

Bricks and Clicks: Application Scoring Rubric

Technical Assistance Application Rubric	Total Possible Points	Score
Applicant Name:		
Business Name:		
Applicant's strategies and/or project goals respond to barriers/challenges and clearly meets the goals of the project	10	
Applicant has employees and/or substantial sales volume	10	
The project has economic impact potential and return on investment	10	
Applicant understands who the target audience of the project is	10	
Applicant's challenge has been caused or exacerbated by pandemic	10	
Applicant represents destination business or organization that encourages foot traffic	10	
If not for the pandemic's impact, this applicant runs a stable or thriving business	10	
Applicant believes in the value of adapting business & the proposed project responds to the customer feedback survey	5	
Applicant has demonstrated eagerness and/or ability to grow skills and business strategy; innovate	10	
Applicant submitted a complete application	10	
Total	95	