

Benefit for the Basin \$10K

Weidman

Name of Applicant

Name of Reviewer

4th time

\$10,000

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

Score	Weight	Points	
(1-10) <u>6</u>	10	<u>60</u>	Does the applicant clearly demonstrate how this project will <u>increase</u> out of county visitors?
(1-5) <u>5</u>	10	<u>50</u>	Will the project encourage additional <u>overnight</u> stays beyond the project event?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>3</u>	5	<u>15</u>	Are the budget and marketing plan realistic?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) <u>5</u>	5	<u>25</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) <u>0</u>	10	<u>10</u>	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS:

290 / 525

Add Preference Points

(0-10)	<u>5</u> (very close)	Event held during the Shoulder Season - October through May ²³⁻²⁵ Sept. 2016
(0-10)	<u>0</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

TOTAL POINTS

410 / 525

Reviewer Conflict of Interest:

Hubband participated in 2015 - He won a ribbon.

Comments:

It would be interesting to sit down and discuss other mediums to consider to promote event to people outside K Falls. Saw no mention of print newspaper.

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

Since 2014, event has increased drawing more people from outside KC - Redding - Toxka -

1190 of surveyed operators outside area.

blomale, 18-34 -> how did they find out annual salary?
70% some colleg

Personnel cost
[Free lunch \$ 3500 (no)]

website \$2000

[no newspaper?]

Form # KCF 3008

Revised the 4th of September, 2014

290 / 525 = 55%

Benefit for the Basin

Matt Dodson

Name of Applicant

Name of Reviewer

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

Score	Weight	Points	
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) <u>3</u>	10	<u>30</u>	Will the project encourage additional overnight stays beyond the project event?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>1</u>	5	<u>5</u>	Are the budget and marketing plan realistic?
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>3</u>	10	<u>30</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) <u>2</u>	5	<u>10</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) <u>7</u>	10	<u>70</u>	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 240

Add Preference Points

- (0-10) 0 Event held during the Shoulder Season – October through May
- (0-10) 0 Event held outside of the Klamath Falls urban growth boundary
- (0-10) 6 Family Friendliness

TOTAL POINTS 240

Reviewer Conflict of Interest:

Comments: Not a good use of fund, paying for out of town rooms and free meals

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

Benefit for the Basin
Name of Applicant

Jolie Van Meekeren
Name of Reviewer

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

Score	Weight	Points	
(1-10) <u>7</u>	10	<u>70</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) <u>7</u>	10	<u>70</u>	Will the project encourage additional overnight stays beyond the project event?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>2</u>	5	<u>10</u>	Are the budget and marketing plan realistic?
(1-10) <u>5</u>	10	<u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>7</u>	10	<u>70</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) <u>2</u>	5	<u>10</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) <u>7</u>	10	<u>70</u>	Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 375

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) 3 Family Friendliness

TOTAL POINTS 378

Reviewer Conflict of Interest: _____

Comments: _____

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

Name of Applicant

Benefit for the Basin

Name of Reviewer

HATHER TRAMP

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

Score	Weight	Points	
(1-10)	<u>3</u>	10	<u>30</u> Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	<u>3</u>	10	<u>30</u> Will the project encourage additional overnight stays beyond the project event?
(1-5)	<u>4</u>	5	<u>20</u> Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	<u>4</u>	5	<u>20</u> Are the budget and marketing plan realistic?
(1-10)	<u>3</u>	10	<u>30</u> Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	<u>4</u>	10	<u>40</u> Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	<u>4</u>	5	<u>20</u> Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	<u>2</u>	10	<u>20</u> Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 210

Add Preference Points

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

TOTAL POINTS 230

Reviewer Conflict of Interest: _____

Comments: _____

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

Benefit for Basin
Name of Applicant

Marquez
Name of Reviewer

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

Score	Weight	Points	
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5) <u>1</u>	10	<u>.10</u>	Will the project encourage additional overnight stays beyond the project event?
(1-5) <u>4</u>	5	<u>20</u>	Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5) <u>1</u>	5	<u>5</u>	Are the budget and marketing plan realistic?
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how the project will leverage funding?
(1-10) <u>2</u>	10	<u>20</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5) <u>5</u>	5	<u>25</u>	Is there demonstrated community support? Is there evidence of in-kind support?
(1-10) <u>2</u>	10	<u>20</u>	Is there a strong evaluation method with measurable objectives?
SUB-TOTAL POINTS:		<u>140</u>	

Add Preference Points

(0-10)	<u>—</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>—</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>5</u>	Family Friendliness
TOTAL POINTS	<u>145</u>	

Reviewer Conflict of Interest: _____

Comments: _____

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

No longer do face to face interview - unfair to do for one, not others.
Primarily local event w/ some ^{out} of area attendees/entrants, Places they propose to visit are places where entrants already come from.
\$8,500 to attend (motel, fuel, entry fees) to events (car shows) outside Klamath.
most efficient use of marketing dollars?

Benefit for the Basin - Car Show
Name of Applicant

George Rogers
Name of Reviewer

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

Score	Weight	Points	
(1-10)	<u>2</u>	10	<u>20</u> Does the applicant clearly demonstrate how this project will increase out of county visitors?
(1-5)	<u>1</u>	10	<u>10</u> Will the project encourage additional overnight stays beyond the project event?
(1-5)	<u>3</u>	5	<u>15</u> Does the applicant have the ability to complete the project? Is management and/or administration capable?
(1-5)	<u>0</u>	5	<u>0</u> Are the budget and marketing plan realistic?
(1-10)	<u>2</u>	10	<u>20</u> Does the applicant clearly demonstrate how the project will leverage funding?
(1-10)	<u>1</u>	10	<u>10</u> Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
(1-5)	<u>3</u>	5	<u>15</u> Is there demonstrated community support? Is there evidence of in-kind support?
(1-10)	<u>3</u>	10	<u>30</u> Is there a strong evaluation method with measurable objectives?

SUB-TOTAL POINTS: 120

A. 1 Preference Points

(0-10)	<u>0</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>0</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>4</u>	Family Friendliness

TOTAL POINTS 124

Reviewer Conflict of Interest: _____

Comments: Not To Attend other Car Shows?

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