

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.

HELPFUL HINT

Have multiple businesses interested in Match on Main Funding? Here is a list of potential local considerations you could apply when prioritizing business applications.

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

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 business for inclusion with your application.

EXAMPLE BUSINESS SCORING MATRIX ON NEXT PAGE

