

ODAN Applications Rubric

This rubric is designed to be a reference for Indiana Main Street Scoring Committee members as they review and score applications. The scores provided for each question are scaled benchmarks. Committee members may choose to assign any score within the ranges listed.

General Information

Is the Main Street's website up to date with new and pertinent information (Logos and current point of contact)?	0 No organization website or information has not been updated for in over a year.	3 Organization's website is updated but missing some critical information.	5 Organization's website is up to date, clear and easy to navigate.
Is the organization's social media up to date and active?	0 No organization social media or information has not been updated for in over a year.	3 Organization's social media has not been active for the past three months.	5 Organization's website is up to date and active with information.

The Organization

Is the organization's mission clearly defined and confirms the purpose of the organization with adoption/review date?	0 The organization's mission was not provided, clearly defined or confirm the purpose of the organization.	5 The organization's mission was not clearly defined or confirm the purpose of the organization.	10 The organization's mission clearly defined and confirm the purpose of the organization.
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Is the vision statement clearly defined and confirms the purpose of the organization with adoption/review date?	0 The organization's vision statement was not provided, clearly defined or confirm the purpose of the organization.	5 The organization's vision statement was not clearly defined or confirm the purpose of the organization.	10 The organization's vision statement clearly defined and confirm the purpose of the organization.
How well is the organization communicating its mission, vision and goals to the community?	0 No communication with the community about its mission, vision or goals.	3 Communication tools are not completely being used to communicate the mission, vision or goals.	5 Organization is using all its communication tools to communicate the mission, vision or goals.
Are the organization's by-laws, clearly defined and understandable and approved within the past year?	0 The organization's by-laws are not available, not clear nor understandable and not approved within the past year.	3 The organization's by-laws are available, but not clear or understandable or not approved within the past year.	5 The organization's by-laws are clear and understandable and approved within the past year.
Are the organization's Policies and Procedures clearly defined and understandable and approved within the past year?	0 The organization's Policies and Procedures are not available, not clear nor understandable and not approved within the past year.	3 The organization's Policies and Procedures are available, but not clear or understandable or not approved within the past year.	5 The organization's Policies and Procedures are clear and understandable and approved within the past year.
Board of Directors & Committees Rosters			

Does the board of directors' roster include the four key officer positions with contact information and term limits.	0 The board of directors' roster is not present or missing the four key personal, contact information and/or term limits	5 The organization is missing either the four key personal, contact information and/or term limits.	10 The board of directors' roster include the four key positions, with contact information and term limits.
Does the organization have committees representing the four-point approach (Design, Organization, Promotion, Economic Vitality).	0 The organization does not have committees.	5 The organization has committees, but they only represent one or two aspects of the four-point approach.	10 The organization has committees and they represent the four-point approach.
Does the organization have a volunteer recruitment plan in an IMS workplan format.	0 The organization does not have a volunteer recruitment plan.	5 The organization has a volunteer recruitment plan but not in workplan format.	10 The organization has a volunteer recruitment plan in workplan format.
Map			
Does the organization have a clear and legible map that clearly identifies the main street district.	0 The organization does not have a clear and legible map.	3 The organization's map is difficult to read or does not indicate key features or roads.	5 The organization's map is clear and legible. It clearly identifies the main street district.
History on the Main Street			

Does the organization have a building(s) on the National Register of Historic Places with documents provided by SHAARD	0 The organization does not have a building/district on the National Register of Historic Places or did not provide documentation from SHAARD	5 The organization has a building/district on the National Register of Historic Places but did not include the SHAARD document.	10 The organization has a building/district on the National Register of Historic Places and provided the SHAARD document.
Municipality Support			
Does the municipality support the organization financially, leadership, participation, in-kind donations and/or philosophical support.	0 No letters of support were provided by the municipality.	5 Letter(s) provided; however, letter(s) lack detail	10 Letter(s) provided show support in all areas.
Does the organization support and help the municipality reach its goals.	0 The organization is not supporting the municipality in reaching its goals.	5 The organization is doing some work to help the municipality reach its goals.	10 The organization is working to help the municipality reach its goals.
Community Support			
Were public meetings held and includes date, location, attendee list and public advertisement.	0 Public meetings were not held.	5 Public meetings were held but missing one or two requests for information.	10 The organization held public meetings and shows all the requested information.

Does the organization have a letter of support from a local elected official. (This is a zero or 5 score only)	0 No letter of support was provided.		5 A letter of support from the local elected official was provided.
Business Support			
Does the organization have multiple community organizations partnering with it and how?	0 No community organizations partnering with the organization.	5 Only one to two community organizations partnering with the organization or lacking detail in how they are partnering.	10 More than three community organizations are partnering with the organization and documentation of how they are partnering.
Does the organization have a letter of support from businesses in the Main Street district.	0 No letter of support was provided.	3 One to two letters of support were provided.	5 More than three letters of support were provided.
Does the organization have a business inventory that includes contact information and physical address.	0 No business inventory was provided.	3 A business inventory was provided but missing contact information and/or physical address.	5 The business inventory was provided with contact information and physical address.
Does the organization have a building inventory that includes contact information, physical address, and mailing address of property owners.	0 No building inventory was provided.	3 A building inventory was provided but missing contact information, physical address and/or mailing address.	5 The building inventory was provided with contact information, physical address and mailing address.

Historic Preservation Efforts			
Are there local preservation ordinances, plans for preservation and/or design standards for local historic landmarks.	0 There are no local preservation ordinances, plans for preservation or design standards for local historic landmarks.	3 There is limited work towards local preservation ordinances, plans for preservation and/or design standards for local historic landmarks.	5 There is extensive work towards local preservation ordinances, plans for preservation and/or design standards for local historic landmarks.
Are there historic preservation workshops/trainings (hosted/attended) and/or resources provided.	0 There are no historic preservation workshops/trainings/advocacy (hosted/attended) or resources provided.	3 There is limited work historic preservation workshops/trainings/advocacy (hosted/attended) and/or resources provided.	5 There is extensive work towards historic preservation workshops/trainings/advocacy (hosted/attended) and/or resources provided.
Financials			
Does the organization have finalized non-profit paperwork or proof of pursuit	0 The organization does have finalized non-profit paperwork or proof of pursuit.	3 The organization has proof of pursuit for non-profit status.	5 The organization have finalized non-profit paperwork.
Did the organization provide a detailed budget. This budget includes a diverse form of revenue (including in-kind donations).	0 The organization did not provide a budget.	5 The organization's budget was not detailed or lacks diverse forms of revenue.	10 The budget is provided and very detailed and includes diverse forms of revenue.

Is the organization's approach to raising funds for the organization well developed and diverse.	0 The organization's approach to raising funds is not sufficient to support the organization.	5 The organization's approach to raising funds is sufficient to support the organization but not diverse.	10 The organization's approach to raising funds for the organization is well developed and diverse.
Does the organization have a bank account? (This is a zero or 5 score only)	0 No bank account has been established for the organization.		5 The organization has an established bank account.
Does the organization have appropriate insurance? (This is a zero or 5 score only)	0 No appropriate insurance has been obtained for the organization.		5 The organization has appropriate insurance.

Workplans

Does organization have a detail annual workplan? This workplan shows work being achieved across all 12 months.	0 The organization does not have an organizational annual workplan.	5 The annual workplan does not shows work for 6 months or more and lacking in detail for all committees.	10 The annual workplan demonstrates completed work across all 12 months in detail.
Does organization have a detail organizational workplan? This workplan should follow SMART goals, have assigned tasks and due dates.	0 The organization does not have an organizational workplan.	5 The organizational workplan does not follow SMART goals, have assigned tasks and/or due dates.	10 The organizational workplan is complete following SMART goals, have assigned tasks and due dates.

Does organization have a detailed design workplan? This workplan should follow SMART goals, have assigned tasks and due dates.	0 The organization does not have a design workplan.	5 The design workplan does not follow SMART goals, have assigned tasks and/or due dates.	10 The design workplan is complete following SMART goals, have assigned tasks and due dates.
Does organization have a detail promotional workplan? This workplan should follow SMART goals, have assigned tasks and due dates.	0 The organization does not have a promotional workplan.	5 The promotional workplan does not follow SMART goals, have assigned tasks and/or due dates.	10 The promotional workplan is complete following SMART goals, have assigned tasks and due dates.
Does organization have a detail economic vitality workplan? This workplan should follow SMART goals, have assigned tasks and due dates.	0 The organization does not have an economic vitality workplan.	5 The economic vitality workplan does not follow SMART goals, have assigned tasks and/or due dates.	10 The economic vitality workplan is complete following SMART goals, have assigned tasks and due dates.
Why			
The organization provided a substantial argument for becoming an ODAN.	0 No, the organization did not provide an argument.	3 The organization's argument to become an ODAN was underdeveloped.	5 The organization's argument to become an ODAN was substantial and convincing.

Total Possible: 250