

Normalized Scores 36.2

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?

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>
		2.1 / 5		
Score:	2.1			
Comment:	This proposal is based on long-term yields, and adequately addresses the first two parts of this question, However, I feel it lacks clear explanation on how the City can leverage assets in order to implement such a significant undertaking.			
		2.3 / 5		
Score:	2.3			
Comment:	The proposal identifies the under-utilization of PTI Airport and the possible economic benefits to the community if implemented.			
		2.7 / 5		
Score:	2.7			
Comment:	The proposal addresses existing and potential competitive advantages and indicates direct economic benefits to the city and surrounding areas. It identifies local assets - in particular the airport. It does address how to leverage the assets and economic benefits.			
		2.8 / 5		
Score:	2.8			
Comment:	The linkage to Greensboro economic challenges was not too clear.			
		2.3 / 5		
Score:	2.3			
Comment:	Proposal referenced four strategic plans and built on the aviation cluster idea and focused on the potential for job growth. The plan also referenced the potential impact on area universities. The applicants show a commanding knowledge of Helicopter Repair, they fell short of convincing me it was born out of any current activities in the area. it seemed arbitrary why this was the right solution for Greensboro.			

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>
		2.3 / 5		
Score:	2.3			
Comment:	The proposal is candid in the fact that it will take a significant amount of time, and investment. It covers several solutions to likely occurring obstacles. (hangar inadequacies, possible need for recruitment of those currently skilled in helicopter repair, possible need to purchase existing repair outfits, and underscores the rapid changes in technology.			
		2.4 / 5		
Score:	2.4			
Comment:	The proposal presents a feasible plan. Care was taken to outline the merits of a helicopter repair station and how it could help revitalize the PTI Airport and surrounding area.			
		2.3 / 5		
Score:	2.3			
Comment:	I don't understand the process for how this project will be funded with over \$1,000,000 in start up costs and continuing funding until it gets on its feet.			
		2.3 / 5		
Score:	2.3			
Comment:	The proposal does not address obstacles and ways to overcome them in great detail.			
		1.9 / 5		
Score:	1.9			
Comment:	It's clear how much the applicants know and care about helicopter repair. They identify what could be a tremendous opportunity, but the challenges identified seem almost insurmountable. Costs we estimated in the millions -- at one point suggesting \$50 million to purchase and relocate a phase of the project might be feasible. There was also a quick reference for the need to change flight rules at PTI that would need to be explored further.			

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>
	1.6 / 5			
Score:	1.6			
Comment:	Considering usable space at GSO, and other identifiable areas within the city, our current transportation access(train, trucking), use of higher ed./tech schools, this plan seeks to utilize city resources, to reach economic development goals. The plan has similarities to the development of Honda Jet (IMO), but is also different in that it seeks to do helicopter repair in a way that is not currently done globally.			
			3.8 / 5	
Score:	3.8			
Comment:	The proposal introduces a novel concept to the area, helicopter repair, and strategizes how to implement the plan using local institutions of higher learning and PTI Airport.			
		2 / 5		
Score:	2.0			
Comment:	This is a unique and fresh plan that utilizes the already developing ideas of GSO's airport becoming a logistical center. It does not duplicate any any existing plans or strategies being utilized by the city. If successful, it will have a positive impact, but I'm not sure of its viability based on funding. In comparison to other projects, it is much narrower in its scope.			
		2.4 / 5		
Score:	2.4			
Comment:	It is unclear how this proposal is closely aligned with the overall economic challenges and opportunities in Greensboro.			
		3 / 5		
Score:	3.0			
Comment:	Creating a Helicopter Repair Station is an innovative idea for branding our city within the aviation industry. The applicants clearly have a deep understanding of the industry and offer a novel approach -- one that might ultimately prove successful -- but as was mentioned in the proposal, the start-up costs are well over \$1 million and the reward is long term.			