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 organizations website up to date with new and pertinent information (Logos and point of contact)?	0 No organization website or information has not been updated for in over a year.	3 Organizations website is updated but missing some critical information.	5 Organizations website is up to date, clear, and easy to navigate.
Is the organizations social media being up to date and active?	0 No organization social media or information has not been updated for in over a year.	3 Organizations social media is not active for the past 3 months.	5 Organizations website is up to date and active with information.
The Organization			
Is the organizations mission and vision statement clearly defined and confirms the purpose of the organization with adoption date?	0 The organizations mission and/or vision statement were not provided, clearly defined or confirm the purpose of the organization.	5 The organizations mission and/or vision statement were not clearly defined or confirm the purpose of the organization.	10 The organizations mission and/or 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 their mission, vision, or goals.	3 — Communication tools are not completely being used to communicate the mission, vision or goals.	5 — Organizations are using all their communication tools to communicate the mission, vision, or goals.
Is the organizations by-laws and policies and procedures are clearly defined and understandable?	0 — The organizations by-laws and policies and procedures are not available, not clear, or understandable.	3 — The organizations by-laws and policies and procedures are available, but not clear, or understandable.	5 — The organizations by-laws and policies and procedures are clear and understandable.
Does the Board of Directors roster include the 4 key positions, with contact information, and term limits.	0 — The Board of Directors roster is not present or missing the 4 key personal, contact information, and/or term limits	5 — The organizations is missing either the 4 key personal, contact information, and/or term limits.	10 — The Board of Directors roster include the 4 key positions, with contact information, and term limits.
Does the organization have committees representing the 4-point approach (Design, Organization, Promotion, Economic Vitality).	0 — The organization does not have committees.	5 — The organization has committees, but they only represent 1 or 2 of the 4-point approach.	10 — The organization has committees, and they represent the 4-point approach.
Does the organization have a volunteer recruitment plan in 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.

Does the organization have a clear and legible map that clearly identifies the main street.	0 The organization does not have a clear and legible map.	3 The organizations map is difficult to read or does not indicate roads.	5 The organizations map is clear and legible. It clearly identifies 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 on the National Register of Historic Places or did not provide documentation from SHAARD	5 The organization has a building on the National Register of Historic Places but did not include the SHAARD document.	10 The organization has a building on the National Register of Historic Places and provided the SHAARD document.
City/Town efforts			
Does the city/town support the organization financially, leadership, participation, in-kind donations, and/or philosophical support.	0 The city/town is not supporting the organization	5 The city/town shows moderate support to the organization.	10 The city/town shows support in all areas.
Does the organization support and help the city/town reach their goals.	0 The organization is not supporting the city/town reach their goals.	5 The organization is doing some work to help the city/town reach their goals.	10 The organization is working to help the city/town reach their goals.
Where public meetings held and include date, location, attendee list, and public advertisement.	0 Public meetings were not held.	5 Public meetings were held but missing 1-2 request of information.	10 The organization held public meetings and show 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
Partners of Main Street			
Does the organization have multiple community organizations partnering with them and how?	0 No community organizations partnering with the organization.	5 Only 1-2 community organizations partnering with the organization or lacking detail in how they are partnering.	10 More than 3 community organizations are partnering with the organization and documentation of how they are partnering.
Does the organization have a letter of support from businesses on the Main Street.	0 No letter of support was provided.	3 1-2 letters of support were provided.	5 More than 3 letters of support were provided.
Inventory			
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 preservations, and/or design standards for historic landmarks.	0 There are no local preservation ordinances, plans for preservations, or design standards for historic landmarks.	3 There is limited work towards local preservation ordinances, plans for preservations, and/or design standards for historic landmarks.	5 There is extensive work towards local preservation ordinances, plans for preservations, and/or design standards for historic landmarks.
Are there historic preservation workshops/trainings (hosted/attended) and/or resources provided.	0 There are no historic preservation workshops/trainings (hosted/attended) or resources provided.	3 There is limited work historic preservation workshops/trainings (hosted/attended) and/or resources provided.	5 There is extensive work towards historic preservation workshops/trainings (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 organizations budget was not detailed or lacks a diverse form of revenue.	10 The budget is provided and very detailed and includes a diverse form of revenue.
Is the organizations approach to raising funds for the organization well developed and diverse.	0 The organizations approach to raising funds is not sufficient to support the organization.	5 The organizations approach to raising funds is sufficient to support the organization but not well diverse.	10 The organizations 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 attained for the organization.		5 The appropriate insurance for the organization.
Workplans			
Does organization have a detail design workplan? This workplan should follow SMART goals, have assigned task, and due dates.	0 The organization does not have a design workplan.	5 The design workplan does not follow SMART goals, have assigned task, and/or due dates.	10 The design workplan is complete following SMART goals, have assigned task, and due dates.

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

Total Possible: 225