Economic Impact Grant – Evaluation Matrix Guide

Economic Impact – Weight: 30%

How will the project generate measurable economic benefits within the Orillia area?

Score	Description
0-3	Limited or unclear economic impact. Benefits primarily limited to the applicant business.
4-6	Moderate economic impact. Some evidence of increased revenue, customers, investment, market expansion, or community benefit.
7-10	Significant economic impact. Clearly demonstrates measurable benefits to the broader economy, local businesses, key sectors, visitors, investment attraction, commercial space activation, business succession, or long-term economic growth.

Community & Regional Impact – Weight: 20%

How will the project address a demonstrated need, gap, or opportunity within the community?

Score	Description
0-3	Community benefit is unclear or minimal.
4-6	Project addresses a modest community need or opportunity.
7-10	Project addresses a significant need, gap, or opportunity and demonstrates meaningful benefit to the broader community or region.

Feasibility – Weight: 20%

Is the project realistic, achievable, and likely to be completed successfully?

Score	Description
0-3	Significant concerns regarding planning, timeline, resources, or applicant capacity.
4-6	Generally feasible, though some questions remain regarding readiness or implementation.
7-10	Well-planned project with a realistic timeline, strong financial readiness, demonstrated capacity, and a high likelihood of success.

Investment Impact – Weight: 15%

How will the grant impact strengthen, accelerate, expand, or improve the proposed project?

Score	Description
0-3	Grant funding has limited influence on the project's outcomes or implementation.
4-6	Grant funding would improve the project's scope, timing, or outcomes.
7-10	Grant funding is transformational and will significantly strengthen, accelerate, expand, or improve the project and its outcomes.

Employment Impact – Weight: 15%

Will the project create, retain, or strengthen employment opportunities within the region?

Score	Description
0-3	Limited or no employment impact.
4-6	Moderate employment impact through job retention, increased hours, training, or workforce development.
7-10	Significant employment impact through job creation, retention, workforce development, apprenticeships, or increased staff capacity.