

EXHIBIT U - PROPOSAL EVALUATION CRITERIA MATRIX

Criteria	Maximum Points	Points Received
<p>1. Consistency with the City’s Project Goals as Outlined in Part 1.B</p> <ul style="list-style-type: none"> • Overall quality of (re)development project, including proposed design and if the project is aesthetically and functionally compatible with development in the area and the historic nature of the El Vado Motel. 25 • Conformance with the specific development guidelines for the City Landmark. 30 • Evaluation of, and if the Proposal will add vitality and catalyze further redevelopment in the area. 40 • The multi-family housing component complements the rest of the site and at least 51% of the units are affordable at or below 80% AMI. 25 • Past performance of individuals or project team on similar projects. 20 • Evaluation of the achievability of the Proposer’s time schedule and the Proposer’s ability to complete the project satisfactorily in a timely manner. 15 • Compatibility with City’s adopted plans, goals and objectives for the area. 15 <ul style="list-style-type: none"> * If variances are required, they should be readily achievable. If not, points will be reduced. 		
<p>2. Benefit to the Community</p> <ul style="list-style-type: none"> • Proposed benefit to the community, as compared to the City’s investment in the project. (Removal of blight, creation of jobs, promotion of economic development, creation of housing, etc.) 20 		
<p>3. Financial Structure</p> <ul style="list-style-type: none"> • Evaluation of project budget, including (but not limited to) construction, soft costs, developer fee, initial reserve amounts, and financial feasibility. 30 • Evaluation of operating pro-forma, including income expenses, reserve contributions, debt payments, etc. 30 		
<p>4. Financial Capacity</p> <ul style="list-style-type: none"> • Provided adequate information showing evidence of interest from all proposed financial sources for the Proposer’s redevelopment, except MR funds. 10 • Proposer demonstrates adequate financial risk in the Project. 25 • Proposer demonstrates adequate financial capacity to develop the proposed Project (evaluated through information provided in Other Financial Obligations, Financing References, and Financial Statements) 30 		
TOTAL POINTS	300	

Completeness of the proposal will be evaluated within all of the above criteria.