

Evaluation Criteria for Business Solutions for St. Anne's

COSTS

- Are there Building / Property Adjustments needed before we can begin?
- Will an additional loan (in excess of what ECBF can provide) be required?
- What are the Start-Up Costs?
- What are the ongoing maintenance costs (fees, taxes, advertising, staff)?

ST. ANNE'S FIT

- Does it fulfill St. Anne's Mission?
- Will this have a positive or negative effect on St. Anne's reputation?
- Will the congregation "get behind" this concept & be involved?
- Does this limit the use of St. Anne's for our own purposes (seasonal or weekly)?

COMMUNITY FIT

- Does it fit with Ankeny values?
- Is this a concept that provides community benefits for Ankeny?
- Will it impact Ankeny if we stop?

INCOME POTENTIAL

- How quickly will this concept pay for itself? (Break-even date)
- How much profit will this concept generate?
- Will this concept generate income on a one-time basis or will it be renewable / continual?
- Will this concept lead to a larger income source in the future?

MARKET POTENTIAL

- Are there enough customers for this concept to be profitable?
- Will customers seek out this concept or will we need to advertise for customers?
- Is there already market competition in Ankeny or the surrounding area?

EFFORT

- What human resources will this concept require from St. Anne's members to start and/or keep going?
- Do we have the skill sets required to initiate this concept within St. Anne's?
- What regulations will need to be met for this concept to start? (laws, license, legal liabilities, zoning, insurance, etc.)
- How difficult would it be to evict renter or re-purpose space if arrangement sours or St. Anne's needs to use the building / land again?

SUSTAINABILITY

- Are there long term market risk? Will this concept still be a need in Ankeny 5 – 10 - 20 years from now?
- If this concept does last a long term (15 years) – will it negatively impact our property? (environment, value, inability to reverse the change, etc.)