

Normalized Scores 38.8

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>

2.9 / 5

Score: 2.9
Comment: I believe the concept behind this proposal is good. I agree that traditional retail business will continue to decrease. This Epicenter concept has value and should bring cash flow to the city area. But this is not as original a concept and I am not completely sure on the added cash flow in Greensboro and jobs obtained by this type of proposal.

3.2 / 5

Score: 3.2
Comment: This concept based on current and predictable trends and adaptable to surrounding neighborhoods is smart. Because the authors have identified target locations and the hypothetical composition of the Center for each, it is tailored to Greensboro, including providing for underserved neighborhoods and populations. While the retail concept is suitable for any city, I suspect that Greensboro would be a great test market for the model.

2.5 / 5

Score: 2.5
Comment: The proposal is for providing capital to specialized retail centers. The economic benefits would be the same as any other retail development provided by the private sector

1.9 / 5

Score: 1.9
Comment: I wouldn't say this proposal plays on any competitive advantages. It is hard to expect specific economic benefits to the retail component. And, no leveraging.

3.2 / 5

Score: 3.2
Comment: using retail models to stimulate the economy - do these jobs pay higher than the low-wage jobs the proposal criticized?

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>

2.9 / 5

Score: 2.9
Comment: I suspect that the leaders of this project can make it successful and that they do have the business background to understand the obstacles and make these centers profitable. The funding by this grant is much lower than the over all projected cost of the complete solution. So my assumption is that the leaders of this project already have the cash flow or credit to fund this type of project.

3 / 5

Score: 3.0
Comment: It doesn't appear that Lifestyle Destination Centers will be able to meet such an aggressive build-out plan on the strength of the prize money alone, and they don't say how much they would personally invest. I'm not convinced that the jobs created and tax base generated measure up to a sustainable economic development solution for our City. But I love the concept and feel it may be a realistic way to bring vitality and jobs to underserved neighborhoods.

1.9 / 5

Score: 1.9
Comment: This is simply a retail development that does not need any support from the city

1.5 / 5

Score: 1.5
Comment: No realistic timeframe to results. There is some research on retail growth, however this could be placed in any city and does not play off any specific strategies or assets.

2.3 / 5

Score: 2.3
Comment: not clear which/how many of the centers will be pursued - what the benefit/effect if each or a combination would be .

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 outline 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>

2.4 / 5

Score: 2.4
Comment: This is not a new concept. Its an old concept with a slight twist on how its delivered its target client. It does attempt to address the economic changes occurring in our retail market space in general. That forward thinking is going to be key for businesses going forward.

3.4 / 5

Score: 3.4
Comment: This proposal gives us a new approach to retail and social meeting places. To be really innovative, they could add van service to get kids after school, babysitting or mother's day out. They did not recognize churches as competition who are the current "lifestyle centers" in many neighborhoods who provide these services. I would like to see them pursue this concept, and even franchise it for other cities, but I am not convinced that it is the best use of the city's economic development resources. Once these locations are built out, how is it used to spur further growth?

2.5 / 5

Score: 2.5
Comment: They are proposing a different style of retail development but in my opinion, very high risk.

2.1 / 5

Score: 2.1
Comment: Not strategic or innovative. I sort of understand the strategy but it seems more like an estimated guess.

3.1 / 5

Score: 3.1
Comment: entrepreneurship is a fresh approach for Greensboro - how can we support more business start ups and a culture of ownership?