

Downtown Canton Rental Assistance Program Rubric

	Poor	Fair	Satisfactory	Good	Excellent
Application (5 points)	Incomplete				
Business Plan for New Business (20 points)	<p>Not submitted</p> <p>Inappropriate / harmful for the community</p>	<p>Unclear objective/vision</p> <p>Unlikely to receive community support</p> <p>Lack of employees necessary to meet demand of operation</p> <p>Lack of knowledge of product/service</p>	<p>Duplicative in need</p> <p>Questionable ability for employees to meet demand of operation</p> <p>Lack of marketing plan</p> <p>Unrealistic expectations of success</p>	<p>Clear objective/vision</p> <p>Concept does not present in community</p> <p>Community likely to patronize</p> <p>Likely to meet demand of operation</p> <p>Appropriate market plan</p>	<p>Understanding of market opportunity</p> <p>Needed product/service in community</p> <p>Future opportunity for community participation</p> <p>Strong likelihood of success</p>
Projected Cash Flow Statement for Relocation or Expansion of Existing Business (20 points)	Not submitted	<p>Likely unable to fulfill obligations without assistance</p> <p>No potential to maintain operation in the event of a crisis</p>	<p>Proof of incoming investment</p> <p>Likely instability in the event of a crisis (financial or otherwise)</p>	<p>Likely to maintain business after assistance period ends</p> <p>Potential to maintain operation in the event of a crisis</p>	<p>Strong likelihood of continuing business after assistance period</p> <p>Potential to produce an immediate profit</p>

Location / Lease (10 points)	Not submitted	Proposed space doesn't align with nature or requirements of the business Significant drawbacks or challenges in the selection location Proposed location lacks visibility and accessibility	Space has basic alignment with nature of business but may have limitations Notable considerations or improvements needed in selected space Proposed location has some visibility and accessibility	Location suitable/appropriate Only minor work needed to pass inspection and begin operating Space aligns well with nature of the business Proposed location is highly visible and accessible	Space is ideal match for nature and requirements of the business Turn-key or nearly turn-key space Proposed location is outstanding in terms of visibility and accessibility
Personal /Professional References (10 points)	Not submitted	No professional references Lack of substance	Professional references provided but weak Unconvincing of ability to succeed	Professional reference provided Details business experience/qualities Describes ability to success	Strong professional reference(s) Passion for work Great experience Acknowledges weakness and ingenuity
Explanation of Need (10 Points)	Not submitted	Minimal or unclear justification of need Lacks specificity or details	Provides basic explanation of need Presents some details on business' financial situation but lacks depth	Provides well-articulated and compelling explanation of need Offers specific, detailed information about business' financial situation	Articulates an exceptionally clear and persuasive explanation of need for rental assistance