

Applicant Name: _____

Kent County Small Business Marketing Grant Evaluation Guidelines

	Very Good (50 pts)	Good (40 pts)	Acceptable (30 pts)	Poor (20 pts)	Very Poor (10 pts)	Total
IMPACT	<ul style="list-style-type: none"> Marketing would have a high impact on business performance Marketing would have a high impact on COVID-19 recovery 	<ul style="list-style-type: none"> Marketing would have a significant impact on business performance Marketing would have a significant impact on COVID-19 recovery 	<ul style="list-style-type: none"> Marketing would have somewhat of an impact on business performance Marketing would have somewhat of an impact on COVID-19 recovery 	<ul style="list-style-type: none"> Marketing would have an impact on business performance Marketing would have an impact on COVID-19 recovery 	<ul style="list-style-type: none"> Marketing would have a low impact on business performance Marketing would have a low impact on COVID-19 recovery 	
	Very Good (25 pts)	Good (20 pts)	Acceptable (15 pts)	Poor (10 pts)	Very Poor (5 pts)	
SUSTAINABILITY/ PERMANENCE	<ul style="list-style-type: none"> Business will clearly be able to sustain marketing efforts post grant cycle Business shows high aptitude for implementation 	<ul style="list-style-type: none"> Business will be able to sustain marketing efforts post grant cycle Business shows good aptitude for implementation 	<ul style="list-style-type: none"> Business may be able to sustain marketing efforts post grant cycle Business shows an aptitude for implementation 	<ul style="list-style-type: none"> Business may be able to sustain marketing efforts post grant cycle Business shows partial aptitude for implementation 	<ul style="list-style-type: none"> Unclear if business will be able to sustain marketing efforts post grant cycle Business shows low aptitude for implementation 	
	Very Good (25 pts)	Good (20 pts)	Acceptable (15 pts)	Poor (10 pts)	Very Poor (5 pts)	
FINANCIAL NEED	<ul style="list-style-type: none"> Business has demonstrated a clear financial need for these services 	<ul style="list-style-type: none"> Business has demonstrated a significant financial need for these services 	<ul style="list-style-type: none"> Business has demonstrated a financial need for these services 	<ul style="list-style-type: none"> Business has demonstrated a low financial need for these services 	<ul style="list-style-type: none"> Business has not demonstrated a clear financial need for these services 	

Project Score TOTAL:

Comments: