>	Family Friendliness

Total Points: 422.17 (Max total points possible: 595)

Reviewer Conflict of Interest: _____

Comments: Jeri already has a tour operator business and is licensed in Crater Lake to take guided tours up there and is looking ot expand.

Do you recommend this project for funding: Yes No

Full Funding Yes No Or Partial Funding: \$3,000.00