

Sheep Dog  
Name of Applicant

Don  
Name of Reviewer

Spring 2012 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-5) <u>5</u>	5	<u>25</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>4</u>	5	<u>20</u>	Does the applicant have the ability to complete the project? Is the budget and plan realistic? What is the potential to succeed? Is management and/or administration capable?
(1-5) <u>4</u>	2	<u>8</u>	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>4</u>	1	<u>4</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.
(1-5) <u>4</u>	2	<u>8</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>64</u>	
<u>Add Preference Points</u>			
0-10		<u>5</u>	Shoulder Season – before June and after September
0-10		<u>5</u>	Outlying Areas
0-10		<u>10</u>	Length of Stay – encourage early arrival and/or late departure
0-10		<u>7</u>	Family Friendliness
<u>Deduct Penalty Points</u>			
-10		_____	Previous tourism projects not completed on time or final evaluation not submitted on time
TOTAL POINTS		<u>91</u>	

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

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

Do you recommend this project for funding:  YES  NO Partial funding: \$ 7500

National Sheepdog Finals  
Name of Applicant

Lisa Hallway  
Name of Reviewer

Spring 2012 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-5) <u>3</u>	5	<u>15</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is the budget and plan realistic? What is the potential to succeed? Is management and/or administration capable?
(1-5) <u>5</u>	2	<u>10</u>	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>4</u>	1	<u>4</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.
(1-5) <u>4</u>	2	<u>8</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>62</u>	
<u>Add Preference Points</u>			
0-10		<u>3</u>	Shoulder Season – before June and after September
0-10		<u>5</u>	Outlying Areas
0-10		<u>7</u>	Length of Stay – encourage early arrival and/or late departure
0-10		<u>8</u>	Family Friendliness
<u>Deduct Penalty Points</u>			
-10		<u>23</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
TOTAL POINTS		<u>85</u>	

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

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

Do you recommend this project for funding:  YES  NO Partial funding: \$ 10,000

Sheepdog  
Name of Applicant

MARQUEZ  
Name of Reviewer

Spring 2012 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>5</u>	2	<u>10</u>
(1-5) <u>5</u>	1	<u>5</u>
(1-5) <u>5</u>	2	<u>10</u>
SUB-TOTAL POINTS:		<u>75</u>

How well does/will this project increase tourism?  
Will it encourage longer-term or repeat visits?

Does the applicant have the ability to complete the project?  
Is the budget and plan realistic?  
What is the potential to succeed?  
Is management and/or administration capable?

Is there demonstrated community support?  
Is there evidence of in-kind support?  
Are there endorsements by community groups?

Is the presentation clear, concise and attractive?  
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method?  
How will the applicant document the impact?  
Are the outcomes measurable and objective?

Add Preference Points

0-10	<u>    </u>	Shoulder Season -- before June and after September
0-10	<u>10</u>	Outlying Areas
0-10	<u>10</u>	Length of Stay -- encourage early arrival and/or late departure
0-10	<u>10</u>	Family Friendliness

Deduct Penalty Points

-10	<u>    </u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 105

Reviewer Conflict of Interest:

Comments: Superb event. Great Tourism draw. Signature event  
for our county. Highest recommendation is  
Nationally sanctioned event.  
10,000

Do you recommend this project for funding:  YES  NO Partial funding: \$ 10,000

NAT'L SHEEP DOG FINALS

CHIP MASSIE

Name of Applicant

Name of Reviewer

Spring 2012 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score Weight Points

(1-5) 3 5 15

How well does/will this project increase tourism?  
Will it encourage longer-term or repeat visits? *HISTORICALLY NOT SURE*

(1-5) 5 5 25

Does the applicant have the ability to complete the project?  
Is the budget and plan realistic?  
What is the potential to succeed?  
Is management and/or administration capable?

(1-5) 4 2 8

Is there demonstrated community support?  
Is there evidence of in-kind support?  
Are there endorsements by community groups?

(1-5) 3 1 3

Is the presentation clear, concise and attractive?  
Points will be deducted for vague or rambling responses.

(1-5) 4 2 8

Is there a strong evaluation method?  
How will the applicant document the impact?  
Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 59

Add Preference Points

0-10 5

Shoulder Season – before June and after September

0-10 5

Outlying Areas

0-10 5

Length of Stay – encourage early arrival and/or late departure

0-10 10

Family Friendliness

Deduct Penalty Points

-10 \_\_\_\_\_

Previous tourism projects not completed on time or final evaluation not submitted on time

TOTAL POINTS 84

Reviewer Conflict of Interest:

Comments: \$10,000 BUDGET? PROGRAM? WHERE DOES IT FIT - CATALOG?  
HOW IS IT DISTRIBUTED? NOT CLEAR FOR ME - HOW DOES THE MARKETING  
PLAN DELIVER  
THIS GROUP NEEDS HELP FOCUSING

Do you recommend this project for funding:  YES  NO Partial funding: \$ 10,000

Name of Applicant 2012 National Steep as. Trails

Name of Reviewer B. Sullivan

Spring 2012 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points	
(1-5) <u>4</u>	5	<u>20</u>	How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?
(1-5) <u>5</u>	5	<u>25</u>	Does the applicant have the ability to complete the project? Is the budget and plan realistic? What is the potential to succeed? Is management and/or administration capable?
(1-5) <u>5</u>	2	<u>10</u>	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>5</u>	1	<u>5</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.
(1-5) <u>4</u>	2	<u>8</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?

101 - ?  
Class  
Not a Headed  
/

SUB-TOTAL POINTS: 68

Add Preference Points

0-10	<u>8</u>	Shoulder Season – before June and after September
0-10	<u>10</u>	Outlying Areas
0-10	<u>10</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>10</u>	Family Friendliness

Deduct Penalty Points

-10	<u>8</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 106

Reviewer Conflict of Interest:

Comments: \$ 10,000.00?

4,500 / 10,000  
2.22 per visitor  
opt

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

Natural Steady  
Name of Applicant

Laurenne Lehama  
Name of Reviewer

Spring 2012\_Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>4</u>	5	<u>20</u>
(1-5) <u>5</u>	5	<u>25</u>
(1-5) <u>4</u>	2	<u>8</u>
(1-5) <u>5</u>	1	<u>5</u>
(1-5) <u>5</u>	2	<u>10</u>

How well does/will this project increase tourism?  
Will it encourage longer-term or repeat visits?

Does the applicant have the ability to complete the project?  
Is the budget and plan realistic?  
What is the potential to succeed?  
Is management and/or administration capable?

Is there demonstrated community support?  
Is there evidence of in-kind support?  
Are there endorsements by community groups?

Is the presentation clear, concise and attractive?  
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method?  
How will the applicant document the impact?  
Are the outcomes measurable and objective?

SUB-TOTAL POINTS: 68

Add Preference Points

0-10	<u>8</u>
0-10	<u>10</u>
0-10	<u>7</u>
0-10	<u>6</u>

Shoulder Season – before June and after September

Outlying Areas

Length of Stay – encourage early arrival and/or late departure

Family Friendliness

Deduct Penalty Points

-10

Previous tourism projects not completed on time or final evaluation not submitted on time

TOTAL POINTS 99

Reviewer Conflict of Interest:

Comments: Proof of ad projects as well as community support  
\* National ad - good exposure for area  
\* rotate back to county in 3 years

Do you recommend this project for funding:  YES  NO Partial funding: \$8,000-9,000