

Downtown Revive & Thrive Scoring Rubric

The following are the review criteria the review team will use to score each grant application for the Downtown Revive & Thrive: Rehabilitation for Innovation and Incubator Spaces program. Each grant will be rated based on the criteria listed and given a score out of one hundred.

	Exemplary	Meets Expectations	Insufficient Evidence
(1) Economic and Community Impact – 30 Points Possible	<p>Demonstrates strong potential to boost the local economy, support small businesses, and increase downtown vibrancy.</p> <p>Creates space for 5+ business or innovative concepts to incubate in the building at a time.</p> <p>(21-30 Points)</p>	<p>Shows moderate potential for economic and community impact.</p> <p>Creates space for 3-5 business or innovative concepts to incubate in the building at a time.</p> <p>(11-20 Points)</p>	<p>Minimal or unclear economic or community benefit.</p> <p>Creates space for just one business or innovative concept to incubate at a time.</p> <p>(0-10 Points)</p>
(2) Project Relevance and Alignment – 20 Points Possible	<p>Clearly and directly addresses underutilized rural downtown properties and the proposal presents a clear, compelling plan to drive ongoing community engagement, growth, and investment for small businesses in the community.</p> <p>(14-20 Points)</p>	<p>Addresses a rural downtown project that proposes meaningful improvements and includes some evidence of broader revitalization potential.(7-13 Points)</p>	<p>Limited or unclear connection to rural downtown challenges or community benefit.</p> <p>(0-6 Points)</p>
(3) Project Design and Feasibility – 20 Points Possible	<p>Timeline and budget are well-defined, realistic, and demonstrate strong feasibility.</p> <p>(14-20 Points)</p>	<p>Timeline and budget are reasonable but lack some detail or clarity.</p> <p>(7-13 Points)</p>	<p>Timeline and/or budget are unrealistic, incomplete, or poorly explained.</p> <p>(0-6 Points)</p>

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(4) Collaboration and Partnerships – 15 Points Possible	Strong, well-defined partnerships that enhance project success and long-term impact. (11-15 Points)	Partnerships are identified but roles or long-term impact are limited. (6-10 Points)	Few, weak, or no meaningful partnerships described. (0-5 Points)
(5) Sustainability and Long-Term Viability – 15 Points Possible	Clear plan for long-term operation and success beyond the grant period. (11-15 Points)	Some consideration of sustainability, but long-term viability is not fully demonstrated. (6-10 Points)	No clear plan for sustainability beyond the grant period. (0-5 Points)
Total: 100 Points			