

SCORING RUBRIC – BUSINESS REVITALIZATION & MODERNIZATION MATCHING GRANT PROGRAM

Name of Business: _____

Name of Scorer: _____

	1 Poor	2 Fair	3 Good	4 Excellent	Weight	Score	Total (weight x score)
To what extent did the COVID-19 pandemic harm the applicant's business? Do they demonstrate a financial need?	The pandemic did not appear to harm their business and financial need was not demonstrated.	The pandemic resulted in minimal harm to their business and financial need was not clearly demonstrated.	The pandemic resulted in moderate harm to their business and financial need was demonstrated.	The pandemic resulted in serious harm to their business and financial need was strongly demonstrated.	15		
To what extent will the proposed project help their business recover from the pandemic?	The applicant did not demonstrate how and to what extent the project would help sustain or grow their business.	The applicant weakly demonstrated how and to what extent the project would help sustain or grow their business.	The applicant clearly demonstrated how and to what extent the project would help sustain or grow their business.	The applicant strongly demonstrated how and to what extent the project would help sustain or grow their business.	15		
From an operational standpoint, does the applicant convey that it is financially stable and ready and capable of executing its plan for use of funds?	The application provides unclear or lacks information regarding its operational readiness for utilizing the grant funds.	The application provides limited information regarding its operational readiness for utilizing the grant funds. It lacks depth and specificity on their plan to use the grant funds.	The application provides appropriate and specific information demonstrating its operational readiness for utilizing the grant funds.	The application provides thorough and specific information demonstrating exceptional operational readiness for utilizing the grant funds.	15		
How impactful will this project be for the business district and/or the community?	The project would not have a positive impact on the business district and/or the community.	The project would have a minimally positive impact on the business district and/or the community.	The project would have a moderately positive impact on the business district and/or the community.	The project would have a very positive impact on the business district and/or the community.	10		
Does the applicant clearly define the intended use of grant funds?	The application does not define the intended use of grant funds.	The application lacks depth or specificity when defining the intended use of grant funds.	The application effectively defines the intended use of grant funds. It is clear, well-informed, and provides specific details.	The application does an exceptional job in defining the intended use of grant funds and shows a deep understanding of how the funds will be strategically and effectively used.	10		

