

Proponent or Consortium Profile	Weight	Weak	Below Average	Average	Above Average	Exceptional	Evaluator's Comments	Evaluator's Score
Innovative and creative approaches focused on outcomes	10	- Did not present any innovative approaches (1 POINT)	- Limited innovative approaches (3 POINTS)	- Some innovative approaches but not overly creative (6 POINTS)	- Innovative approaches are thoughtful and creative (8 POINTS)	- Incorporates innovation into a compelling proposed path forward (10 POINTS)		
Qualifications and experience of proposed resources	15	- Proposed team members do not have any relevant qualifications (1 POINT)	- Proposed team members possess some but not all relevant qualifications and experience (4 POINTS)	- Proposed team members have sufficient relevant qualifications and experience (8 POINTS)	- Proposed team members are highly qualified and experienced (12 POINTS)	- Proposed team members are considered subject matter experts (15 POINTS)		
References	15	- Sample projects missing or not related to the project needs (1 POINT)	- Sample projects have limited relation to the project's needs (4 POINTS)	- Sample projects generally relate to the project's needs (8 POINTS)	- Sample projects generally have solid relation to the project's needs (12 POINTS)	- Sample projects directly relate to this project's needs and demonstrate competency in each category (property management, sales & marketing, and land development) (15 POINTS)		
TOTAL	40							0
Marketing and Sales								
Strategic vision for economic growth	10	- Does not demonstrate an understanding of GTH or communicate vision (1 POINT)	- Demonstrates limited understanding of GTH and vision (3 POINTS)	- Communicates a reasonable vision and approach to marketing and sales (6 POINTS)	- Communicates a thoughtful vision and approach to marketing and sales (8 POINTS)	- Communicates a compelling vision for the future of the GTH related to marketing and sales (10 POINTS)		
Action plan for land sales and revenue generation	10	- Does not provide an action plan with respect to marketing and sales (1 POINT)	- Communicates an action plan with significant gaps or deficiencies to generate land sales (3 POINTS)	- Communicates a reasonable action plan of steps to be taken to generate land sales (6 POINTS)	- Communicates a thoughtful action plan to be taken to generate land sales (8 POINTS)	- Communicates a compelling, realistic action plan that addressed key risks and also understands the current environment of the GTH (10 POINTS)		
Access and plan to leverage local, national and international networks	7	- Description of network of contracts or approach to marketing and sales is not present (1 POINT)	N/A	- Sufficient network and approach to marketing and sales (4 POINTS)	N/A	- Advanced network and compelling approach to marketing and sales (7 POINTS)		
Qualifications to undertake this service	5	- Proponent lacks qualifications related to marketing and sales of GTH land (1 POINT)	N/A	- Proponent possess adequate qualifications related to marketing and sales of GTH land (3 POINTS)	N/A	- Proponent is highly qualified with respect to marketing and sales of GTH land (5 POINTS)		
Outline of prior experience with similar developments	8	- Proponent does not have any relevant experience related to the marketing and sale of similar land (1 POINT)	N/A	- Proponent has sufficient relevant experience related to the marketing and sale of similar land (4 POINTS)	N/A	- Proponent has extensive relevant experience related to the marketing and sale of similar land (8 POINTS)		
Proposed costing structure and estimate of costs	10	- Is not provided or proposed costing for marketing and sales is clearly not financially feasible (1 POINT)	- Costing for marketing and sales is provided however presents significant gaps and deficiencies that question that financial viability (3 POINTS)	- A reasonable costing structure is provided that clearly outlines how compensation for marketing and sales will take place (6 POINTS)	- Costing structure is thorough and provides confidence that it will be financially sustainable and publicly defensible (8 POINTS)	- Costing structure for marketing and sales is realistic, compelling, linked to key goals, and clearly demonstrates financial sustainability, responsibility and public defensibility (10 POINTS)		
TOTAL	50							0
Property Management								
Vision/Approach to successful management	8	- Does not demonstrate an understanding of GTH or communicate vision related to provision of municipal services (1 POINT)	N/A	- Communicates a vision and feasible approach to property management and delivery of municipal services (4 POINTS)	N/A	- Communicates a compelling vision for the future of the GTH related to property management supported by a compelling approach to execution (8 POINTS)		
Qualifications to undertake this service	5	- Proponent lacks qualifications related to property management and delivery of municipal services (1 POINT)	N/A	- Proponent possesses adequate qualifications related to property management and delivery of municipal services (3 POINTS)	N/A	- Proponent is highly qualified with respect to property management and delivery of municipal services (5 POINTS)		

Outline of prior experience with similar developments	7	- Proponent does not have any relevant experience related to property management and delivery of municipal services (1 POINT)	N/A	- Proponent has sufficient experience related to property management and delivery of municipal services (4 POINTS)	N/A	- Proponent has extensive relevant experience related to property management and delivery of municipal services (8 POINTS)		
Proposed costing structure and estimate of costs	10	- Is not provided or proposed costing for property management is clearly not financially feasible (1 POINT)	- Costing for property management is provided however presents significant gaps and deficiencies that question that financial viability (3 POINTS)	- A reasonable costing structure is provided that clearly outlines how compensation for property management will take place (6 POINTS)	- Costing structure is thorough and provides confidence that it will be financially sustainable and publicly defensible (8 POINTS)	- Costing structure for property management is realistic, compelling, linked to key goals, and clearly demonstrates financial sustainability, responsibility and public defensibility (10 POINTS)		
TOTAL	30							0
Land Development								
Plan for effective delivery of service	5	- Does not provide an action plan with respect to land development (1 POINT)	N/A	- Communicates a clear action plan of steps to be taken for land development (3 POINTS)	N/A	- Communicates a compelling, realistic action plan for effective delivery of services related to land development (5 POINTS)		
Qualifications to undertake this service	5	- Proponent lacks qualifications related to land development (1 POINT)	N/A	- Proponent possesses adequate qualifications related to land development (3 POINTS)	N/A	- Proponent is highly qualified in land development (5 POINTS)		
Outline of prior experience with similar developments	5	- Proponent does not have any relevant experience in land development of a similar nature (1 POINT)	N/A	- Proponent has sufficient relevant experience in land development (3 POINTS)	N/A	- Proponent has extensive experience in land development and has demonstrated success in similar projects (5 POINTS)		
Proposed costing structure and estimate of costs	5	- Is not provided or proposed structure for land development is clearly not financially feasible (1 POINT)	N/A	- A reasonable costing structure is provided that clearly outlines how compensation for and development of land will take place (3 POINTS)	N/A	- Costing structure for land development is realistic, compelling, linked to key goals, and clearly demonstrates financial stability, responsibility, and public defensibility (5 POINTS)		
TOTAL	20							0
GRAND TOTAL	140							0