Phoenix Office of Arts and Culture – General Support Program Evaluation Criteria

	Criterion	Application Question	Low	Medium	High	Points
Artistic/Cultural Value (Up to 40 points)	*The applicant:* - is thoughtful in delivering programs and services that advance the organization's artistic/cultural mission	*Highlight upcoming programming that is exciting to the organization. Explain why that programming is particularly unique, innovative, and/or exceptional for the city of Phoenix. (300 words)*	The applicant does not explain why the specified upcoming programming is unique, innovative, and/or exceptional. Lists the programming but does nothing more. (0 – 3 points)	The applicant both lists upcoming programming and explains why it is particularly unique, innovative, and/or exceptional. (4 – 7 points)	The applicant both lists upcoming programming and explains why it is particularly unique, innovative, and/or exceptional for the Phoenix community, in a way that is striking and thoughtful. Applicant explains *how* they determine the programming is unique, innovative, and/or exceptional. (8 – 10 points)	Maximum 10 points
	- demonstrates intentionality behind upcoming programming	*Describe the development process of your programming (events, workshops, performances, etc.). Who is involved and how? (400 words)*	The applicant does not adequality describe the development process of programming. (0 – 3 points)	The applicant includes the program/services development process with some specificity but does not necessarily align those methods with the stated mission and their target population. (4 – 7 points)	The applicant includes a detailed explanation of the program/services development processes, which align in a thoughtful manner with the organization's mission and target population. (8 – 10 points)	Maximum 10 points
	- shows commitment to the success and development of Phoenix artists	*How does your organization specifically support local artists and culture workers through opportunities, fair wages, promotion, and/or professional development? (400 words)*	In relation to the applicant's size and resources, the applicant provides few to no opportunities to local artists. (0 – 3 points)	In relation to the applicant's size and resources, the applicant describes the internal artist opportunities (e.g. performing in a show) that it provides to local artists but doesn't provide examples of other specific support (e.g. development/training, pay, promotion). (4 – 7 points)	In relation to the applicant's size and resources, the applicant has specific examples of how they provide specific and concrete support to artists (e.g. development/training, fair pay, meaningful promotion) and show intent for continued and growing support. (8 – 10 points)	Maximum 10 points

	Criteria	Prompt	(0–3 points)	(4–7 points)	(8–10 points)	Max
	- Support materials are consistent with the artistic/cultural mission and vision of the organization	*Upload support materials that really encapsulate the recent programming of the organization.* *(Video, Images, Brochures, etc.)*	Support materials insufficiently at communicating alignment with the mission and vision of the organization. (0 – 3 points)	Support materials adequately communicate alignment with the mission and vision of the organization. (4 – 7 points)	Support materials truly encapsulate the mission and vision of the organization. Materials make sense with the programming (e.g. video for performance organizations). (8 – 10 points)	Maximum 10 points
Community Significance (Up to 30 points)	*The applicant:* - is knowledgeable about the people they engage	*What population(s) does your organization engage? Include demographic information, if available, or describe the population(s) as specifically as possible. (400 words)*	The applicant describes the population(s) that the organization engages vaguely. It does not include demographic information that is specific to the organization's community or provides city of phoenix resident demographics instead. (0-3 points)	The applicant describes the population(s) that the organization engages. It includes some demographic information or description. (4–7 points)	The applicant names or describes the population(s) it engages and includes demographic information and/or a clear and specific description. For example, there are demographics by age, race, and gender. The applicant has a system by which they capture and track data. (8–10 points)	Maximum 10 points
	- shows an awareness about how to strengthen engagement with their intended participants/audience	*What strategies does your organization rely on to strengthen engagement with your intended audience/participants? (400 words)*	The applicant does not adequately describe how they effectively engage their community. (0-3 points)	The applicant describes in some specificity the strategies they use to effectively engage their community. Applicant may be specific but still not articulate an understanding about why those tactics work for their community. (4–7 points)	The applicant provides concrete examples and details of overall strategy, or tactics, used to effectively engage their communities. Applicant may explain with deeper understanding about how they know that strategy or those tactics are effective. (8–10 points)	Maximum 10 points
	- has an understanding about how they and others (arts and cultural entities, nonprofits, businesses, and/or schools) interact in the arts and culture	*Describe how your existing partnerships and collaborations with other arts and cultural entities, nonprofits, businesses, and/or schools strengthen your ability to carry out your mission? (400 words)*	The applicant does not have any existing partnerships and collaborations or vaguely references them.	The applicant specifies in some detail existing partnerships and collaborations and adequately demonstrates how these relationships help enable them to exercise their mission.	The applicant specifies in meaningful detail existing partnerships and collaborations and demonstrates how these relationships enable them to	Maximum 10 points

	ecosystem to enrich the applicant's programming		(0-3 points)	(4 – 7 points)	exercise their mission and steer them closer towards their vision. (8 – 10 points)	
Financial & Leadership Capacity (Up to 15 points)	*The applicant:* - shows fiscal accountability and fiscal health	*Describe successes, challenges, or special circumstances related to your financial position in the past, current, and next fiscal year. Reference the CDP report/summary form when applicable. (400 words)* (0 points)	The applicant is not responsive to the narrative commentary questions about the CDP/financial summary form. (0 points)		The applicant is responsive to narrative commentary questions about the CDP/financial summary form. (5 points)	Maximum 5 points Automatic (staff reviewed)
	- demonstrates understanding about how to implement equitable practices throughout their organization	*What concrete actions has your organization taken to build equity into programs, services, and/or policies? (400 words)*	The applicant includes general or generic phrasing and terms. (0-3 points)	The applicant provides specific actions that relate to implementing equitable practices. Applicant offers both internal and external examples. (4 – 7 points)	The applicant provides specific actions; offers both internal and external examples; demonstrates an understanding about how equity can be strengthened across several/all aspects of their organization, Strongest responses include a way to measure progress. (8 – 10 points)	Maximum 10 points
	Other Uploads (required)	- Programs upload - *CDP / financial forms upload*				5 points automatic 10 points automatic