

# Sanpete County Business Development Grant Scoring Rubric

|  |   |   |   |   |
|--|---|---|---|---|
| <b>Company Name</b>  |   |   |   |   |
| <b>1. Executive Summary (5 points)</b>   | 0 | 0 | 0 | 0 |
| Clarity (5 points): Clearly outlines the purpose, goals, and key aspects of the business or project.   |   |   |   |   |
| <b>2. Business Plan and Model (20 points)</b>  | 0 | 0 | 0 | 0 |
| Business Concept (10 points): Is the business idea well-defined, innovative, and addresses a clear market need?  |   |   |   |   |
| Market Analysis (5 points): Includes a thorough analysis of the market, target audience, and competition. Identifies potential risks and includes strategies for mitigation.                           |   |   |   |   |
| Business Model (5 points): Demonstrates a clear and viable business model, including how the business will operate and generate revenue.   |   |   |   |   |
| <b>3. Goals and Objectives (15 points)</b>   | 0 | 0 | 0 | 0 |
| Specificity (5 points): Goals and objectives are specific, measurable, achievable, relevant, and time-bound (SMART).   |   |   |   |   |
| Alignment (5 points): Goals align with the mission and purpose of the grant program.   |   |   |   |   |
| Impact (5 points): Expected outcomes and impacts are clearly articulated.  |   |   |   |   |
| <b>4. Budget and Financial Plan (20 points)</b>  | 0 | 0 | 0 | 0 |
| Budget Detail (8 points): Provides a detailed and realistic budget aligned with project goals.   |   |   |   |   |
| Justification (5 points): Justifies expenses and demonstrates cost-effectiveness.  |   |   |   |   |
| Financial Projections (4 points): Includes realistic financial projections such as income statements or cash flow forecasts.   |   |   |   |   |
| Funding (3 points): Clearly outlines and recognizes the total amount of the applicant's initial full funding of the project while awaiting the 50% reimbursement from the county if awarded the grant. |   |   |   |   |
| <b>5. Job Creation (20 points)</b>   | 0 | 0 | 0 | 0 |
| Number of Jobs Created (10 points): Provides a clear estimate of the number of full-time, part-time, and seasonal jobs created by the project. Estimates are realistic and achievable.                 |   |   |   |   |
| Quality of Jobs (10 points): Describes the quality of the jobs, including wages, benefits, and working conditions.   |   |   |   |   |

|   |          |          |          |          |
|---|----------|----------|----------|----------|
| <b>6. Community Impact (15 points)</b>  | 0        | 0        | 0        | 0        |
| Community Benefits (10 points): Details the positive impact of the project on the local community, such as economic development, improved services, or social benefits. |          |          |          |          |
| Community Engagement (5 points): Describes how the project will use local businesses and/or resources.  |          |          |          |          |
| <b>7. Organizational Capacity (5 points)</b>  | 0        | 0        | 0        | 0        |
| Staff Expertise (3 points): Demonstrates that the team has the necessary skills and experience to execute the project effectively.                                      |          |          |          |          |
| Operational Structure (2 points): Provides a clear organizational structure, including roles and responsibilities.  |          |          |          |          |
|   |          |          |          |          |
| <b>TOTAL POINTS</b>   | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b> |

### Scoring Guidelines

90-100 points: Exceptional application; meets or exceeds all criteria with exceptional detail and clarity.

80-89 points: Strong application; addresses most criteria well with minor areas for improvement.

70-79 points: Adequate application; meets basic criteria but has notable weaknesses in several areas.

60-69 points: Needs improvement; significant issues or gaps in multiple areas.

Below 60 points: Unacceptable application; major issues across several criteria.