

Criterion	Low	Medium	High	Points	Comments
<p><b>Overview (Up to 10 points)</b> The applicant clearly proposes overarching project details.</p>	N/A	N/A	<p>The applicant includes dates, proposed location, and the amount requested.</p> <p>(5 points automatic)</p>	Maximum 5 points automatic	
	<p>The applicant provides a very vague description that does not make sense. The project might not align with the purpose of the project support program.</p> <p>(1 point)</p>	<p>The applicant provides a simple description. The description of the project aligns with the project support program.</p> <p>(2 – 3 points)</p>	<p>The applicant provides a succinct description of the project's overarching details.</p> <p>(4 – 5 points)</p>	Maximum 5 points	
<p><b>Community Significance (Up to 30 points)</b></p> <p>The applicant:</p> <ol style="list-style-type: none"> <li>1. Identifies the primary beneficiary of the project</li> <li>2. Demonstrates an understanding of the project's meaning and importance to participants</li> <li>3. Has a plan to ensure the project is accessible to a diverse group of participants.</li> </ol>	<p>The applicant does not describe or provide examples explaining the project's meaning and importance.</p> <p>(0 – 4 points)</p>	<p>The applicant generally describes the meaning and importance of the project. The applicant provides one or two examples/reasons.</p> <p>(5 – 9 points)</p>	<p>The applicant includes background/contextual information as to why the project is particularly meaningful to the primary beneficiaries and also provides examples/reasons.</p> <p>(10 – 15 points)</p>	Maximum 15 points	
	<p>The applicant's outreach plan does not target any specific audience (or primary beneficiaries).</p>	<p>The applicant's outreach plan targets primary beneficiaries but does not use all the platforms that might be available. For example, an applicant might say they will print flyers and distribute them, but not use social media.</p>	<p>The applicant's outreach plan is well thought out. The plan mainly targets the primary beneficiaries and others, unless the project is working specifically with protected populations, such as children). The plan describes different forms of outreach for accessibility. Suppose a specific platform/form is not used for outreach; in that case, the applicant explains</p>		

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	(0 – 4 points)	(5 – 9 points)	why a platform is not being used. This shows thought and intentionality.  (10 – 15 points)		
<p data-bbox="92 716 369 781"><b>Artistic/Cultural Value (30 points)</b></p> <p data-bbox="92 824 394 889">The applicant proposes a project where</p> <ol data-bbox="92 894 436 1170" style="list-style-type: none"> <li data-bbox="92 894 415 959">1. Arts and culture are the primary experiences</li> <li data-bbox="92 964 436 1065">2. Artists have an important role in the design and delivery of the project</li> <li data-bbox="92 1070 436 1170">3. The support materials are evidence that the project can be completed</li> </ol>	<p data-bbox="474 378 835 691">The applicant lists the artistic and cultural activities primary beneficiaries will participate in without significant detail. The reviewer cannot envision what the activities will be or in what order. The list of activities may be disorganized and unclear.</p> <p data-bbox="474 1052 638 1084">(0 – 4 points)</p>	<p data-bbox="856 378 1213 727">The applicant lists the artistic and cultural activities. They are in order and organized, but the reviewer cannot envision the entire project and how it comes together when the primary beneficiaries participate, and/or they are left with questions and confusion.</p> <p data-bbox="856 1052 1020 1084">(5 – 9 points)</p>	<p data-bbox="1239 378 1600 979">The applicant highlights the artistic and cultural activities that the primary beneficiaries will partake in when the project is implemented. For example, suppose the project involves a series of workshops. In that case, there will be examples of what activities will happen in each workshop. Suppose the project is a festival or performance. In that case, the applicant will describe the different activities throughout the day of the festival/performance.</p> <p data-bbox="1239 1052 1432 1084">(10 – 15 points)</p>	<p data-bbox="1621 378 1755 443">Maximum 15 points</p>	
	<p data-bbox="474 1092 835 1406">The applicant does not (or briefly) list the artists and their role and participation in the project. There is no description of responsibilities. Project may be arts-focused but doesn't have direct involvement of artists.</p> <p data-bbox="474 1479 638 1511">(0 – 4 points)</p>	<p data-bbox="856 1092 1213 1336">The applicant specifically describes how artists are involved in the delivery of the project, but doesn't describe how artists have been involved in the project design.</p> <p data-bbox="856 1479 1020 1511">(5 – 9 points)</p>	<p data-bbox="1239 1092 1600 1336">The applicant describes how artists will be significantly involved in the project design (e.g. timeline, activities, and/or materials, etc.) as well as in the delivery of the project.</p> <p data-bbox="1239 1479 1432 1511">(10 – 15 points)</p>		

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	<p>The applicant does not provide support materials.</p> <p>(0 points)</p>	<p>The applicant provides support materials (flyers, artist work), but they don't seem directly related to the project activities.</p> <p>(1 – 4)</p>	<p>The applicant provides support materials for similar events/activities in the past. The applicant describes each support material that allows the reviewer to understand what is happening in each support material.</p> <p>(5 – 10)</p>	<p>Maximum 10 points.</p>	
<p><b>Logistics and Feasibility (30 points)</b></p> <p>The applicant</p> <ol style="list-style-type: none"> <li>1. Outlines a clear and plausible planning timeline;</li> <li>2. Defines evaluation criteria of the success of the project;</li> <li>3. Provides a budget that reflects the activities and is clear and organized.</li> </ol>	<p>The applicant does not provide a clear outline of the planning activities. The planning activities might not align with the project purpose. The applicant might copy/paste the same response they provided for the day of the event question and not provide information about planning activities.</p> <p>(0 – 2 points)</p>	<p>The applicant provides a basic timeline that gets the point across but needs more detail. For example, the applicant may include what planning activities will happen but may not include when they will happen or how.</p> <p>(3 – 6 points)</p>	<p>The applicant provides a detailed outline that answers the (What, when, who, how). This way, the reviewers can envision the planning behind the event.</p> <p>(7 – 10 points)</p>		
	<p>The applicant does not plan to measure if the project will be successful.</p>	<p>The applicant has a vague form to measure success. This might be only an internal evaluation after the fact where project leaders meet to talk about what worked and what didn't work. This feedback may or may not include project leadership.</p>	<p>The applicant outlines the project's specific goals and has an evaluation plan to measure at least two items: Feedback from primary beneficiaries and feedback from the participating artists and/or other arts and culture workers. An excellent evaluation plan will measure success in three areas: 1. Feedback from</p>		

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			primary beneficiaries (participants). 2. Feedback from participating artists and/or arts and culture workers, and 3. Incorporation of all the feedback and a discussion within the project's main leaders and planners.		
	(0 – 2 points)  The applicant will include a budget that is not balanced and does not reflect the project activities.	(3 – 6 points)  The applicant provides a balanced budget. The budget items need more detail and do not match the project outline/timeline. For example, a budget line item might say "artists fees = \$500", but it does not specify how many artists will be paid or how long the artists will be working.	(7 – 10 points)  The applicant provides a balanced and detailed budget. The budget will include line items that match the project activities, timeline, and narrative. The budget will include detail about how much is being spent on each item or how much each artist is paid per amount of time or activity.		