

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 vaguely or not at all identified and 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 vaguely or not at all identified or detailed. | 1 point: The community's challenges are somewhat identified, with little detail. | 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 | 0-1 points: The applicant does not describe the specific challenge(s) the project will address. They do not state how the challenge was identified. | 2-3 points: Applicant somewhat describes the specific challenge(s) the project will address. They state how the challenge was identified. | 4-5 points: The applicant sufficiently describes the specific challenge(s) the project will address. They clearly state how the challenge was identified. | 6 points: The applicant thoroughly describes the specific challenge(s) the project will address. They explain in thorough detail how the challenge was identified. |

Use of Arts and Culture — 10% of Total Score

| | | | | |
|----------------------------------|--|---|---|--|
| Components of the project | 0-2 points: Arts and culture are not a component of the project. The applicant provides fewer than 2 examples of art and culture strategically addressing the challenge(s). | 3-5 points: Arts and culture are somewhat important to the project. The applicant provides fewer than 5 examples of art and culture strategically addressing the challenge(s). | 6-8 points: Arts and culture are a crucial component of the project. The applicant provides 5 examples of art and culture strategically addressing the challenge(s). | 9-10 points: Arts and culture are an extremely crucial component of the project. The applicant provides 5 strong examples of art and culture strategically addressing the challenge(s). |
|----------------------------------|--|---|---|--|

Project Details – 28% of Total Score

| | | | | |
|----------------------------|--|--|--|--|
| Project Description | 0-1 points: Applicant provides little to no description of the project. There are no project goals or the goals are not achievable. | 2-3 points: The applicant somewhat describes the project. The goals of the project are possibly achievable. | 4-5 points: The applicant describes the project. The goals of the project are clear and achievable. | 6 points: The applicant thoroughly describes the project. The goals of the project are strong and achievable. |
| Project Activities | 0 points: There are little to no planned activities and/or the activities do not align with the project goals. | 1-2 points: Planned activities are somewhat detailed and minimally aligned with the project goals. | 3-4 points: Planned activities are detailed and aligned with the project goals. | 5 points: Planned activities are thoroughly detailed and strongly aligned with the project goals. |

| | | | | |
|---------------------------|--|---|---|--|
| Project 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 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 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 qualified to implement the project. |

Importance and Engagement – 35% of Total Score

| | | | | |
|-----------------------------|---|---|---|--|
| Project Importance | 0-2 points: The applicant does not demonstrate the importance of this project, neither to themselves nor the community it serves. | 3-5 points: The applicant somewhat demonstrates the importance of this project, both to themselves and the community it serves. | 6-8 points: The applicant demonstrates the importance of this project, both to themselves and the community it serves. | 9-10 points: The applicant strongly demonstrates the importance of this project, both to themselves and the community it serves. |
| 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 specified the project's audience. There is a well-planned marketing plan that will target the intended audience. | 6-8 points: The applicant has specified the project's audience. There is a well-planned marketing plan that will target the intended audience. | 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. |
| Engagement | 0-2 points: The project will not engage the community and local government throughout the planning process. | 3-5 points: The project will minimally engage with members of the community and local government throughout the planning process. | 6-8 points: The project will engage members of the community and local government throughout the planning process. | 9-10 points: The project will meaningfully engage members of the community and local government throughout the planning process. |
| Success Measurements | 0 points: The applicant does not have a plan to collect data to measure the success of the project. | 1-2 points: The applicant has a vague plan to collect data to measure the success of the project. | 3-4 points: The applicant has a plan to collect data to measure the success of the project. | 5 points: The applicant has a thorough and detailed plan to collect data to measure the success of the project. |

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: Support materials do not showcase the community need, applicant experience, or artistic quality to carry out the project. | 1-2 points: Support materials somewhat showcase the community need, applicant experience, or artistic quality to carry out the project. | 3-4 points: Support materials effectively showcase the community need, applicant experience, or artistic quality to carry out the project. | 5 points: Support materials strongly and effectively showcase the community need, applicant experience, or artistic quality to carry out the project. |