

## **Muskegon County Scoring Priorities**

Muskegon County prioritized funding based on the following:

- Priority for type of Industry
- Non-profit vs. for profit
- Franchise vs. non-franchise
- Operational capacity after 11/18
- Loss of gross revenue 2019-2020
- Loss of gross revenue October-December 2020
- Number of years in business
- Physical Establishment
- Introduce new products and services
- Use local vendors
- Sustainability of revenue in 2019
- Significance to community
- Financial resources

Additionally, to qualify for funds a business must:

- not be a home-based business

150 points were possible, and we awarded funds to qualified businesses who scored 120 or higher.