

**SPACE GRANT PROGRAM  
APPLICANT SCORECARD**

REVIEW COMMITTEE MEMBER NAME: \_\_\_\_\_

APPLICATION DATE: \_\_\_\_\_ COMMITTEE MEETING DATE: \_\_\_\_\_

APPLICANT BIZ NAME: \_\_\_\_\_

BUSINESS TYPE: \_\_\_\_\_

Total points possible: 35

**EVALUATION CRITERIA**

1. Strength of Business Plan: \_\_\_\_\_/18 Total

Reasoning for Score:

2. Business is Incorporated is in a Qualified Census Tract: \_\_\_\_\_/5 Total

[OCT](#)

3. Employment plan: \_\_\_\_\_/5 Total

Consider the following:

- a. Plan for employment of Boston residents
- b. Plan for employment of minorities and women
- c. Plan for offering competitive wages and benefits for local residents
- d. Plan for employment of individuals with criminal records.

4. Co-operative Structure: \_\_\_\_\_/5 Total

Reasoning for score:

5. Letter(s) of public support from local community organizations: \_\_\_\_\_/2 Total

Reasoning for score:

TOTAL SCORE: \_\_\_\_\_/35

**COMMITTEE MEMBER VOTE:**

GRANT

DEFER (APPLY AGAIN WITH NEW INFORMATION)

REJECT

**Guidebook for Commercial Subsidy Pilot Application Scorecard**

This guidebook is designed to help reviewers evaluate SPACE Grant program applications. For each of the bolded criteria, reviewers should consider the quality and completeness of applicant responses.

**Evaluating a Business Plan (18 Points)**

1. Mission Statement

Does the applicant's business plan suggest they have:

- A clear mission statement
- The strengths and weaknesses of their business idea and operations

2. Product/Service/Business Description

Does the applicant's business plan suggest they have considered:

- Who is in charge of what in their business (i.e., org chart)
- The strengths of their critical employees/managers/owners
- Clear description of product or service offered

3. Location / Desired Neighborhood

Does the applicant's business plan suggest they have considered:

- Demand: Desire for their product or service?
- Market size: How many people would be interested in their offering?
- Location: Where their customers live and where can their business reach?
- Market saturation: How many similar options are already available to consumers?
- Pricing: What do potential customers pay for these alternatives?

4. Evidence on Product or Service Benefit

Does the applicant's business plan suggest they have considered:

- How their product or service would benefit their customers
- How their business would benefit the community in which they want to operate

5. Marketing and Operations Strategy

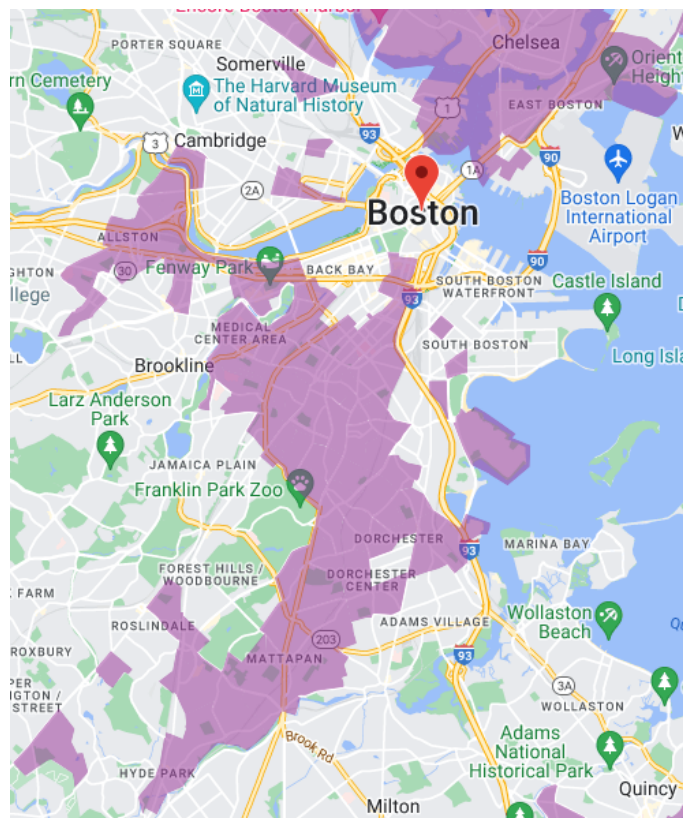
Does the applicant's business plan suggest they have considered:

- How the business will attract and retain customers
- Community engagement examples (i.e., social media strategy, involvement in current neighborhood/community)
  - Also consider (if included):
    - Current or prior income statements, balance sheets, and cash flow statements to demonstrate successful marketing strategy
    - Projected income & cash flow statements, balance sheets, and capital expenditures

### Identifying a Qualified Census Tract (5 Points)

The term "qualified census tract" means any census tract which is designated by the Secretary of Housing and Urban Development and, for the most recent year for which census data are available on household income in such tract, either in which 50 percent or more of the households have an income which is less than 60 percent of the area median gross income for such year or which has a poverty rate of at least 25 percent. If the Secretary of Housing and Urban Development determines that sufficient data for any period are not available to apply this clause on the basis of census tracts, such Secretary shall apply this clause for such period on the basis of enumeration districts. Link to QCT Map [QCTs](#).

Business is incorporated within a QCT shall be awarded 5 points.



### **Evaluating Applicants' Employment Plans (5 Points)**

Applications should be awarded 1 point for inclusion of each of the following plans and an additional point if the application includes each of the following plans:

- a. Plan for employment of Boston residents
- b. Plan for employment of minorities and women
- c. Plan for offering competitive wages and benefits for local residents
- d. Plan for employment of individuals with criminal records.

### **Rewarding Applicants for Cooperative Business Structuring (5 Points)**

Applications should be awarded 5 points if the applicant's business is structured as a cooperative or if they intend to legally structure their business as a cooperative.

### **Evaluating Letters of Public Support from Local Organizations (2 Points)**

Letters of public support may only be considered if written by representatives of private businesses or nonprofits located within the neighborhood that the applicant desires as a first or second brick-and-mortar location. These letters must be evaluated on the substance of their lauding rather than the intensity of their expressions. Applicants that provide one quality letter of public support from a local organization shall be awarded 1 point. Applicants that provide multiple quality letters of public support from such organizations shall be awarded 2 points.

### **Industries Disproportionately Impacted by COVID (Required to be eligible if business is not incorporated in a QCT)**

Applicants intending to use funds for a business within an industry that experienced negative financial growth throughout the pandemic shall be awarded 5 points.

- While all industries were affected by COVID-19:
  - Food service and production, restaurants
  - Childcare
  - Repair & Maintenance (i.e., laundromats, dry cleaners)
  - Retail
  - Art, entertainment, creative economy
  - Fitness, wellness, and recreation