

HEAL 7.0 Grant Scoring Rubric

The following are the review criteria the review team will use to score each grant application for the HEAL grant. Each grant will be rated based on the criteria listed and given a score out of one hundred.

	Exemplary	Meets Expectations	Insufficient Evidence
(1) Revitalizing Downtown Building & District – 25 Points Possible	Building is vacant or underutilized and in need of investment. Project presents a compelling plan for revitalization, community engagement, economic growth, and long-term impact on the downtown district. (18-25 Points)	Project will improve the building and contribute positively to the downtown area. Evidence of community benefit and economic impact is present but may be limited in scope or long-term impact. (9-17 Points)	Project demonstrates limited community impact, minimal revitalization potential, or lacks sufficient information to assess broader benefits. (0-8 Points)
(2) Strength of Business Concept & Leveraged Funds – 20 Points Possible	Strong business concept with identified occupant, demonstrated market viability, and substantial owner investment. HEAL funding clearly fills a critical gap and advances project success. (7-13 Points)	Business concept is generally sound with reasonable evidence of viability and owner commitment. Match requirements are met and funding sources are identified. Lacks details on identified occupant. (7-13 Points)	Business concept is unclear, speculative, or unsupported. Limited owner investment, insufficient matching funds, or unclear need for HEAL funding. (0-6 Points)
(3) Feasibility – 20 Points Possible	Project demonstrates strong readiness with contractor involvement, realistic budget and scope, and clear plans to address structural or environmental issues. Project appears highly achievable. (14-20 Points)	Project demonstrates basic feasibility and planning. Some documentation or details may be incomplete, but the project appears reasonably achievable. (7-13 Points)	Significant concerns exist regarding project readiness, planning, budget, contractor involvement, structural conditions, or environmental issues. (0-6 Points)

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(4) Timeline – 10 Points Possible	Timeline is detailed, realistic, and demonstrates efficient project delivery. Major milestones and occupancy goals are clearly defined and achievable. (8-10 Points)	Timeline meets program requirements and includes reasonable milestones for project completion and occupancy. (4-7 Points)	Timeline is unclear, unrealistic, incomplete, or unlikely to achieve project goals within required timeframes. (0-3 Points)
(5) Site Visit – 10 Points Possible	Site visit validates application materials, confirms project readiness, and reveals no significant feasibility concerns. Applicant provides clear responses to outstanding questions. (8-10 Points)	Site visit generally supports the information provided in the application. Minor concerns or questions remain but do not significantly affect project feasibility. (4-7 Points)	Site visit reveals substantial inconsistencies, unresolved concerns, or significant feasibility challenges that reduce confidence in project success. (0-3 Points)
(6) Historical Significance – 10 Points Possible	Project demonstrates strong preservation practices, alignment with design guidelines, and protection of significant historic features. Adequate documentation is provided. (8-10 Points)	Project includes reasonable preservation efforts and general alignment with applicable design guidelines. Some documentation or preservation details may be limited. (4-7 Points)	Limited or no preservation effort is demonstrated. Documentation is lacking or the project does not adequately address historic character or significance. (0-3 Points)
(7) Project Budget- 5 Points Possible	Budget is detailed, well-supported, and clearly aligned with project scope. Cost estimates and supporting documentation are comprehensive. (4-5 Points)	Budget generally aligns with project scope and includes adequate supporting documentation. (2-3 Points)	Budget lacks sufficient detail, contains significant inconsistencies, or is unsupported by documentation. (0-1 Point)
Total: 100 Points			