

## Application Scoring Guide Presentation Projects

Select the score that best reflects the applicant overall in each criteria. Assume that the applicant should get an Exceptional score and then reduce the score as you see fit if the applicant does not meet all of the criteria. The applicant does not need to achieve every item in the category, score them where they predominantly fit. If the applicant does not achieve an Adequate level score, you may score them less points. Applicants with a total average score of less than 60 are not funded and may not apply for other funding in that fiscal year. Scores should be proportional (i.e., a zero score in a category indicates the applicant achieved zero criteria). Do not compare applicants to each other, only against the criteria.

Score	Exceptional	Excellent	Good	Adequate
<b>Artistic Quality</b> Evaluates qualifications of key artistic personnel, planning process, as well as representative supplementary materials.	40	39-35	34-28	27-24
	Project shows significant creativity or originality. Outstanding artistic personnel with comprehensive planning process. Supplemental materials showcase artistic elements of the project.	Project shows clear originality or creativity; challenges the audience. Strong artistic personnel with detailed planning process. Supplemental materials present the artistic elements of the project.	Project shows some creativity or originality in concept or execution. Qualified artistic personnel with detailed planning process. Supplemental materials present the artistic elements of the project.	Project shows minimal creativity. Some qualified artistic personnel with adequate planning process. Supplemental materials present some of the artistic elements of the project, with more information needed to fully understand project.

Score	Exceptional	Excellent	Good	Adequate
<b>Community Involvement</b> Community need and outreach. Community support.	30	29-27	26-21	20-18
	Addresses significant community need. Applicant is part of the community fabric, with tremendous community support. Significant engagement and attention to unreached or underserved audiences.	Strong community need is identified. Significant community support; involves community in planning. Strong engagement and attention to unreached or underserved audiences.	Community is significantly involved. Some engagement and attention to unreached or underserved audiences. Strong community support.	Community involvement is minimal. Outreach to new audiences is weak. Limited engagement and attention to unreached or underserved audiences. Some community support.

Score

**Management Ability:**

**Administrative & Financial**

Financial stability

Administration

City-funding management

**Exceptional**

30

**Excellent**

29-27

**Good**

26-21

**Adequate**

20-18

Strong management with years of experience in this project. Long history of financial stability (application includes required financial reports, completed project budgets). Diverse sources of financial support other than application request. Proposed project fulfills stated missions. Long term planning is evident. Plan for effective promotion and publicity is an integral component of proposed project. Good record with previous city-funded projects. Substantial plan for evaluating effectiveness of project.	High quality of management. History of financial stability. Strong financial support. Clear alignment with organization mission. Evidence of planning. Good record with previous city-funded projects. Solid plan for evaluating effectiveness of project.	Clear, accurate, and complete application. Experienced management. Financial stability. Good record with previous city-funded projects. Good plan for evaluating effectiveness of project.	Adequate management, feasible budget, and complete application. Addresses any financial issues. Good record with previous city-funded projects. Little consideration for evaluating effectiveness of project.
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