GO Virginia Competitive Planning Application Review Scoring Rubric

App Deadline	
Project Name	
Applicant	
Participating Regions	(1) (2) (3) (4) (5)
Local Participants & Form of Participation	(1)* (2)* (3) (4) (5)
Private Industry Partners	(1) (2) (3) (4) (5)
Higher-Ed Partners	(1) (2) (3) (4) (5)
Other Partners	(1) (2) (3) (4)

Investment Strategy	
( ) Site & Infrastructure Development	( ) Workforce Development
( ) Entrepreneurship & Innovation	( ) Cluster Scale-Up

Program Requirements	
( ) $2:1 Non-State Match	( ) Local Match
( ) High-Wage Job Creation	( ) Local Participation
( ) Traded-Sector	( ) Demonstrates Economic Impact
( ) Private-Industry Demand	( ) Financial Sustainability
( ) Multiregional Collaboration	

Budget Overview	
Total Requested:	$
Total Match:	$
Local Match: **(% of Ask)**	$ %
Private Match:	$
Non-Profit Match:	$
Federal Match:	$
Other Match:	$
Other State Funds:	$

Economic Impact (40 points):

(1) Goals & Strategies			
This criterion assesses the potential economic benefits of the proposed project and its alignment with regional priorities. This evaluation category also addresses the demonstrated line-of-sight to a GO Virginia Competitive implementation project.			
Project does not align with GO Virginia mission or regional priorities.	*The project aligns with the GO Virginia mission and regional priorities, but does not demonstrate how the planning activities will result in an actionable GO Virginia Competitive implementation project.*	*The project aligns with the GO Virginia mission and regional priorities; however, demonstration of how planning activities will result in a fundable GO Virginia Competitive implementation project is vague*	*The project aligns with the GO Virginia mission and regional priorities and clearly demonstrates a potential line-of-sight to a GO Virginia Competitive implementation project.*
0	7	14	20
(2) Products & Outcomes			
The project application should include products and/or outcomes that will result from the scope of work of the project. These products and/or outcomes should be geared toward preparing the project team for a future GO Virginia Competitive implementation project.			
The project does not include a description of the products and/or outcomes that are anticipated to result from the project's scope of work.	*The project does not sufficiently demonstrate how the proposed products and/or outcomes will position the project for a future GO Virginia Competitive implementation project.*	*The project reasonably demonstrates how the proposed products and/or outcomes will contribute to positioning the project team for a future GO Virginia Competitive implementation project.*	*The project presents detailed, action-oriented deliverables—including a defined scope of work, timeline with milestones, and draft budget or fundraising strategy—that position the team well for a future GO Virginia Competitive implementation project.*
0	7	14	20

Subtotal		**/40**

Regional & Interregional Collaboration (30 points):

(3) Regional Collaboration			
Projects should demonstrate strong participation from multiple localities in multiple GO Virginia regions. Successful applications show meaningful, strategic collaboration, with local partners actively involved in project development and implementation, and clear evidence that the effort complements—not duplicates—existing programs.			
The project does not include multi-regional collaboration among at least two localities in each partnering region.	*The project includes support from two or more localities in multiple GO Virginia regions; however, the project does not clearly establish how these localities helped to develop the project or how the localities will meaningfully participate in the project's scope of work.*	*The project includes support from two or more localities in multiple regions that have participated in the development of the project and how they will meaningfully participate in the project's scope of work. However, the application does not clearly assess existing regional efforts that may duplicate or complement the proposed project,*	*The project includes participation from two or more localities across multiple regions, each of which contributed to the project's development and has outlined how they will meaningfully participate in the scope of work. The application also demonstrates a strong understanding of existing regional initiatives and clearly explains how the proposed activities will complement, rather than duplicate, those efforts.*
0	7	14	20

(4) Regional Priorities		
Strategies should align with the Growth & Diversification Plan for each region, and the targeted growth industries outlined in those plans. Projects impacting more than one region in a manner consistent with each region's Growth & Diversification Plan shall score higher. Where applicable, projects may also show alignment with other significant regional strategies (such as TPI or REI). Projects that impact more than one region in ways that are consistent with each region's strategies will score higher.		
The project does not align with the target traded industry clusters and strategies in each participating region's G&D Plan(s).	*Alignment with the regional Growth & Diversification Plans is unclear. The project does not demonstrate a cohesive scope of work that addresses shared traded industry clusters across all participating regions. Instead, it aligns with different targeted industries in each region without a clear collaborative strategy connecting the project activities.*	*Project clearly aligns with the target industries and diversification strategies outlined in the G&D Plan(s) for each participating region. There is a clear shared scope of work among the regions that will result in multi-regional growth and collaboration of similar industries.*
0	3	5

(5) Partnerships & Coordination			
Projects should demonstrate the involvement of businesses, colleges and universities, and other public and private entities within the region in the conceptualization and implementation of the project. Projects demonstrating cost efficiencies, repurposing of existing funds, and leveraging of existing assets shall be given special consideration in scoring. The project should not be duplicative of existing efforts, programs, or funding streams.			
Few or no partners have been identified, and there is little evidence of coordination.	*Partners are named, but roles are vague or limited; coordination mechanisms are unclear.*	*Several partners are engaged with defined roles, and some coordination structure is in place. There is limited evidence of leveraging assets or avoiding duplication of existing efforts.*	*There is a strong set of partners with defined roles, (i.e supported by an executed MOU). The project demonstrates clear coordination mechanisms, leverages existing assets and plans, and shows how its activities complement—rather than duplicate—existing efforts.*
0	1	3	5

Subtotal		**/30**

Project Readiness (20 points)

(6) Timeline & Milestones			
Applicants should have the capacity and experience to implement the proposed scope of work, and this should be demonstrated through a track record of experience and work completed to date, including experience leading planning activities that have led to action-oriented deliverables and participation in follow-on implementation efforts. Projects should reflect a realistic timeline for project milestones, with drawdowns planned accordingly and on a reimbursement basis.			
Timeline exceeds the 1-year grant period, and/or no milestones have been established.	*The timeline is unrealistic. Milestones have been identified but are underdeveloped or not relevant.*	*The timeline and/or milestones may be optimistic, but the applicant has identified potential delays or barriers, but has not identified potential mitigation strategies.*	*The timeline and/or milestones are realistic. The applicant has identified potential delays or barriers and potential mitigation strategies.*
0	4	7	10

(7) Budget & Match			
Applications shall present a comprehensive budget with adequate matching resources and sufficient cash to address changes to the project costs or scope. Match shall include only what is reasonable and necessary for the project at hand. Match shall not include state resources. All funds shall be documented through letters of commitment, match verification forms, or other relevant documentation outlining the availability of the necessary matching funds.			
The project has inadequate resources to cover the scope of work. Matching resources are not relevant or necessary for the project.	*The project's resources may cover the scope of work, but the match relies heavily on in-kind contributions with little available cash to address unexpected costs.*	*The application includes a comprehensive budget with relevant and sufficient matching cash and in-kind resources to cover the scope of work and changes.*	*The application includes a comprehensive budget with relevant and well-documented match. Project demonstrates strong financial capacity with more than sufficient cash resources committed.*
0	4	7	10

Subtotal		**/20**

Project Demand (10 points)

(8) Demand		
Projects shall demonstrate a demand from private industry partners for a problem that currently exists. Demand should be demonstrated through letters of support and/or commitment for private industry partners.		
The project does not demonstrate private industry demand for the project activities and/or outcomes, and it is not clear what problem needs to be solved.	*The project demonstrates a quantitative or qualitative analysis of the need for the project; however, it lacks demonstrated demand from private industry partners across all participating regions.*	*The project demonstrates a strong quantitative and qualitative demand for the project, including commitments to participate from multiple private industry partners across all participating regions.*
0	5	10

Subtotal		**/10**

Economic Impact		**/40**
Regional and Interregional Collaboration		**/30**
Project Readiness		**/20**
Project Demand		**/10**
PROJECT TOTAL		**/100**