

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>

4.7 / 5

Score: 4.7
Comment: This plan delves significantly into local economic conditions, and recognizes the advantage that Greensboro is already participating in the global market. Weaknesses identified are lack of economic "specializations" while competing in the global market, and dependence on low wage/ low skills negative effects on local economy, as compared with other national areas.

4.1 / 5

Score: 4.1
Comment: The proposal summary accurately identifies the economic challenges facing the Greensboro region, the factors that contributed to the area's economic decline, and suggests solutions that would have a direct impact on the City.

4.6 / 5

Score: 4.6
Comment: While large in scope, the plan does take into account local economic conditions and focuses on existing and potential competitive advantages and is expected to result in direct economic benefits to the city. The plan identifies any number of local assets, economic strengths and weaknesses, and describes how the city can leverage its assets for economic benefit.

5 / 5

Score: 5.0
Comment: Excellent insights by using both local and national data.

3.1 / 5

Score: 3.1
Comment: The economic analysis was both comprehensive and sobering. The proposal correctly identifies a significant deterioration in job growth relative to other NC cities/regions. What's unclear is whether the proposal provides a solution. The proposal is long on developing assessments and strategies, but it seems to be selling the teams services as consultants.

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 measurable outcomes.</i>

4.3 / 5

Score: 4.3
Comment: Plan suggests investments can be minimal depending on programming choices. Could seek funding from the private sector, and will generate income from proposed user/event fees.

3.4 / 5

Score: 3.4
Comment: The proposal includes resources that are currently available in the Greensboro market, namely the existing public/private partnerships and the universities.

3.4 / 5

Score: 3.4
Comment: The plan does not require a large capital investment. The existing city resources appear to be in place and the timeline appears to be doable.

4.4 / 5

Score: 4.4
Comment: A strong overview of what needs to be done to move initiative forward but could have been even more specific on timeline.

2.5 / 5

Score: 2.5
Comment: The proposal does a great job identifying the problems we face, but it's unclear what the action plan is to address the obstacles other than more study. The team has impressive credentials and can be a valuable resource, but the proposal lacked specifics.

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>

4.3 / 5

Score: 4.3
Comment: This plan is comprehensive, and is greatly detailed. Statistics, and awareness of area's economic history, along with global economic view, set this proposal apart! It includes an economic strategy that is diverse, encompassing many key factors.

2 / 5

Score: 2.0
Comment: The proposal utilizes creative concepts in moving the economy forward but some that have been publically vetted by other organizations with the similar goal of revitalizing the local economy.

4.1 / 5

Score: 4.1
Comment: This is a big and bold initiative that offers a fresh and forward-looking approach that will lead to a clear set of strategically-aligned goals. The ideas and strategies submitted do not duplicate existing plans or strategies and lays out strategies that propose to utilize city and university resources in more effective and efficient ways.

4.7 / 5

Score: 4.7
Comment: The proposal is well done overall. The challenge will be in execution.

3.1 / 5

Score: 3.1
Comment: I thought the proposal was innovative in its analysis of the challenges our economy faces. When most people are looking to diversify job markets, the team proposes instead the need to specialize in fewer quality clusters. It's an innovative approach to a difficult situation.