



Storefront Improvement Program – Evaluation Form

Applicant Name:

Evaluator's Name:

Eligibility Checklist

- In area between 1st to 10th Avenue and Cowles Street to Noble Street? YES NO
- Property owner consent? YES NO
- Meets match requirement? YES NO
- Commercial or eligible non-profit activities? YES NO

Evaluation

0 – Very Poor, 1- Poor, 2 – Below Average, 3 – Average, 4 – Above Average, 5 – Exceptional

1. Amount of improvement to the area: Score: _____
2. Anticipated positive economic impact: Score: _____
3. The type and level of attraction the site will draw: Score: _____
4. Project's amount of aesthetic transformation: Score: _____
5. Prominence of the location: Score: _____
6. The long-term durability and sustainability of the project: Score: _____
7. Any contribution to public safety derived from the project: Score: _____
8. Alignment with Downtown 2040 plan: Score: _____
9. Collaboration with other downtown activities: Score: _____
10. Year around vitality of enhancement Score: _____

Total Score: _____

Funding Recommendation and Reason

Recommended for funding at this time?

YES NO

Reason: