

## APPLICANT INTERVIEW SCORING RUBRIC - OFF SALE

<b>Rating (% of Points)</b>	<b>Definition of Criteria</b>	<b>Point Range</b>
<b>EXCEPTIONAL</b> 90 – 100%	The response has exceptional merit and reflects an excellent approach which should clearly result in the superior attainment of all requirements and objectives of the City. The response includes numerous strengths and no weaknesses or deficiencies. The response is clear and precise, fully supported, and demonstrates a complete understanding of WMC and ABC requirements.	923 – 1,025
<b>GOOD</b> 81 – 90%	The response demonstrates a sound approach which is expected to exceed all requirements and objectives of the City. As a result, the response provides advantages, and few disadvantages. The response is clear and precise, supported, and demonstrates a clear understanding of WMC and ABC requirements.	831 – 923
<b>ACCEPTABLE</b> 80%	The response demonstrates an approach which is capable of meeting all requirements and objectives of the City. The response is clear and precise, supported, and demonstrates a clear understanding of WMC and ABC requirements.	820

<b>Category</b>	<b>Total Points</b>	<b>Interview (40% weight)</b>	<b>Application (60% weight)</b>
Location	130/150	60/60	70/90
Business Plan	213/275	110/110	103/165
Neighborhood Compatibility Plan	325/375	150/150	175/225
Safety and Security Plan	210/225	90/90	120/135
<b>Total Points</b>	<b>878/1025</b>	<b>410/410</b>	<b>468/615</b>
Bonus Points	20/150	10/60	10/90
<b>Total + Bonus Points</b>	<b>898/1175</b>	<b>420/470</b>	<b>478/705</b>

**Total Points:** 878/1025 Points

**Bonus Points:** 898/1175 Points