

BLUEPRINT 2.0 SELECTION CRITERIA



QUALIFYING QUESTIONS (YES/NO)

1. Did the community describe how their community/region is rural and/or distressed in nature?
2. Did the community apply through their local economic development entity (EDO; municipal or county administration)?
3. Community certifies willingness to complete surveys and submit quarterly reporting for a two-year period.

CRITERIA	INSUFFICIENT ★	NEEDS IMPROVEMENT ★★★	ACCEPTABLE ★★★★	STRONG ★★★★★	DISTINGUISHED ★★★★★
ALIGNMENT WITH ECONOMIC DEVELOPMENT GOALS	Project application goals do not meet the intent of the selected initiative, nor do they align with community economic development goals.	Project application goals somewhat in line with the intent of the initiative and community economic development goals, but could be improved.	Project application goals sufficiently in line with stated economic development goals and the intent of the selected initiative.	Project application goals are fully aligned with both the selected initiative and stated economic development goals, representing a strength of the application.	Project application goals are in perfect alignment with both the vision and intent of the selected initiative, and existing economic development goals of community. A distinguishing element of the project application.
POTENTIAL FOR SUCCESS/IMPACT	Project application does not provide adequate evidence or show promise of desired initiative impact.	Project application provides some indication of impact and how that impact would be measured, but not a strength of application.	Project application provides sufficient evidence of community/region impact through the project, with some measures of success. Neither a strength or weakness of application.	Project application demonstrates potential for real and lasting impact of project, with robust measures of success. A strength of the application.	Project application demonstrates that this project has exceptional/transformational impact potential for the community/region, with clear measures of success. A major strength of the application.
EVIDENCE OF PREVIOUS SUCCESS IN COMMUNITY-DRIVEN EFFORTS	Project application does not provide evidence of any previous effort or progress in implementing a community-led effort.	Project application shows some evidence of past work, but efforts were inconsistent or unsuccessful.	Project application shows an acceptable level of previous effort and progress, giving some level of confidence that there is momentum required for implementation.	Project application shows strong evidence of previous work, providing a robust base of community support and previous success.	Project application demonstrates the success of past efforts, showing a strong and engaged community/region. A real distinguishing component of the application.
DEMONSTRATION OF SIMILAR WORK AND SUBJECT-MATTER FAMILIARITY	Community has never before attempted a similar effort and is unfamiliar with the initiative subject matter.	Community has basic knowledge of the subject matter acquired through previous related efforts but were unable to maintain momentum.	Community demonstrates adequate understanding of the subject matter through previous related efforts of varying levels of success.	Community demonstrates confident knowledge of the subject matter gained through previous successful efforts related to the initiative target.	Community is already engaged with projects parallel to the initiative, showing strong subject matter expertise, motivation and commitment. A notable advantage of the application.

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	★	★★★	★★★★	★★★★★	★★★★★
LOCAL CHAMPION	Project leader not well-suited to effectively drive project forward.	Some concerns exist regarding the ability or fit of the project leader to move the project forward and to meet project goals.	Project leader seems reasonably matched to the project and in a position to effectively move the project forward.	Project leader is a strong fit for moving the project forward, with evidence of past appropriate leadership experience and respect among partners.	Project leader is outstanding, with track record of effectiveness and is a major asset to the project application.
APPLYING TEAM	Project team does not demonstrate sufficient partnership and/or strength of members to deliver on project goals.	Project team is relevant to project, but past collaboration and partnership not evident--not a strong point of application.	Project team is appropriate to the proposed project, with some evidence of past partnership and relevance to project goals.	Project team consists of a robust set of applying partners relevant to the needs of the project with meaningful evidence of strong working relationships between partners.	Project team is exceptional, representing a real strength of the application. Application provides evidence of past effectiveness of collaboration, and the right team members are at the table.
EVIDENCE OF COMMUNITY/ REGIONAL SUPPORT	Project application does not demonstrate sufficient evidence of community/region interest and support.	Project application provides some evidence of community/region support, but raises concerns about the project having sufficient buy-in of community/region to be successful.	Project application provides sufficient evidence of community/region support and interest in the proposed project.	Project application provides strong and supportive evidence that larger community/region support is in place and that the project is desired in the community/region.	Community/region support for this project is overwhelming and represents a real strength of the application. This community/region is completely bought into and supportive of the project.
FINANCIAL VIABILITY	Project does not appear to be sustainable beyond initiative.	Project appears to have some viable funding streams or support, but funding viability is not secured and presents some level of concern that the project will be sustainable.	Project appears to have sufficient funds or a sustainability plan to support the project. Other funding applications may have been submitted, etc. Some level of funding risk still exists.	Project appears to have access to strong and stable funding, extending beyond the duration of the Blueprint 2.0 initiative. A strength of the application.	Project is fully funded and there are no concerns about the viability and sustainability of the project over time. This criteria distinguishes the project from others.
OVERALL STRENGTH OF APPLICATION	Application incomplete and of low quality.	Application mostly complete and meets basic criteria, but does not inspire confidence in the quality of the work.	Application is complete, and quality is sufficient and of acceptable levels of clarity and professionalism.	Application inspires confidence in the project, demonstrating high levels of effort and thought in its preparation. A strength.	Application quality is exceptional in every way, and distinguishes the applicant from others.

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<p>BRAND BUILDING FOR COMMUNITIES</p>	<p>★</p> <p>Applicant does not link the application to the applying community/region's goals.</p>	<p>★★★</p> <p>Applicant's connections between community/region goals and the application are weak.</p>	<p>★★★★</p> <p>Applicant sufficiently links community/region goals to their application.</p>	<p>★★★★★</p> <p>Applicant makes strong connections between community/region goals and their application.</p>	<p>★★★★★</p> <p>Applicant makes clear that this initiative directly reinforces and contributes to community/region goals. This criteria distinguishes this applicant from others.</p>
<p>CERTIFIED SMALL BUSINESS COMMUNITY</p>	<p>Applicant has not established a comprehensive strategy for growing the entrepreneur community.</p>	<p>Applicant has begun to identify local resources and assets to assist local entrepreneurs.</p>	<p>Applicant has completed a comprehensive strategy including areas of opportunity and strategic plans for gaps in entrepreneur services.</p>	<p>Application has a comprehensive entrepreneurship growth strategy including plans for telecom broadband, streamlined business permitting and business retention/expansion.</p>	<p>Applicant has completed an overall strategic action plan that highlights the technical assistance and financial assistance needed to fill gaps in entrepreneur services and demonstrates community willingness to participate by listing assets available for project and history of working to improve its community.</p>
<p>COMMUNITY PLACEMAKING</p>	<p>Application does not describe placemaking goals, broad community support and buy-in, and existing plans or activities.</p>	<p>Application minimally describes placemaking goals, broad community support and buy-in, and existing plans or activities.</p>	<p>Application sufficiently describes placemaking goals, broad community support and buy-in, and existing plans or activities.</p>	<p>Application thoroughly describes placemaking goals, community support and buy-in, and existing plans or activities.</p>	<p>Application shows a strong strategic focus on placemaking goals, community support and buy-in, and existing plans or activities.</p>
<p>COWORKING 101</p>	<p>Application has not established need/desire for a coworking space, nor identified potential locations.</p>	<p>Application has begun to identify the need among community members or chosen possible locations but has not done both. Community is still in the exploratory phase.</p>	<p>Application has adequately identified both the need for a coworking space and has identified potential locations.</p>	<p>Application has demonstrated the need for a coworking space through strong relationships with the remote working community, has sufficiently measured the desire/need, and has identified viable locations that may have some significance to the community.</p>	<p>Application demonstrates a strong understanding of the unique workforce needs of remote workers, has accurate measures of the number of remote workers the community needs to serve, & is engaged in a cooperative community effort to open a coworking space. Community has identified or is currently working with locations that are centralized and/or endearing to the community.</p>
<p>CREATIVITY LAB OF COLORADO</p>	<p>Application does not describe placemaking goals, broad community support and buy-in, and existing plans or activities.</p>	<p>Application minimally describes placemaking goals, broad community support and buy-in, and existing plans or activities.</p>	<p>Application sufficiently describes placemaking goals, broad community support and buy-in, and existing plans or activities.</p>	<p>Application thoroughly describes placemaking goals, community support and buy-in, and existing plans or activities.</p>	<p>Application shows a strong strategic focus on placemaking goals, community support and buy-in, and existing plans or activities.</p>

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DATA-DRIVEN APPROACH TO ECONOMIC DEVELOPMENT 	Application does not show the need for a data-backed strategy in their community and do not commit to future data collection.	Application shows the need for a data-backed strategy but doesn't show how data could solve problems.	Application shows the need for a data-backed strategy and how data fill current gaps in knowledge.	Application shows a clear need for a data-backed strategy fill current gaps in knowledge. Team is committed to future data collection and customer feedback.	Application shows a clear need for a data-backed strategy fill current gaps in knowledge. Team is committed to future data collection, customer feedback and is action oriented.
FILM AND MAJOR PRODUCTION 	Application does not establish unique location characteristics, identify adequate infrastructure, or demonstrate the flexibility needed to accommodate film productions.	Project team is relevant to project, but past collaboration and partnership not evident-- not a strong point of application.	Application has established unique location characteristics, but does not identify adequate infrastructure, or demonstrate the flexibility needed to accommodate film productions.	Application has established unique location characteristics, identifies adequate infrastructure has some ability to tap into incentivized production, and demonstrate strong flexibility to accommodate film productions.	Application has established multiple unique location characteristics, has more than adequate infrastructure, has a strong ability to tap into incentivized film production, and strongly demonstrates the ability to adapt to the quick and changing nature of film productions with little to no community resistance.
GROW YOUR OUTDOOR RECREATION INDUSTRY 	Application does not identify any baseline comparison.	Application indicates low effort in identifying/ describing peer markets or industries.	Application has sufficiently identified points of comparison in outdoor recreation.	Application demonstrates strong and thorough work in identifying peer markets and industries as baseline.	Application establishes a near- perfect understanding of other peer markets/ industries that can serve as a baseline of comparison for the applicant.
TINY HOMES WORKSHOP 	Application does not describe housing-related plans, studies, or efforts that support the community interest in and need/market for tiny houses.	Application minimally describes housing-related plans, studies, or efforts that support the community interest in and need/market for tiny houses.	Application sufficiently describes housing-related plans, studies, or efforts that support the community interest in and need/market for tiny houses.	Application thoroughly describes housing-related plans, studies, or efforts that support the community interest in and need/market for tiny houses.	Application shows a strong strategic focus on tiny homes in housing-related plans, studies, or efforts for this housing type.
TOURISM PROMOTION AND DEVELOPMENT 	Application does not demonstrate strong community support for receiving 100 hours of mentoring from a peer expert or appropriate reporting capabilities. Application does not identify leaders committed for one year to the successful completion of this project.	Application indicates a low level of community support for receiving 100 hours of mentoring from a peer expert and a low level of reporting capabilities.	Application has sufficiently described community support for receiving 100 hours of mentoring from a peer expert and demonstrates sufficient reporting capabilities. Application indicates leaders committed for one year to the successful completion of this project.	Application shows strong community support with engaged leaders committed to project for one year, clearly developed measurements for success and strong reporting capabilities.	Application thoroughly describes a highly engaged community with specific local leaders dedicated to the successful completion of this project. Application thoroughly describes a high level of understanding the clear measurements needed for success and identifies the reporting capabilities needed to so.