

Agenda

Community Improvement Action Team

Tuesday, November 25, 2014 – Noon

City Hall – Lower Level Conference Room

1. Call to Order
2. Approval of Minutes of the October 2014 regular meeting
3. Comments from citizens
4. Comments from Mayor
5. Blue Zones Update
6. Project Updates
7. Action Team Reports
 - a. Community Landscaping
 - b. Community Trails
 - c. Downtown
 - d. Community Art
 - e. Cultural
8. Next meeting date – To be determined. Scheduled date is December 23, 2014

What follows are the criteria by which CAT grants are evaluated.

COMMUNITY ATTRACTION AND TOURISM PROGRAM

EVALUATION CRITERIA

Feasibility (0-25 points, 15-point minimum required)

Is the project viable and sustainable? Are there sufficient resources to start and sustain the operation? Project description, business plan, and personal financial statements on principal owners and/or guarantors should be included.

Economic Impact (0-25 points, 15-point minimum required)

Will the project have a positive impact on the economy? Measures should be based on direct impact of the project, no multipliers or other estimates of indirect impact. May include number of jobs, wages and benefits, taxes generated, or other positive economic benefits to the community and state.

Leveraged Activity (0-10 points, 6-point minimum required)

Will economic growth and job opportunities be enhanced? How will OTHER recreational, cultural, educational and entertainment opportunities be stimulated or developed, ideally by private developers? Documentation of plans for other development should be included.

Matching Funds (0-25 points, no minimum)

Consider extent to which local resources have been dedicated. Higher ratings may be given to those projects committing over the 50% required, or financially supported by both public and private organizations. Other state funds or match pledged toward those funds are not eligible as match for CAT funding.

Planning Principles (0-10 points, no minimum)

Planning principles should be described, including implementation of green sustainable design principles; compliance with comprehensive plans, zoning and land use; description of effective use of existing resources (land and buildings) to avoid costly duplication or use; provisions for a variety of transportation choices; enhancement of a unique sense of place; description of space conservation and environmental preservation; promotion of safety, livability and revitalization of existing areas; consideration given to all income levels.

Technology and Values (0-5 points, no minimum)

Project should encourage technologies allowing regional or statewide access; enhance education, wellness, and breadth to attract all ages; promote healthy indoor environments promote fine arts, including landscaping