

FY27 Art of Community Grant Application Evaluation Rubric

Community Assets and Challenges – 12% of Total Score

Community Assets	0 points: The community's biggest assets are not identified or detailed.	1 point: The community's biggest assets are somewhat identified, with little detail.	2 points: The community's biggest assets are clearly identified and detailed.	3 points: The community's biggest assets are thoroughly identified and strongly detailed.
Community Challenges	0 points: The community's biggest challenges are not identified or detailed.	1 point: The community's challenges are somewhat identified. Details are sparse, but relevant.	2 points: The community's challenges are clearly identified and detailed.	3 points: The community's challenges are thoroughly identified and strongly detailed.
Challenge(s) Addressed	0 points: The applicant does not identify the specific challenge(s) the project will address.	1-2 points: Applicant somewhat identifies the specific challenge(s) the project will address.	3-4 points: The applicant clearly identifies the specific challenge(s) the project will address, and there is a general understanding of local impact.	5-6 points: The applicant thoroughly identifies the specific challenge(s) the project will address, and demonstrates a strong understanding of local impact.

Use of Arts and Culture – 10 % of Total Score

Use of Arts and Culture	0-1 points: Arts and culture are minimal or not at all a component of the project. The applicant provides fewer than three (3) examples of art and culture strategically addressing the challenge(s).	2-4 points: Arts and culture are somewhat important to the project. The applicant provides at least 3-4 examples of art and culture strategically addressing the challenge(s). The examples lack detail or specificity.	5-7 points: Arts and culture are clearly important to the project. The applicant provides five (5) examples of art and culture strategically addressing the challenge(s).	8-10 points: Arts and culture are an extremely crucial component of the project. The applicant provides five (5) or more strong examples of art and culture strategically addressing the challenge(s).
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Project Details – 28% of Total Score

Project Description	0-1 points: The project is unclear, or it will not accomplish any specific goals.	2-3 points: The project lacks detail or specificity. The goals of the project are general and possibly achievable.	4-5 points: The project is clear and detailed. The goals of the project are clearly defined and achievable.	6 points: The project is amply described and detailed. The goals of the project are strong, specific, and achievable.
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Project Activities	0 points: The planned activities are unclear. They are irrelevant and do not align with the project goals.	1-2 points: Planned activities are somewhat detailed. They are minimally aligned with/supportive of the project goals.	3-4 points: Planned activities are clear and specified. They are mostly aligned with and in support of the project goals.	5 points: Planned activities are thoroughly detailed and planned. Activities are all strongly aligned with and in support of the project goals.
Activity Timeline	0 points: There is no activity timeline, or the timeline is not feasible and does not accomplish the project's goals.	1-2 points: There is a limited activity timeline that is somewhat feasible and accomplishes the project's goals.	3-4 points: There is a clear activity timeline that is feasible and accomplishes the project's goals.	5 points: There is a comprehensive activity timeline that is clearly feasible and accomplishes the project's goals.
Steering Committee	0-1 points: Steering committee members do not have the experience and expertise needed to carry out the project. The Steering Committee chair is not qualified to lead the project.	2-3 points: Some steering committee members have some experience, expertise, and community connections needed to carry out the project. The Steering Committee chair is somewhat qualified to lead the project.	4-5 points: Steering committee members have experience, expertise, and community connections needed to carry out the project. The Steering Committee chair is clearly qualified to lead the project.	6 points: Steering committee members have extensive experience, expertise, and community connections needed to carry out the project. The Steering Committee chair is highly qualified to lead the project.
Artistic Personnel	0-1 points: Bio(s) and support material do not indicate that artistic personnel are qualified to implement the components of the project.	2-3 points: Bio(s) and support material indicate that artistic personnel are somewhat qualified to implement the project.	4-5 points: Bio(s) and support material indicate that artistic personnel are qualified to implement the project.	6 points: Bio(s) and support material strongly indicate that artistic personnel are highly qualified to implement the project.

Importance and Engagement – 35% of Total Score

Project Importance	0-1 points: The applicant provides little to no explanation on the project's importance to the community or the applicant.	2-4 points: The project is somewhat important to either the applicant or the community. The applicant provides some details, but they lack specificity to the project.	5-7 points: The project is clearly important to the community, the applicant, or both. The applicant provides 2-3 details supporting the project's importance and impact.	8-10 points: The project is vital to the betterment of the community, the applicant, or both. There are several strong details supporting the project's impact.
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Marketing	0-2 points: The applicant has not specified the project's audience. There is no marketing plan OR the marketing plan will not reach the intended audience.	3-5 points: The applicant has a general audience. The marketing plan is somewhat defined or not targeted toward a specific audience(s).	6-8 points: The applicant has specified the project's audience. There is a clear and well-planned marketing plan that will target the intended audience(s).	9-10 points: The applicant has clearly specified the project's audience. There is a thorough and well-planned marketing plan that will directly target the intended audience(s).
Engagement	0-2 points: There is no public engagement component. Members of the community or local government will not engage in the project.	3-5 points: There is a public engagement component. However, it's a minor or limited aspect of the project. The local government has limited or no involvement.	6-8 points: The public engagement component is strong and important to the project. The project will clearly engage the public and the local government.	9-10 points: Public engagement is crucial to the project. There is a plan to engage the community in multiple ways. The local government will be involved and engaged throughout the planning process.
Success Measurements	0 points: The applicant does not have a plan to collect qualitative or quantitative data to measure the success of the project. There is no plan to use data to measure project impact.	1-2 points: The applicant has a basic or limited plan to collect data. They have a plan to collect either qualitative or quantitative data, but not both.	3-4 points: The applicant has a clear plan to collect both qualitative and quantitative data. The data collected will inform how they measure impact and success.	5 points: The plans to collect qualitative and quantitative data are both very strong and well detailed. The plan demonstrates a clear plan for using that data to measure impact and success.

Budget and Support Materials – 15% of Total Score

Budget	0-2 points: The budget is not detailed and/or does not show adequate funding needed to complete the project.	3-5 points: The budget lacks detail but shows adequate funding needed to complete the project.	6-8 points: The budget is detailed and shows adequate funding needed to complete the project.	9-10 points: The budget is clear and detailed and shows strong financial resources to complete the project.
Support Materials	0 points: Supplemental information does not showcase the community need, applicant experience, or artistic quality to carry out the project.	1-2 points: Supplemental information somewhat showcases the community need, applicant experience, or artistic quality to carry out the project.	3-4 points: Supplemental information effectively showcases the community need, applicant experience, or artistic quality to carry out the project.	5 points: Supplemental information strongly and effectively showcases the community need, applicant experience, or artistic quality to carry out the project.