

Ross Ragland  
Name of Applicant

Heather Harter  
Name of Reviewer

Tourism Grant Application - Event & Marketing  
**Selection Criteria Summary**  
(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10) <u>7</u>	X 10 =	<u>70</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5) <u>4</u>	X 10 =	<u>40</u>	Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50)
(1-5) <u>5</u>	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) <u>5</u>	X 5 =	<u>25</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10) <u>6</u>	X 10 =	<u>60</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10) <u>6</u>	X 10 =	<u>60</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5) <u>5</u>	X 5 =	<u>25</u>	Is there demonstrated community and in-kind support? (Max points possible: 25)
(1-10) <u>7</u>	X 10 =	<u>70</u>	Is there a strong evaluation method with measurable objectives? (Max points possible: 100)

Sub-total Points: 375  
(Sub-total max points possible: 525)

Add Preference Points

(0-50)	<u>50</u>	Event held during the Shoulder Season (October - May)?
(0-10)	<u>0</u>	Event held outside the Klamath Falls urban growth boundary?
(0-10)	<u>10</u>	Family Friendliness

**Total Points:** 435 (Max total points possible: 595)

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

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  Yes  No

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

Name of Applicant

Name of Reviewer

Tourism Grant Application - Event & Marketing

**Selection Criteria Summary**

(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10) <u>4</u>	X 10 =	<u>40</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5) <u>4</u>	X 10 =	<u>40</u>	Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50)
(1-5) <u>5</u>	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) <u>4</u>	X 5 =	<u>20</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10) <u>4</u>	X 10 =	<u>40</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10) <u>8</u>	X 10 =	<u>80</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5) <u>4</u>	X 5 =	<u>20</u>	Is there demonstrated community and in-kind support? (Max points possible: 25)
(1-10) <u>5</u>	X 10 =	<u>50</u>	Is there a strong evaluation method with measurable objectives? (Max points possible: 100)

Sub-total Points: 315  
 (Sub-total max points possible: 525)

Add Preference Points

(0-50) <u>40</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>8</u>	Family Friendliness

**Total Points:** 363 (Max total points possible: 595)

Reviewer Conflict of Interest: none

Comments: More data regarding previous out of town visitors would be helpful in determining funding awards. Projections based on this data would justify the request.

Do you recommend this project for funding:  Yes  No

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

Ross Ragland Theater

Name of Applicant

Cynthia Campbell

Name of Reviewer

Tourism Grant Application - Event & Marketing  
Selection Criteria Summary  
(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10)	<u>10</u>	X 10 = <u>100</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5)	<u>3</u>	X 10 = <u>30</u>	Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50)
(1-5)	<u>5</u>	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)	<u>5</u>	X 5 = <u>25</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5)	<u>5</u>	X 5 = <u>25</u>	Is there demonstrated community and in-kind support? (Max points possible: 25)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Is there a strong evaluation method with measurable objectives? (Max points possible: 100)

Sub-total Points: 505  
(Sub-total max points possible: 525)

Add Preference Points

(0-50)	<u>50</u>	Event held during the Shoulder Season (October - May)?
(0-10)	<u>0</u>	Event held outside the Klamath Falls urban growth boundary?
(0-10)	<u>10</u>	Family Friendliness

Total Points: 565 (Max total points possible: 595)

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

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you recommend this project for funding:  Yes  No

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

Ross England

RW

Name of Applicant

Name of Reviewer

Tourism Grant Application - Event & Marketing

\$100,000

Selection Criteria Summary  
(Tourism Review Panel Scoring)

(project \$282,475)

Score	Weight	Points	
(1-10)	<u>5</u> X 10 =	<u>50</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5)	<u>3</u> X 10 =	<u>30</u>	Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50)
(1-5)	<u>5</u> 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)	<u>3</u> X 5 =	<u>15</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10)	<u>7</u> X 10 =	<u>70</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	<u>9</u> X 10 =	<u>90</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5)	<u>5</u> X 5 =	<u>25</u>	Is there demonstrated community and in-kind support? (Max points possible: 25)
(1-10)	<u>6</u> X 10 =	<u>60</u>	Is there a strong evaluation method with measurable objectives? (Max points possible: 100)

Sub-total Points:  
(Sub-total max points possible: 525)

455

great tool

→ Google Analytics is web-based and shows KPIs - How will audience tracking be used then? Conversions?

Add Preference Points

(0-50) 25 Event held during the Shoulder Season (October - May)?

(0-10) — Event held outside the Klamath Falls urban growth boundary?

(0-10) 5 Family Friendliness

Total Points: 30 (Max total points possible: 595)

485

Reviewer Conflict of Interest:

Comments: Shows (22-23) \$125,000 ticket sales

Fundraisers Red Tie Romp? Funding the season(?)

Do you recommend this project for funding:  Yes  No

Full Funding  Yes  No Or Partial Funding: \$

RR-T MAIN STAGE

J. Matthews

Name of Applicant

Name of Reviewer

Tourism Grant Application - Event & Marketing

**Selection Criteria Summary**

(Tourism Review Panel Scoring)

Score	Weight	Points	
(1-10)	<u>8</u>	X 10 = <u>80</u>	Does the applicant clearly demonstrate how this project will increase out of county visitors? (Max points possible: 100)
(1-5)	<u>4</u>	X 10 = <u>40</u>	Will the project encourage additional overnight stays beyond the project event? (Max points possible: 50)
(1-5)	<u>5</u>	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)	<u>5</u>	X 5 = <u>25</u>	Are the budget and marketing plan realistic? (Max points possible: 25)
(1-10)	<u>9</u>	X 10 = <u>90</u>	Does the applicant clearly demonstrate how the project will leverage funding? (Max points possible: 100)
(1-10)	<u>9</u>	X 10 = <u>90</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (Max points possible: 100)
(1-5)	<u>5</u>	X 5 = <u>25</u>	Is there demonstrated community and in-kind support? (Max points possible: 25)
(1-10)	<u>10</u>	X 10 = <u>100</u>	Is there a strong evaluation method with measurable objectives? (Max points possible: 100)

Sub-total Points: 475  
(Sub-total max points possible: 525)

Add Preference Points

(0-50)	<u>50</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>0</u>	Family Friendliness

**Total Points:** 525 (Max total points possible: 595)

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

Comments: Marketing into ? out of Town of 3 media

Do you recommend this project for funding:  Yes  No

Full Funding  Yes  No Or Partial Funding: \$ 20