

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)
1	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		
2	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		
3	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		
4	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		
5	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		
6	Does the project appear to be an effective way to grow and promote its business, product, or service line?	The project does not grow and promote the applicant's business, product or service line.	The project will minimally grow and promote the applicant's business, product or service line.	The project will moderately grow and promote the applicant's business, product or service line.	The project will strongly grow and promote the applicant's business, product or service line.	10		
7	Does the applicant's business, product line, or service enhance the variety of business or service offerings in the Township?	The applicant's business, product line or service is very plentiful in the Township.	The applicant's business, product line or service is not unique.	The applicant's business, product line or service is unique in one or more important ways.	The applicant's business, product line or service is very unique and is exclusive.	10		

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8	Does the project innovatively respond to a new business need created by the pandemic?	The project does not address a new business need created by the pandemic.	The project minimally addresses a new business need created by the pandemic.	The project moderately addresses a new business need created by the pandemic.	The project strongly addresses a new business need created by the pandemic.	5		
9	Will the applicant's project help attract visitors to Haverford Township?	The project will not attract visitors to Haverford Township.	The project will minimally attract visitors to Haverford Township.	The project will moderately attract visitors to Haverford Township.	The project will strongly attract visitors to Haverford Township.	5		
10	Does the applicant's project add to the service provided to its customers?	The project will not enhance the service provided to its customers.	The project will minimally enhance the service provided to its customers.	The project will moderately enhance the service provided to its customers.	The project will strongly enhance the service provided to its customers.	5		
11	Will the project have a positive impact on environmental sustainability?	The project will have a negative impact on environmental sustainability.	The project will not have a positive or negative impact on environmental sustainability.	The project will have a positive impact on environmental sustainability.	The project will have a very positive impact on environmental sustainability.	5		

TOTAL