Criterion	Application Question	Low	Medium	High	Points
Artistic/Cultural Value (Up to 40 points) The applicant: 1. Is thoughtful in delivering programs and services that advance the organization's artistic and/or cultural mission;	*Highlight upcoming programming that is exciting to the organization. Explain **why** that programming is particularly unique, innovative, and/or exceptional.*	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 upcomming programming and explains why it is particularly unique, innovative, and/or exceptional for the Phoenix community, in a way that is striking and thoughtful. (8 – 10 points)	Maximum 10 points
2. Demonstrates intentionality behind upcoming programming;	*Describe the development process of your programming (event, workshops, performances, etc.). Who is involved in the programming development process?*	The applicant does not adequality describe the development process of programming. (0 – 3 points)	The applicant includes the means of developming programming with some specificity but does not necessarily align those development methods with the stated mission and community. (4 – 7 points)	The applicants includes the means of developing programming that is in thoughtful alignment with mission and community. (8 – 10 points)	Maximum 10 points
3. Shows commitment to the success and development of Phoenix artists;	*How does your organization support local artists and culture workers through opportunities, fair wages, promotion, and/or professional development?*	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 anc 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
4. *Support materials encapsulate recent programming of the organization.*	*Upload support materials that really encapsulate the recent programming of the organization.* *(Video, Images, Brochures, etc.)*	Support materials are insufficient at communicating recent programming of the organization. (0 – 3 points)	Support materials adequately show recent programming of the organization. (4 – 7 points)	Support materials truly encapsulte recent progamming of the organization. Materials make sense with the programming (e.g. video for performance organizations). (8 – 10 points)	Maximum 10 points

Criterion	Application Question	Low	Medium	High	Points
Community Significance (Up to 30 points) The applicant clearly and specifically: 1. Identifies the community the organization engages	*What community does your organization engage?*	The applicant describes the community 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 community that the organization engages somewhat. It includes some demographic information or description. (4 – 7 points)	The applicant names or describes the community it engages, and includes demographic information and/or a clear and specific description. For example, there are demographics by age, race, and gender. (8 – 10 points)	Maximum 10 points
2. Reveals an understanding about how they currently effectively engage their community;	*What strategies does your organization rely on to engage your itended community?*	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 not articule an understanding about why those tactics work for their community. (4 – 7 points)	The applicant provides concrete examples and details of tactics used to effectively engage their communities; applicant may explain with more deeper understanding about why those tactics work or how they've been developed. (8 – 10 points)	Maximum 10 points
3. Demonstrates an awareness of how they and others fit into the arts and culture ecosystem to increase the benefit to the Phoenix community.	*Describe how your existing partnerships and collaborations with other arts and cultural entitiess, nonprofits, businesses, and/or schools strengthen your ability to carry out your mission.*	The applicant does not have any existing partnerships and collaborations or vaguely references them. (0-2 points)	The applicant specifices in some detail existing partnerships and collaborations and adequately demonstrates how these relationships help enable them to exercise their mission. (3 – 7 points)	The applicant specifices in meaningful detail existing partnerships and collaborations and demonstrates how these relationships enable them to exercise their mission and stear them closer towards their vision. (8 – 10 points)	Maximum 10 points

Criterion	Application Question	Low	Medium	High	Points
Financial & Leadership Capacity (Up to 15 points) The applicant shows: 1. Fiscal accountability and is flexible to keep up with the challenges the organization faces during the Coronavirus crisis, including fiscal health, staff and board development, and a focus on the future; successfully refers to CDP report/summary form to explain financial position;	*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.*	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)
2. Demonstrates thoughtful reflection on equity regardless of where the organization is on the continuum of their equity work.	*Identify three separate reflections about how your organization is working to build a more equitable organizational framework.* *Reflections can be questions, examples, steps, wins, challenges, etc.*	The applicant includes three generic reflections not framed in any context. (0-3 points)	The applicant provides specific reflections and articulates how it applies to them as an organization. Applicant offers both internal and external examples. (4 – 7 points)	The applicant provides specific reflections and articulates how it applies to them as an organization; offers both internal and external examples; demonstrates an understanding about how equity can be strengthened across several/all aspects of their organization. (8 – 10 points)	Maximum 10 points
Other Uploads 1. Programs upload 2. CDP / financial forms upload	Corresponding				5 points automatic 10 points automatic