

**The Essex County New York
2024
Agricultural Producers Revitalization
Microenterprise Grant Program
Rubric**

Project Impact	Points Awarded
<p>Are the improvements (ex: purchase of new equipment, expanded and improved marketing and outreach to new markets, new local fresh products) likely to create economic opportunities that are sustainable over the next 10 years or more? 1-10 points: (Note: 1 being less likely and 10 being highly likely to)</p>	
<p>Is the project consistent with maintaining and enhancing the environmental quality of the Park and/or will it reduce carbon emissions? 1-5 points: (Note: 1 being less likely to enhance and 5 being highly likely to)</p>	
<p>Does the project repair damage from prior storm events and/ or increase resiliency to future storms or otherwise adapt climate change? 1-5 points: Note: 1 being adequate and 5 being highly likely to encourage.</p>	
<p>Will the project benefit the quality of life for residents of the Park? 1-5 points: Note: 1 being less likely and 5 being highly likely to.</p>	
<p>Is the project likely to leverage positive improvements, such as community enhancements, future investments and/or economic activity due to its high profile, creative, strategic location, exposure and buy-in via partnerships, effectiveness, replicability and/or necessity? 1-5 points: Note: 1 being less likely and 5 being highly likely to</p>	
<p>Will the project enhance the tourism economic sector by contributing to the establishment of tourism amenities, support services, attractions, accommodations, or infrastructure? 1-5 points: Note: 1 being project will provide minimal benefit and 5 being project will provide greater benefit.</p>	
<p>Will project advance the number of seasons that businesses will be active, develop new uses for existing resources, and/or add value to current economic outputs to keep profits in the region? 1-5 points: Note: 1 being project will provide minimal benefit and 5 being project will provide greater benefit.</p>	
TOTAL (maximum award 40 points)	

Cost Effectiveness Criteria: All eligible applications will be scored on these criteria. Applicants must provide documentation to support the project budget, such as standard government wage rates, current market prices for equipment, and cost-estimates from potential suppliers (total maximum points 20).

Project Context & Success <i>**CHOOSE ONE ONLY**</i>	
Project's budget is exceptionally cost-effective, well-balanced and does not contain extraneous expenses. Funding is accurately described.	<input type="checkbox"/> 20 points
Project's budget is of above average cost-effectiveness	<input type="checkbox"/> 15 points
Project's budget is of average cost-effectiveness	<input type="checkbox"/> 10 points
Project's budget is of below average cost-effectiveness	<input type="checkbox"/> 5 points
Project's budget is not cost-effective, or is extraneous or excessive	<input type="checkbox"/> 0 points

TOTAL POINTS FOR BUSINESS: _____

**The Committee will review all projects to determine the financial feasibility of a project and what, if any other feasibility issues exist. This will be a comparative measure of all projects in the eligibility pool with the greatest number of points being awarded to the project with the greatest feasibility or least number of feasibility issues. The long-term feasibility of the business will be assessed under these scoring criteria. Maximum points awarded will be 60.*