Rubric for Potential and Current Vendors

Vendor Name: _____

A higher score on the rubric will more likely be approved, but is not guaranteed.

	5	4	3	2	1	Score
Location/Proximity to BCS	BCS based	Within 25 miles of BCS	Within 50 miles of BCS	Within 75 miles of BCS	Near or beyond 100 miles	
Farm/Food product or artisan product?	Farmer	Food uses all or some local	Food uses little or no local	Not food uses some local	Not food uses little or no local	
Uniqueness of Item	No other vendors	One somewhat similar vendor	One very similar vendor	Two very similar vendors	Three+ very similar vendors	
Brand (packaging, logo, social media presence)	Lots of thought and follow-through in brand development	Well thought out and fairly consistent in presence	Either not completely thought out or no consistent presence	Somewhat thought out, poor presence	Little thought, no presence	
Completeness of Business (how thought out, how long in existence, commercial kitchen)	Established business, participating in other markets/other locations	Established business with other pop-ups/plans for expansion	Established but only at market	New or relatively new with plans of expanding beyond market	New with no plans of expanding beyond market	

Notes: