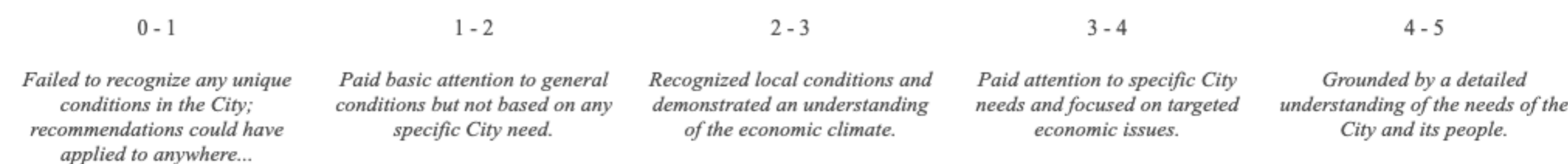


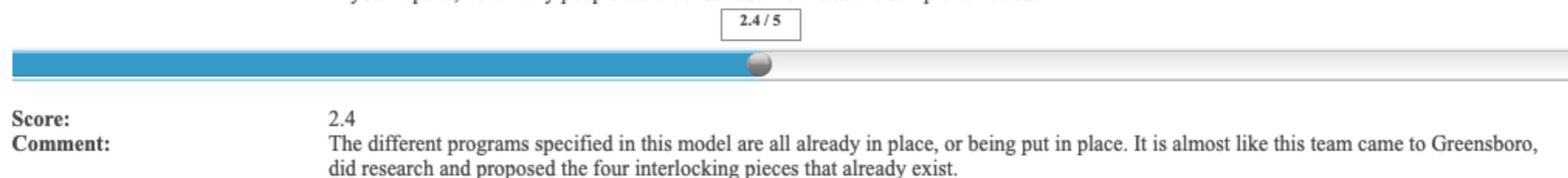
Normalized Scores 48.2

JUDGING CRITERION # 1: LOCAL (0-5)

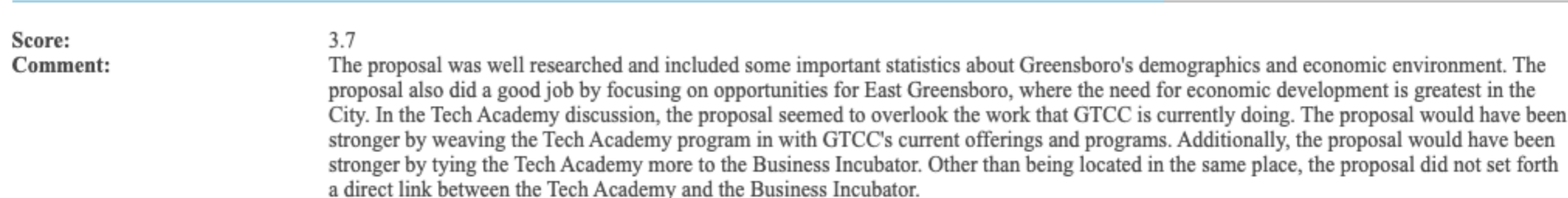
Does the Proposal/Plan take into account local economic conditions, focusing on existing and potential competitive advantages, in its recommended solutions? Is the Proposal/Plan expected to result in direct economic benefits to the city and its surrounding area? Does the Proposal/Plan identify local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



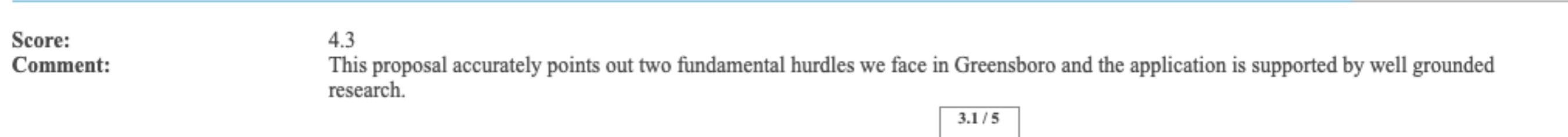
Score: 3.8
Comment: There is ample discussion of recommended solutions but little detailed discussion of Greensboro's particular assets and liabilities. However, use of a single variable generic framework obscures detail about Greensboro itself. Diversity is but a single measure and needs to be discussed in relation to other variables such as underlying economic structures, social polarization, access to employment opportunities, etc. There is little mention of Greensboro's economy and the transitional challenges it faces. There is mention of targeting low income residents in the model yet this population is absent in the demographic profile, which focuses on age and ignores multiple other relevant variables. Social inclusion and poverty reduction is implied in aspects of the model, particularly in your mention of an incubator in East Greensboro, but does not mention how to address the multiple barriers faced by the residents of his neighborhood that could seriously detract from their interest and ability to access these services. Furthermore, whites, African-Americans and Asians are mentioned in the model, but Latinos - a growing part of the population of Greensboro - are ignored. Also, there is mention of quantitative and qualitative data but interview results are not detailed in your report.; how many people were consulted? How was the sample collected?



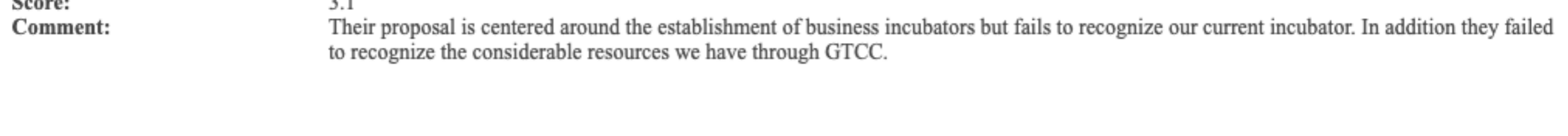
Score: 2.4
Comment: The different programs specified in this model are all already in place, or being put in place. It is almost like this team came to Greensboro, did research and proposed the four interlocking pieces that already exist.



Score: 3.7
Comment: The proposal was well researched and included some important statistics about Greensboro's demographics and economic environment. The proposal also did a good job by focusing on opportunities for East Greensboro, where the need for economic development is greatest in the City. In the Tech Academy discussion, the proposal seemed to overlook the work that GTCC is currently doing. The proposal would have been stronger by weaving the Tech Academy program in with GTCC's current offerings and programs. Additionally, the proposal would have been stronger by tying the Tech Academy more to the Business Incubator. Other than being located in the same place, the proposal did not set forth a direct link between the Tech Academy and the Business Incubator.



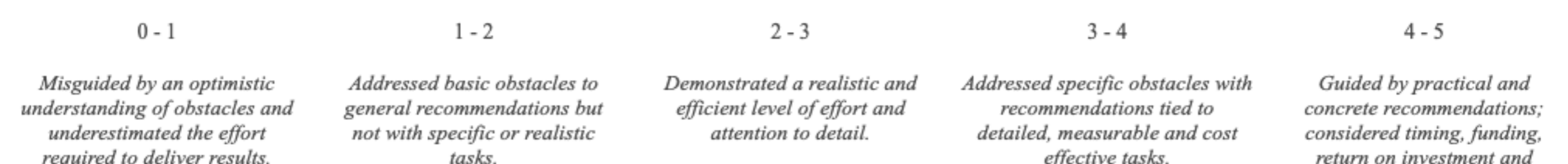
Score: 4.3
Comment: This proposal accurately points out two fundamental hurdles we face in Greensboro and the application is supported by well grounded research.



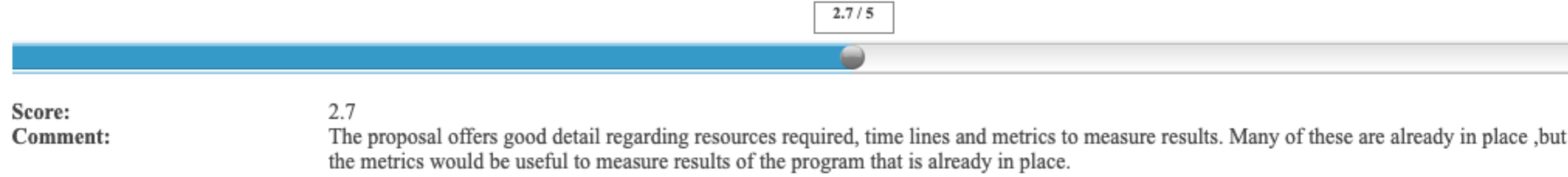
Score: 3.1
Comment: Their proposal is centered around the establishment of business incubators but fails to recognize our current incubator. In addition they failed to recognize the considerable resources we have through GTCC.

JUDGING CRITERION # 2: FEASIBLE (0-5)

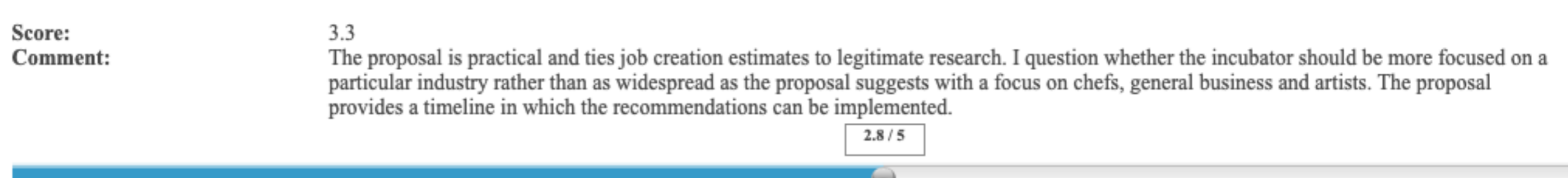
Can the Proposal/Plan yield practical and concrete results in a realistic timeframe that justify the level of required investment, addressing likely obstacles, such as resources available to the city? Does the Proposal/Plan identify economic development strategies that are achievable using existing city 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?



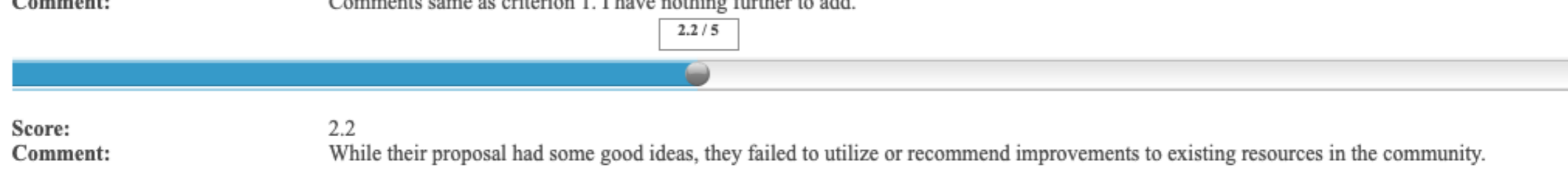
Score: 3.2
Comment: The description of proposed programs demonstrates good attention to detail and knowledge of current best practices, offering clear objectives, outlining specific tasks, and providing reasonable timelines for implementation. It also accurately identifies the need for more coordination in the City of Greensboro's licensing and permitting process. However, it does not make particularly effective use of existing resources and there is little mention of ways to house these initiatives within the multiple existing institutions, organizations, and programs already operating in the city.



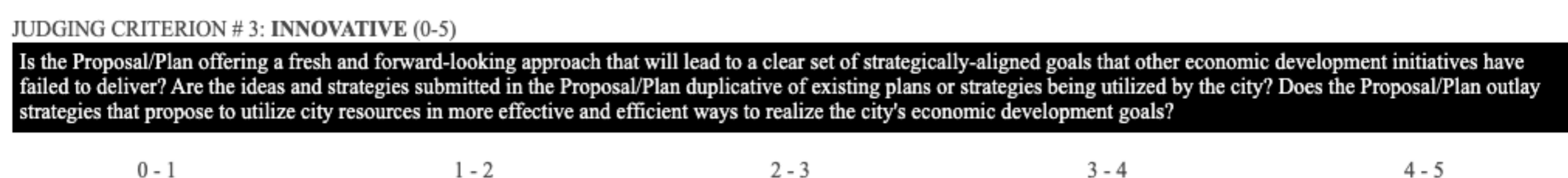
Score: 2.7
Comment: The proposal offers good detail regarding resources required, time lines and metrics to measure results. Many of these are already in place ,but the metrics would be useful to measure results of the program that is already in place.



Score: 3.3
Comment: The proposal is practical and ties job creation estimates to legitimate research. I question whether the incubator should be more focused on a particular industry rather than as widespread as the proposal suggests with a focus on chefs, general business and artists. The proposal provides a timeline in which the recommendations can be implemented.



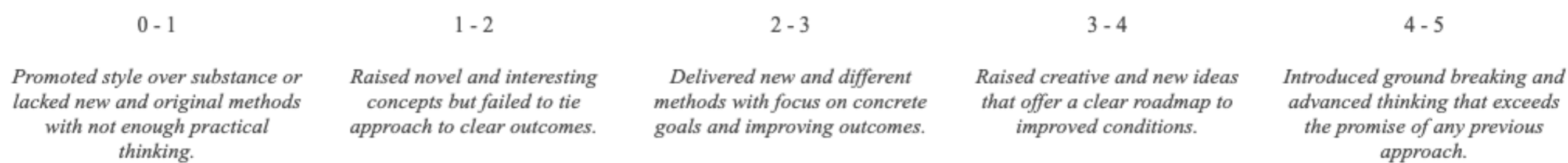
Score: 2.8
Comment: Comments same as criterion 1. I have nothing further to add.



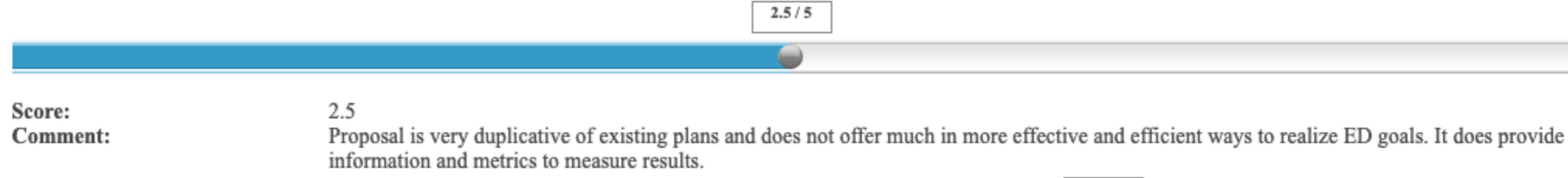
Score: 2.2
Comment: While their proposal had some good ideas, they failed to utilize or recommend improvements to existing resources in the community.

JUDGING CRITERION # 3: INNOVATIVE (0-5)

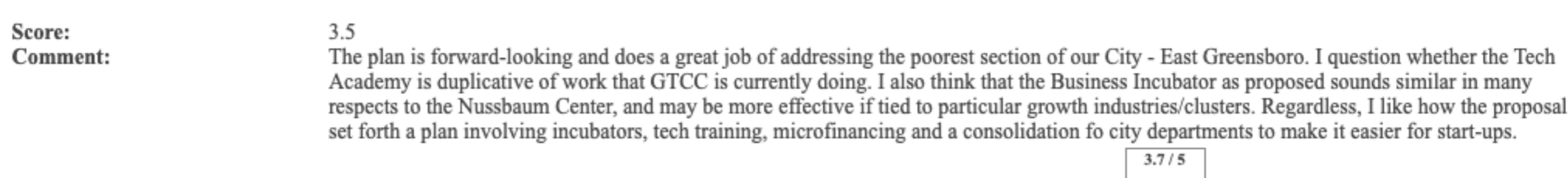
Is the Proposal/Plan offering a fresh and forward-looking approach that will lead to a clear set of strategically-aligned goals that other economic development initiatives have failed to deliver? Are the ideas and strategies submitted in the Proposal/Plan duplicative of existing plans or strategies being 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?



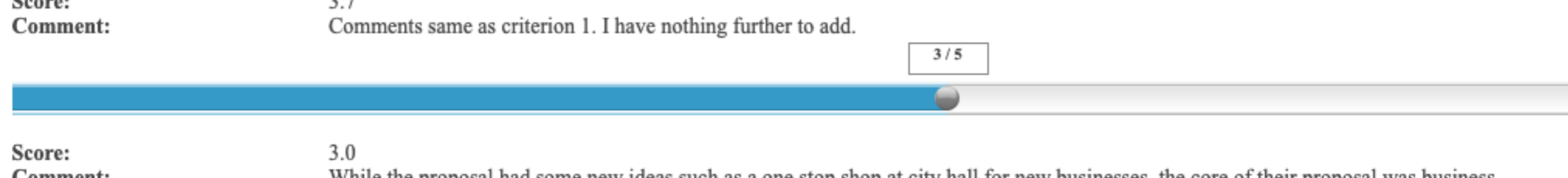
Score: 4.0
Comment: This proposal effectively identifies an important opportunity for the City of Greensboro to implement an 'economic gardening' approach to supporting the development of an entrepreneurial ecosystem approach that meets both community and economic development objectives, an approach that has been implemented to positive effect in other small and medium-sized cities seeking to build resilience and to encourage re-invention. The detailed description of four discrete but inter-related elements of an entrepreneurial strategy is very useful, and should be included in Greensboro's developing plans going forward. However, two aspects detract from the strength of the overall proposal. First, it does not demonstrate sufficient awareness of existing programs and how these can be modified and expanded to incorporate many of the activities proposed here. Second, rather than a broad strategic vision, the proposal is relatively narrowly focused on entrepreneurialism, assuming its ability to replace the economic activity in the region. This is problematic because it does not take into sufficient account the barriers faced by low income people, not does it acknowledge the need for broader integration with other economic development strategies required for true transformative potential in the region.



Score: 2.5
Comment: Proposal is very duplicative of existing plans and does not offer much in more effective and efficient ways to realize ED goals. It does provide information and metrics to measure results.



Score: 3.5
Comment: The plan is forward-looking and does a great job of addressing the poorest section of our City - East Greensboro. I question whether the Tech Academy is duplicative of work that GTCC is currently doing. I also think that the Business Incubator as proposed sounds similar in many respects to the Nussbaum Center, and may be more effective if tied to particular growth industries/clusters. Regardless, I like how the proposal set forth a plan involving incubators, tech training, microfinancing and a consolidation fo city departments to make it easier for start-ups.



Score: 3.7
Comment: Comments same as criterion 1. I have nothing further to add.



Score: 3.0
Comment: While the proposal had some new ideas such as a one stop shop at city hall for new businesses, the core of their proposal was business incubators which we already have. Their proposal would have been better if they had addressed our current program and made suggestions to make it better.