

**GO Virginia Competitive Application Review**  
**Scoring Rubric**

|   |   |
|---|---|
| <b>App Deadline</b>                                   | ( ) Feb 8 ( ) May 10 ( ) Aug 9 ( ) Oct 28 |
| <b>Project Name</b>                                   |   |
| <b>Applicant</b>                                      |   |
| <b>Participating Regions</b>                          | (1)<br>(2)<br>(3)<br>(4)<br>(5)           |
| <b>Local Participants &amp; Form of Participation</b> | (1)*<br>(2)*<br>(3)<br>(4)<br>(5)         |
| <b>Private Industry Partners</b>                      | (1)<br>(2)<br>(3)<br>(4)<br>(5)           |
| <b>Higher-Ed Partners</b>                             | (1)<br>(2)<br>(3)<br>(4)<br>(5)           |
| <b>Other Partners</b>                                 | (1)<br>(2)<br>(3)<br>(4)<br>(5)           |

| <b>Development Strategy</b>                          |   |
|--|---|
| <input type="checkbox"/> Talent Dev. & Credentialing | <input type="checkbox"/> Joint Site/Infrastructure Dev. |
| <input type="checkbox"/> Commercialization           | <input type="checkbox"/> Cluster Scale-Up               |

| <b>Program Requirements</b>                              |  |
|--|--|
| <input type="checkbox"/> \$1:1 Non-State Match           | <input type="checkbox"/> Local Match                       |
| <input type="checkbox"/> High-Wage Job Creation          | <input type="checkbox"/> Local Participation               |
| <input type="checkbox"/> Traded-Sector (Out-of-state \$) | <input type="checkbox"/> Positive ROI w/in 3 years         |
| <input type="checkbox"/> Private-Industry Demand         | <input type="checkbox"/> Financial Sustainability          |
| <input type="checkbox"/> Multiregional Collaboration     | OR <input type="checkbox"/> Significant Opportunity for VA |

| <b>Budget Overview</b>  |    |
|-------------------------|----|
| <b>Total Requested:</b> | \$ |
| <b>Total Match:</b>     | \$ |
| <b>Local Match:</b>     | \$ |
| <b>(% of Ask)</b>       | %  |
| Private Match:          | \$ |
| Non-Profit Match:       | \$ |
| Federal Match:          | \$ |
| Other Match:            | \$ |
| Other State Funds:      | \$ |

## Economic Impact (35 points): Questions 1-6

| <b>(1) Goals &amp; Strategies</b>   |  |  |  |
|---|--|--|--|
| Goals and strategies should align with the GO Virginia mission of high-wage job creation through traded-sectors and out-of-state revenue.   |  |  |  |
| <i>Project does not align with GO Virginia.</i>   | <i>Project aligns with the GO Virginia mission, but wages <b>AND</b> job creation are not significant.</i>                   | <i>Project aligns GO Virginia mission, but wages <b>OR</b> job creation are not significant.</i>                   | <i>Project will result in significant high-wage job creation in traded-sectors for the Commonwealth.</i>   |
| 0   | 5  | 10   | 15   |
| <b>(2) Metrics &amp; Outcomes</b>   |  |  |  |
| Metrics should track both outputs of the project activities, and outcomes resulting from the project comprehensively. Sources/methodology for the metrics should be identified. Metrics should be quantitative, where possible, but should also track relevant qualitative results. Outcomes should demonstrate a realistic, substantial impact for the region/Commonwealth. Applicants should demonstrate the ability to take remedial action in the event that outputs/outcomes are not achieved. |  |  |  |
| <i>Metrics and outcomes are not appropriate or relevant to the scope of work. Outcomes are limited.</i>   | <i>Metrics and outcomes identified, but underdeveloped or not relevant. Outcomes may be unrealistic or unclear.</i>          | <i>Metrics and outcomes are identified, but methodology or sourcing not clear, and outcomes may be overstated.</i> | <i>Application outlines appropriate and comprehensive metrics to track outputs and outcomes, with sources and methodology identified.</i>              |
| 0   | 4  | 7  | 10   |
| <b>(3) ROI</b>  |  |  |  |
| Return on Investment (ROI) calculations should be submitted, with an explanation of assumptions made in the calculation. ROI should be accurate and must demonstrate a positive ROI within 3 years of implementation. ROI descriptions should take into account the proportionality of impact by region, and projects with a larger impact (jobs, diversification) in a less populated region shall score higher.   |  |  |  |
| <i>Project will not achieve a positive ROI within three years, or no ROI calculations provided.</i>   | <i>Application projects a break-even or nominal position ROI within 3 years, or calculations are significantly inflated.</i> | <i>Application projects a positive ROI within 3 years, but the calculations using overstated assumptions.</i>      | <i>Application projects a positive ROI within 3 years of implementation, with significant potential for additional economic impact for the region.</i> |
| 0   | 4  | 7  | 10   |

|                 |            |
|-----------------|------------|
| <b>Subtotal</b> | <b>/35</b> |
|-----------------|------------|

**Regional & Interregional Collaboration (30 points): Questions 7-10, 11, 16**

| <b>(4) Local Participation &amp; Service Area</b>  |   |   |  |
|--|---|---|--|
| Projects must be regional and should impact the majority of the population within at least one region if not multiple regions, and projects with interregional collaborations shall score highest. Projects shall have meaningful local participation, with local partners taking active roles in project development and implementation.  |   |   |  |
| <i>Project is not an interregional collaboration and will not impact the majority of one region's population.</i>  | <i>Project will have impact a large population but does not have meaningful local participation, or vice versa.</i>                               | <i>Project will have an impact on multiple regions with at least one participating locality in each region.</i>   | <i>Project will have a significant impact on the majority of the population of multiple regions, and includes meaningful collaboration by localities in each region.</i> |
| 0  | 4   | 7   | 10   |
| <b>(5) Regional Priorities</b>   |   |   |  |
| Strategies should align with the Growth & Diversification Plan for each region, and the targeted growth industries outlined in those plans. Projects impacting more than one region in a manner consistent with each region's Growth & Diversification Plan shall score higher. Where G&D Plans were amended to accommodate an unforeseen opportunity, the amendment should be submitted with the application.   |   |   |  |
| <i>Project does not align with the target industries and strategies in the G&amp;D Plan(s).</i>  | <i>Alignment with the G&amp;D Plan(s) is vague or indirect, and prioritization not well developed.</i>  | <i>Project generally aligns with target industries outlined by the region(s) in the G&amp;D Plan(s), but not demonstrated clearly in the application.</i> | <i>Project clearly aligns with the target industries and diversification strategies outlined in the G&amp;D Plan(s) for each participating region.</i>                   |
| 0  | 4   | 7   | 10   |
| <b>(6) Partnerships &amp; Coordination</b>   |   |   |  |
| Projects should demonstrate the involvement of businesses, colleges and universities, and other public and private entities within the region in the conceptualization and implementation of the project. Projects demonstrating cost efficiencies, repurposing of existing funds, and leveraging of existing assets shall be given special consideration in scoring. Project should not be duplicative of existing efforts, programs, or funding streams. |   |   |  |
| <i>Project has no partners beyond the 2 required localities. Project duplicates an existing initiative.</i>  | <i>Project partners are limited or roles are not defined. Project duplicates aspects of existing initiatives, and must be better coordinated.</i> | <i>Project involves several public and private partners. Project aligns with existing efforts but could be better coordinated.</i>                        | <i>Project involves numerous public and private partners. Project identifies opportunities for coordination/efficiencies with existing initiatives.</i>                  |
| 0  | 4   | 7   | 10   |

|                 |            |
|-----------------|------------|
| <b>Subtotal</b> | <b>/30</b> |
|-----------------|------------|

**Readiness (20 points): Questions 11-17**

| <b>(7) Timeline &amp; Milestones</b>   |   |   |   |
|--|---|---|---|
| <p>Applicants should have the capacity and experience to implement the proposed scope of work, and this should be demonstrated through a track-record of experience and work completed to date. Applicants should be able to execute a contract within 6 months and complete the scope of work within 24 calendar months. Projects should reflect a realistic timeline for project milestones, with drawdowns planned accordingly and on a reimbursement basis. Regional Councils shall coordinate with local governments and subject matter experts in the review of the applications to ensure project readiness and support, and to identify potential barrier to implementation which should be acknowledged in the application.</p> |   |   |   |
| <i>Timeline exceeds the 24 month max or no milestones established.</i>   | <i>Timeline is unrealistic. Milestones identified, but underdeveloped or not relevant.</i>  | <i>Timeline and/or milestones may be optimistic, but applicant able to address potential delays or barriers.</i>  | <i>Timeline is realistic with appropriate milestones identified with drawdown schedule planned accordingly.</i>   |
| 0  | 4   | 7   | 10  |
| <b>(8) Budget &amp; Match</b>  |   |   |   |
| <p>Applications shall present a comprehensive budget with adequate matching resources, and sufficient cash to address changes to the project costs or scope. Match shall include only what is reasonable and necessary for the project at hand. Match shall not include state resources. All funds shall be documented through letters of commitment, in-kind forms, or other relevant documentation outlining the availability of the necessary matching funds.</p>   |   |   |   |
| <i>Project has inadequate resources to cover the scope of work. Matching resources are not relevant or necessary for the project.</i>  | <i>Project may have adequate resources to cover the scope of work, but matching resources are heavily in-kind with limited available cash to address unforeseen expenses.</i> | <i>Application includes a comprehensive budget with relevant and sufficient matching cash and in-kind resources to cover the scope of work and changes.</i> | <i>Application includes a comprehensive budget with relevant and adequate matching resources. Project is overleveraged and more than sufficient cash match.</i> |
| 0  | 4   | 7   | 10  |

|                 |            |
|-----------------|------------|
| <b>Subtotal</b> | <b>/20</b> |
|-----------------|------------|

**Sustainability (15 points): Questions 17, 18-19**

| <b>(9) Financial Sustainability</b>   |   |  |   |
|---|---|--|---|
| Projects shall demonstrate a plan for financial sustainability after grant funds are exhausted. Projects should not include one-time programs or events. Commitments for long-term implementation or financial support should be documented through letters of commitment. Financial sustainability may refer to funding for future phases of work as it applies to joint site and infrastructure development, or future operations as it applies to construction-related projects. |   |  |   |
| <i>Project is a one-time program or event that is not sustainable beyond the GOVA funding.</i>  | <i>Plans for financial sustainability are vague or underdeveloped, and firm commitments are not in place.</i> | <i>Plans for financial sustainability are presented, with some firm commitments in place.</i>                              | <i>Plans for financial sustainability are thorough, with a realistic revenue model or financial commitments in place beyond the GOVA funding.</i> |
| 0   | 4   | 7  | 10  |
| <b>(10) Demand</b>  |   |  |   |
| Projects shall demonstrate a pipeline of demand from private industry partners and/or end users (workers). Demand should be demonstrated through letters of support and commitment for private industry partners. Projects that are scalable and replicable across regions shall score higher.  |   |  |   |
| <i>Project is a one-time program or event without ongoing demand.</i>   | <i>Application indicates a pipeline of demand, but not thoroughly documented.</i>                             | <i>Pipeline of demand demonstrated through commitments from numerous private industry partners or proven track-record.</i> |   |
| 0   | 3   | 5  |   |

|                 |            |
|-----------------|------------|
| <b>Subtotal</b> | <b>/15</b> |
|-----------------|------------|

|                      |             |
|----------------------|-------------|
| Economic Impact      | <b>/35</b>  |
| Collaboration        | <b>/30</b>  |
| Readiness            | <b>/20</b>  |
| Sustainability       | <b>/15</b>  |
| <b>PROJECT TOTAL</b> | <b>/100</b> |