

## APPLICANT INTERVIEW SCORING RUBRIC - ON SALE

<b>RATING</b> (% of Points)	<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.	1,238 – 1,375
<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.	1,113 – 1,238
<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.	1,100

<b>Category</b>	<b>Total Points</b>	<b>Interview (40% weight)</b>	<b>Application (60% weight)</b>
Location	200/200	80/80	120/120
Business Plan	330/350	140/140	190/210
Neighborhood Compatibility Plan	330/375	150/150	180/225
Safety and Security Plan	390/450	180/180	210/270
Bonus Points	60/150	30/60	30/90

Total Points - 1310/1375 Points  
 Bonus Points - 1370/1525 Points

Business: 1702 Freedom Blvd – Vallarta and Sayulitas