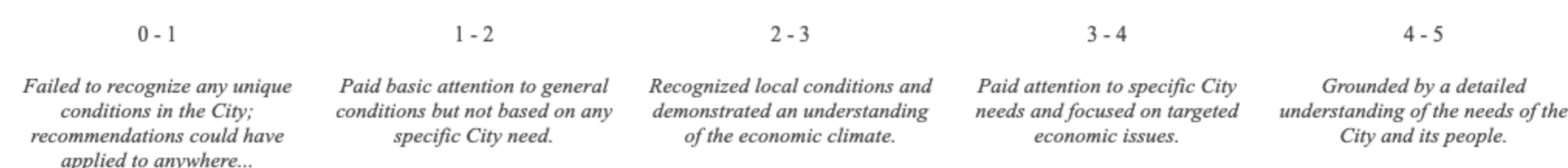


Normalized Scores 44.3

JUDGING CRITERION # 1: LOCAL (0-5)

Does the Proposal/Plan take into account local economic conditions, focusing on existing and potential competitive advantages, in its recommended solutions? Is the Proposal/Plan expected to result in direct economic benefits to the city and its surrounding area? Does the Proposal/Plan identify local assets, economic strengths and weaknesses, and describe how the city can leverage assets and strengths to result in economic benefits?



Score: 2.0
Comment: Information was presented, very general information overall. Had several areas targeted, again very general in what needed to happen.

Score: 3.9
Comment: The proposal emphasizes on power of culture and people's collaboration with leaders to implement strong ideas. The idea relies on forming clusters, each explores future trajectories (physical market, regulatory threats and opportunities) is an idea that the Union Square is currently based on. Perhaps, this proposal is more to examine the current plan and hopefully integrate new ideas that would generate new opportunities, implemented to empower existing forces from and outside Greensboro, based on their idea of "The initial cluster would excite more business leaders).

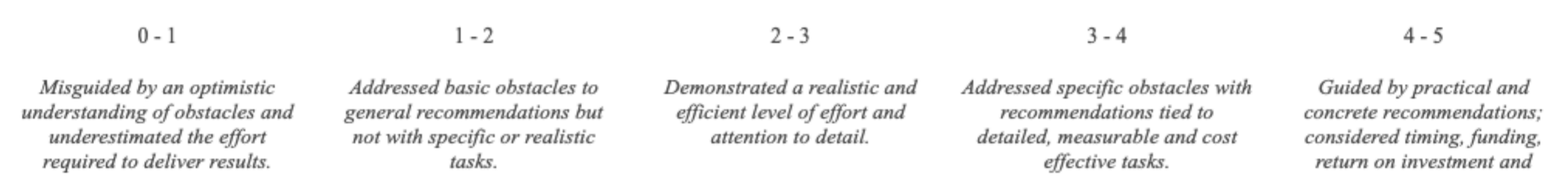
Score: 3.6
Comment: The proposal focused on the City's desire to create and support a vibrant downtown, while building on the momentum of existing projects (Performing Arts Center, Union Square, etc.). The use of existing assets was also addressed (higher education institutions, geography). The level of economic development expertise by the proposal team, although not local, is a huge selling point.

Score: 4.5
Comment: this consultant proposal took all the key components into consideration, as they have in many other cities, using the same template

Score: 3.9
Comment: The proposal presented an analysis that, while mentioning needs specific to Greensboro, could be applied to a number of cities in North Carolina. It seems that the analysis was generic and could have been used for many different SC2 applications.

JUDGING CRITERION # 2: FEASIBLE (0-5)

Can the Proposal/Plan yield practical and concrete results in a realistic timeframe that justify the level of required investment, addressing likely obstacles, such as resources available to the city? Does the Proposal/Plan identify economic development strategies that are achievable using existing city resources, or propose ways in which the city can utilize nonexistent/currently unidentified resources to implement these economic development strategies? Does the Proposal/Plan outline a timeline by which the city can develop actionable strategies to implement the ideal contained in the Proposal/Plan?



Score: 2.0
Comment: Had many ways to deal with the recommendations, but not specific to details in how that would be occur.

Score: 3.3
Comment: Despite the high initial cost, this plan seems to be feasible as process and implementation. It will at least examine the current assets by bringing the stakeholders, leaders, and future investors into the process and evaluate the current plans to built up a new strategies and goals. The outcome is yet not defined as it will be subject to "clusters" work and results.

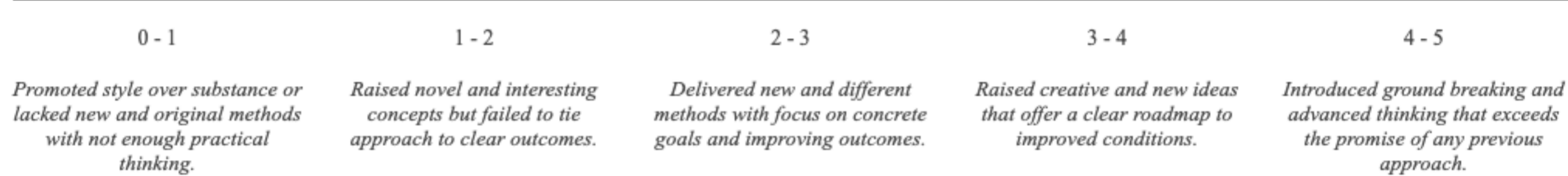
Score: 3.4
Comment: The proposal included a clearly defined timeline along with measurable actionable items throughout the process. The key factor is buy in by local stakeholders who will be committed to the process and final outcomes.

Score: 2.3
Comment: This proposal would apply a generic template for the Innovation District and have input from local leaders fill in the actual content. A district is feasible. How/what it would actually deliver is less clear.

Score: 2.9
Comment: Following the initial period of analysis presented in the proposal, the implementation phase will require a lengthy and potentially very expensive development cycle. In this manner the proposal is very much like previous studies performed over the past decade.

JUDGING CRITERION # 3: INNOVATIVE (0-5)

Is the Proposal/Plan offering a fresh and forward-looking approach that will lead to a clear set of strategically-aligned goals that other economic development initiatives have failed to deliver? Are the ideas and strategies submitted in the Proposal/Plan duplicative of existing plans or strategies being utilized by the city? Does the Proposal/Plan outlay strategies that propose to utilize city resources in more effective and efficient ways to realize the city's economic development goals?



Score: 2.1
Comment: Speaks to a ETG toolkit to see details but unaware of what that toolkit is.

Score: 2.5
Comment: This approach has been previously implemented, both in Greensboro and in the Triad. This new study may add a broader look into the area and bring international experience to test and empower leaders and community members. The proposal also focuses on culture of working together, which seems to be lost in some previous efforts.

Score: 2.8
Comment: This proposal is innovative in terms of the creation of a new, vibrant, interactive, coordinated entrepreneurial ecosystem that ultimately will transcend the City. Intentionally connecting the local available resources/assets will have huge impact (moving away from traditional silo existences).

Score: 2.6
Comment: my perspective is that we are following this template already to a large extent. I would rather see the prize money go to a ground breaking initiative that would create jobs in a shorter time farne. I think we have studied the issue and created clusters and laid the framework enough already.....

Score: 2.5
Comment: This proposal seems to be a re-hash of previous attempts to characterize the current condition of the state of economic activity in Greensboro and then follow up with a lengthy implementation of strategies that we have already tried. I expect that the results will be no more enlightening than those efforts of the past.