

APPLICANT INTERVIEW SCORING RUBRIC - ON SALE

RATING (% of Points)	DEFINITION OF CRITERIA	POINT RANGE
EXCEPTIONAL 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
GOOD 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
ACCEPTABLE 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

Category	Total Points	Interview (40% weight)	Application (60% weight)
Location	175/200	80/80	95/120
Business Plan	310/350	140/140	170/210
Neighborhood Compatibility Plan	345/375	150/150	195/225
Safety and Security Plan	450/450	180/180	270/270
Bonus Points	5/150	0/60	5/90

Total Points - 1280/1375 Points
 Bonus Points - 1285/1525 Points