

Downtown Rent Abatement Program (DRAP) Rubric

	Poor	Fair	Satisfactory	Good	Excellent
Application (5 points)	Incomplete				Complete
Business Plan for New Business (20 points)	<ul style="list-style-type: none"> Not Submitted Inappropriate/harmful for community 	<ul style="list-style-type: none"> Unclear objective/vision Unlikely to receive community support. Lack of employees necessary to meet demand of operation. Lack of knowledge of product/service. 	<ul style="list-style-type: none"> Duplicative in need Questionable ability for employees to meet demand of operation. Lack of marketing plan Unrealistic expectations of success 	<ul style="list-style-type: none"> Clear objective/vision Concept does not present in community. Community likely to patronize. Likely to meet demand of operation. Appropriate market plan. 	<ul style="list-style-type: none"> Understanding of market opportunity Needed product/service in community. Future opportunity for community participation Strong likelihood of success
Cash Flow Statement for Relocation or Expansion of Existing Business (20 points)	<ul style="list-style-type: none"> Not Submitted 	<ul style="list-style-type: none"> Likely inability to fulfill obligations without assistance. No potential to maintain operation in the event of a crisis. 	<ul style="list-style-type: none"> Proof of incoming investment. Likely instability in the event of a crisis (financial or otherwise). 	<ul style="list-style-type: none"> Likely to maintain business after abatement period ends. Potential to maintain operation in the event of a crisis. 	<ul style="list-style-type: none"> Strong likelihood of continuing business after abatement period. Potential to produce an immediate profit.
Location / Lease (10 points)	<ul style="list-style-type: none"> Not Submitted 	<ul style="list-style-type: none"> Proposed space does not align with nature or requirements of the business. Significant drawbacks or challenges in the selection location. Proposed location lacks visibility and accessibility. 	<ul style="list-style-type: none"> The space has basic alignment with the nature of the business but may have limitations. There are notable considerations or improvements needed in the selected space. Proposed location has some visibility and accessibility. 	<ul style="list-style-type: none"> Location suitable/appropriate. Only minor work needed to pass inspection and begin operating. The space aligns well with the nature of the business. Proposed location is highly visible and accessible. 	<ul style="list-style-type: none"> Space is an ideal match for the 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)	<ul style="list-style-type: none"> Not Submitted 	<ul style="list-style-type: none"> No professional references. Lack of substance. 	<ul style="list-style-type: none"> Professional reference provided but weak. Unconvincing of ability to succeed 	<ul style="list-style-type: none"> Professional reference provided. Details business experience/qualities Describes ability to success 	<ul style="list-style-type: none"> Strong professional reference(s) Passion for work Great experience Acknowledges weakness and ingenuity.
Explanation of Need (10 Points)	<ul style="list-style-type: none"> Not Submitted 	<ul style="list-style-type: none"> Minimal or unclear justification of need. Lacks specificity or details. 	<ul style="list-style-type: none"> Provides basic explanation of need. Presents some details on the business's financial situation but lacks depth. 	<ul style="list-style-type: none"> Provides a well-articulated and compelling explanation of need. Offers specific and detailed information about the business's financial situation. 	<ul style="list-style-type: none"> Articulates an exceptionally clear and persuasive explanation of need for the rent abatement.