

Indiana Main Street (IMS) Application Rubric

Our IMS review committee uses the following scoring rubric to evaluate applications. Please note that each point within a category is not a comprehensive checklist. Rather, the information below is intended to provide scoring guidance.

Applicant Name:

Date:

Criterion	Unacceptable	Acceptable	Good	Exemplary	Points Awarded
Historic Commercial Fabric and Historic Character <i>Application Q 18-27</i> 25 Points	<ul style="list-style-type: none"> -The applications' connections to historic preservation efforts are weak. -It's historic commercial fabric are minimal. -The information provided is not legitimate or is questionable at best. 0-6 points	<ul style="list-style-type: none"> -The org. focuses on historic preservation, although its approach may be weak. -The application does include historic preservation support, but that role may be incidental or not well defined. -This is an adequate application, but it doesn't necessarily reassure. 7-12 points	<ul style="list-style-type: none"> -The org. clearly focuses on historic preservation and the impact that it has had or can have in the community. -It features strong educational elements. -Historic commercial fabric is clearly identified, and it will likely contribute to the organization's success. 13-19 points	<ul style="list-style-type: none"> -Historic preservation is prioritized with a preservation commission or similar group already in place that the org. collaborates with. -The efforts may apply unique approaches. -The applicant is extremely qualified and fully involved and will ensure that the historic commercial fabric of downtown is preserved, as demonstrated in their work plan. 19-25 points	out of 25
Community & Private Sector Support and Organizational Capacity <i>Application Q 28-38 and letters of support</i> 24 points	<ul style="list-style-type: none"> -The applicant doesn't include the community and private sector support necessary. -The organization is not likely to engage people or to create a lasting impact, and chances are it won't promote the goals of the Main Street program. 0-5 points	<ul style="list-style-type: none"> -The org. illustrates some elements that do/will engage the public, but they need further definition. -The proposed community and private sector support is adequate, but with more thought and development, the organization would achieve the goals that that we're expecting to meet with this program. 6-12 points	<ul style="list-style-type: none"> -This is a creative organization that will clearly engage the community and the applicant has demonstrated how it aligns with the goals of the Main Street program. -This sort of applicant serves as a showcase for the Main Street program. 13-18 points	<ul style="list-style-type: none"> -This is a model applicant. -The org. clearly aligns with the goals outlined by NMSC, and we're excited to designate it. -This is an outstanding example of the kind of revitalization group we want to support with this program. - Community and Private Sector support are clearly demonstrated with no doubt that the org. will succeed. 19-24 points	out of 24
Public Sector Support and Financial Capacity <i>Application Q 39-50, resolution and proposed budget</i> 24 Points	<ul style="list-style-type: none"> -The applicant doesn't include the public sector and/or financial support necessary. -The organization is not likely to engage people or to create a lasting impact and chances are it won't promote the goals of the Main Street program. 0-5 points	<ul style="list-style-type: none"> -The applicant has some elements that do/will engage the public sector, but they need further evidence of their financial capacity. -The proposed organization is adequate, but with more thought and development, the organization would achieve the goals that that we're expecting to meet with this program. 	<ul style="list-style-type: none"> -This is a creative organization that has clearly secured public sector support and financial capacity and the applicant has demonstrated how it aligns with the goals of the Main Street program. -This sort of applicant serves as a showcase for the Main Street program. 13-18 points	<ul style="list-style-type: none"> -This is a model applicant. The org. clearly aligns with the goals outlined by NMSC, and IMS is eager to designate it. - This is an outstanding example of the kind of revitalization group we want to support with this program. -Public sector and financial capacity are clearly demonstrated with no doubt that the org. will succeed. 	out of 24

		6–12 points		19–24 points	
Physical Capacity <i>Application Q 51-72 and images</i> 14 Points	-The downtown's physical capacity is questionable. -The downtown does not have existing or potential business mix, the knowledge of existing assets/buildings is not well thought out/presented, or simply does not exist. -It does not appear that the organization has the capacity to meet the goals of this program due to a lack of physical capacity. -The application is poorly developed. 0–3 points	-Given the proposed program area and what we know about the business mix, it's likely it could adequately carry out this program. -There is some evidence of physical capacity. The proposed program area has character and the existing/potential business mix seems sound. -Based on our understanding of the proposed program area, we feel the organization is positioned to achieve the goals of this program. 4–7 points	-The organization has developed a solid application that inspires confidence. -It has put significant thought into the research of the downtown's program area and existing/potential business mix. -The organization has a clear idea of what makes up their downtown and the proposed program area has a strong reputation. 8–11 points	-The proposed program area is well considered and has a reputation for excellence. -It also currently exhibits a strong business mx. -The organization leaves no doubt that it will be successful due to its exemplary physical capacity. 12–14 points	out of 14
Case Statement/Need <i>Application Q 73-83 and images</i> 13 Points	-The proposal does not make a compelling case as to why this program is important to the community, nor does it convey enthusiasm and make us want to designate the program. -The person writing the application does not “sell” the program, and if we don't designate it, it's hard to see that there will be much negative impact. 0–3 points	-Based on the application, we can see that this program has merit. -The application sheds some light on the value the program brings to the community. -While the enthusiasm factor might not be the highest, we can tell that the org. will be engaged and committed to creating impact. 4–7 points	-The application makes a compelling case as to why the program is important and clearly defines the impact it will have on the community. -The application conveys a strong sense of enthusiasm and excitement. -We know that if we designate this program, the team will carry it out with a sense of purpose and will create meaningful engagement. 8–10 points	-The application makes clear that this is a program we must designate. -The applicant demonstrates how the program is creative, innovative and dynamic and how it will provide the community with essential and impactful efforts related to downtown revitalization. -The proposal leaves no doubt as to the value of the org. and is an essential part of the community's plan to increase quality of life in the downtown. 11–13 points	out of 13

Additional Factors

Factor	Considerations	Points Awarded
Discretionary 4 Points	Award up to four points if you feel that the application signifies notable representation of need; preservation or economic development effort; or financial capacity that goes beyond the minimum request in the application. Please provide a rationale for the points here:	out of 4
Add together the points you assigned for each of the core components and factors listed above and enter the total to the right.		

	This is your final score. out of 100
--	--------------------------------------

Comments: