**261—212.8(15F) Application review criteria.** Applications meeting the threshold requirements of rule 212.7(15F) will be reviewed by IDED and passed on to the vision Iowa board. IDED staff shall provide a review, analysis and evaluation of applications to the vision Iowa program review committee of the vision Iowa board. All eligible applications will be reviewed by the board. The vision Iowa program review committee shall evaluate and rank applications based on the following criteria:

**212.8(1)** *Feasibility (0-25 points).* The feasibility of the existing or proposed facility to remain a viable enterprise. The applicant's comprehensive business plan and operational plan will be reviewed as part of this criterion. Rating factors for this criterion include, but are not limited to, the following: analysis of the comprehensive business plan which shall include a description of initial capitalization, sources of funding, project budget, detailed financial projections (including revenues and expenses) for five years, marketing analysis, marketing plan, and management team; and analysis of the operational plan which shall provide detailed information about how the proposed attraction will be operated and maintained including a time line for implementing the project. In order to be eligible for funding, proposals must score at least 15 points on this rating factor.

**212.8(2)** *Economic impact (0-25 points).* Number of jobs created and other measures of economic impact including long-term tax generation, but excluding the use of economic multipliers. The evaluation of the economic impact of a proposed project shall also include a review of the wages and benefits (including health benefits) associated with the jobs to be created, safety, and other attributes of the project that would improve the quality of employment in the community. Additionally, the economic impact of a project shall be reviewed based on the degree to which the project enhances the quality of life in a region, increases diversity of projects available, contributes to the community's efforts to retain and attract a skilled workforce, and creatively uses existing resources in the community. In order to be eligible for funding, proposals must score at least 15 points on this rating factor.

**212.8(3)** *Leveraged activity (0-10 points).* The degree to which the facility or project will stimulate the development of other recreational and cultural attractions or tourism opportunities and enhance economic growth and job opportunities. The degree to which the facility or project is strategically aligned with other existing regional or statewide cultural, recreational, entertainment, or educational activities in the community. In order to be eligible for funding, proposals must score at least 6 points on this rating factor.

**212.8(4)** *Matching funds (0-25 points).* The proportion of local match to be contributed to the project, and the extent of public and private participation. Moneys expended toward implementation of the project after May 9, 2000, may be considered to be a local match. Moneys raised at any time but not yet spent may also be considered to be a local match.

**212.8(5)** *Planning principles (0-10 points).* The extent to which the project has taken the following planning principles into consideration:

*a.* Efficient and effective use of land resources and existing infrastructure by encouraging development in areas with existing infrastructure or capacity to avoid costly duplication of services and costly use of land.

*b.* Provision for a variety of transportation choices, including pedestrian traffic.

*c.* Maintenance of unique sense of place by respecting and enhancing local cultural, historical and natural environmental features.

*d.* Conservation of open space and farmland and preservation of critical environmental areas.

*e.* Promotion of the safety, livability, and revitalization of existing urban and rural communities.

**212.8(6)** *Technology and values (0-5 points).* Whether the project has taken the following into consideration:

*a.* Extent to which the project encourages technologies that allow regional or statewide access for long-distance learning and Internet access to facility resources.

*b.* Extent to which the project enhances education, wellness (health), and breadth of the project to attract Iowans of all ages.

*c.* Extent to which facilities are nonsmoking.

*d.* Extent to which facilities enhance or promote fine arts. For purposes of this paragraph, "fine arts" means "fine arts" as defined in Iowa Code section 304A.8(2) and also includes landscaping.

A minimum score of 65 points is required for a project to be recommended for funding.