**Appendix D: BUSINESS SCORING MATRIX, EXAMPLE**

**PLEASE NOTE: THIS BUSINESS SCORING MATRIX IS AVAILABLE AS A RESOURCE, IT IS NOT REQUIRED FOR APPLICATION SUBMISSION.**   
**Local entities can rank and prioritize eligible businesses within their districts using whatever transparent process they see fit.**

How to use this tool:

1. Determine if/how you want to prioritize your business applicants locally (examples below).
2. Once you’ve decided which supplemental factors will be used for your local evaluation, update the Local Business Worksheet document.
3. Finalize, distribute and then collect the Local Business Worksheet from interested businesses.
4. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business is eligible for funding.
5. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business meets your local priorities for funding.
6. Select the businesses for inclusion with your application.

Local consideration:

1. Years in business (Example: Has been in business between 1 – 3 years)
2. Number of employees (Example: Has under 5 employees)
3. Industry sector (Example: Will only consider restaurants for our local application)
4. Business is considered a district “anchor”
5. Business industry aligns with the Community’s Transformation Strategy, market data, or other recruitment priorities
6. The business has received a local incentive in the past (Example: The business has received a DDA Façade grant in the previous three years)
7. The business actively participates and is open during downtown events
8. The business has utilized resources through the Michigan Small Business Development Center or other small business resource provider in the last 12 months
9. The business had annual revenue (company-wide) of under a certain amount (Example: The business had an annual revenue in 2019 of under $500,000)
10. Or other considerations as identified by the community.

**EXAMPLE BUSINESS SCORING MATRIX ON NEXT PAGE**

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|  | **Business Scoring Matrix** | | | | | | | | | | | | | | |
| **Business Name** | | **Step 1: Business Eligibility Verification** | | | | | | | **Step 2: Local Consideration** | | | | **Step 3: Selected for Funding** | | |
| MEDC Eligibility Criteria | | | | | | | Local Eligibility Criteria | | | | Meets MEDC Eligibility | Meets Local Eligibility | Recommended for funding |
| Brick & Mortar Business within the district | For-profit | Headquartered in Michigan | 25 Employees or less | Owner reports meeting Low- Mod Income Thres-hold | Financial Hardship related to COVID-19 | No MSF SBRP or MEDC Match on Main Support in the last 24 months | Local Priority #1 | Local Priority #2 | Local Priority #3 | Comments | Put an X if the business qualifies | Put an X if business meets local eligibility | Recommending Business for Funding |
| Ex. Courtney Dress Shop | | X | X | X | X | N/A | X | X | X |  | X | Great business; participates in district events; anchor retailer in our community | X | X | X |
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