

Crater Lake Zipline

Heather Gump

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>9</u>	X 10 =	<u>90</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>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>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>9</u>	X 10 =	<u>90</u>	Is there a strong evaluation method with measurable objectives? (max points possible: 100)

SUB-TOTAL POINTS: 440
(Sub-Total max points possible: 525)

Add Preference Points

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

TOTAL POINTS 460 (Max total points possible: 595)

Reviewer Conflict of Interest: _____

Comments: nice to see CLZ reach out to new audiences
& continue to build!

Do you recommend this project for funding: YES NO

Full Funding YES NO

OR

Partial funding: \$ ~~7000~~ 7000

Zipline - ^{reaching} travelers

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) <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>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>5</u>	X 10 =	<u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding? (max points possible: 100)
(1-10) <u>7</u>	X 10 =	<u>70</u>	Does the applicant clearly demonstrate how the organization will create sustainable marketing networks? (max points possible: 100)
(1-5) <u>2</u>	X 5 =	<u>10</u>	Is there demonstrated community and in-kind support? (max points possible: 25)
(1-10) <u>3</u>	X 10 =	<u>30</u>	Is there a strong evaluation method with measurable objectives? (max points possible: 100)

SUB-TOTAL POINTS: 300
(Sub-Total max points possible: 525)

Add Preference Points

- (0-50) _____ 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 _____ (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: \$

7,000

Crater Lake Zipline

KW

Name of Applicant

Name of Reviewer

Tourism Grant Application – Traditional Program Event

Selection Criteria Summary
(Tourism Review Panel scoring)

= \$13,276.00

4276

Score	Weight	Points	Criteria
(1-10) <u>9</u>	X 10 =	<u>90</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) possibly
(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>5</u>	X 10 =	<u>50</u>	Does the applicant clearly demonstrate how the project will leverage funding? (max points possible: 100) NOT Really.
(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>2</u>	X 5 =	<u>10</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) What metrics are you shooting for? Numbers?
SUB-TOTAL POINTS:		<u>405</u>	
(Sub-Total max points possible: 525)			

Add Preference Points

(0-50)	<u>30</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>7</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

TOTAL POINTS 452 (Max total points possible: 595)

Reviewer Conflict of Interest:

Comments: Target travelers destination-oriented travelers and experience driven travelers
=> Adventure seekers & families

Do you recommend this project for funding:

YES NO

? 7,000
413,276

Full Funding YES NO

OR

Partial funding: \$

online targeting targeted digital ads

Expand Reach Trade Shows