

Exhibit C



City of Rochelle – Small Business Interior Improvement Grant Program Evaluation Criteria Form

Applicant Name: _____

Business Name: _____

Project Address: _____

Reviewer Name: _____ Date: _____

Criteria	Description	Score (1–5) Comments
Project Impact	Demonstrates clear benefit to Downtown Rochelle and local economic growth.	____
Visual & Functional Improvement	Significantly improves interior aesthetics, safety, accessibility, or functionality.	____
Project Readiness	Project is feasible, with complete cost estimates, timeline, and permits identified.	____
Financial Leverage	Applicant demonstrates ability to meet matching fund requirements and	____

	complete project.	
Long-Term Commitment	Applicant has stable business operations and plans to remain open 12+ months after project completion.	—
Community Benefit	Contributes to the vibrancy, diversity, or sustainability of the Downtown area.	—
Code Compliance & Standing	Applicant and property are in good standing with the City and RMU; no active violations or outstanding bills prior 60 days of application.	—

Total Score: _____ / 35

Recommendation: ☐ Approve ☐ Approve with Conditions ☐ Deny

Reviewer Comments:
