

## Scoring Rubric for Northwest Michigan Small Business Restart Program

*August, 2020*

Scorable Question	
How many employees will be retained as a result of funding from this grant?	
What is the average annual gross pay of current employees?	
If business, do they sell products and/or services physically, in-person (such as retail, restaurant, personal service, etc.)?	
If a non-profit, do they provide a service that directly impacts the social or economic health of the community?	
Has the business/non-profit made attempts to introduce new products and/or services or adapt existing products and/or service offerings in order to maintain revenue during COVID-19?	
How many years has the business/non-profit been in operation?	
What is the business'/non-profit's percentage of revenue lost since March 1, 2020 due to COVID-19?	
At what capacity is your business/non-profit currently operating?	
Is the business/non-profit have historical and/or cultural significance to the community?	

### Funding Parameters:

\*Minimum 30% of available grant dollars to women, minority, or veteran owned businesses (this minimum is dictated to us by statute and the Michigan Economic Development Corporation)

\*In order to maximize community impact, minimum of 80% of grants in \$10,000-\$20,000 range (this minimum is locally derived and may be adjusted based on demand/need)

\*Minimum 10% of available grant dollars to non profits (this minimum is locally derived and may be adjusted based on demand/need)

\*Total grant dollars awarded within each county will be based on the number of that county's total businesses in relation to the total businesses in the region