Ross Ragland
Crater Lake - 100 Years
Name of Applicant of NP Service

Julie Van Moorhem
Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) _5_	10	_50_	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) _4_	10	_40_	Will the project encourage additional overnight stays beyond the project event?
(1-5) _4_	5	_20_	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) _4_	5	_20_	Are the budget and marketing plan realistic?
(1-10) _5_	10	_50_	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) _5_	10	_50_	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) _2_	5	_10_	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) _7_	10	_70_	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: _370_

Add Preference Points

(0-10)	_____	Event held during the Shoulder Season – October through May
(0-10)	_7_	Event held outside of the Klamath Falls urban growth boundary
(0-10)	_9_ 16	Family Friendliness

TOTAL POINTS _386_

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____
_____

Do you recommend this project for funding: ☐ YES ☐ NO   Partial funding: $_____

ROSS RAGLAND - CRATER LAKE
Name of Applicant

Co. OBRIEN
Name of Reviewer

Tourism Grant Application -- Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score		Weight	Points	
(1-10)	5	10	50	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	3	10	30	Will the project encourage additional overnight stays beyond the project event?
(1-5)	3	5	15	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	3	5	15	Are the budget and marketing plan realistic?
(1-10)	4	10	40	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	4	10	40	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	5	5	25	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	4	10	40	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 255

Add Preference Points

(0-10)		Event held during the Shoulder Season – October through May
(0-10)		Event held outside of the Klamath Falls urban growth boundary
(0-10)		Family Friendliness

TOTAL POINTS 255

Reviewer Conflict of Interest: _____

Comments: EVENTS ARE UNCLEAR - _____

Do you recommend this project for funding: ☐ YES ☐ NO   Partial funding: $_____

① Creating Community Brand

Ragland ② Crater Lake Centennial   Marquez

Name of Applicant   Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) 9	10	0 90	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) 5	10	0 50	Will the project encourage additional overnight stays beyond the project event?
(1-5) 5	5	0 25	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) 5	5	0 25	Are the budget and marketing plan realistic?
(1-10) 9	10	0 90	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) 10	10	0 100	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) 5	5	0 25	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) 8	10	0 80	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 0485

<u>Add Preference Points</u>

(0-10)	10	Event held during the Shoulder Season – October through May
(0-10)		Event held outside of the Klamath Falls urban growth boundary
(0-10)	5	Family Friendliness

TOTAL POINTS 0506

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____
_____

Do you recommend this project for funding: ☐ YES ☐ NO   Partial funding: $ _45,000_

Of ~~these~~ 2 proposals, I recommend funding
Crater Lake Centennial. A powerful consortium of community
organizations (Ragland, Favell, County Museums, Craterlake Park)
will take advantage of 100-year opportunity to offer live
entertainment, museum exhibitions and other tourism attractions
to draw record number of visitors to Klamath

County. Klamath Co, Home of Crater Lake, should take advantage
of this once in lifetime opportunity to "own Crater Lake."

RRT/Travel Crater Lake   Chip Masur
Name of Applicant   Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score   Weight   Points

(1-10) 5   10   0 50   Does the applicant clearly demonstrate how this project will increase out of county visitors?

(1-5)   3   10   0 30   Will the project encourage additional overnight stays beyond the project event?

(1-5)   5   5   0 25   Does the applicant have the ability to complete the project?
                          Is management and/or administration capable?

(1-5)   3   5   0 15   Are the budget and marketing plan realistic?

(1-10) 6   10   0 60   Does the applicant clearly demonstrate how the project will leverage funding?

(1-10) 7   10   0 70   Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?

(1-5)   4   5   0 20   Is there demonstrated community support?
                          Is there evidence of in-kind support?

(1-10) 6   10   0 60   Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 0 330

<u>Add Preference Points</u>

(0-10)   5   Event held during the Shoulder Season – October through May

(0-10)   5   Event held outside of the Klamath Falls urban growth boundary

(0-10)   10   Family Friendliness

TOTAL POINTS   0 350

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____
_____

Do you recommend this project for funding: ☐ YES ☐ NO   Partial funding: $? _____

Ross Pogland CNP
Name of Applicant

(signature)
Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10)	1 10	10	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	3 10	30	Will the project encourage additional overnight stays beyond the project event?
(1-5)	1 5	5	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	0 5	0	Are the budget and marketing plan realistic?
(1-10)	0 10	0	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	0 10	0	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	1 5	5	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	1 10	10	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 60

<u>Add Preference Points</u>

(0-10)	5	Event held during the Shoulder Season – October through May
(0-10)	0	Event held outside of the Klamath Falls urban growth boundary
(0-10)	10	Family Friendliness

TOTAL POINTS 75

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____
_____

Do you recommend this project for funding: ☐ YES ☐ NO   Partial funding: $ 2 _____

Form # KCF 3008
Revised the 4th of September, 2014

Crater Lake 100 years
Name of Applicant

Lisa Galloway
Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-10) 5	10	50	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) 4	10	40	Will the project encourage additional overnight stays beyond the project event?
(1-5) 2	5	10	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) 3	5	15	Are the budget and marketing plan realistic?
(1-10) 3	10	30	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) 4	10	40	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) 3	5	15	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) 5	10	50	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 250

Add Preference Points

(0-10)		5	Event held during the Shoulder Season – October through May
(0-10)		5	Event held outside of the Klamath Falls urban growth boundary
(0-10)		5	Family Friendliness

TOTAL POINTS 265

Reviewer Conflict of Interest: _____

Comments: _____
_____
_____
_____

Do you recommend this project for funding: ☐ YES ☐ NO   Partial funding: $_____

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Ross Ragland – Crater Lake
Name of Applicant

Matt Dodson
Name of Reviewer

Tourism Grant Application – Traditional Program Event
Selection Criteria Summary
(Tourism Review Panel scoring)

Score		Weight	Points	
(1-10)	4	10	40	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	2	10	20	Will the project encourage additional overnight stays beyond the project event?
(1-5)	3	5	15	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	2	5	10	Are the budget and marketing plan realistic?
(1-10)	2	10	20	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	2	10	20	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	5	5	25	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	5	10	50	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 200

<u>Add Preference Points</u>

(0-10)	8	Event held during the Shoulder Season – October through May
(0-10)	10	Event held outside of the Klamath Falls urban growth boundary
(0-10)	10	Family Friendliness

TOTAL POINTS   228

Reviewer Conflict of Interest:

Comments: I like the idea, don't know if the project will happen without the marketing "brand" already defined. Would love to see it happen just needs more work.

Do you recommend this project for funding: ☐ YES ☐ NO   Partial funding: $_____

Form # KCF 3008
Revised the 4th of September, 2014