

Municipality/Agency: Powassan				
Contact: Anna Gibson-Olajos, Economic Development Officer				
Community Profile Assessment				
Category	Score/10	Comments	Y	N
Maps	3	Location Map	✓	
		Transportation map		✓
		Labour shed map		✓
		<b>Comments:</b> • <i>It is better to have a more clear map which shows the location, labourshed, and transportation connections to major market centres.</i>		
Web Capabilities	10	Downloadable from website	✓	
		Downloadable in one document	✓	
		Clearly indicated/easy to find	✓	
		<b>Comments:</b> • <i>It is good to put the profile on your website in the ED section as one whole downloadable document.</i>		
Contact Information	7	Contact name and direct contact information available	✓	
		Contact info easily found	✓	
		Toll free phone number available		✓
		<b>Comments:</b> • <i>No contact person provided.</i>		
Demographic Characteristics	6	Current population stated		✓
		Historic population info available		✓
		Age distribution available	✓	
		Comparisons to Ontario		✓
		Dwelling data presented	✓	
		Language data presented		✓
		Year of data provided for each data table	✓	
		Earnings/income information available	✓	
		Source of data provided, and stated in correct format		✓
		<b>Comments:</b> • <i>No language data provided.</i> • <i>Dwelling data is not complete.</i> • <i>Data is out of date</i> • <i>Comparison to Ontario data would be beneficial</i> • <i>Data source should be in correct format.</i>		
Labour force characteristics	7	Labour force size, participation, employment and unemployment rates provided for municipality and labour shed	✓	
		Commuting data provided		✓
		"Labour force by industry" found for selected services and industries	✓	
		Labour force by occupation provided	✓	
		Percentage breakdown and comparison to Ontario for above (except commuting)		✓
		<b>Comments:</b> • <i>No labour force info for labour shed.</i> • <i>Data source should be in correct format.</i> • <i>Percentage breakdown comparison to Ontario data would be beneficial</i> • <i>No labour force commuting data provided.</i>		

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Education	5	Educational attainment provided	✓	
		Percentage comparison to Ontario		✓
		Field of study data provided		✓
		Source of data provided, and stated in correct format		✓
		Year of data provided for each data table		✓
		Educational institutions listed and complete	✓	
		List of educational institutions complete		✓
		<b>Comments:</b>		<ul style="list-style-type: none"> <li>No data source provided.</li> <li>Percentage breakdown with comparison to Ontario data would be beneficial</li> <li>No field of study data provided</li> </ul>
Hiring and Training	0	Training facilities information provided		✓
		Training listed in appropriate section		✓
		Both public & private training facilities listed		✓
		Training list complete		✓
		Employment agencies available		✓
		<b>Comments:</b>		<ul style="list-style-type: none"> <li>It would be helpful to list local training facilities and employment agencies.</li> </ul>
Major employers (Public & Private)	9	Top public and private sectors employers listed	✓	
		Type of business indicated for each top employers	✓	
<b>Comments:</b>		<ul style="list-style-type: none"> <li>It will be better to list top 10 private and public employers</li> </ul>		
Local Utilities - Electrical energy	4	Electrical energy company name stated	✓	
		Contact information provided		✓
		Rates provided		✓
		Direct Web URL links directly to rates (ie. not company home page)		✓
		Effective date of rates provided		✓
<b>Comments:</b>		<ul style="list-style-type: none"> <li>It will be better to provide contact information, rates and direct web link to the company.</li> </ul>		
Local Utilities - Natural Gas	4	Gas company name stated	✓	
		Contact information provided		✓
		Rates provided		✓
		Direct Web URL links directly to rates (ie. not company home page)		✓
		Effective date of rates provided		✓
<b>Comments:</b>		<ul style="list-style-type: none"> <li>It will be better to provide contact information, rates and direct web link to the company..</li> </ul>		
Local Utilities Service Availability	2	Name(s) of service providers stated	✓	
		Water and sewer plant capacities stated		✓
		Peak flows/consumption provided		✓
		Link to water quality reports		✓
		Description of treatment systems		✓

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		Rates provided with date of last rate approval		✓
		Connection and any other fees provided		✓
		Contact information listed		✓
		<b>Comments:</b> <ul style="list-style-type: none"> <li>It would be more helpful to provide connection and other fees.</li> <li>No contact information provided.</li> <li>Water and sewer info is not complete.</li> </ul>		
Telecommunications Services & Broadband	7	Telecommunication companies and respective services listed	✓	
		Telephone, cellular, broadband service types listed	✓	
		Contact information provided for each company		✓
		<b>Comments:</b> <ul style="list-style-type: none"> <li>It would be better to provide contact information and website of each provider.</li> </ul>		
Tax information	0	Municipal tax rates		✓
		Federal personal tax rates		✓
		Provincial personal tax rates		✓
		Corporate (Canada and provincial) tax rates		✓
		Capital taxes		✓
		Payroll taxes (typical)		✓
		Sources & effective dates provided		✓
		Contact information for each provided		✓
		GST/HST, PST info provided		✓
		<b>Comments:</b> <ul style="list-style-type: none"> <li>It would be more helpful to list federal, provincial, personal income rates and municipal property rates.</li> </ul>		
Incentives	0	Incentives listed with brief description		✓
		Contact information & web link for each incentive		✓
		Employment programs		✓
		Industry incentives		✓
		Community Improvement Plan designation noted if any		✓
		Other programs listed		✓
		<b>Comments:</b> <ul style="list-style-type: none"> <li>It is desirable to list the most common incentives applicable to the community.</li> </ul>		
Local business services	0	Local business services listed with contact info		✓
		Local financial institutions listed with contact info		✓
		Business resources listed with contact info		✓
		<b>Comments:</b> <ul style="list-style-type: none"> <li>Need to list local business services and contact info.</li> </ul>		
Transportation networks	8	Transportation networks listed and described: road, rail, air, marine	✓	
		Distance to major markets indicated	✓	
		Transportation providers contact information listed	✓	

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		<b>Comments:</b> <ul style="list-style-type: none"> <li>Transportation information is not complete.</li> </ul>		
Climate	7	Typical monthly temperature high/low/average provided, average monthly precipitation provided <b>Comments:</b> <ul style="list-style-type: none"> <li>Climate information is not complete.</li> </ul>	√	
Quality of Life & Education	6	Protective services provided (police, fire, ambulance)	√	
		Protective services contact info complete		√
		Health care facilities information provided	√	
		Health care facilities contact info complete		√
		School/education information found	√	
		Contact information for school/education		√
		Other quality of life information provided	√	
		<b>Comments:</b> <ul style="list-style-type: none"> <li>It is helpful to list names and contact information for schools, hospitals and other institutions.</li> </ul>		
Housing	4	Housing or dwelling values provided	√	
		Total number or percentage of dwellings by type listed	√	
		Date of data collection indicated		√
		Source of data indicated		√
				<b>Comments:</b> <ul style="list-style-type: none"> <li>Data is out of date.</li> </ul>
Property listings	0	Where to find Business Property listings is indicated		√
		Web links to property listings		√
				<b>Comments:</b> <ul style="list-style-type: none"> <li>It will be more helpful to have a local property list or a web links to property list.</li> </ul>
Planning & Development Approvals	0	All common development related approvals processes are documented		√
		Typical timeframes required for each approval is indicated		√
		Development related fees and charges are listed		√
		Effective date of fees indicated		√
		Contact information & web link provided		√
				<b>Comments:</b> <ul style="list-style-type: none"> <li>It would be helpful to list typical process, fees and approval times.</li> </ul>
Local real estate market summaries	0	Local (business) real estate market summaries provided		√
		Sources of local information are provided		√
		Contact information provided		√
				<b>Comments:</b> <ul style="list-style-type: none"> <li>No information provided.</li> </ul>
R & D Institutions	0	Local institutions listed, type of R&D, contact info, URL		√

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		<b>Comments:</b> <ul style="list-style-type: none"> <li>Need to provide closest R&amp;D Institutions info.</li> </ul>		
Demographic/labour force projections	0	Demographic projections available		✓
		Labour force projections listed		✓
		<b>Comments:</b> <ul style="list-style-type: none"> <li>No projections provided.</li> </ul>		
Above information is up-to-date	7	Data should be current year data where such data is available		✓
		Other data appears to be the most recent available	✓	
		<b>Comments:</b> <ul style="list-style-type: none"> <li>It will be more helpful to use 2010 data and the most updated rates.</li> </ul>		
<b>TOTAL</b>	<b>96/250</b>	<b>Additional Comments:</b> <ul style="list-style-type: none"> <li>Data is out of date, need to update.</li> <li>Need more detailed information provided.</li> </ul>		

<b>Community:</b> Powassan				
<b>Contact:</b> Anna Gibson-Olajos				
<b>Project:</b> Project 330 25,000 sq.ft. manufacturing plant				
<b>Goal:</b> Does the proposal present a clear statement of community attributes relative to the proposed project?				
RFP Response Assessment				
Assessment Criteria	Score /10	Comments	Y	N
<b>Demonstrated Understanding of Project</b>	8	Personalized cover letter (ie. by Mayor)	✓	
		Response indicates a strong understanding of project requirements	✓	
		Information customized to the request	✓	
		Response includes brief summary understanding of the project	✓	
		Competitive advantages 'pitched'	✓	
		<b>Comments:</b> <ul style="list-style-type: none"> <li>• <i>Very good! Do not hesitate to ask questions about the project in advance of responding to understand more about the product, markets, transportation needs, etc.</i></li> <li>• <i>Also good to put company logo on the cover.</i></li> </ul>		
<b>Available Sites and Buildings</b> <ul style="list-style-type: none"> <li>• Site size</li> <li>• Site properties</li> </ul>	6	Relevant property opportunities identified	✓	✓
		Buildings/serviced sites fully meet requirements		✓
		More than one site option provided	✓	
		Complete description of property, including asking price	✓	✓
		Good description of services available at site	✓	
		Each site has a site plan		✓
		Each site is located on a map/plan showing where site is in relation to surrounding area, sites, land uses	✓	✓
		OP/zoning designations and uses/restrictions/requirements provided – each site	✓	
		Highway & truck route connections provided	✓	
		Air photos	✓	
		Surrounding businesses indicated	✓	
<b>Comments:</b> <ul style="list-style-type: none"> <li>• <i>Unfortunately, no buildings available, and each of the four proposed parcels are not "shovel-ready" and require some form of planning approval, some of which could involve substantial risk.</i></li> <li>• <i>A site plan of some form is desirable for each site that indicates dimensions, location of services, etc.</i></li> <li>• <i>Proposal was printed in black and white and the exact lot location on the air photos was not discernable.</i></li> <li>• <i>Ideally surrounding businesses are indicated on the air photos.</i></li> <li>• <i>Points lost because sites are not shovel-ready, otherwise a good description on each was provided.</i></li> </ul>				

Labour Availability	7	Information provided on labour force size, employment/unemployment rates, labour force commuting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		Information provided for entire labour shed area		<input checked="" type="checkbox"/>
		Indicates current commuting patterns with data from census ( <a href="http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/tb/Rp-eng.cfm?LANG=E&amp;APATH=3&amp;DETAIL=0&amp;DIM=0&amp;FL=A&amp;FREE=0&amp;GC=0&amp;GID=0&amp;GK=0&amp;GRP=1&amp;PID=90656&amp;PRID=0&amp;PTYPE=88971.97154&amp;S=0&amp;SHOWALL=0&amp;SUB=0&amp;Temporal=2006&amp;THEME=76&amp;VID=0&amp;VNAMEE=&amp;VNAMEF">http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/tb/Rp-eng.cfm?LANG=E&amp;APATH=3&amp;DETAIL=0&amp;DIM=0&amp;FL=A&amp;FREE=0&amp;GC=0&amp;GID=0&amp;GK=0&amp;GRP=1&amp;PID=90656&amp;PRID=0&amp;PTYPE=88971.97154&amp;S=0&amp;SHOWALL=0&amp;SUB=0&amp;Temporal=2006&amp;THEME=76&amp;VID=0&amp;VNAMEE=&amp;VNAMEF</a> )		<input checked="" type="checkbox"/>
		Major employers and college training listed	<input checked="" type="checkbox"/>	
		Availability of requested skills addressed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		Source/year indicated	<input checked="" type="checkbox"/>	
		Labour force by occupation groups provided	<input checked="" type="checkbox"/>	
		LF by industry provided	<input checked="" type="checkbox"/>	
		Ontario Works/EI claims info provided		<input checked="" type="checkbox"/>
		Recruitment offer		<input checked="" type="checkbox"/>
<b>Comments:</b>				
<ul style="list-style-type: none"> <li>Indicate available labour force data for labour shed area</li> <li>Availability of exact skills required unknown/not addresses, but overall very good.</li> <li>Other communities likely to make an offer to assist with recruitment of workers.</li> </ul>				
Wages	5	Reference period and geographic area for the information stated	<input checked="" type="checkbox"/>	
		Indicates source of data with link	<input checked="" type="checkbox"/>	
		Benefits stated, up-to-date		<input checked="" type="checkbox"/>
		75 <sup>th</sup> percentile wage rates provided for specific positions in a table		<input checked="" type="checkbox"/>
		Annual estimated total labour costs provided		<input checked="" type="checkbox"/>
<b>Comments:</b>				
<ul style="list-style-type: none"> <li>Typical benefits and costs not provided.</li> <li>75<sup>th</sup> percentile not provided, or total estimated labour costs.</li> </ul>				
Local Employers	9	Provided	<input checked="" type="checkbox"/>	
		Number of employees indicated	<input checked="" type="checkbox"/>	
		Source provided, up to date	<input checked="" type="checkbox"/>	
		Public and private listed	<input checked="" type="checkbox"/>	
		Indicates top 10 public and private employers	<input checked="" type="checkbox"/>	
		Provides links to more complete listings		<input checked="" type="checkbox"/>
<b>Comments:</b>				
<ul style="list-style-type: none"> <li>Indicate date data was collected for employers.</li> </ul>				
Education, Labour Force Development & Training Resources	7	Education, labour force development & training resources provided	<input checked="" type="checkbox"/>	
		Valid links provided to colleges and their programs	<input checked="" type="checkbox"/>	
		Contact information provided		<input checked="" type="checkbox"/>
		Complete listing		?
		Description of training available in the community		<input checked="" type="checkbox"/>
		Training programs suitable for the bulk of employees to be engaged	<input checked="" type="checkbox"/>	
		<b>Comments:</b>		
<ul style="list-style-type: none"> <li>Good description of courses and training available from Canadore. Any other available?</li> <li>High schools?</li> <li>Provide a contact person at Canadore if at all possible, ideally for each program.</li> <li>No mention if any training available in Powassan.</li> </ul>				

Electric Power	3	<p>Explanation of Ontario system</p> <p>Wholesale, and long-term contract arrangements noted</p> <p>Affirmative statement regarding ability to service lots</p> <p>Sample bill with estimated power requirements</p> <p>Contact information provided</p> <p>Transformer or other costs, total monthly costs, incentives listed</p> <p>Monthly billing estimate provided, reasonable</p> <p>Rates provided are current</p> <p>Web URL is to specific rates for this area</p> <p>Connection fee reasonable, negotiable</p> <p>Service from multiple grids/sub-stations noted?</p> <p><b>Comments:</b></p> <ul style="list-style-type: none"> <li>Getting cooperation from Hydro One is evident. Provide contact information.</li> <li>Rates are not the most recent.</li> </ul>	<table border="1"> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td>✓</td><td></td></tr> <tr><td></td><td>?</td></tr> <tr><td></td><td>✓</td></tr> </table>		✓		✓		✓		✓		✓		✓		✓	✓			?		✓
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Natural Gas	6	<p>Background on gas company</p> <p>Contact information provided</p> <p>Good explanation re: gas supply</p> <p>Link provided, directed to correct page of interest</p> <p>Rate chart provided is accurate and up-to-date</p> <p>Provided with the estimated costs (annual) and sample bill</p> <p>Incentive information provided</p> <p>Comparisons of heating costs (ie. propane vs. gas) are provided if no gas available</p> <p><b>Comments:</b></p> <ul style="list-style-type: none"> <li>Note "Hydro One" in contact area for gas.</li> <li>Could provide a typical gas cost for a similar building, or assume gas consumption and generate a fake bill.</li> </ul>	<table border="1"> <tr><td>✓</td><td></td></tr> <tr><td>✓</td><td></td></tr> <tr><td></td><td>✓</td></tr> <tr><td>✓</td><td></td></tr> <tr><td>✓</td><td></td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td></td></tr> </table>	✓		✓			✓	✓		✓			✓		✓						
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Water	5	<p>Owner/operator of system noted</p> <p>Contact information provided</p> <p>Indication of water quality in area</p> <p>Provided with link to water quality reports</p> <p>Details provided regarding treatment facility</p> <p>Water capacity, rates, average daily demand provided to confirm sufficient capacity to meet demand</p> <p>Estimated annual cost provided</p> <p>Existence/amounts of connection fees stated</p> <p>Current water rates provided</p> <p><b>Comments:</b></p> <ul style="list-style-type: none"> <li>Water quality is a serious risk factor, so water quality reports, MOE reports for both water and sewer should be available.</li> <li>Average daily flows vs. rated capacities, and frequency of flows over rated capacities is of interest, as well as any MOE outstanding orders.</li> <li>Contact info for water and sewer needs to be provided.</li> <li>Is there sufficient capacity for 3000 liters at each of the serviced sites?</li> </ul>	<table border="1"> <tr><td>✓</td><td></td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td></td><td>✓</td></tr> <tr><td>✓</td><td></td></tr> <tr><td>✓</td><td></td></tr> <tr><td>✓</td><td></td></tr> </table>	✓			✓		✓		✓		✓		✓	✓		✓		✓			
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Sewer	5	Owner/operator of system noted Contact information provided Description of system and capacity to meet demand (rated capacity & average peak flow) Details on treatment facility provided Rates provided Estimate of annual costs provided Existence or amounts of connection fees stated Link provided to waste water reports <b>Comments:</b> <ul style="list-style-type: none"> <li>• See comments under water.</li> <li>• Good to provide estimates for private services, as well as service providers.</li> </ul>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
Community Information	8	General information/description provided Good community overview, highlights of community Economic/industrial/business historical development explained Link to profile <b>Comments:</b> <ul style="list-style-type: none"> <li>• None</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Taxes	7	Current municipal rates provided Current year personal tax rates provided Capital tax noted Payroll, HST tax info provided Current year corporate Federal & Ontario tax rates provided, up to date Provided links to source data Contact information provided for municipal rates <b>Comments:</b> <ul style="list-style-type: none"> <li>• Municipal taxes low, a competitive advantage.</li> <li>• Some taxes requested are missing.</li> </ul>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
Permitting / Development Charges	5	Overview of development process Flow chart of development process Table of fees and approval timeframes provided for all relevant processes Total fees estimate provided Fast track permitting mentioned Contact info for each approval process provided <b>Comments:</b> <ul style="list-style-type: none"> <li>• Provide a table of the total development fees involved in for the development of each site so the reader can see if costs are higher or lower on particular sites.</li> <li>• Flow chart at back is good, not referenced on page 30. Note OPA is noted where it should read rezoning.</li> <li>• What does "Plus costs incurred by Municipality beyond non-refundable fee" mean? Seems wide open – thousands more in charges? Leaves doubt as to what cost will be.</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Incentives Overview	3	Brief description of each applicable incentive	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Summary table of incentives indicated, including estimated value of incentives	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Offer of assistance to prepare applications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Link provided for further info and contact person	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Loan vs. grant provision - interest rates and key terms indicated	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		<b>Comments:</b>		
		<ul style="list-style-type: none"> <li>This is a shopping list of incentives, how does the reader know which ones apply without researching them all. Provide a more succinct list of the most likely applicable incentives, the nature of the incentive and the likely benefit.</li> <li>Would benefit from a summary table with the applicable incentives indicated (loan vs. grant, etc.), and estimated value of incentives. Make and state assumptions as required to arrive at a bottom line.</li> </ul>		
Sector Specific Needs	10	Cleaning and uniform services and contacts provided	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		<b>Comments:</b>		
		<ul style="list-style-type: none"> <li>None</li> </ul>		
Transportation	7	Description of transportation network	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Map of transportation network	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Description of how products will get to market	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Contact information provided for rail, ports, air and trucking	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Comments:</b>		
		<ul style="list-style-type: none"> <li>Contact info only provided in profile. At least local transportation companies and courier services should be noted.</li> </ul>		
Appearance of Package	7	Good quality, professional	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Custom cover	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Cover letter	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Spelling/grammatical errors	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Maps and plan easy to read & need no improvement	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Good use of colour	<input type="checkbox"/>	<input type="checkbox"/>
		Appropriate font	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Location map at beginning of proposal	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		<b>Comments:</b>		
		<ul style="list-style-type: none"> <li>Overall, a good package – but not a lot of sizzle.</li> <li>A couple of errors found, but not big ones.</li> </ul>		
Organization	8	Pages numbered	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Table of contents, hypertext linked	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Executive summary	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Organized	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Organized in order presented in RFP	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Response contained all requested information	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		One PDF file versus several	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		References and contact info in appropriate place within text	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Total costs summed up	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Savings achieved through incentives, summed up	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		<b>Comments:</b>		
				<ul style="list-style-type: none"> <li>Executive summary provided map and key advantages, not a summary of the proposal.</li> <li>Overall, well organized.</li> <li>Did not contain all requested information, but overall a very good job – better than most.</li> </ul>

Timeliness of Response	10	Received on time	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Received ahead of schedule	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		<b>Comments:</b> <ul style="list-style-type: none"> <li>• None</li> </ul>		
<b>TOTAL</b>	<b>126/ 190</b>	<b>Additional Comments:</b> Overall, a very good proposal from Powassan – it would rate up there with the some of the "big guys" in terms of content. A few areas to brush up, but overall very passable. Clearly no properties available that are shovel-ready, those available would not meet the time requirements, and represent to much risk in terms of whether or not approvals will go smoothly.		

<b>Would this community be recommended for further investigation for this project?</b>	Not at this time as there are no suitable shovel ready properties available. If there were, this community would be recommended for further investigation.
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<b>Community:</b>	<b>Powassan</b>
<b>Contact:</b>	<b>Anna Gibson-Olajos</b>
<b>Project:</b>	<b>Project 330 25,000 sq.ft. manufacturing plant</b>
<b>Goals:</b>	The community presents itself and its attributes in the best possible light with respect to the proposed project. The site selection consultant has all information required to accurately evaluate the community for this project.

Site Visit Assessment				
Assessment Criteria	Score	Comments	Y	N
<b>Community Reception:</b> <i>Does community demonstrate understanding and support for project?</i> <ul style="list-style-type: none"> <li>Community knowledge</li> <li>Cooperative Spirit</li> <li>Timeliness</li> <li>Promises kept</li> </ul>	30/35	Room layout conducive to proper participation and engagement of partners	✓	✓
		Introductions and exchange of detailed contact information	✓	
		Mayor/key members of the community present to demonstrate community support	✓	✓
		Attendees – happy to be there, friendly, excited, interested	✓	
		Rehearsed, duties shared amongst presenters	✓	
		Attendance – all present, on time, cell phones put away	✓	
		Food & refreshments	✓	
		Printed agenda & schedule, orientation	✓	✓
		Air photos	✓	
		Site tour package handed out containing valuable & detailed information	✓	
		PowerPoint introduction – concise, polished, brevity, clear context about location	✓	
		Attributes of the community and key competitive advantages highlighted up front and emphasized throughout the day	✓	
		Overview of what is contained in the site tour package		✓
		<b>Comments:</b> <ul style="list-style-type: none"> <li><i>Start with a review of the agenda for the day, any changes happening, ask for approval or any suggestions for additions, changes.</i></li> <li><i>Important to have at least one representative of Council speaking on behalf of Council for at least a few minutes. Key message follows.</i></li> <li><i>Key Messages from Mayor/representative: "Your business is very important to us. Mayor and Council will do everything in our power to ensure that getting you established is as easy as possible. Here is my card, my cell phone number, call me at any time, if you have any questions, or run into any issues, please call me."</i></li> <li><i>Provide a geographic orientation of municipality and location of properties. Need to have air photos, good maps and plans to lay out where things are, not only in terms of transportation and highways to other communities, but clear subdivision and lot plans for any properties you intend to pitch (with services clearly indicated).</i></li> <li><i>Is there a Chamber of Commerce representative?</i></li> <li><i>Where possible, point out key advantages/benefits that are specific to the investment opportunity.</i></li> </ul>		
<b>Labour:</b> <i>Does community have a labour pool in place that is trained/trainable, cost effective, available?</i> <ul style="list-style-type: none"> <li>Cost</li> <li>Availability – skills</li> <li>Availability – other</li> <li>Worker/management</li> <li>Work ethic</li> <li>Training resources</li> <li>Recruiting</li> </ul>	25/50	Presentation tight and focused on potential employer's needs		✓
		Availability of labour, local & labour shed	✓	
		Information on training programs or incentives based on employer's needs	✓	
		Bottom line benefit provided		✓
		Strong community work ethic	✓	
		Loyal workforce	✓	
		Post-secondary representatives present information		✓
		Cost of labour discussed		✓
		Commuting labour force presented as an opportunity		✓
		Labour force within a defined labour shed discussed		✓
		Assistance for ads, recruitment, job fairs, application screening and interviewing discussed		✓

Site Visit Assessment				
Assessment Criteria	Score	Comments	Y	N
			√	√
		<p><b>Comments:</b></p> <ul style="list-style-type: none"> <li>• <i>Could provide a more specific presentation and how it relates to proposal – potential partnerships, supports, etc. A plethora of programs exist for training, apprenticeship, etc. but a specific response to the needs must be made to sort out what is applicable, and what is not. Provide a bottom line benefit.</i></li> <li>• <i>Presentation and information needs to be improved and tailored to proposal – bring in the experts to help with this.</i></li> <li>• <i>Would be beneficial to focus on labour pool within the labour shed</i></li> <li>• <i>Competing Northern communities offer very competitive recruitment assistance, Powassan needs to as well.</i></li> <li>• <i>Would likely score in 40's with complete information and with presentations from Parry Sound Employment Centre, and detailed incentives related to HR.</i></li> </ul>		
<p>Transportation: <i>Is the community/site accessible for inputs, outputs, labour force?</i></p> <ul style="list-style-type: none"> <li>• Air service</li> <li>• Highways</li> <li>• Local roads</li> <li>• Rail</li> <li>• Trucking services</li> <li>• Courier services</li> <li>• Shipping</li> </ul>	22/35	Proximity of scheduled passenger air service	√	
		General aviation, international service	√	
		On a major rail line	√	
		Access to highway routes	√	
		Trucking and courier services available	√	
		Local roads appear in good condition	√	
		Good road access	√	
		Expansion potential		
		Nearest shipping port noted		
		<p><b>Comments:</b></p> <ul style="list-style-type: none"> <li>• <i>Need to be better prepared with transportation information, contacts, details.</i></li> <li>• <i>Verify aviation services available, both freight and passenger services, scheduled and chartered.</i></li> <li>• <i>Transportation assets are very strong, need to be able to promote them as assets.</i></li> <li>• <i>Need to be able to anticipate client needs, even if not stated. In this case, transportation is needed, but was not specifically stated as a request.</i></li> <li>• <i>Would score in 30's once fully prepared and familiar with transportation and logistics.</i></li> </ul>		
<p>Utilities: <i>Are all utilities in place &amp; able to support new and future operations?</i></p> <ul style="list-style-type: none"> <li>• System capacity</li> <li>• Service size</li> <li>• Quality</li> <li>• Reliability</li> <li>• Rates and fees</li> <li>• Infrastructure cost</li> <li>• Service provider</li> </ul>	30/35	Sites completely serviced	√	
		Service providers discussed	√	
		Rates/fees provided (ie. water or sewer, electric, gas, telephone, high speed internet, etc.)	√	
		Plans of utility infrastructures available		√
		Planned improvements to utility infrastructures discussed	√	
		Water quality reports offered, MOE orders	√	
		Water & sewer capacities and current utilization rates provided	√	
		Sewage treatment plant noted condition, MOE orders	√	
		Utility reps present	√	√
		Utility rep contact information provided		√
Potential to put power back on the grid discussed		na		
<p><b>Comments:</b></p> <ul style="list-style-type: none"> <li>• <i>Garry did a great job, is very knowledgeable and a required asset on the team, as is Nicky.</i></li> <li>• <i>Utility infrastructure plans in relation to proposed sites required.</i></li> <li>• <i>Ideally overall infrastructure plan is required.</i></li> <li>• <i>Expect questions of the type asked. Affirmative answers instills confidence.</i></li> <li>• <i>Utility contact information required, ideally if not on site, available by phone at a pre-set time if utilities are critical to client.</i></li> </ul>				

Site Visit Assessment			Y	N		
Assessment Criteria	Score	Comments				
<b>Community Appearance:</b> <i>Does community appearance reflect pride and unity within?</i> <ul style="list-style-type: none"> <li>• Downtown district</li> <li>• Government &amp; institutional</li> <li>• Streetscape</li> <li>• Parks</li> <li>• Schools</li> <li>• Housing</li> <li>• Sewer plant</li> </ul>	22/35	Attractive, clearly defined downtown core	✓	✓		
		Community pride evident	✓	✓		
		Investments being made in downtown, public spaces, parks	✓			
		Positive impression		✓		
		Municipal, Provincial, institutional buildings appear in good shape/new	✓			
		Parks and recreation facilities – good condition, maintained	✓			
		Good tour of community provided	✓			
		Schools	✓			
		New developing residential areas and older areas well maintained				
		Hospital(s)				
		Use of transmission corridors		na		
		Industrial area - controls in place for front yard storage, front yard parking, landscaping, etc. – general appearance		✓		
		Highway commercial sectors – general appearance				
		Professional signage		✓		
<b>Comments:</b> <ul style="list-style-type: none"> <li>• <i>Improvements needed in terms of property standards and outside storage enforcement.</i></li> <li>• <i>Lack of property standards enforcement creates a less than positive impression</i></li> <li>• <i>Downtown OK, could be better (have seen much worse)</i></li> <li>• <i>Would not want to invest in current industrial area – it is a mess in terms of outside storage, no fencing or screening, and will not give a positive impression from highway 11.</i></li> </ul>						
<b>Sites/Buildings:</b> <i>Does the community have an inventory of available sites and/or buildings that are "ready to go"?</i> <ul style="list-style-type: none"> <li>• Size appropriate</li> <li>• Topography, soils</li> <li>• Zoning</li> <li>• Setting, environment</li> <li>• Ingress/egress</li> <li>• Infrastructure</li> <li>• Cost, fees, incentives</li> </ul>	40/60	Site areas well presented, topography	✓			
		Appropriate options given, met needs of the project	✓	✓		
		Brokers helpful and accommodating		na		
		Listing/data sheet for each site	✓	✓		
		Purchase/leasing costs reasonable, open to negotiation	✓	✓		
		Provided with plans of area including sites being proposed showing all utilities, locations, sizes, lots dimensions, rail, roads, etc.		✓		
		Sites had easy access to major road networks	✓			
		Contacts mentioned for each site	✓	✓		
		Ingress/egress and parking	✓			
		OP/zoning okay		✓		
		Brownfield?		✓		
		ESA available		na		
		<b>Comments:</b> <ul style="list-style-type: none"> <li>• <i>One out of four sites suitable for proposed use, other two options not viable or desirable for reasons stated in meeting.</i></li> <li>• <i>For municipally owned lands, business park sales sheet will be required.</i></li> <li>• <i>Purchase price of private lands unknown, recommend not presenting properties that do not have an asking price.</i></li> <li>• <i>OPA and zoning needed on all sites. Urgent to expedite this on the municipal sites.</i></li> <li>• <i>Will broker fees be paid?</i></li> <li>• <i>Approval Process to purchase not clearly documented.</i></li> </ul>				
		<b>Project Scheduling:</b> <i>Does the community impose undue time constraints on development, does it have a fast track process?</i>	13/15	Clear answers with respect to the approvals required	✓	✓
Unified approach to addressing approvals process, pre-application meeting available	✓					
Fast-tracking available	✓					
Development approvals fees discussed & reasonable	✓					
Timelines for approvals discussed & reasonable	✓					



Site Visit Assessment				
Assessment Criteria	Score	Comments	Y	N
Intangibles: <i>Does the community present itself well?</i> • Weather • Creativity • Personal touch • Visit flow and organization • Maps / orientation • Other	10/15	Staff – friendly, personable	✓	✓
		Team presentations coordinated effectively	✓	
		All team members engaged	✓	
		Presenters knowledgeable	✓	
		Great impression early on	✓	
		Pre-briefing with team to go over messaging, roles and responsibilities	✓	
		Unified approach, including all partners, for the visits and presentations	✓	
		Clear overview/schedule of planned events		✓
		Orientation given (ie. Maps, air photos, lots)		✓
		Refreshments, food	✓	
		Contact sheet provided	✓	✓
		Attendees punctual	✓	
		Summary provided of all costs and savings in spreadsheet form		✓
		Upbeat about lifestyle and the great offerings the Region has to offer	✓	
		Site visits went smoothly	✓	
		Good tour vehicle (well stocked)	✓	
		Good host	✓	
		Strength in presentation at the beginning	✓	
		Wrap up at the end of the day/tour, listed outstanding questions to be addressed	✓	
		Presentation on incentives – tailored to project needs		✓
		Good communication during process	✓	
Visit briefing package provided	✓			
<b>Comments:</b> • <i>Introduce briefing package at beginning of meeting. New information being requested or updated info from proposal should be reviewed and presented. Note where new info is being provided.</i> • <i>Enlarge the team. Add CFDC, NOHFC, FedNor, Parry Sound Employment Centre, Utility reps by phone, College rep in person if possible, or by phone.</i>				
<b>TOTAL</b>	<b>204/300</b>	• <b>Additional Comments:</b> <i>There was some "Skating" (aviation services), almost dodging (corporate taxes) on some of the answers. This is immediately evident. A little more research and confidence in some areas will strengthen the whole presentation. If you are not aware of the answer, do not hesitate to say "we will check to be certain on that item and get back to you". It would be of great help if total costs of development, property acquisition, and ongoing operating costs could be summed up in table format.</i>		

**Would this community be recommended for further investigation for this project?**

Based on proposal no, as properties are not shovel-ready. If there was a comparable competitive alternative that is shovel ready, we would go elsewhere. If this location was most competitive location in terms of total costs, we might take a chance on the OPA and zoning going through on Site 1 and make an offer.



**Name of Municipality/Agency:** Municipality of Powassan **URL:** <http://powassan.net/>

**Client's Stated Website Objectives:**

**BASIC Website Content Assessment**

Assessment Criteria	Score	Comments
Google search placement. Name of your community and the words "economic development" returns correct web page	15/15	<ul style="list-style-type: none"> <li>First result is a direct link to Economic Development page of Powassan site</li> </ul>
Maps clearly indicate location of community in North America, Canada, Province	6/15	<ul style="list-style-type: none"> <li>Under location, can find a link to a Google map (that overtakes site instead of opening in a new window) and then user must zoom out to get perspective.</li> <li>Site visitor must 'hunt and work' to find it</li> <li>Or visitor can go to GIS system, and see location with respect to North Bay and Algonquin,</li> </ul>
Clearly indicated site selection information area	4/10	<ul style="list-style-type: none"> <li>Economic development can be selected from home page drop down list, but not much site selection data obvious.</li> </ul>
News and events are posted and up to date	0/10	<ul style="list-style-type: none"> <li>Community and council events, no business related events on calendar</li> <li>No relevant news found</li> </ul>
Contact Information	5/10	<ul style="list-style-type: none"> <li>Generic Contact info at very bottom of left nav (must scroll to find)</li> <li>No EDO type contact found</li> </ul>
Target Sectors <ul style="list-style-type: none"> <li>Target sector identification &amp; competitive advantage outlined</li> <li>Profiles of target sector industries</li> </ul>	1/10	<ul style="list-style-type: none"> <li>No target sectors are apparent from the navigation menu</li> <li>Can extract that agriculture and tourism are sectors from local industry, strat plan and profile but not finding comprehensive listing of sectors or advantages</li> </ul>
Competitive Advantages <ul style="list-style-type: none"> <li>Regional and local</li> </ul>	1/10	<ul style="list-style-type: none"> <li>Not found in a neat and tidy listing</li> </ul>
Demographic characteristics <ul style="list-style-type: none"> <li>Age distribution</li> <li>Languages</li> <li>Demographic projections</li> <li>Income</li> </ul>	2/15	<ul style="list-style-type: none"> <li>Only found in profile not on web</li> <li>Tables not all date and profile undated, believe to be 2006 census based</li> <li>No income data with demographics, family income after education</li> </ul>
Labour force characteristics <ul style="list-style-type: none"> <li>Participation, employment and unemployment rates</li> <li>By industry</li> <li>By occupation</li> <li>Commuting Characteristics</li> </ul>	2/15	<ul style="list-style-type: none"> <li>In profile not on web</li> <li>Labour force participation, by industry and by occupation</li> <li>Again tables undated</li> <li>No commuting data</li> </ul>

Assessment Criteria	Score	Comments
<b>Education</b> <ul style="list-style-type: none"> <li>Educational Attainment</li> <li>Post-secondary field of study</li> <li>Educational institutions</li> </ul>	1/10	<ul style="list-style-type: none"> <li>Attainment found in profile not on web</li> <li>No field of study</li> <li>School boards, Post-secondary courses on site, distance education info in profile</li> </ul>
<b>Hiring and Training</b> <ul style="list-style-type: none"> <li>Training facilities (public &amp; private)</li> <li>Employment agencies</li> </ul>	0/10	<ul style="list-style-type: none"> <li>Not found on web</li> </ul>
<b>Major employers</b> <ul style="list-style-type: none"> <li>Public</li> <li>Private</li> </ul>	4/10	<ul style="list-style-type: none"> <li>On web, text description of local industry</li> <li>Major Employers page shows 9 employers no company size, mixed public and private</li> <li>In profile more info</li> </ul>
<b>Local Utilities (including broadband)</b> <ul style="list-style-type: none"> <li>Service Availability</li> <li>Rates</li> <li>Water quality reports</li> <li>Water &amp; sewer capacities</li> <li>Average loads</li> <li>Treatment facility info</li> </ul>	0/10	<ul style="list-style-type: none"> <li>Some soft info in profile with links to providers – rates not included</li> <li>Not found on web,</li> </ul>
<b>Transportation networks</b>	3/15	<ul style="list-style-type: none"> <li>No map of transportation network</li> <li>Google or GIS map gives some indication</li> <li>Some info found in profile, not on web</li> </ul>
<b>Telecommunications services noted</b>	0/10	<ul style="list-style-type: none"> <li>In profile not on web</li> </ul>
<b>Tax Information</b> <ul style="list-style-type: none"> <li>Local taxes</li> <li>Provincial taxes</li> <li>Federal taxes</li> </ul>	0/10	<ul style="list-style-type: none"> <li>Profile mentions low taxes, no rates given for local, provincial or federal</li> <li>Not found on web</li> </ul>
<b>Incentives</b> <ul style="list-style-type: none"> <li>Community Improvement Plan</li> <li>Incentive zones</li> <li>Employment programs</li> <li>Industry incentives</li> <li>Other programs</li> </ul>	5/10	<ul style="list-style-type: none"> <li>Provincial and Federal programs listed on web – some links out of date</li> <li>Not comprehensive</li> <li>Some relation to strat plan</li> </ul>
<b>Local business services</b> <ul style="list-style-type: none"> <li>Local financial institutions</li> <li>Business resources</li> </ul>	1/5	<ul style="list-style-type: none"> <li>searchable businesses directory</li> <li>No financial institutions listed</li> <li>There is no “business start-up” section with a funding program page</li> </ul>
<b>Climate</b>	1/5	<ul style="list-style-type: none"> <li>In profile not on web</li> </ul>
<b>Quality of life</b> <ul style="list-style-type: none"> <li>Protective services</li> <li>Healthcare facilities</li> </ul>	2/5	<ul style="list-style-type: none"> <li>In profile,</li> <li>On web fire protection info, no info on police</li> <li>Recreation info on web</li> </ul>
<b>Housing Costs</b>	4/10	<ul style="list-style-type: none"> <li>Ave dwelling value in profile, no year give</li> </ul>

Assessment Criteria	Score	Comments
		<ul style="list-style-type: none"> <li>Housing study from 2008 downloadable</li> <li></li> </ul>
<b>Property Listings</b> <ul style="list-style-type: none"> <li>Listings for small communities</li> <li>Online property tool for medium/larger communities</li> </ul>	0/10	<ul style="list-style-type: none"> <li>Info not found</li> <li></li> </ul>
<b>Planning &amp; Development Approvals process</b> <ul style="list-style-type: none"> <li>Contact Info</li> <li>Fees</li> </ul>	5/10	<ul style="list-style-type: none"> <li>Schedule of fees as a pdf</li> <li>Phone number (without area code given)</li> </ul>
Above information available in PDF downloadable profile	5/10	<ul style="list-style-type: none"> <li>Community Profile, Housing Study, Strategic Plan available as PDF downloads only</li> <li>Profile out of date</li> </ul>
<b>Location Maps</b>	3/15	<ul style="list-style-type: none"> <li>Google</li> </ul>
Content up-to-date	2/25	<ul style="list-style-type: none"> <li>Insufficient/missing content</li> <li>Content that is present appears to be out of date – mostly from profile</li> <li>Sources generally not indicated</li> <li></li> </ul>
<b>TOTAL</b>	<b>72/290</b>	

Name of Municipality/Agency: \_\_\_\_\_ URL: \_\_\_\_\_

**ADVANCED Website Content Assessment**

Assessment Criteria	Score	Comments
Local real estate market summaries	8/10	<ul style="list-style-type: none"> <li>Housing study available - 2008</li> </ul>
Local research & development institutions	0/10	<ul style="list-style-type: none"> <li>Info not Available or Not Applicable to Site Selection</li> </ul>
Historical building permits by type records	3/10	<ul style="list-style-type: none"> <li>2001-2008 Single Family, Accessory Buildings Renovations and Demolitions,</li> </ul>
Maps		<ul style="list-style-type: none"> <li>Info not Available or Not Applicable to Site Selection</li> </ul>
<ul style="list-style-type: none"> <li>Water &amp; sewer</li> <li>Labour force distribution</li> <li>Commercial and industrial areas</li> <li>Transportation</li> </ul>	0/10	
<b>TOTAL</b>	<b>11/40</b>	

Name of Municipality/Agency:

URL:

**BEST-OF-CLASS Website Content Assessment**

Assessment Criteria	Score	Comments
Demographic and labour force projections (from reliable and credible 3 <sup>rd</sup> party sources) i.e. 5-10-15 year projections	0/10	<ul style="list-style-type: none"> <li>No projections found</li> </ul>
Demographic data at sub-municipal level	0/10	<ul style="list-style-type: none"> <li>Not found</li> </ul>
Online business Directory <ul style="list-style-type: none"> <li>Downloadable in multiple formats</li> <li>Has mapping capability</li> </ul>	5/10	<ul style="list-style-type: none"> <li>Not downloadable</li> <li>Google maps open over site – should open to new window</li> <li>Internally searchable</li> </ul>
Website linked to/from a regional marketing alliance with a best-of-class regional information portal	8/10	<ul style="list-style-type: none"> <li>Almaguin Highlands Ontario, Blue Sky Region, Invest in Ontario</li> </ul>
Custom profile generation <ul style="list-style-type: none"> <li>User-defined information downloaded</li> </ul>	0/10	<ul style="list-style-type: none"> <li></li> </ul>
Sector info/data/resources for target sectors	0/10	<ul style="list-style-type: none"> <li></li> </ul>
Interactive GIS Mapping capability	10/10	<ul style="list-style-type: none"> <li></li> </ul>
Thematic mapping of demographic variables	0/10	<ul style="list-style-type: none"> <li></li> </ul>
Video Virtual Tour	0/5	<ul style="list-style-type: none"> <li></li> </ul>
Download Page	0/5	<ul style="list-style-type: none"> <li></li> </ul>
Webcam of Business Areas	0/5	<ul style="list-style-type: none"> <li></li> </ul>
<b>TOTAL</b>	<b>23/95</b>	

Name of Municipality/Agency:

URL:

**Website Technical Assessment**

Assessment Criteria	Score	Comments
<b>Structure/Navigation</b> <ul style="list-style-type: none"> <li>Can the visitor quickly find information?</li> <li>Easy to navigate (1-2 click access)</li> <li>Nomenclature</li> </ul>	6/10	<ul style="list-style-type: none"> <li>Reasonably navigable as not much content</li> <li>90% of site selection content is only available in profile</li> <li>Nomenclature reasonable</li> </ul>
<b>Technical</b> <ul style="list-style-type: none"> <li>Downloading speed</li> <li>Browser &amp; O/S compatibility</li> <li>Broken links/Coding issues</li> </ul>	6/20	<ul style="list-style-type: none"> <li>Long pages</li> <li>Long side navs</li> <li>wide page – with 3 sections,</li> <li>Clickable pages that have no content is a nuisance, if no content shouldn't be able to click</li> </ul>
<b>Links</b> <ul style="list-style-type: none"> <li>Links to external sites open in new tab</li> <li>Links to appropriate landing page</li> </ul>	3/10	<ul style="list-style-type: none"> <li>Externals pages should open in a new window- many links opening incorrectly internally</li> <li>Few broken external links</li> </ul>
<b>Search Engine Ranking</b>	10/10	<ul style="list-style-type: none"> <li>First in Google, in search of community name + economic development</li> </ul>
<b>Customer Relationship</b> <ul style="list-style-type: none"> <li>Level of credibility established</li> <li>Analytics program installed</li> </ul>	2/5	<ul style="list-style-type: none"> <li>Consistent identification</li> <li>Legal Disclaimer and Copyright info</li> <li>No privacy policy or terms of use found</li> <li>No evidence of analytics program found</li> </ul>
<b>Management</b> <ul style="list-style-type: none"> <li>Ease of contact</li> </ul>	3/5	<ul style="list-style-type: none"> <li>Can email generic account</li> <li>Can access contact info for municipal office</li> <li>Found name of EDO within text under investment readiness category but no contact</li> </ul>
<b>Legal Considerations</b> <ul style="list-style-type: none"> <li>Disclaimers</li> <li>Privacy statement</li> <li>Copyright</li> </ul>	5/10	<ul style="list-style-type: none"> <li>No, privacy statement or terms of use found</li> <li>Legal disclaimer and copyright under information section</li> </ul>
<b>Site Map</b>	8/10	<ul style="list-style-type: none"> <li>Not found in usual places – under information tab</li> </ul>
<b>Search function</b>	8/10	<ul style="list-style-type: none"> <li>Global position for search box</li> </ul>
<b>Standards</b> <ul style="list-style-type: none"> <li>HTML</li> <li>W3C</li> <li>Other</li> </ul>	8/10	<ul style="list-style-type: none"> <li>Does not pass W3C HTML validation</li> </ul>
<b>Content Export Options</b> <ul style="list-style-type: none"> <li>Report (Checklist)</li> <li>Report (Shopping Cart)</li> <li>Spreadsheet</li> <li>PDF</li> <li>Email</li> </ul>	5/10	<ul style="list-style-type: none"> <li>PDF only</li> </ul>
<b>TOTAL</b>	<b>64/110</b>	

Name of Municipality/Agency:

URL:

**Website Design / Marketing Assessment**

Assessment Criteria	Score	Comments
<b>Identity</b> <ul style="list-style-type: none"> <li>Name of municipality clear?</li> <li>Name of department clear?</li> <li>Logo present and consistent?</li> </ul>	8/10	<ul style="list-style-type: none"> <li>Name of municipality clear</li> <li>Name clear - appears on every page</li> <li>Single use of logo</li> <li>Logo present and consistent</li> </ul>
<b>Content</b> <ul style="list-style-type: none"> <li>Written from user's perspective?</li> <li>Written in easy-to-understand style?</li> <li>Subject headlines and categories clear?</li> </ul>	6/10	<ul style="list-style-type: none"> <li>Not a lot of ED related content to judge</li> <li>Subjects and headings are clear</li> <li>What is there is fairly easy to read</li> <li>Busy pages with Testimonial, Business Feature member, recreation survey etc.</li> </ul>
<b>Visual Design</b> <ul style="list-style-type: none"> <li>Overall impression?</li> <li>Professional image?</li> <li>Consistent with other brand elements /marketing materials?</li> </ul>	5/10	<ul style="list-style-type: none"> <li>Consistent use of colours</li> <li>Easy to read text</li> <li>Page very wide, somewhat busy</li> <li>No photos of the area</li> <li>Not enough photos</li> <li>Too much stuff in side navs</li> </ul>
<b>Layout</b> <ul style="list-style-type: none"> <li>Is there design logic?</li> <li>Follows a grid?</li> <li>Photo/text balance OK?</li> <li>Font treatment OK?</li> <li>Text spaced OK?</li> <li>Text readable?</li> </ul>	6/10	<ul style="list-style-type: none"> <li>Could use more photos and graphical presentation</li> <li>Font is readable, spacing, size good</li> <li>Main menu not located in good position on page</li> <li>Grid is consistent</li> </ul>
<b>Photos</b> <ul style="list-style-type: none"> <li>Reflect the content?</li> <li>Well composed?</li> <li>Appropriate quality?</li> <li>Size and placement OK?</li> </ul>	1/10	<ul style="list-style-type: none"> <li>Minimal photos</li> <li>Only 1 page within ED has photos and no header photos</li> </ul>
<b>Graphics</b> <ul style="list-style-type: none"> <li>Logical use?</li> <li>Use of colour?</li> <li>Buttons legible?</li> <li>Fonts appropriate?</li> </ul>	8/10	<ul style="list-style-type: none"> <li>Graphics fine</li> </ul>
<b>Marketing</b> <ul style="list-style-type: none"> <li>Linked from other key websites</li> <li>Website Promotion</li> <li>Component of overall</li> </ul>	6/10	<ul style="list-style-type: none"> <li>Colouring somewhat linked to profile</li> <li>Can't tell what other promotions are happening</li> </ul>

Assessment Criteria	Score	Comments
marketing program		
Other		<ul style="list-style-type: none"><li>• Menus rollover</li><li>• No other flash noted</li></ul>
<ul style="list-style-type: none"><li>• Use of Flash?</li><li>• Changing images?</li><li>• Buttons change to indicate current section?</li></ul>	5/10	
<b>TOTAL</b>	45/80	Overall, appears as a good first generation site. Depending upon the marketing goals, it could be brought up several notches.