

FY28 Cultural District Grant Letter of Intent (LOI) to Apply Evaluation Rubric

Letter of Intent Evaluation – 45 points possible

District Description	0-1 points: LOI includes little to no description of the district.	2-3 points: LOI includes some information about the district.	4-6 points: LOI includes a clear overview of the district's current arts-based programming, audience, and culture.	7-8 points: LOI includes qualitative data points about audience, current programming and district culture.
Project Overview	0-1 points: LOI includes little to no description of the project.	2-5 points: LOI includes some information about the project.	6-9 points: LOI includes clear plans and timeline goals.	10-12 points: LOI plans are deeply focused and the timeline goals are specific and achievable.
Strategic Plan	0-1 points: Project goals show little to no connection to the Cultural District's strategic plan. Alignment is unclear with no evidence of intentional planning.	2-5 points: Project goals show some relevance to the strategic plan, but connections are partial or weak. Alignment is limited or scattered across plan objectives.	6-9 points: Project goals clearly reflect the priorities or action steps in the strategic plan. There is intentional planning and explanation of how the project advances the strategic plan + objectives is present.	10-12 points: Project goals are deeply aligned with the strategic plan, demonstrating thoughtful, intentional alignment. The project advances multiple strategic priorities, reflects insight into long-term goals, and shows potential for meaningful impact on the district's vision.
Project Applicant	0-1 points: The applicant is not relevant or located within the district. They have had no involvement in the cultural district program.	2-5 points: The applicant is relevant to and located within the district and has only been somewhat involved in the cultural district program.	6-10 points: The applicant is located in the district and has clearly been involved in the cultural district program.	11-13 points: The applicant is located in the district and has been highly active and deeply involved in the cultural district program as a decision maker, leader, and primary point of contact.

Letter of Support – 10 points possible (if applicable)

	0-1 points: Letter of support was provided but shows little to no understanding of the project or does not explain why the applicant is the appropriate organization to carry out the project.	2-4 points: Letter of support shows some understanding of the project and minimal explanation of why the applicant is the appropriate organization to carry out the project.	5-8 points: Letter of support shows an understanding of the project and clear explanation as to why the applicant is the appropriate organization to carry out the project.	9-10 points: Letter of support shows an in-depth understanding of the project, and the explanation as to why the applicant is the appropriate organization to carry out the project is highly detailed and specific.
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