APPLICATION REQUIREMENTS

Applications for Program support shall include all documentation necessary for staff to thoroughly evaluate the Project. The following items shall be submitted by the applicant:

1. One (1) original application including attachments and collateral/marketing material. Completed applications that are not delivered by the date and time deadline will be considered LATE and not eligible for consideration.
2. A proposed Project budget, including proposed Project expenses for which reimbursement under the Program will be requested.
3. Narrative responses must be numbered to correspond to relevant question number and attached to application.
4. All supporting documents must be submitted as part of the application in order for the application to be considered complete and eligible for consideration. Documents submitted separately will not be accepted.
5. An applicant must include a copy of the organization's current W-9 and a County Supplier Request form must be completed prior to submitting the performance report and request for payment.

Submittal format

The application shall be submitted in paper or digital format. It shall be saved to a PDF format. The application shall be saved as one (1) PDF file with a table of contents. In addition to the digital application, one hard copy of the application shall be submitted.

REVIEW CRITERIA

The following five (5) review criteria shall be used by staff to evaluate all project applications.

1. **Description**

   - Will the project drive the growth of technology and innovation startups and small businesses in Hillsborough County?
   - Will the project support the purpose and meet the objectives of the Program?
   - Will the project support minorities, women and veterans with their entrepreneurship success?

2. **Leveraging**

   - Will the project leverage private sector dollars in terms of:
     o Financing
     o Expertise
     o Networking
   - Will the project demonstrate a collaborative and synergistic approach?

3. **Performance Evaluation/Metrics**

   - Did the applicant provide the appropriate criteria and milestones for determining and measuring the success of the project?
   - Did the applicant provide the relevant outcome indications and targets during and after the project which may include, but not be limited to:
     o Number of attendees
     o Attendee profiles
     o Media coverage
     o Growth in participation over previous years
     o Hotel nights

o New Start-Ups formed
o Number of jobs created as a result of activities
o Amount of private investment received by attendees as a result of activities

4. **Economic Development Impact**

- Does the applicant demonstrate a well-thought out idea and model that has the potential to be sustainable and generate economic development; create permanent local jobs and potential for sustained economic impact and growth; generate local business; and add value to the local economy?

5. Quality of Team

- Does the applicant and professionals composing the project team have the qualifications, track record and ability to successfully execute the project?