

RUBRIC FOR DVC'S BUSINESS ASSISTANCE PROGRAM

<u>Criteria</u>	<u>Weight</u>	<u>Score</u>
Business does not have a location in Athol	10	_____
Business has location in Athol and needs larger space to relocate in Athol or is losing current space and needs to relocate in Athol to remain in community	10	_____
Proposed project will result in tangible Long-term investment in the property (i.e., not equipment or signage)	10	_____
Business either owns the property, Plans to purchase the property, Is signed to a longer-term lease (i.e., 2-year term with option to extend)	10	_____
Business use is art gallery, artisan shop, bakery, brewery/winery or brewpub, bookstore, café, collaborative workspace, dog training facility, educational use, fitness center, handicrafts, jewelry maker, municipal use, Personal Services (Services for everyday affairs including barber shops, beauty salons, repair and other similar service businesses); restaurant, retail business, sporting goods, tavern	10	_____
Business has operated in Athol for 5-10+ yrs.	10	_____
Project will create 3-7+ new full-time jobs* In Athol	5	_____
Business offers (or will offer) products or Services accessible to all ages	5	_____
Business is either a women-owned business, Veteran-owned business, minority-owned Business, or resident-owned business	5	_____
Project adheres to "but-for" principle (I.e. Project would not take place without an award)	5	_____
How business will have potential synergy with other existing downtown businesses	5	_____

Business has had business plan reviewed by one of the following: (Applications should include a letter from the reviewing organization if applicable):	5	_____
<ul style="list-style-type: none"> • Small Business Administration (SBA) • SCORE • An organization funded by the Massachusetts Growth Capital Corporation to provide technical assistance to small businesses; • A Community Development Corporation; • The Massachusetts Small Business Development Center (SBDC) • Or other outside, non-affiliated service providers. 		

How business will enhance marketing of and provides economic value to downtown district	5	_____
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Hours of operation will include evening and weekend hours	5	_____
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TOTAL HIGHEST SCORE:	100	
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*PART-TIME JOBS WILL BE PARTIALLY COUNTED BASED ON HOURS WORKED; FTE’S TOTAL 35 HOURS