Fall 2011 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?
(1-5) 3  5  15
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) 3  2  6
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 2
Shoulder Season – before June and after September
0-10 4
Outlying Areas
0-10 2
Length of Stay – encourage early arrival and/or late departure
0-10 4
Family Friendliness

Deduct Penalty Points
-10
Previous tourism projects not completed on time or final evaluation not submitted on time

TOTAL POINTS 59

Reviewer Conflict of Interest:

Comments: ____________________________________________________________

______________________________________________________________________

Do you recommend this project for funding: □ YES □ NO Partial funding: $ 2,000

Form # KCF 3008
Revised the 26th of September, 2011
### Name of Applicant

### Name of Reviewer

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#### Fall 2011 Tourism Grant Application

**Selection Criteria Summary**

(Tourism Review Panel scoring)

<table>
<thead>
<tr>
<th>Score</th>
<th>Weight</th>
<th>Points</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1-5) 2</td>
<td>5</td>
<td>10</td>
<td>How well does/will this project increase tourism? Will it encourage longer-term or repeat visits?</td>
</tr>
<tr>
<td>(1-5) 3</td>
<td>5</td>
<td>15</td>
<td>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?</td>
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<tr>
<td>(1-5) 1</td>
<td>2</td>
<td>2</td>
<td>Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?</td>
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<tr>
<td>(1-5) 3</td>
<td>1</td>
<td>3</td>
<td>Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.</td>
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<tr>
<td>(1-5) 2</td>
<td>2</td>
<td>6</td>
<td>Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?</td>
</tr>
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**SUB-TOTAL POINTS:** 36

**Add Preference Points**

<table>
<thead>
<tr>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10</td>
<td>Shoulder Season – before June and after September</td>
</tr>
<tr>
<td>0-10</td>
<td>Outlying Areas</td>
</tr>
<tr>
<td>0-10</td>
<td>Length of Stay – encourage early arrival and/or late departure</td>
</tr>
<tr>
<td>0-10</td>
<td>Family Friendliness</td>
</tr>
</tbody>
</table>

**Deduct Penalty Points**

<table>
<thead>
<tr>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-10</td>
<td>Previous tourism projects not completed on time or final evaluation not submitted on time</td>
</tr>
</tbody>
</table>

**TOTAL POINTS**

41

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**Reviewer Conflict of Interest:**

- No conflict.

**Comments:**

- No beds in beds. Change event to overnight.
- Encourage re-application with partnership w/ DK.

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Do you recommend this project for funding: [ ] YES [ ] NO  Partial funding: $__________

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Form # KCF 3008

Revised the 28th of September, 2011
### Fall 2011 Tourism Grant Application

#### Selection Criteria Summary
(Tourism Review Panel scoring)

<table>
<thead>
<tr>
<th>Score</th>
<th>Weight</th>
<th>Points</th>
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</tr>
</thead>
<tbody>
<tr>
<td>(1-5)</td>
<td>5</td>
<td>15</td>
<td><strong>How well does/will this project increase tourism?</strong> Will it encourage longer-term or repeat visits?</td>
</tr>
<tr>
<td>(1-5)</td>
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<td>25</td>
<td><strong>Does the applicant have the ability to complete the project?</strong> Is the budget and plan realistic? What is the potential to succeed? Is management and/or administration capable?</td>
</tr>
<tr>
<td>(1-5)</td>
<td>2</td>
<td>1</td>
<td><strong>Is there demonstrated community support?</strong> Is there evidence of in-kind support? Are there endorsements by community groups?</td>
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<td>(1-5)</td>
<td>2</td>
<td>2</td>
<td><strong>Is there a strong evaluation method?</strong> How will the applicant document the impact? Are the outcomes measurable and objective?</td>
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**SUB-TOTAL POINTS:**

**61**

#### Add Preference Points

- **Shoulder Season** – before June and after September
- **Outlying Areas**
- **Length of Stay** – encourage early arrival and/or late departure
- **Family Friendliness**

**Deduct Penalty Points**

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

**TOTAL POINTS**

**61**

**Reviewer Conflict of Interest:**

- **Has Potential** - Encouraged to reapply
- With more focused marketing plan.

**Do you recommend this project for funding:**

- □ YES
- □ NO

Partial funding: $__________________

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Form # KCF 3008
Revised the 28th of September, 2011
Score    Weight    Points
(1-5)   3       5     8

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

(1-5)   3       5     8

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)   5       2     7

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

(1-5)   3       1     4

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

(1-5)   3       2     5

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

SUB-TOTAL POINTS: 32

Add Preference Points
0-10
Shoulder Season – before June and after September

0-10
Outlying Areas

0-10
Length of Stay – encourage early arrival and/or late departure

0-10
Family Friendliness

Deduct Penalty Points
-10
Previous tourism projects not completed on time or final evaluation not submitted on time

TOTAL POINTS 32

Reviewer Conflict of Interest:

Comments: New event with only 10 attendees for fly in last year (2011) more research/commitment from agencies funded help. Possible partial to support advertising in 2012, gain recognition

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

Form # KCF 3008
Revised the 28th of September, 2011
### Selection Criteria Summary (Tourism Review Panel scoring)

<table>
<thead>
<tr>
<th>Score</th>
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<th>Points</th>
<th>Criteria</th>
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<tr>
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<td>(1-5)</td>
<td>4</td>
<td>1</td>
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<td>(1-5)</td>
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</table>

**SUB-TOTAL POINTS:** 48

**Add Preference Points**

- 0-10  
  - 0-10  
  - 0-10  
  - 0-10  
  - 0-10  

**Deduct Penalty Points**

- 0-10  

**TOTAL POINTS** 62

**Reviewer Conflict of Interest:**

**Comments:**

Do you recommend this project for funding: [ ] YES [ ] NO Partial funding: $1500.00

Form # KCF 3006  
Revised the 28th of September, 2011