

GO Virginia Competitive Application Review
Scoring Rubric

App Deadline	
Project Name	
Applicant	
Participating Regions	(1) (2) (3) (4) (5)
Local Participants & Form of Participation	(1)* (2)* (3) (4) (5)
Private Industry Partners	(1) (2) (3) (4) (5)
Higher-Ed Partners	(1) (2) (3) (4) (5)
Other Partners	(1) (2) (3) (4)

Investment Strategy	
() Site & Infrastructure Development	() Workforce Development
() Entrepreneurship & Innovation	() Cluster Scale-Up

Program Requirements	
() \$2:1 Non-State Match	() Local Match
() High-Wage Job Creation	() Local Participation
() Traded-Sector	() Demonstrates Economic Impact
() Private-Industry Demand	() Financial Sustainability
() Multiregional Collaboration	OR () Significant Opportunity for Virginia

Budget Overview	
Total Requested:	\$
Total Match:	\$
Local Match: (% of Ask)	\$ %
Private Match:	\$
Non-Profit Match:	\$
Federal Match:	\$
Other Match:	\$
Other State Funds:	\$

Economic Impact (40 points):

(1) Goals & Strategies			
This criterion assesses the potential economic benefits of the proposed project and its alignment with regional priorities.			
<i>Project does not align with GO Virginia mission or regional priorities. (0).</i>	<i>Project aligns with GO Virginia mission and regional priorities, but the scale of impact is limited (e.g., few new jobs created, modest wage gains, or benefits not clearly tied to traded-sector growth).</i>	<i>Project aligns with GO Virginia mission and regional priorities, with strong potential benefits but either job creation OR wage growth OR strengthening of traded-sector is not significant in the near term.</i>	<i>Project strongly aligns with GO Virginia's mission and regional priorities and is expected to deliver transformative regional impact through a combination of high-wage job creation, economic diversification, and strengthening of traded-sector ecosystems</i>
0	5	10	15
(2) Metrics & Outcomes			
Project application should include relevant data that illustrates the regional need, along with appropriate and comprehensive metrics to track both project outputs (activities) and outcomes (results). Metrics should be quantitative where possible, but may also include relevant qualitative measures. Applications should explain the sources and methodology used to develop metrics, show how the project will advance GO Virginia core performance outcomes, and include a plan for remedial action if outputs or outcomes are not achieved.			
<i>Metrics and outcomes are missing or not relevant to the project</i>	<i>Metrics and outcomes identified, but underdeveloped or not relevant. Outcomes may be unrealistic or unclear.</i>	<i>Metrics and outcomes are identified, but methodology or sourcing not clear, and outcomes may be overstated.</i>	<i>Application includes clear, realistic, and comprehensive metrics with identified sources and methodology, shows how the project will drive GO Virginia core outcomes, and outlines how results will be tracked and adjusted if needed.</i>
0	5	10	15
(3) Economic Impact Analysis			
Applicants must provide an economic impact analysis that explains the expected benefits of the project relative to its costs. The analysis should describe the project's potential return, explain key assumptions and methodology, and demonstrate how the project delivers value to the region and Commonwealth.			
<i>No economic impact analysis provided, or analysis is not credible.</i>	<i>Analysis projects only a nominal or unclear benefit; assumptions are significantly inflated or unsupported.</i>	<i>Analysis shows potential benefits but relies on weak, unclear, or overstated assumptions.</i>	<i>Analysis clearly demonstrates credible benefits with well-supported assumptions and strong potential for additional economic impact.</i>
0	4	7	10

Subtotal	/40
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Regional & Interregional Collaboration (20 points):

(4) Regional Collaboration			
Projects should demonstrate strong participation from multiple localities, businesses, higher education institutions, and other partners. Successful applications show meaningful, strategic collaboration, with local partners actively involved in project development and implementation, and clear evidence that the effort complements—not duplicates—existing programs.			
<i>Project is not an interregional collaboration and will not impact will not significantly impact localities..</i>	<i>Project reaches a large population but has limited meaningful participation from local partners, or vice versa.</i>	<i>Project involves multiple regions with at least one actively participating locality in each region and engagement from other stakeholders..</i>	<i>Project significantly impacts the majority of the population across multiple regions and demonstrates meaningful collaboration among localities, businesses, higher education, and other key partners</i>
0	4	7	10
(5) Regional Priorities			
Strategies should align with the Growth & Diversification Plan for each region, and the targeted growth industries outlined in those plans. Projects impacting more than one region in a manner consistent with each region's Growth & Diversification Plan shall score higher. Where applicable, projects may also show alignment with other significant regional strategies (such as TPI or REI). Projects that impact more than one region in ways that are consistent with each region's strategies will score higher.			
<i>Project does not align with the target industries and strategies in the G&D Plan(s).</i>	<i>Alignment with the G&D Plan(s) is vague or indirect, and prioritization not well developed.</i>	<i>Project generally aligns with target industries outlined by the region(s) in the G&D Plan(s), but not demonstrated clearly in the application.</i>	<i>Project clearly aligns with the target industries and diversification strategies outlined in the G&D Plan(s) for each participating region.</i>
0	1	3	5
(6) Partnerships & Coordination			
Projects should demonstrate the involvement of businesses, colleges and universities, and other public and private entities within the region in the conceptualization and implementation of the project. Projects demonstrating cost efficiencies, repurposing of existing funds, and leveraging of existing assets shall be given special consideration in scoring. Project should not be duplicative of existing efforts, programs, or funding streams.			
<i>Few or no partners identified; little evidence of coordination.</i>	<i>Partners are named but roles are vague or limited; coordination mechanisms are unclear..</i>	<i>Several partners engaged with defined roles; some coordination structure in place; partial evidence of leveraging assets or avoiding duplication.</i>	<i>Strong set of partners with active roles; clear coordination mechanisms; effective use of existing assets; and evidence that the project is complementary, not duplicative..</i>
0	1	3	5

Subtotal		/20
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Project Readiness (20 points)

(7) Timeline & Milestones			
Applicants should have the capacity and experience to implement the proposed scope of work, and this should be demonstrated through a track-record of experience and work completed to date. Applicants should be able to execute a contract within 6 months and complete the scope of work within the contract grant period. Projects should reflect a realistic timeline for project milestones, with drawdowns planned accordingly and on a reimbursement basis. Regional Councils shall coordinate with local governments and subject matter experts in the review of the applications to ensure project readiness and support, and to identify potential barriers to implementation which should be acknowledged in the application.			
<i>Timeline exceeds the 24 month max or no milestones established.</i>	<i>Timeline is unrealistic. Milestones identified, but underdeveloped or not relevant.</i>	<i>Timeline and/or milestones may be optimistic, but applicant able to address potential delays or barriers.</i>	<i>Timeline is realistic with appropriate milestones identified with drawdown schedule planned accordingly.</i>
0	4	7	10
(8) Budget & Match			
Applications shall present a comprehensive budget with adequate matching resources, and sufficient cash to address changes to the project costs or scope. Match shall include only what is reasonable and necessary for the project at hand. Match shall not include state resources. All funds shall be documented through letters of commitment, in-kind forms, or other relevant documentation outlining the availability of the necessary matching funds.			
<i>Project has inadequate resources to cover the scope of work. Matching resources are not relevant or necessary for the project.</i>	<i>Resources may cover the scope of work, but match relies heavily on in-kind contributions with little available cash to address unexpected costs.</i>	<i>Application includes a comprehensive budget with relevant and sufficient matching cash and in-kind resources to cover the scope of work and changes.</i>	<i>Application includes a comprehensive budget with relevant and well-documented match. Project demonstrates strong financial capacity with more than sufficient cash resources committed..</i>
0	4	7	10

Subtotal		/20
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Project Sustainability (20 points): Questions 17, 18-19

(9) Financial Sustainability			
Projects shall demonstrate a plan for financial sustainability after grant funds are exhausted. Projects should not include one-time programs or events. Commitments for long-term implementation or financial support should be documented through letters of commitment. Financial sustainability may refer to funding for future phases of work as it applies to joint site and infrastructure development, or future operations as it applies to construction-related projects.			
<i>Project is a one-time program or event that is not sustainable beyond the GOVA funding.</i>	<i>Plans for financial sustainability are vague or underdeveloped, and firm commitments are not in place.</i>	<i>Plans for financial sustainability are presented, with some firm commitments in place.</i>	<i>Plans for financial sustainability are thorough, with a realistic revenue model or strong financial commitments beyond GO Virginia funding.</i>
0	4	7	10
(10) Demand			
Projects shall demonstrate a pipeline of demand from private industry partners and/or end users (workers). Demand should be demonstrated through letters of support and commitment for private industry partners. Projects that are scalable and replicable across regions shall score higher.			
<i>Project is a one-time program or event without ongoing demand.</i>	<i>Application indicates a pipeline of demand, but not thoroughly documented.</i>	<i>Application demonstrates strong demand through commitments from multiple private industry partners and/or a proven track record, with potential for scalability and replication across regions.</i>	
0	5	10	

Subtotal		/20
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Economic Impact		/40
Collaboration		/20
Readiness		/20
Sustainability		/20
PROJECT TOTAL		/100