

EXHIBIT H - PROPOSAL EVALUATION CRITERIA MATRIX

Criteria	Maximum Points	Points Received
1. Consistency with the City's Project Goals as Outlined in Part 1.B <ul style="list-style-type: none"> ● Catalyst Project - Proposal provides a catalyst site that spurs high-quality development in the surrounding area and fits seamlessly into the existing character. ● Vitality – Proposed development builds off the energy of current community serving establishments, is a resource for the local community and creates a corridor full of vitality and excitement. ● Quality Design - Overall quality of design of the development. ● Experience - Past performance of individuals or project team on similar projects. ● Timing - Evaluation of the achievability of the Proposer's time schedule and the Proposer's ability to complete the project satisfactorily in a timely manner. ● WCMRAP Goals – Proposal achieves the goals and objectives described in the WCMRAP. 	 50 30 30 20 10 40	 _____ _____ _____ _____ _____ _____
2. Benefit to the Surrounding Community <ul style="list-style-type: none"> ● Proposed benefit to the community, as compared to the City's investment in the project. (Removal of blight, creation of jobs, promotion of economic development, etc.) 	20	_____
3. Financial Structure <ul style="list-style-type: none"> ● Evaluation of project budget, including (but not limited to) construction, soft costs, developer fee, initial reserve amounts, and financial feasibility. ● Evaluation of operating pro-forma, including income expenses, reserve contributions, debt payments, etc. 	 20 20	 _____ _____
4. Financial Capacity <ul style="list-style-type: none"> ● Provided adequate information showing evidence of interest from all proposed financial sources for the Proposer's redevelopment. ● Proposer demonstrates adequate financial risk in the Project. ● Proposer demonstrates adequate financial capacity to develop the proposed Project (evaluated through information provided in response to Other Financial Obligations, Financing References, and Financial Statements) 	 10 20 20	 _____ _____ _____
6. Project Details <ul style="list-style-type: none"> ● Achievability of any proposed zone change or variance (Proposers that do not require a zone change or variance will automatically receive full points for this category). 	10	_____
TOTAL POINTS	300	_____

Completeness of the proposal will be evaluated within all of the above criteria.