

Rock Club  
Name of Applicant

Arxhons  
Name of Reviewer

Fall 2011 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>2</u>	5	<u>10</u>
(1-5) <u>4</u>	2	<u>8</u>
(1-5) <u>4</u>	1	<u>4</u>
(1-5) <u>4</u>	2	<u>8</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: 45

Add Preference Points

0-10	<u>5</u>	Shoulder Season – before June and after September
0-10	<u>4</u>	Outlying Areas
0-10	<u>2</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>5</u>	Family Friendliness
	<u>16</u>	

Deduct Penalty Points

-10	<u>4</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 61

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

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

Do you recommend this project for funding:  YES  NO Partial funding: \$ 1000

Rock and Arrowhead

Name of Applicant

K. MARQUEZ

Name of Reviewer

Fall 2011\_Tourism Grant Application  
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(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>3</u>	5	<u>15</u>
(1-5) <u>4</u>	5	<u>20</u>
(1-5) <u>3</u>	2	<u>6</u>
(1-5) <u>3</u>	1	<u>3</u>
(1-5) <u>4</u>	2	<u>8</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: 52

Add Preference Points

0-10	<u>10</u>	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	<u>10</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 72

Reviewer Conflict of Interest:

Comments: more a local event. Vendors from out of area.

Do you recommend this project for funding:  YES  NO Partial funding: \$ 1500

Rock & Arrow

Name of Applicant

CHIP

Name of Reviewer

Fall 2011 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>3</u>	5	<u>15</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>3</u>	2	<u>6</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:

59

Add Preference Points

0-10	<u>10</u>	Shoulder Season – before June and after September
0-10	<u>    </u>	Outlying Areas
0-10	<u>5</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

84

Reviewer Conflict of Interest:

Comments:

Do you recommend this project for funding:  YES  NO

Partial funding: \$ 1500.00 To PROMOTE

VISITOR'S  
PARTICIPATION

Rock + Annapolis Club  
Name of Applicant

Danielle Tekema  
Name of Reviewer

Fall 2011 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

Score	Weight	Points
(1-5) <u>3</u>	5	<u>8</u>
(1-5) <u>4</u>	5	<u>7</u>
(1-5) <u>3</u>	2	<u>5</u>
(1-5) <u>3</u>	1	<u>4</u>
(1-5) <u>3</u>	2	<u>5</u>
SUB-TOTAL POINTS:		<u>31</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>5</u>	Shoulder Season – before June and after September
0-10	<u>0</u>	Outlying Areas
0-10	<u>4</u>	Length of Stay – encourage early arrival and/or late departure
0-10	<u>0</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: 40

Reviewer Conflict of Interest:

Comments: Possible partial. High misc. expenses for funds requested (\$2500 misc)

Do you recommend this project for funding:  YES  NO Partial funding: \$2000

20<sup>th</sup> yr.

Name of Applicant Rock in Arrowhead, LLC

Name of Reviewer B. Sullivan

Fall 2011 Tourism Grant Application  
Selection Criteria Summary  
(Tourism Review Panel scoring)

2000 visitors  
2000 budget

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>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>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>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?

Door Surveys

SUB-TOTAL POINTS: 51

Add Preference Points

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

Deduct Penalty Points

-10	<u>0</u>	Previous tourism projects not completed on time or final evaluation not submitted on time
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TOTAL POINTS 71

Reviewer Conflict of Interest:

Comments: Budget - actually presented properly.

Do you recommend this project for funding:  YES  NO Partial funding: \$ 200000

50%  
1,600,000