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**Media Industries Strategy Project**  
**CRITERIA FOR PROJECT EVALUATION**  
**As of 7/8/04**

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The following criteria will be used as one element of the evaluation process for proposals submitted to MISIP for funding under the \$10M film and media capital outlay:

**I. Fit with MISIP Strategic Plan**

- a. Does the proposal support the overall vision and strategy?
- b. Does it define a valid sub-niche for the proposing community or entity?
- c. Does it integrate a range of local elements and resources in the form of “community economic development”?

**II. Management, HR, & Support**

- a. Has the proposal identified the people required to execute, and are they committed or formally interested at this time?
- b. Is there a “project champion”?
- c. Is there clear evidence of local stakeholder support and buy-in?

**III. Financial Viability**

- a. Is the total project budget adequate and realistic for success?
- b. How will the requested State funds be leveraged by other sources?
- c. Have sources for the total startup funding been identified?
  - i. Are any sources committed or formally interested at this time?
- d. What internal resources (cash, staff, equipment, expertise, facilities, other) has the proposing entity pledged to the funding mix? How much?
- e. Is there a well-defined and reliable path to self-sustainability within three to five years?

**IV. Goals and Measures**

- a. Are there clear goals for the proposed program?
- b. Are there specific deliverables, including interim deliverables, milestones (including supplemental funding), and self-assessment measures?
- c. What mechanisms for feedback and course-correction are built in?
- d. How will the proposing entity report on its progress and success to the State and other investors?