Lisbon, Maine Village District Business Attraction Grant Program Scoring Rubric

Mission Statement: *To strengthen Lisbon's Village District by attracting established, impactful businesses that create jobs, enrich community life, and foster sustainable economic growth. This program is dedicated to supporting businesses that share a commitment to the community, bring essential services or unique offerings, and enhance the vibrancy of Lisbon's downtown area, contributing to a thriving local economy for residents and visitors alike.*

Welcome to the evaluation rubric guide for the 2025 Lisbon Village District Business Attraction Grant Program. Our mission is to strengthen Lisbon's Village District by attracting established, impactful businesses that create jobs, enrich community life, and foster sustainable economic growth. This rubric is designed to assess the potential of applicants based on key criteria that align with our mission and community goals.

The evaluation process prioritizes businesses that not only meet eligibility and financial requirements but also demonstrate a strong commitment to community engagement, economic impact, and alignment with the vision for a vibrant, thriving Lisbon Village District. We believe in fostering long-term partnerships that benefit both the business community and Lisbon residents, and this rubric ensures a fair, transparent, and thorough evaluation process.

Applicants will be assessed across multiple categories, including eligibility compliance, economic contribution, community involvement, and alignment with Lisbon's goals. The rubric provides a point-based system, with categories weighted based on their importance in achieving the program's objectives. High scores in areas such as economic impact and community engagement are crucial for success, as these elements will drive Lisbon's growth and prosperity.

We encourage all applicants to carefully review this rubric to understand the criteria and maximize their potential for success in this competitive program. The highest-scoring applicants will be selected for grant approval, with final decisions subject to review by the Lisbon Town Council.

Thank you for your interest in contributing to Lisbon's growth and vibrant future. We look forward to reviewing your application!

Evaluation Notes and Weighting Criteria

1. **Eligibility Compliance**: All applicants must meet minimum eligibility criteria before further evaluation. If any core eligibility criteria are not met, the application will not proceed to full evaluation.
2. **Economic Impact and Community Engagement**: These are weighted most heavily (30 and 15 points, respectively) due to the program's focus on economic growth and community involvement. High scores in these categories are essential for successful applicants.
3. **Financial Health**: Applications are favored if they demonstrate financial health.
4. **Feasibility of Project:** Projects with the best chance of long term success in Lisbon will be graded highest.

Category	Description	Points
1. Eligibility Compliance	Applicants must meet all eligibility requirements, including: three years of operation outside Lisbon, documentation of relocation/expansion plans, financial stability showing profit, and alignment with the grant program objectives. Partial credit if some eligibility requirements are met.	**0 - 15 points**
2. Economic Impact	The business's potential economic contribution, including anticipated job creation, investment amount, and overall contribution to Lisbon's economy. How well the business aligns with the goals of Lisbon's Village District, including the type of services offered, support for economic vitality, and enhancement of community vibrancy. Priority is given to businesses that provide essential or unique services. Points awarded in relation to anticipated economic impact.	**0 - 30 points**
3. Community Engagement Plan	The business's demonstrated commitment to engaging in Lisbon's community, such as plans to participate in local events, partnerships with local organizations, and other initiatives. Points awarded for a strong, specific, and realistic plan.	**0 - 15 points**
4. Financial Health and Stability	Demonstration of financial health through documentation (e.g., three years of financial statements) and sustainability. Higher scores for financially stable and well-documented applicants.	**0 - 20 points**
5. Feasibility of Project	Practicality and feasibility of relocation/expansion plans, including financial feasibility, timeline, and operational readiness. Points awarded for well-structured, achievable plans.	**0 - 20 points**

Total Possible Points: 100

Eligibility Compliance (0–15 Points)

11-15 Points (Outstanding):
Applicant has operated for three or more years outside Lisbon, with businesses in operation significantly longer earning higher consideration. Complete documentation of relocation or expansion plans is provided and the business strongly aligns with Lisbon's economic development goals.

8-10 Points (Strong):
Applicant meets most eligibility criteria, including at least three years of operation, with minor gaps in documentation, or alignment with Lisbon's goals.

5-7 Points (Moderate):
Applicant demonstrates partial eligibility, such as three years of operation, but lacks sufficient documentation, or shows limited alignment with Lisbon's goals.

0–4 Points (Weak):
Applicant fails to meet key eligibility criteria, such as operating for fewer than three years, providing inadequate documentation, or being misaligned with Lisbon's goals.

Economic Impact (0–30 Points)

24-30 Points (Outstanding):
Exceptional potential for economic contribution, with detailed plans showing high job creation, significant investment, and a strong, measurable impact on Lisbon's economy.

15-23 Points (Strong):
Significant economic impact with clear plans for job creation and investment, though projections may be less ambitious or detailed.

8-14 Points (Moderate):
Moderate economic impact potential, with vague or limited plans for job creation and investment, and unclear overall contribution to Lisbon's economy.

0–7 Points (Weak):
Minimal or no demonstrated economic impact, with inadequate plans for job creation, limited investment, or unsubstantiated claims.

Community Engagement Plan (0–15 Points)

11-15 Points (Outstanding):
Comprehensive, innovative, and realistic community engagement plan, with detailed strategies for local partnerships, event participation, and impactful initiatives.

8-10 Points (Strong):
Clear and realistic community engagement plan with specific initiatives and partnerships, though some elements may lack innovation or full feasibility.

5-7 Points (Moderate):
Basic community engagement plan with limited specificity, feasibility, or potential impact.

0–4 Points (Weak):
No or minimal community engagement plan, lacking detail, specificity, or feasibility.

Financial Health and Stability (0–20 Points)

16-20 Points (Outstanding):
Exceptional financial health demonstrated through detailed, credible documentation (e.g., three years of financial statements) and clear sustainability.

10-15 Points (Strong):
Strong financial health with complete documentation, though minor concerns about sustainability may exist.

6-9 Points (Moderate):
Moderate financial health, with incomplete documentation or minor concerns about stability and sustainability.

0-5 Points (Weak):
Poor financial health with insufficient documentation or significant concerns about stability and sustainability.

Feasibility of Project (0–20 Points)

16-20 Points (Outstanding):
Highly feasible project, with detailed, well-structured plans demonstrating financial and operational readiness and a realistic timeline.

10-15 Points (Strong):
Feasible project, with clear plans that are mostly well-structured and achievable, though minor gaps may exist.

6-9 Points (Moderate):
Moderate feasibility, with plans that lack sufficient detail or contain potential challenges to implementation.

0–5 Points (Weak):
Project is impractical or lacks sufficient detail to demonstrate feasibility.