

**Ulster County CARES Small
Business Assistance
Evaluation Rubric**



Criterion	4 Exemplary	3 Adequate	2 Needs Improvement	1 Insufficient Evidence
Business Activity Viability	Business activities timeline, and budget expenditures congruent with business description and outcome	Deficiencies or overestimations exist in personnel, timeline, or budget within tolerable range, outcomes appear achievable despite gaps or leaps	Business personnel, timeline, or budget expose weaknesses in plan design. Outcomes unlikely to be achieved in project's current form	Insufficient information about personnel, project activities timeline, or budget expenditures to gauge feasibility.
Strength of Connection to COVID	Request for funding directly responds to a need created by COVID	Request for funding indirectly relates to need created by COVID	Weak connection to COVID	No COVID connection
Value to Improve Future Resiliency	Business improvements will create solid plan for future resiliency	Business improvements have potential to aid future resiliency	Business will improve, resiliency questionable	No resiliency created
Measurable Impact	Proposed impact cleared stated and quantifiable	Proposed impact somewhat clear	Proposed impact unclear	No measurable impact
Clear Budget	Budget is appropriate to scope of work. If applicable, the budget states other funding secured/anticipated. The budget has a defined plan for awarded funds. The business can be sustained beyond duration of the financial assistance	Budget contains some gaps. Budget has some plan for awarded funds, but full details not clear. The business has questionable sustainability after award.	Budget contains many gaps. Plan for award funds unclear. Business likely not sustainable after award	No budget
Need	Applicant exceeds income threshold requirements by more than 10 %	Applicant meets income threshold requirements by less than 5 %	Applicant meets income threshold requirements exactly.	Applicant does not meet income threshold

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