Required Submission Criteria	Max Criteria Points (Out of 100 Total Proposal Points)
Compatibility with Vision (Relevant Recovery and Steady-State Projects and Plans)	30
Economic Revitalization (Advancing Revitalization)	30
Experience and Capacity (Independent Operation)	25
Alignment with City Council Strategic Goals	15

Required Submission Criteria	Components
Compatibility with Vision (Relevant Recovery and Steady-State Projects and Plans)	The way in which the site is used should fit into the City's vision for the property. The RAD is an arts community with a unique position on the French Broad River.
Compatibility with Vision (Relevant Recovery and Steady-State Projects and Plans)	Description of the organization's commitment to and/or approach to activation, economic revitalization, and site revitalization.
Compatibility with Vision (Relevant Recovery and Steady-State Projects and Plans)	Specific details on planned activities and how they align with the Wilma Dykeman and other relevant plans and recovery projects.
Economic Revitalization (Advancing Revitalization)	The new tenant will accomplish this by adding new, appropriate uses and contributing to the district's identity.
Economic Revitalization (Advancing Revitalization)	Specific details on planned activities and how they advance district economic revitalization. Description of the proposed improvements and activities that planned for the site. Indicate which customers or groups your organization serves.
Experience and Capacity (Independent Operation)	The successful applicant should be able to meet all terms and conditions of a finalized lease agreement. The applicant should have a proven track record of providing the service or product identified.
Experience and Capacity (Independent Operation)	Description of staff, history, and commitment to their ability to meet the leasing goals. Organization description, background, relevant prior projects/accomplishments, and staff alignment with the project. Non-profit or for-profit designation. Description of the organization's commitment to and/or approach to achieve the proposed activation, economic revitalization, and site revitalization.
Experience and Capacity (Independent Operation)	Description of staff members, partners, or other entities what will be operating on the site.
Experience and Capacity (Independent Operation)	Explanation of how the applicant will leverage external partners to maximize impact at no cost to the City.
Experience and Capacity (Independent Operation)	Desired term and proposed rental rate. If for-profit entity, the total lease term must not exceed 10 years and must offer a rental rate that reflects the fair market value of the property. If non-profit entity seeking to perform a public purpose, the proposed term may be extended for up to 15 years total, and the rental rate of less than fair market value can be proposed, in alignment with the provision below: -According to the City's Real Estate Lease Policy for City-Owned Land, under specific circumstances, the City will consider non-monetary forms of rental payments if measurable public benefits are being provided. If seeking a rental reduction, the prospective tenant should include in their lease proposal the ways they will provide public benefit services and, specifically, how they will serve a public purpose.
Alignment with City Council Strategic Goals	The applicant's operational model or organization's mission will align with the Asheville City Council's Strategic Goals for the City.
Alignment with City Council Strategic Goals	Indicate how you would further the overall City's vision and the vision for the River Arts District.
Alignment with City Council Strategic Goals	The proposal should describe in detail how performance will be measured or quantified, and how it will align with the City Council's Strategic Goals.