

PROMOTIONS PROJECTS SCORING RUBRIC

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CRITERIA	POINT SCALE				
	0 Point	2 Points	5 Points	7 Points	10 Points
Reinforcement of Downtown brand/identity	Not related to brand	A small tie into brand	Some tie into brand	Close alignment with brand	100% alignment with brand
Current community support	Lack of community support	Unknown whether the community will support	Unknown but anticipated support	Some known support	Known and consistent support
Current stakeholder support	Many stakeholders are against	Some stakeholders may be against	Stakeholder support is unknown	Many stakeholders support	Most stakeholders support
Project highlights existing Downtown assets	Does not highlight assets	May highlight some assets	Highlights some assets	Highlights many assets	Highlight all assets
Originality of project	Everyone's doing it	It's a common project at similar organizations	It's similar to other projects with our own spin	Unique, but stealing some ideas from similar projects	We don't think this has ever been done before
Impact on Downtown businesses	Competes directly with business(es) income stream	Somewhat competes with business(es) income stream	Does not compete with nor benefit business(es) income stream	Will somewhat benefit business(es) income stream	Will directly benefit business(es) income stream
Anticipated cost of entire project	> \$5,000 or unknown	\$2,500 - \$5,000	\$1,000 - \$2,500	\$500 - \$1,000	< \$500
Staff time required (from existing staff and volunteers)	> 150 hours	100-150 hours	50-100 hours	20-50 hours	0-20 hours
Potential funding sources	No funding sources have been identified	Funding will come entirely from HDP's existing budget	50% of funding will come from outside sources	75% of funding will come from outside sources	100% of funding will come from outside sources, including overhead
Inclusivity of diverse and/or underserved audiences	This project is inherently exclusive by design	Inclusivity is not applicable to this project	Inclusivity will be difficult to apply to this project	Has the potential to be inclusive and involve diverse populations	Has been viewed through a multitude of lenses and includes input and action from diverse populations
Impacts on the sustainability of HDP's finances, resources, or reputation	Will have a negative impact during or following implementation	May have some negative impact during implementation	Do not anticipate any impact	May have some positive impact during implementation	Will have a positive impact during or following implementation
Committee judgement	0-20 points for otherwise unaccounted for benefits or advantages of an event. May be applied if committee expertise determines that criteria should be more heavily weighted.				