

Attachment A - Dine Out Pasadena Evaluation Criteria

Applications for funding will be comprehensively evaluated on a 100-point scale based on the following considerations:

Impact – 35 points

- The project will positively impact the business, such as with potential revenue increase, customer attraction, and/or business growth. This can include the estimated economic impact on the business itself.
- The project contributes to the community, fostering a vibrant local dining scene. It is likely to benefit the neighborhood, customers, and nearby businesses.
- Outdoor dining will be utilized frequently, for all or nearly all hours of operation. Dining areas full of customers have a bigger impact on the look and feel of a commercial area than those sitting empty.
- The business is in a restaurant-dense area, with high visitor traffic and accessibility for a variety of diners.
- Upgrades to existing outdoor dining setups that will significantly improve the visual impact of the streetscape.

Capacity – 30 points

- The applicant has a strong business track record and has been in operation for at least two years.
- The applicant can complete a project within 2-4 months and has the wherewithal to remain open for at least two years after project completion. If needed, the business agrees to cover project costs that go beyond the approved award amount.
- The applicant is committed to providing a dedicated contact with decision-making authority to manage the project in coordination with city staff and vendors. The contact is available for phone calls, meetings, and ongoing communications needed to successfully execute the project.
- The applicant is willing and able to collaborate with community partners, city officials, or other stakeholders involved in the program. They are open to assistance and engagement with program ambassadors and/or partners and to be featured in program photos, video, and other programmatic collaborations.
- The applicant has clear long-term maintenance plans.
- For applicants with existing outdoor dining setups, they have a track record of maintaining a clean and attractive dining setup, performing ongoing repairs, and staying compliant with City requirements.

Vision – 25 points

- The proposed project includes a design that compliments the business and neighboring businesses, is simple, clean, and attractive, and is harmonious with the surrounding streetscape.

- The applicant is clear about how the project enhances the overall look, feel and attractiveness of the dining space and contributes to the growth of their business.
- The project is inclusive in how it accommodates diverse customer needs and ensures accessibility for all community members.
- The proposed project is sustainable, uses strong and durable materials and abides by program design standards.

Need – 10 points

- The applicant has an existing outdoor dining structure that is in poor to moderate condition.
- The applicant wishes to expand their number of seats and provide an outdoor dining setup but has been unable to due to cost or other barriers.