

FY27 Festivals Grant Application Evaluation Rubric

Project Details – 30% of Total Score

<p>Festival History OR Festival Improvements</p>	<p>0 points: The applicant did not describe the history of the festival. OR, the returning applicant has no plans to grow or improve their festival from previous years.</p>	<p>1-2 points: The applicant provided minimal or general information on the history of the festival and reasoning for its creation. OR, the returning applicant has vague or minimal plans to grow or improve the festival. Previously collected data will not inform their improvements.</p>	<p>3-4 points: The applicant provided a thorough history or provided context for why the festival was created. They included relevant information such as key players, historical or community significance, and previous challenges and successes. OR, the returning applicant has some plans to grow and improve their festival from previous years. The growth or improvements are based on data collected in previous years.</p>	<p>5 points: The applicant provided an extremely detailed history or provided in-depth context for why the festival was created. They included relevant information such as key players, historical or community significance, previous challenges and successes, and relevant data points about their community and/or festival. OR, the returning applicant has large, but reasonable plans to grow and improve their festival from previous years. The growth or improvements are based on data collected in previous years.</p>
<p>Festival Purpose and Goals</p>	<p>0-2 points: The festival's overall purpose is vague. There are no specific goals or outcomes.</p>	<p>3-4 points: The festival has a general purpose. The goals and outcomes listed are achievable but shallow.</p>	<p>5-7 points: There is a clear and specific purpose for the festival. The outcomes are deliberate, achievable, and relevant to the festival's overall purpose and goals.</p>	<p>8-10 points: The festival's purpose and goals are very thorough and highly attainable. The purpose of the festival is highly defined and deeply relevant to the community. Each outcome is deliberate, achievable, and shows measurable impact.</p>

Activity Details	0-3 points: The arts activities are irrelevant to or will not enhance the purpose and goals of the festival. The locations and/or timeframe of the activities are outside of the festival's scope.	4-7 points: Some of the festival's arts activities help to enhance or uplift the purpose and goals of the festival. Locations and timeframes are aligned with those of the festival.	8-11 points: Arts activities strongly align with the festival's purpose and goals. They enhance the festival and directly relate to the festival's outcomes. Locations and timeframes are aligned with those of the festival.	12-15 points: The festival is deeply rooted in art and arts activities. Each art activity correlates to a specific goal and outcome. Locations and timeframes are strongly aligned with those of the festival.
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Project Implementation – 35% of Total Score

Administrative Personnel	0-1 points: Administrative personnel show minimal or indirect experience related to the project area. Necessary leadership, relevant skills, or accomplishments that demonstrate readiness to manage the proposed project are limited or nonexistent.	2-3 points: Administrative personnel show some relevant experience, training, or roles, but leadership and/or expertise appears unrelated to the proposed project.	4 points: Administrative personnel are qualified to deliver the program(s) and lead the project. Qualifications show clear, relevant experience and skills needed for the proposed project. Bios reflect successful leadership or management in similar or related contexts.	5 points: Administrative personnel are highly qualified to deliver the program(s) and lead the project. Information provided reflects significant and relevant expertise, with a strong record of leadership, innovation, and experience that positions them to lead the project with depth and vision.
Artistic Personnel	0-3 points: Artistic personnel show minimal or no artistic experience. There is limited evidence of relevant artistic practice.	4-6 points: Most artistic personnel show an active artistic practice with some relevant public experience. They demonstrate an emerging artistic practice.	4 points: Artistic personnel are qualified to deliver the program(s) and lead the project. They show an active artistic practice and relevant experience working in the public sphere. They demonstrate a strong artistic practice.	9-10 points: Artistic personnel are highly qualified to deliver the program. Information provided reflects deep artistic expertise. They demonstrate an established record of artistic vision, community engagement, and professionalism.

Project Partners	0-1 points: There is no evidence of cooperative relationships and support from other artists and community organizations and/or businesses.	2-3 points: There is minimal evidence of cooperative relationships and limited, surface-level support from other artists and community organizations and/or businesses.	4 points: There is evidence of cooperative relationships and support from other artists and community organizations and/or businesses. Project partners are active participants and key decision makers.	5 points: There is strong evidence of cooperative relationships and support from other artists and community organizations and/or businesses. Project partners are highly involved in the festival through idea sharing, decision making, and responsibility.
Marketing Strategy	0-5 points: The marketing efforts are not well planned or the efforts are insufficient in relation to the size and scope of the festival.	6-12 points: The marketing efforts are minimally planned with a limited description of how they will promote the festival to their intended audience. Most efforts are achievable and in alignment with the size and scope of the festival.	13-14 points: The marketing efforts are well planned with a description of how they will promote the festival to their intended audience. Efforts are achievable and in alignment with the size and scope of the festival.	15 points: The marketing efforts are extremely well planned with a detailed description of how they will promote the festival to their intended audience. Efforts are clearly achievable and in strong alignment with the size and scope of the festival.
Festival Impact – 15% of Total Score				
Festival Importance:	0 points: The festival has unclear importance to the community it serves. It does not specifically affect the community on a local level.	1 point: The festival has vague importance to the community. Positive effects are present, but not specific to the community on a local level.	2 points: The festival is highly important to the community. It has direct and intentional positive effects on the specific community on a local level.	3 points: The festival is deeply important to and connected to the community. The festival positively affects its communities in myriad ways that are highly localized and intentional.

Engagement	0-1 points: There is no plan for engagement with the local community beyond marketing and advertising.	2-3 points: There is vague or limited engagement with the local community. The festival will use arts-based activities to connect with the public mostly as spectators or in non-participatory ways.	4 points: There is evidence of meaningful engagement with the local community. The festival intentionally engages the public, where community members benefit directly through active participation.	5 points: There is evidence of extensive engagement with the local community. Project embeds participatory public engagement as its core focus, fostering deep relationships and encouraging community involvement. Community members are actively involved as stakeholders, vendors, participants, volunteers, and/or contributors.
Accessibility	0 points: The organization has no plans to ensure the programming, facilities, and venue are accessible to people of all abilities.	1 point: The organization has vague and/or limited plans to ensure the programming, facilities, and venue are accessible to people of all abilities.	2 points: The organization has specific plans to ensure the programming, facilities, and venue are accessible to people of all abilities.	3 points: The organization has extensive plans to ensure the programming, facilities, and venue are accessible to people of all abilities. The organization has planned for a diverse range of accessibility needs.
Success Measurements	0-1 points: Methods for evaluating, analyzing, reporting, and assessing festival success are minimal or largely absent. There is no evidence that outcomes will inform future events.	2 points: Methods for evaluating, analyzing, and reporting are described but are basic or provide surface-level information. The evidence of public engagement assessment is limited; connections to goals, public impact, or future planning are vague.	3 points: Methods for evaluating, analyzing, and reporting are clearly defined, relevant, and aligned with project goals. The approach demonstrates thoughtful assessment of outcomes and public engagement, with plans to report and use findings to inform future projects.	4 points: Methods for evaluating, analyzing, and reporting are comprehensive, purposeful, and directly aligned with project goals. The approach demonstrates rigorous, strategic assessment that captures meaningful outcomes and engagement. There are plans to report and use findings to inform future projects.

Supplemental Information – 20% of Total score				
Budget	0-5 points: The budget is not balanced and does not reflect investments in artists and arts activities.	6-12 points: The budget is balanced but does not reflect investments in artists and arts activities.	13-14 points: The budget is balanced and reflects investments in artists and arts activities.	15 points: The budget is balanced and reflects extensive investments in artists and arts activities.
Supplemental Information	0-1 points: Support materials and work samples do not enhance the application. Submitted materials do not showcase necessary skills, resources, and capacity needed for the successful production of the festival.	2 points: Support materials and work samples give vague context to the application, and lack useful information supporting necessary skills, resources, and capacity.	3-4 points: Support materials and work samples give context to the application. Submitted materials show necessary skills, resources, and capacity needed for the successful production of the festival.	5 points: Support materials and work samples provide greater context and more in-depth information about the festival. Submitted materials show necessary skills, resources, and capacity needed for the successful production of the festival.