

Normalized Scores 53.7

**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>

3.8 / 5

**Score:** 3.8  
**Comment:** The proposal does a good job of identifying local economic conditions and effectively identifies the absence of an overall vision and coordinated economic development strategy for the city that integrates multiple actors, organizations and institutions. However, it is essentially advocating a city "branding" exercise which implies that by simply developing a brand identity, tourists and new residents will be attracted to the region and that economic benefits will follow. This is only one aspect of local economic development.

2.9 / 5

**Score:** 2.9  
**Comment:** The proposal accurately assesses that Greensboro does not have a strong brand position. While the proposal cited information about Greensboro's history, the concept of focusing on user experience did not seem to be particularly local. The cities included in the proposal - Raleigh, Lexington and Austin - all seemed to leverage resources unique to them in their marketing, whereas the proposal seemed to advocate for Greensboro creating an experience where people receive excellent service across all industries. I am skeptical that creating a user-centered experience without some connection to specific resources is sufficient to attract people to a City.

3 / 5

**Score:** 3.0  
**Comment:** This proposal identifies an important and uniquely local lack of organization and synergy in all our Cities efforts to improve economic conditions/development. If it were possible to elevate the process of using a User Experience to a brand position, it would have great benefit.

4.5 / 5

**Score:** 4.5  
**Comment:** The proposal shows a clear understanding of the issues facing Greensboro. While it doesn't provide direct economic benefits it proposes a process that could create an environment for economic benefits

4.8 / 5

**Score:** 4.8  
**Comment:** The proposal takes an informed look not only at the current condition of economic development in the city, but also analyzes and critiques from a historical perspective attempts to address these issues. The authors conclude that this analysis is the basis for developing a new approach to economic development in the city.

**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>

3.2 / 5

**Score:** 3.2  
**Comment:** The plan effectively outlines a strategy for implementing a 'visioning' exercise through which Greensboro residents and civic leaders can collaborate to develop a brand identity for the city followed by the establishment of a 'user-friendly' process to facilitate regular input into city development strategies. This strategy would not likely be particularly costly and could provide a useful complement to existing activities by bringing residents - including potential entrepreneurs - into the visioning and strategic planning process, thereby integrating Greensboro's multiple offerings into a single marketable brand. This is a relatively costless initiative which could complement existing ongoing economic development activities while creating awareness within and outside the community of the many interesting, innovative and creative things going on in the community. On its own, however, it does not constitute a comprehensive economic and community development strategy.

2.2 / 5

**Score:** 2.2  
**Comment:** The proposal sets forth a six step plan to achieve the Greensboro Experience, which is defined as essentially "Wow" - an experience focused on user-centered design. The proposal lacked a tie to examples and resources specific to Greensboro. I question the need for and the potential success of an Annual GBX Event, which seemed duplicative of existing programs. I also question how receptive local businesses will be to this training. While creating a Wow experience sounds great, I think it would be stronger if it involved a deeper look into the resources we have here beyond a cursory mention of our industrial past and transportation.

2.6 / 5

**Score:** 2.6  
**Comment:** This proposal would benefit with more specific strategies for addressing and motivating the internal audience to buy in to the program and subscribe to its ability to raise the level of jobs, incomes, tax base and success. Without that, this great idea, won't get traction in my opinion.

4 / 5

**Score:** 4.0  
**Comment:** While the revenue projections for the proposed annual event may be overly optimistic, the proposal appears to be feasible

4 / 5

**Score:** 4.0  
**Comment:** The proposal provides several action items that should be implemented in a logical format to initiate a new culture in the city and a new way for outsiders to perceive the nature of Greensboro. Although all of the proposed actions are not detailed, the core areas are addressed well and provide an idea of how the additional goals will be achieved.

**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>

3.3 / 5

**Score:** 3.3  
**Comment:** This is a fresh and forward-looking approach that could CONTRIBUTE to the development of a set of strategically-aligned goals, but on its own, does not represent a coordinated approach to economic development that offers a clear roadmap to improved conditions for all residents. Not only is city branding a narrow (and in some ways problematic) approach to economic development, there are other groups and initiatives undertaking similar visioning exercises already underway such as Piedmont Together and the Greensboro 'Cluster' of CEOs for Cities supported by the Community Foundation. That said, this proposal correctly identifies a useful process. There are multiple creative and innovative things going on in the city that are not 'joined up' in any integrated way (i.e. Elsewhere, the CoLab, breweries, restaurants, etc.); identifying these assets and creating local 'buzz' through an annual event is a good idea and should be supported as part of the city's economic development efforts.

3 / 5

**Score:** 3.0  
**Comment:** The proposal is certainly forward-looking, but it would be helpful to tie the user-centered design to tangible examples specific to Greensboro. The Annual GBX event sounds very similar to TEDx talks, Startup Weekends and Greensboro Partnership hosted events. The plan does not really address using city resources other than the expenditures required to maintain the staff persons and host the annual event.

3.3 / 5

**Score:** 3.3  
**Comment:** Wouldn't it be fantastic if Greensboro were the first city in the nation to create and deploy a User Experience process that enhanced everything - business, service delivery, education - to a higher level. I hope we can use something like this, but it does not deliver new jobs in the way I think this competition requires.

4.5 / 5

**Score:** 4.5  
**Comment:** This proposal is very creative. It will cause everyone involved to think differently about the ways we have done things in the past. It merits further study.

4.6 / 5

**Score:** 4.6  
**Comment:** The proposal addresses the city's own view of itself and offers a mechanism to develop a new view, for outsiders into the quality and nature of our community. It is not geographically limited to one section of the city and is multi-dimensional in its approach.