

Normalized Scores 36.0

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?

0 - 1	1 - 2	2 - 3	3 - 4	4 - 5
<i>Failed to recognize any unique conditions in the City; recommendations could have applied to anywhere...</i>	<i>Paid basic attention to general conditions but not based on any specific City need.</i>	<i>Recognized local conditions and demonstrated an understanding of the economic climate.</i>	<i>Paid attention to specific City needs and focused on targeted economic issues.</i>	<i>Grounded by a detailed understanding of the needs of the City and its people.</i>
			3.1 / 5	
Score:	3.1			
Comment:	This proposal was very much directed at the overall Greensboro environment. I was not very clear on what the net results would be for this organization to get the funding for its proposed initiatives.			
	1.9 / 5			
Score:	1.9			
Comment:	No name appears in this proposal so I am assuming that Troy Leftwich and UPP are the same. UPP appears to be a thoughtful consulting group who can identify opportunities in Greensboro or other cities using what they learned in Baltimore. Their recommendations, such as a social media campaign, small business incubators, internship programs, urban renewal districts, etc. are not new. They did, however, exhibit an understanding of the challenges the proposal was meant to address.			
			3.5 / 5	
Score:	3.5			
Comment:	This proposal reviewed general information that is well know but did not provide any new insights.			
			3.7 / 5	
Score:	3.7			
Comment:	Paid good attention to Greensboro's strengths and weaknesses. Good analysis of competitive advantages we could take advantage of.			
		2.2 / 5		
Score:	2.2			
Comment:	authors may not understand the role of a Chamber of Commerce - cite different unemployment rates - seem to believe that Greensboro has relatively high educational attainment- I believe it is the opposite			

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 nonexisting/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?

0 - 1	1 - 2	2 - 3	3 - 4	4 - 5
<i>Misguided by an optimistic understanding of obstacles and underestimated the effort required to deliver results.</i>	<i>Addressed basic obstacles to general recommendations but not with specific or realistic tasks.</i>	<i>Demonstrated a realistic and efficient level of effort and attention to detail.</i>	<i>Addressed specific obstacles with recommendations tied to detailed, measurable and cost effective tasks.</i>	<i>Guided by practical and concrete recommendations; considered timing, funding, return on investment and measureable outcomes.</i>
		2 / 5		
Score:	2.0			
Comment:	I did not disagree with many of their comments about the status of Greensboro, but I did not see how they would clearly hit their goals. In order to do what they were suggesting, there would need to be a set of funding that may or may not be obtained. Without that funding it seems like this concept could die before it started. There are some state and federal level funding, but that is not a sure thing.			
	1.3 / 5			
Score:	1.3			
Comment:	UPP did not take their recommendations much beyond the need to secure state and federal grants to implement them. Since many of the suggestions they made - social media campaign, branding, incubators, entrepreneurship programs - are already underway, it would be helpful if they addressed how they would enhance currently ongoing efforts.			
		2.4 / 5		
Score:	2.4			
Comment:	Proposed to do the same things our economic development teams have been doing for years.			
		2.6 / 5		
Score:	2.6			
Comment:	Interesting economic development strategies. I'm skeptical that the plan does not focus on knowledge based job growth after recognizing the strengths of our local college and universities.			
		2.6 / 5		
Score:	2.6			
Comment:	it is not completely clear what the proposal is - is it the 'plan' to expand the local economy? or the redevelopment of the parcels cited?			

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?

0 - 1	1 - 2	2 - 3	3 - 4	4 - 5
<i>Promoted style over substance or lacked new and original methods with not enough practical thinking.</i>	<i>Raised novel and interesting concepts but failed to tie approach to clear outcomes.</i>	<i>Delivered new and different methods with focus on concrete goals and improving outcomes.</i>	<i>Raised creative and new ideas that offer a clear roadmap to improved conditions.</i>	<i>Introduced ground breaking and advanced thinking that exceeds the promise of any previous approach.</i>
		2.2 / 5		
Score:	2.2			
Comment:	The proposal has a lot of good information about Greensboro and the area, but the actual recommended tasks did not seem very different from many other initiatives in the Greensboro area already. So I would not consider this a unique solution, but more of a continued need to continue growing the Greensboro economic market space.			
		1.8 / 5		
Score:	1.8			
Comment:	I would like to see them explore the Gateway Zone approach - including how this has been successful in other cities. They might also be helpful to DGI and the City in mapping out the potentials of existing downtown real estate, but I did not see anything truly innovative in their proposal.			
		2.1 / 5		
Score:	2.1			
Comment:	Nothing new here. They did not provide fresh ideas or much in the way of details.			
		2.8 / 5		
Score:	2.8			
Comment:	I think plan is somewhat duplicative of other private development happening in Greensboro.			
		1.8 / 5		
Score:	1.8			
Comment:	How will use of social media impact the economy? what strategies are suggested? there are several broad suggestions - need more concrete tactics and predicted outcomes.			