



# Town of Eagle Business Advancement Program

## Scoring Rubric

The purpose of the Scoring Rubric is to provide a transparent and equitable evaluation framework for assessing Business Advancement Program (BAP) applications. Applications are scored by the Economic Vitality Committee (EVC) based on how effectively each project advances Eagle's economic development goals.

### Category 1: Feasibility, Readiness & Accountability (40 Points)

Ensures the project is realistic, timely, and managed responsibly.

- **(0-10 pts) Project Feasibility:** Demonstrated financial ability, clear timeline, and readiness to proceed immediately after receiving BAP award notice. Business plan.
- **(0-10 pts) Private Investment Leverage:** Private match, reinvestment, and other funding leveraged beyond the required 1:1 match.
- **(0-10 pts) Innovation :** Incorporates new technologies or creative business models that align with the 2023 Town of Eagle Economic Development Plan.
- **(0-10 pts) Reporting & Accountability:** Applicant's commitment to providing documentation, tracking outcomes, and maintaining compliance with Town requirements.

### Category 2: Economic Impact & Local Benefit (30 Points)

Evaluates the project's ability to strengthen Eagle's local economy and contribute to job growth, business retention, and long-term sustainability.

- **(0-10 pts) Economic Multiplier:** Broader benefits to Eagle's commercial hubs, such as increased sales activity, new services, or local supply chain growth.
- **(0-10 pts) Creative Placemaking:** Improves the visual quality, accessibility, or vibrancy of public or semi-public spaces (e.g., façades, landscaping, outdoor seating).
- **(0-10 pts) Equitable Access:** Expands opportunity for businesses or commercial areas that have not historically received Town investment or support.

### Category 3: Business Growth (30 Points)

Assesses how the project supports Eagle's workforce and contributes to stable retention.

- **(0-10 pts) Job Creation & Retention:** Demonstrated certainty to create or retain year-round local employment opportunities.
- **(0-10 pts) Employee Housing Assistance:** Provides local housing assistance for year-round Eagle employees.
- **(0-10 pts) Business Start-Up Support:** Promotes entrepreneurship, business incubation, or expansion of new markets or services.

### Category 4: Sustainability (Up to 10 Bonus Points from any two items)

Please describe any TWO sustainability-related components of your project, if applicable. These are defined as project components that will have a positive impact on our local environment, reduce resource use, and/or reduce pollution. Category 4: Sustainability has been added to align with the Town's net zero by 2030 goal.

Qualified project examples include the following:



- **(5 pts) Projects that improve energy efficiency/reduce energy use:** Occupancy sensors, LED lighting, building controls, replacing existing equipment with more efficient equipment (i.e., furnace, heat pump, AC unit, dishwasher, stove, refrigerator, water heater), window and door sealing, window treatment improvements.
- **(5 pts) Projects that add renewable energy:** Solar panels, battery storage.
- **(5 pts) Projects that electrify equipment:** Replacing a furnace or boiler with a heat pump, installing EV charging stations.
- **(5 pts) Projects that reduce waste production:** Adding recycling or compost hauling to your business, switching from disposable service ware to reusable service ware, bus bins, recycling, and compost bins.
- **(5 pts) Projects utilizing sustainable building materials:** Using upcycled, recycled, or reclaimed products for interior or exterior site improvements, using nontoxic paints and finishes, recycling any demolished equipment.
- **(5 pts) Projects reducing water use:** Irrigation improvements, water-wise landscaping, installing water-efficient bathroom and kitchen fixtures, installing a water-efficient dishwasher.