

## Evaluation Criteria & Scoring Rubric Creative Placemaking Grant

### Placemaking Opportunity (30 points maximum)

Extent to which a project or activity builds on the distinctiveness of place using arts or cultural assets and demonstrates a potential to stimulate economic or community growth through the arts.

**\*Application details how project accomplishes one or more of the following:**

Excellent (25-30 points)	Average (21-24 points)	Needs Improvement (0-20 points)
<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Clearly identifies distinctive features of a community or place.</li> <li>Clearly demonstrates a strengthening of community identity through authentic incorporation of arts and culture into planning and implementation.</li> <li>Clearly develops or maximizes community assets, liabilities, or local traditions through the arts.</li> <li>Strongly enhances the sustainability of cultural businesses.</li> <li>Clearly makes art, artists, or culture integral project components.</li> </ul>	<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Somewhat identifies distinctive features of a community or place.</li> <li>Builds community identity through some use of arts and culture in planning and implementation.</li> <li>Moderately develops or maximizes community assets, liabilities, or local traditions through the arts.</li> <li>Somewhat enhances the sustainability of cultural businesses.</li> <li>Shows some evidence that art, artists, or culture is incorporated.</li> </ul>	<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Fails to identify distinctive features of a community or place.</li> <li>Fails to build community identity through the use of arts and culture in planning and implementation.</li> <li>Shows little or no evidence of developing or maximizing community assets, liabilities, or local traditions through the arts.</li> <li>Fails to build toward the sustainability of cultural businesses.</li> <li>Shows little or no evidence that art, artists, or culture is incorporated in the project.</li> </ul>

### Project Rationale (25 points maximum)

Evidence that project or activity effectively addresses a community purpose, issue or need.

**\*Application details how project is designed to achieve one or more of the following:**

Excellent (21-25 points)	Average (16-20 points)	Needs Improvement (1-15 points)
<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Clearly addresses a compelling community purpose, issue or need.</li> <li>Clearly addresses social, economic or physical characteristics of the identified place.</li> <li>Builds strong social connections and understanding between diverse groups of people.</li> <li>Clearly enables greater access for community members to participate in artistic or cultural activities, particularly where few exist.</li> </ul>	<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Somewhat addresses a specific community purpose, issue or need.</li> <li>Somewhat addresses social, economic or physical characteristics of the identified place.</li> <li>Indicates potential for some building of social connections and understanding between diverse groups of people.</li> <li>Promotes additional opportunities for community members to participate in artistic/cultural activities, particularly where few exist.</li> </ul>	<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Fails to address a community purpose, issue or need.</li> <li>Fails to do address social, economic or physical characteristics of the identified place.</li> <li>Shows little evidence of potential to build social connections and understanding between diverse groups of people.</li> <li>Creates no additional opportunities for community members to participate in artistic/cultural activities.</li> </ul>

### Rural Focus (10 points maximum)

Evidence that project or activity serves one or more communities in rural counties as defined by the Rural Task Force.

Excellent (9-10 points)	Average (6-8 points)	Needs Improvement (0-5 points)
<ul style="list-style-type: none"> <li>Proposal describes clear benefits for a rural community.</li> </ul>	<ul style="list-style-type: none"> <li>Proposal somewhat describes benefits for a rural community.</li> </ul>	<ul style="list-style-type: none"> <li>No or few benefits for a rural community are described.</li> </ul>

**Capacity and Financial Support (10 points maximum)**

Capability of applicant to perform the activity, including evidence of match and overall project support

Excellent (9-10 points)	Average (6-8 points)	Needs Improvement (0-5 points)
<ul style="list-style-type: none"> <li>Realistic budget includes detailed and accurate cost and income information.</li> <li>Strong confirmed matching funds and/or in-kind contributions.</li> <li>Project personnel have clearly defined roles and strong capacity to execute the project.</li> </ul>	<ul style="list-style-type: none"> <li>Budget includes accurate cost and income information.</li> <li>Moderate level of confirmed matching funds and/or in-kind contributions.</li> <li>Project personnel have somewhat defined roles and some capacity to execute the project.</li> </ul>	<ul style="list-style-type: none"> <li>Budget cost and income estimates are incomplete and/or inaccurate.</li> <li>Shows little matching funds and/or in-kind contributions.</li> <li>Project personnel roles are not defined and/or have little or no capacity to execute the project.</li> </ul>

**Community Support (20 points maximum)**

Level of community support demonstrated by letters of support & active participation from community stakeholders or partners

Excellent (18-20 points)	Average (13-18 points)	Needs Improvement (0-12 points)
<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Demonstrates strong support and endorsement from community leaders and members.</li> <li>Includes strong support from local arts and cultural leaders.</li> <li>Clearly involves community members in the planning, execution and evaluation of the project.</li> <li>Clearly demonstrates the assembly of authentic cross-sector strategic partnerships that could include business, government, arts and cultural non-profits, or other community partners.</li> </ul>	<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Demonstrates moderate support and endorsement from community leaders and members</li> <li>Demonstrates moderate support from arts and cultural leaders.</li> <li>Somewhat involves community members in the planning, execution and evaluation of the project.</li> <li>moderately demonstrates the assembly of authentic cross-sector strategic partnerships that could include business, government, arts and cultural non-profits, or other community partners.</li> </ul>	<p>Project proposal:</p> <ul style="list-style-type: none"> <li>Demonstrates little or no community support.</li> <li>Demonstrates little or no support from artistic community or cultural leadership.</li> <li>Little or no involvement of community members in the planning, execution and evaluation of the project.</li> <li>Little evidence of authentic cross-sector strategic partnerships.</li> </ul>

**Outcomes (15 points maximum)**

Articulation of clear, measurable outcomes, including sustainability

Excellent (13-15 points)	Average (10-12 points)	Needs Improvement (0-10 points)
<ul style="list-style-type: none"> <li>Project goals and objectives are specific, attainable and measurable and are part of a long-term community strategy.</li> <li>Applicant has logical and appropriate means for tracking progress toward project goals.</li> <li>Long-term operational and revenue plans are detailed and innovative.</li> <li>Realistic plan developed for continued programming or maintenance.</li> </ul>	<ul style="list-style-type: none"> <li>Project goals and objectives are moderately clear and attainable and somewhat address a long-term community strategy.</li> <li>Applicant has acceptable means for tracking progress toward project goals.</li> <li>Long-term operational &amp; revenue plans are identified and feasible.</li> <li>Plan developed for continued programming or maintenance.</li> </ul>	<ul style="list-style-type: none"> <li>Project goals are unrealistic and/or offer little information about how community members will be engaged.</li> <li>Applicant has unclear means for tracking progress toward project goals.</li> <li>Long-term goals are unclear.</li> <li>Plan does not address continued programming or maintenance.</li> </ul>