



SELECTION CRITERIA GUIDELINES

When completing your Business Plan Concept, take into consideration the following elements, as they will be used as guidelines for evaluation.

Viability of Concept:	Will the products or services being offered be supported by Downtown's market? Is the concept a good fit for Downtown?
Experience:	Does the applicant have relevant experience and a perceived ability to execute plan? Is there a strong management team in place?
Resources:	Is there a reasonable 3-year projection that supports ongoing access to necessary resources? Is there a plan to continue reinvestment back into the business?
Business Plan:	Have you taken the time to research and analyze the facts, is there a well-developed and clear strategy for the business concept's success and profitability? Have you participated in any business workshops or consulting services (SCORE, Sacramento State's Center for Small Business)?
Operating Practices:	Businesses planning to be open extended regular operating hours such as evenings and weekends will score higher.
Uniqueness of Use:	Concepts, which are new to Downtown and provide a diverse and unique offering to the downtown marketplace, will rate higher scores.
Job Creation:	The ability of the business to employ more individuals, specifically Sacramento residents, will earn them higher scores.
Investment:	The amount of investment by the owner will be considered as important.
Independent/Destination:	Retail concepts that independently serve as a draw for a tremendous amount of unique traffic will be given additional consideration.
Community Development:	How will the business participate in Downtown activities, connect with the community and contribute to the development of Downtown?