

Kruise of Klamath

KW

Name of Applicant

Name of Reviewer

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

**\$12,375**

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>8</u> X 10 =	<u>80</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)

*impressive*

SUB-TOTAL POINTS: 395  
(Sub-Total max points possible: 525)

*4270  
out of  
town (+)  
101 new registrants*

Add Preference Points

(0-50)	<u>0</u>	Event held during the Shoulder Season – October through May
(0-10)	<u>5</u>	Crater Lake?
(0-10)	<u>10</u>	Event held outside of the Klamath Falls urban growth boundary
(0-10)	<u>10</u>	Family Friendliness

**TOTAL POINTS** 410 (Max total points possible: 595)

Reviewer Conflict of Interest:

Comments: *Leveraging DK for stay: play + good  
Thursday → Crater Lake Kick-off party  
Encouraging Wed night bookings*

Do you recommend this project for funding:  YES  NO

Full Funding  YES  NO

OR

Partial funding: \$ \_\_\_\_\_

Kruise of Klamath

Heather Tramp

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

SUB-TOTAL POINTS: 450  
(Sub-Total max points possible: 525)

Add Preference Points

(0-50)	<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** 460 (Max total points possible: 595)

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

Comments: brings in out of county, thoughtful ways to increase overnights

Do you recommend this project for funding:  YES  NO

Full Funding  YES  NO OR Partial funding: \$ \_\_\_\_\_

Kruise

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>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>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>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>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: 475  
(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)	<u>10</u>	Family Friendliness

TOTAL POINTS 485 (Max total points possible: 595)

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

Comments: Impressive improvement in attracting out of towners and increasing length of stay. signature Klamath event!

Do you recommend this project for funding:  YES  NO

Full Funding  YES  NO

OR Partial funding: \$ \_\_\_\_\_

\$12,375  
\$44,000 total cost