

Name of Applicant 1st Annual Farrell Museum Fall Art Show Name of Reviewer B. Sullivan

Spring 2013 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

4-10-13

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>3</u>	5	<u>15</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>3</u>	2	<u>6</u>	Is there demonstrated community support? Is there evidence of in-kind support? Are there endorsements by community groups?
(1-5) <u>3</u>	1	<u>3</u>	Is the presentation clear, concise and attractive? Points will be deducted for vague or rambling responses.
(1-5) <u>3</u>	2	<u>6</u>	Is there a strong evaluation method? How will the applicant document the impact? Are the outcomes measurable and objective?
SUB-TOTAL POINTS:		<u>45</u>	
<u>Add Preference Points</u>			
0-10		<u>5</u>	Shoulder Season – before June and after September
0-10		<u>4</u>	Outlying Areas
0-10		<u>4</u>	Length of Stay – encourage early arrival and/or late departure
0-10		<u>4</u>	Family Friendliness
<u>Deduct Penalty Points</u>			
-10		<u>0</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
TOTAL POINTS		<u>62</u>	

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding: ☒ YES ☐ NO Partial funding: \$ 6200.00

Favell Museum
Name of Applicant

Lisa Galloway
Name of Reviewer

Spring 2013 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Sept. 27-29th

Score	Weight	Points
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(1-5) <u>3</u>	5	<u>15</u>
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(1-5) <u>4</u>	5	<u>20</u>
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(1-5) <u>4</u>	2	<u>8</u>
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(1-5) <u>4</u>	1	<u>4</u>
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(1-5) <u>4</u>	2	<u>8</u>
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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:

55

Add Preference Points

0-10	<u>6</u>
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Shoulder Season – before June and after September

0-10	<u>4</u>
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Outlying Areas

0-10	<u>5</u>
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Length of Stay – encourage early arrival and/or late departure

0-10	<u>3</u>
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Family Friendliness

Deduct Penalty Points

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

TOTAL POINTS

73

Reviewer Conflict of Interest:

Comments: _____

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

Favell Museum
Name of Applicant

Matthew Dodson
Name of Reviewer

Spring 2013 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>4</u>	5	<u>20</u>
(1-5) <u>4</u>	2	<u>8</u>
(1-5) <u>4</u>	1	<u>4</u>
(1-5) <u>5</u>	2	<u>5 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: _____

Add Preference Points

0-10	<u>6</u>	Shoulder Season – before June and after September
0-10	<u>1</u>	Outlying Areas
0-10	<u>5</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>3</u>	Family Friendliness

Deduct Penalty Points

-10	_____	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 42

Reviewer Conflict of Interest: _____

Comments: _____

Do you recommend this project for funding: ☒ YES ☐ NO Partial funding: \$ 7,000

Finnell Museum
Name of Applicant

Donna
Name of Reviewer

Spring 2013 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score Weight Points

(1-5) 4 5 20

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

(1-5) 4 5 20

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) 4 1 4

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

(1-5) 3 2 6

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

SUB-TOTAL POINTS: 58

Add Preference Points

0-10 7

Shoulder Season – before June and after September

0-10 6

Outlying Areas

0-10 6

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

0-10 5

Family Friendliness

24

Deduct Penalty Points

-10 _____

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

TOTAL POINTS 82

Reviewer Conflict of Interest:

Comments: _____

Do you recommend this project for funding: ☒ YES ☐ NO Partial funding: \$ 10,000.00

Favell
Name of Applicant

MARQUEZ
Name of Reviewer

Spring 2013 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>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: _____

Add Preference Points

0-10	_____	Shoulder Season – before June and after September
0-10	_____	Outlying Areas
0-10	<u>10</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>5</u>	Family Friendliness

Deduct Penalty Points

-10	_____	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS

70

Reviewer Conflict of Interest: _____

Comments: Attractive plan, appealing event. 3-day event should encourage overnight stays. Good partnership w/ Ragland. New event worthy of support. Thorough, well-thought out marketing plan. Partner w/ DK on TV/radio advertising.

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

Fallen Museum
Name of Applicant

CHIP MASSIE
Name of Reviewer

Spring 2013 Tourism Grant Application
Selection Criteria Summary
(Tourism Review Panel scoring)

Score	Weight	Points
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(1-5) <u>3</u>	5	<u>15</u>
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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>
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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>1</u>	2	<u>2</u>
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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>
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Is the presentation clear, concise and attractive?
Points will be deducted for vague or rambling responses.

(1-5) <u>5</u>	2	<u>10</u>
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Is there a strong evaluation method?
How will the applicant document the impact?
Are the outcomes measurable and objective?

SUB-TOTAL POINTS:

56

Add Preference Points

0-10	<u> </u>
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Shoulder Season -- before June and after September

0-10	<u> </u>
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Outlying Areas

0-10	<u> 3 </u>
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Length of Stay -- encourage early arrival and/or late departure

0-10	<u> </u>
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Family Friendliness

Deduct Penalty Points

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

TOTAL POINTS

61

Reviewer Conflict of Interest:

Comments: INCREASE ATTENDANCE?

Do you recommend this project for funding: ☒ YES ☐ NO Partial funding: \$ 7,000