MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Match On Main
Appendix D- Business Scoring Guidelines
Business Scoring Guide for Competitive Pool Evaluation

This guide is available as a resource, it is not required for the application submission. Local entities can rank and prioritize eligible businesses within their districts using this guide, or their own criteria.

Instructions:

1. **Rate each application** for each criterion using the scale provided.

2. **Record notes** to justify your rating and capture specific examples or key points.

3. **Total the scores** for each application to identify top candidates. Higher scores indicate a stronger alignment with competitive priorities.

Local Business:			
Criteria	**Description**	**Rating Scale**	**Score**
Alignment with Community Goals	Evaluate how well the project aligns with the community's mission, vision, or strategic priorities. Look for clear, specific examples.	**5** - Strong alignment with examples and clear relevance **3** - Moderate alignment with general statements **1** - Weak alignment or unclear relevance	
Projected Community Impact	Assess how well the project articulates its impact on the community. Look for measurable outcomes, such as job creation, increased foot traffic, or use of underutilized areas.	**5** - Clear impact with specific, measurable examples **3** - General impact description with some examples **1** - Little to no community impact described	
Innovation and Creativity	Look for unique or innovative elements, such as new business models or partnerships, that set the project apart.	**5** - Project introduces highly innovative or creative elements **3** - Moderate innovation, somewhat new to the area **1** - Little to no innovation described	
Business Growth Potential	Evaluate how well the applicant explains anticipated growth in revenue, customer base, or products/services. Strong	**5** - Clear growth metrics and projections provided **3** - Moderate growth potential with limited metrics	

Local Business:			
Criteria	**Description**	**Rating Scale**	**Score**
	applications will quantify projections.	**1** - Minimal or unclear growth projections	
Necessity and Impact of Funding	Assess if the applicant has demonstrated that Match on Main funds are essential and will significantly impact the project's success.	**5** - Strong justification for the necessity of funds with specific uses **3** - Moderate justification, some planned uses described **1** - Weak or no explanation of fund necessity	
Attraction of Residents and Visitors	Determine if the project has clear strategies to attract residents and visitors, such as partnerships, unique amenities, or events.	**5** - Clear strategies with specific examples and metrics **3** - Some strategies, generally described **1** - Little to no attraction strategy	
Community Partnerships and Outreach	Evaluate how the applicant approached selection, outreach, and inclusivity. Prioritize applicants with demonstrated equity in outreach and transparent decision-making.	**5** - Thorough, transparent selection process with inclusive outreach **3** - Moderate outreach efforts, limited transparency **1** - Weak or unclear outreach and selection process	
Implementation Capacity	Assess the organization's capacity to execute and manage the project, including any relevant experience.	**5** - Detailed plan and clear past experience **3** - Some experience or partial implementation plan **1** - Little to no implementation plan or experience	

Make sure the application is complete, and all attachments are included. If the application has been submitted during a previous round of Match on Main, make sure it has been updated and fits the criteria. The MEDC uses a Joint Evaluation Committee (JEC) to score applications. The JEC has no knowledge of prior applications or additional community involvement by the small business owner. It is important that the application is strong enough on its own for consideration.