

Nebraska Craft Brewery Board Grant Criteria and Evaluation Rubric
NCBB Sectors include: Growers, Brewers, Distributors, Retailers, Allied Trade and Consumers

Grant Applicant:		Title of Project:				
Scoring Criteria	Value	<i>Excellent (4)</i>	<i>Good (3)</i>	<i>Fair (2)</i>	<i>Poor (1)</i>	Score
<i>Project Purpose</i>	x 5	The grant clearly states the need to be addressed. Explains it's importance for being made a priority and can be completely implemented in a year. The project will benefit and strengthen the entire Nebraska Brewery Industry through the actions and outcomes stated in the grant.	The grant provides a need to be addressed and somewhat explains the importance. Grant could be implemented in a year. The project discusses benefiting and strengthening the entire Nebraska Brewery Industry but does not identify actions and or outcomes in the grant.	The grant provides a need to be addressed and somewhat explains the importance. Grant could partially be implemented in a year. The project discusses benefiting and strengthening the entire Nebraska Brewery Industry but the actions and the intent is vague.	The grant provides a need to be addressed and explains the importance. Grant may or may not be implemented in a year. The project does not benefit and strengthen the entire Nebraska Brewery Industry but rather one entity.	
<i>Potential Impact</i>	X 10	The grant includes collaboration and cooperation between the entire Nebraska Beer industry. Outcomes will impact a large number and include: metrics to measure success, supporting data, economic impact, before/after, etc.	The grant involves collaboration and cooperation between three to five sectors of the Nebraska Beer industry. Outcomes will impact a small number and include: metrics to measure success, supporting data, etc.	The grant involves collaboration and cooperation between two sectors involved in the Nebraska Beer industry. May or may not include metrics to measure success.	The grant involves one sector from the Nebraska Beer industry. May or may not include metrics to measure success.	
<i>Work Plan</i>	x 45	The grant will benefit the entire Nebraska Brewery Industry and provides both economic and educational opportunities. Project goals will be measured, reported and tracked over time, and are commensurate with total investment. Expected outcomes exceed the grant period so a work plan was provided with long term measures to be achieved. The project makes good business sense and has a high likelihood of success.	The grant will benefit three to four sectors of the Nebraska Brewery Industry and provides for economic and educational opportunities. Project benefits will be measured, reported and tracked over time, and are commensurate with total investment. The project makes good business sense, has a high likelihood of success and contributes to a positive image of Nebraska Brewery products.	The grant will benefit two sectors of the Nebraska Brewery Industry and provide some economic benefit. Project benefits will be measured, reported and tracked over time, and are commensurate with total investment. The project makes good business sense, has a high likelihood of success and provides educational benefits to the public about Nebraska Brewery products.	The grant will benefit one sector of the Nebraska Brewery Industry and provide some economic benefit. Project benefits will be measured, reported and tracked over time and are commensurate with total investment. The project will create a change in the Nebraska Beer Industry but its overall impact will affect only one sector of the industry.	

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Scoring Criteria	Value	<i>Excellent (4)</i>	<i>Good (3)</i>	<i>Fair (2)</i>	<i>Poor (1)</i>	Score
<i>Goals</i>	x 5	The goals of the grant align with three or more of the goals and objective outcomes of the Nebraska Brewery Board.	The goals of the grant align with two goals and objective outcomes of the Nebraska Brewery Board.	The goals of the grant align with one goal and objective outcome of the Nebraska Brewery Board.	The goals of the grant do not align with a specific goal of the Nebraska Brewery Board.	
<i>Project Commitment</i>	x 10	The grant includes collaboration; describes the partnerships and alliance efforts created to implement this project. Grant lists all involved parties, contribution descriptions, commitments, in-kind time, resources, etc. The project enables the overall Nebraska Beer Industry to achieve collective results that benefit the entire industry.	The grant includes collaboration; describes partnerships and alliance efforts to implement this project. Grant lists all involved parties, contribution descriptions, commitments, etc. The project enables the Nebraska Beer Industry to achieve collective results that benefit four to five sectors of the industry.	The grant includes collaboration; describes partnerships and alliance efforts to implement this project. Grant lists all involved parties, contribution descriptions, commitments, etc. The project enables the Nebraska Beer Industry to achieve collective results that benefit two to three sectors of the industry.	The grant involves some collaboration; describes a single partnership to implement this project. Grant lists involved party, contribution descriptions, commitments, etc. The project will create a change in the Nebraska Beer Industry but its overall impact will affect only one sector of the industry.	
<i>Financial Feasibility</i>	X25	The grant contains a breakdown of the budget components and where grant funds fit into overall project financing. Amount requested is reasonable and appropriate for the project budget and supports the anticipated benefits. Process is in place to track and account for grant expenditures, Accounting and project records can be readily retrieved and reported. Matching funds or in-kind donations are provided.	The grant contains a breakdown of the budget components and where grant funds fit into overall project financing. Amount requested is reasonable for the project budget and supports the anticipated benefits. Process is in place to track and account for grant expenditures. Accounting and project records can be readily retrieved and reported.	The grant contains a breakdown of the budget components and where grant funds fit into overall project financing. Unsure if amount requested is reasonable for the project budget and anticipated benefits. Process is in place to track and account for grant expenditures.	The grant does not contain a breakdown of the budget components and where grant funds fit into overall project financing. Unsure if amount requested is reasonable for the project budget and anticipated benefits.	
				<i>Total Points for this application</i>		