

FY26 Artists' Business Initiative Grant

Full Application Evaluation Rubric

Narrative (40%)

	0-1	2	3	4
Mission statement	The business' mission statement does not align with the planned activities, products, and objectives.	The business' mission statement aligns with some planned activities, products, goals, and objectives.	The business' mission statement aligns with the planned activities, products, goals, and objectives.	The business' mission statement strongly aligns with the planned activities, products, goals, and objectives.
	0-1	2	3	4
Business initiative description	The business initiative is unclear. No details are provided.	The business initiative is clearly explained with some details.	The business initiative is detailed and explained.	The business initiative is extremely detailed and clearly explained.
	0-1	2	3	4
Objectives and goals	Objectives and goals are not described nor forecasted.	Objectives are generally described with some goals forecasted.	Objectives are described with specific goals forecasted.	Objectives are clearly described with specific goals forecasted.
	0-1	2	3	4
Sustainable career	Applicant does not describe how the Initiative will help build a satisfying and sustainable career.	Applicant somewhat describes how the Initiative will help build a satisfying and sustainable career.	Applicant adequately describes how the Initiative will help build a satisfying and sustainable career.	Applicant clearly describes how the Initiative will help build a satisfying and sustainable career.
	0-1	2	3	4
Business initiative locations	Applicant does not identify locations or explain why locations are appropriate for the business.	Applicant identifies some locations and somewhat explains why locations are appropriate for the business.	Applicant identifies locations and explains why locations are appropriate for the business.	Applicant clearly identifies locations and compellingly explains why locations are highly appropriate for the business.
	0-1	2	3	4

Business timeline	The timeline is unrealistic and not likely achievable for the occurrence, product, or service.	The timeline is somewhat realistic and achievable for the occurrence, product, or service.	The timeline is realistic and achievable for the occurrence, product, or service.	The timeline is extremely realistic and highly achievable for the occurrence, product, or service.
	0-1	2	3	4
Stage of development	Business is in the pre-development stage.	Business is in the early stage of development.	Business is in the mid stage of development.	Business is in the advanced stage of development.
	0-1	2	3	4
Liability concerns	No liability concerns were addressed if they were applicable. If none were applicable, there was not an explanation given.	Some liability concerns were addressed if applicable, if not applicable, an explanation was given.	Liability concerns were addressed if applicable, if not applicable, an explanation was given.	Liability concerns were very clearly addressed if applicable, if not applicable, a detailed explanation was given.
	0-1	2	3	4
Required permits and insurance	Applicant does not understand what insurance coverage and necessary permits are needed and does not have a solid plan to address this.	Applicant understands what insurance coverage and necessary permits are needed but does not have a solid plan to address this.	Applicant understands what insurance coverage and necessary permits are needed and has a solid plan to address this.	Applicant deeply understands what insurance coverage and necessary permits are needed and has a very solid plan to address this.
	0-1	2	3	4
Trademarks, etc.	The applicant does not have a detailed plan for trademark, copyright, patents, etc.	The applicant has a plan for trademark, copyright, patents, etc.	The applicant has a solid plan for trademark, copyright, patents, etc.	The applicant has a detailed plan for trademark, copyright, patents, etc.
Narrative- Business Plan (30%)				
	0-1	2	3	4

Target market	The target market is not understood nor described with market research.	The target market is somewhat understood and somewhat described with market research.	The target market is understood and described with relevant market research.	The target market is very clearly understood and described with relevant market research.
	0-1	2	3	4
Market size	Market size is unknown, and no specifics were provided.	Market size is somewhat known with some specifics provided.	Market size is known with specifics provided.	Market size is very well known with specifics provided.
	0-1	2	3	4
Marketing strategy	There is not a detailed and planned strategy for reaching this market and getting them to buy/utilize the product/service.	There is a somewhat detailed and planned strategy for reaching this market and getting them to buy/utilize the product/service.	There is a detailed and planned strategy for reaching this market and getting them to buy/utilize the product/service.	There is a highly detailed and planned strategy for reaching this market and getting them to buy/utilize the product/service.
	0	1	2	3
Competition difference	Current and potential competitors are not identified and there is not a plan for differentiating the product or service.	Current and potential competitors are somewhat identified and there is some sort of plan for differentiating the product or service.	Current and potential competitors are identified and there is a plan for differentiating the product or service.	Current and potential competitors are clearly identified and there is a distinct plan for differentiating the product or service.
	0-1	2	3	4
Price and product distribution	Price and distribution channels are unidentified or not achievable.	Price and distribution channels are identified and may be achievable.	Price and distribution channels are identified and achievable.	Price and distribution channels are clearly identified and are highly achievable.
	0-1	2	3	4

Management personnel	There are personnel with minimal experience to manage operational processes.	There are personnel with some experience to manage operational processes.	There are personnel with adequate experience to manage operational processes.	There are personnel with substantial experience to manage operational processes.
	0-1	2	3	4
Artistic personnel	There are personnel with minimal experience to manage the artistic processes.	There are personnel with some experience to manage the artistic processes.	There are personnel with adequate experience to manage the artistic processes.	There are personnel with substantial experience to manage the artistic processes.
	0	1	2	3
Personnel compensation	Personnel will be volunteers and unpaid interns.	Personnel will be volunteers and paid interns.	All personnel will be compensated.	All personnel will be compensated very well.
Panel Presentation (30%)				
	0-1	2-3	4-5	6-7
Applicant addressed questions, suggestions, or panel concerns	Questions, suggestions, or panel concerns were not addressed.	Some questions, suggestions, or panel concerns were considered, discussed, and answered.	All questions, suggestions, or panel concerns were considered, discussed, and answered.	All questions, suggestions, or panel concerns were carefully considered, discussed at length, and thoroughly answered.
	0-1	2-3	4-5	6-7
Sample materials are professionally displayed/shown	Sample materials are not high quality and are unprofessionally displayed/shown and explained.	Sample materials are somewhat high quality and professionally displayed/shown and explained.	Sample materials are high quality and are professionally displayed/shown and explained.	Sample materials are the highest quality and are expertly displayed/shown and explained.
	0-1	2-3	4-5	6-7

Verbal presentation	Verbal presentation is not informative.	Verbal presentation is somewhat informative and concise.	Verbal presentation is informative and concise.	Verbal presentation is extremely informative and concise.
	0-1	2-3	4-5	6-7
Business initiative goals	Goals of proposed business initiative are unclear.	Goals of proposed business initiative are somewhat clear.	Goals of proposed business initiative are clear.	Goals of proposed business initiative are extremely clear.
	1		2	
Applicant was prepared for presentation and punctual	No		Yes	