











Ferndale Downtown Business Revitalization Grants Application Evaluation







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|--------------------------------|--|
| Submission Date: | |
| Business Name: | |
| Applicant Name: | |
| Grant Amount Requested: | |

| Criteria | Instructions | Points Available | Points Awarded | Notes |
|--|--|------------------|--|-------|
| <p>Business Type: Attracts Shopping Visits to Downtown</p> <div style="text-align: center; margin-top: 20px;">  </div> | <p><i>Does the business attract consumers/shoppers to Downtown? Score higher for businesses which attract shoppers/visits to Downtown such as retail, restaurants, entertainment businesses and others.</i></p> | 0-10 |  10 | |
| <p>Business Expansion: Construction Activities</p> <div style="text-align: center; margin-top: 20px;">  </div> | <p><i>Score for projects that enhance the visual appeal of the Downtown Business District. Including changes/improvements to building the business occupies or expansion of current business's footprint. Score higher for projects that will improve appearance of Downtown and generate consumer interest (e.g. renovations, signage, lighting, landscaping). Score lower for projects which have less potential to improve the visual (street) appeal (e.g. HVAC, plumbing or roofing).</i></p> | 0-10 |  10 | |







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| <p>Business Expansion: Non-Construction Activities</p>  | <p><i>Score for projects intended to expand the business's competitiveness, marketability, expand or enhance sales channels, improve ability to recruit and retain employees or otherwise provide for the success, growth or vitality of the business enterprise by means unrelated to the physical structure the business occupies.</i></p> | <p>0-10</p> | <p> 10</p> | |
| <p>Project Timeframe</p>  | <p><i>Projects with shorter time frames (under 12 mos from grant award) are favored over projects which have longer time frames (more than 12 mos from grant award) however this must be balanced against the relative size, scope and impact of the project and any delays outside of the applicants control.</i></p> | <p>0-10</p> | <p> 10</p> | |
| <p>Benefit to Downtown Business Assortment/Consumer Appeal</p>  | <p><i>Score higher for projects that result in the expansion and greater diversity of products and services offered in the Downtown Business District.</i></p> | <p>0-10</p> | <p> 10</p> | |





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| <p>Effect on Surrounding Businesses</p>  | <p><i>What impact will the project have on surrounding merchants such as generating more foot traffic, shopper visits at varied times of day, shopper visits on weekends, improve public safety or visual appeal? Score higher for positive effects on surrounding businesses.</i></p> | <p>0-10</p> | <p> 10</p> | |
| <p>Effect on Shopping Behavior (Demographics & Time/Day of week)</p>  | <p><i>Is project expected to attract specific demographics? Is the project likely to increase consumer visits to downtown throughout the entire business day (9a-9p)? Score higher for projects likely to serve a broad and diverse demographic and likely to increase consumer visits across all day parts.</i></p> | <p>0-10</p> | <p> 10</p> | |
| <p>Grant Applicant Investment</p>  | <p><i>Does the applicant/property owner intend to invest their own money/time/resources in addition to the funds they may receive from a grant to fund the project? If so score higher.</i></p> | <p>0-10</p> | <p> 10</p> | |

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| <p>Community Benefit/Public Art</p>  | <p><i>Does the project provide a community benefit to the Downtown Business District such as installation of public art, performances or events which enhance the cultural opportunities available within the City? Is that benefit one time, for a period of time or is it ongoing or permanent?</i></p> | <p>0-10</p> |  10 | |
| <p>Effect on Job Creation</p>  | <p><i>Will the project result in jobs created or an increase in work opportunity and/or compensation for existing employees?</i></p> | <p>0-10</p> |  10 | |
| <p>Marketing, Advertising & Promotion</p>  | <p><i>Will the business be increasing marketing and promotion specific to it's Downtown Ferndale location? Does applicant agree to participate in ongoing cooperative marketing and advertising such as using the Downtown Association's logo, tag line or other FDA marketing elements in its marketing & messaging. Is the applicants marketing ongoing or temporary? Is it likely to generate additional shoppers to Downtown?</i></p> | <p>0-10</p> |  10 | |

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|  | <p>COVID 19 Improvements/Mitigation</p> <p><i>For projects which are directly related to improvements due to COVID 19 (not for reimbursement of past expenses) .</i></p> | <p>0-10</p>  | <p>10</p> | |
|  | <p>Other Benefit(s) to the Downtown Business District</p> <p><i>Points may be added for projects, the nature of which the committee could not have anticipated but represent a clear benefit to the Downtown Business District and the intention of the Downtown Business Revitalization Grant program.</i></p> | <p>0-10</p>  | <p>10</p> | |
| | Points Possible | 130 | | |
| | Proposal Total Score | | 130 | |
| | Recommended Grant Award (%) | | \$ - | |

Committee Instructions:

Each proposal must be scored on it's individual merits based upon the applicants interview, proposal and your general business knowledge. Consider only the proposed use of the grant award as presented by the applicant and that applicants ability to successfully complete the proposed project. Your evaluation and resulting score should reflect the likelihood of success in achieving the overall objective(s) of the proposal considering each score criteria individually. Grants may not exceed \$50,000 per proposal. Committee members may recommend a lower award amount than requested by applicant and should indicate this as a percentage on the score sheet. **All Committee deliberations including but not limited to the scoring of applications, award amounts and award decisions are strictly confidential until an award decision has been confirmed and announced by the Committee Chairperson.** All grant applications have been prescreened to ensure that applicants are a licensed business operating in the defined Downtown Ferndale Business District. Sections highlighted in yellow above are for reviewer input

Score Definitions:

- 9-10 - Proposal ranks **exceptionally high** in fulfilling the intent of this criteria
- 7-8 - Proposal ranks **above average** in fulfilling the intent of this criteria
- 4-6 - Proposal ranks **average** in fulfilling the intent of this criteria
- 1-3 - Proposal ranks **below average** in fulfilling the intent of this criteria
- 0 - Proposal **does not meet** the intent of this criteria