**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:**

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| --- | --- | --- |
| Excellent (25-30 points) | Average (21-24 points) | Needs Improvement (0-20 points) |
| Project proposal:   * Clearly identifies distinctive features of a community or place. * Clearly demonstrates a strengthening of community identity through authentic incorporation of arts and culture into planning and implementation. * Clearly develops or maximizes community assets, liabilities, or local traditions through the arts. * Strongly enhances the sustainability of cultural businesses. * Clearly makes art, artists, or culture integral project components. | Project proposal:   * Somewhat identifies distinctive features of a community or place. * Builds community identity through some use of arts and culture in planning and implementation. * Moderately develops or maximizes community assets, liabilities, or local traditions through the arts. * Somewhat enhances the sustainability of cultural businesses. * Shows some evidence that art, artists, or culture is incorporated. | Project proposal:   * Fails to identify distinctive features of a community or place. * Fails to build community identity through the use of arts and culture in planning and implementation. * Shows little or no evidence of developing or maximizing community assets, liabilities, or local traditions through the arts. * Fails to build toward the sustainability of cultural businesses. * Shows little or no evidence that art, artists, or culture is incorporated in the project. |

**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:**

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| Excellent (21-25 points) | Average (16-20 points) | Needs Improvement (1-15 points) |
| Project proposal:   * Clearly addresses a compelling community purpose, issue or need. * Clearly addresses social, economic or physical characteristics of the identified place. * Builds strong social connections and understanding in the community the project serves. * Clearly enables greater access for community members to participate in artistic or cultural activities, particularly where few exist. | Project proposal:   * Somewhat addresses a specific community purpose, issue or need. * Somewhat addresses social, economic or physical characteristics of the identified place. * Indicates potential for some building of social connections and understanding in the community the project serves. * Promotes additional opportunities for community members to participate in artistic/cultural activities, particularly where few exist. | Project proposal:   * Fails to address a community purpose, issue or need. * Fails to do address social, economic or physical characteristics of the identified place. * Shows little evidence of potential to build social connections and understanding in the community the project serves. * Creates no additional opportunities for community members to participate in artistic/cultural activities. |

**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.

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| Excellent (9-10 points) | Average (6-8 points) | Needs Improvement (0-5 points) |
| * Proposal describes clear benefits for a rural community. | * Proposal somewhat describes benefits for a rural community. | * No or few benefits for a rural community are described. |

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

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

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| Excellent (9-10 points) | Average (6-8 points) | Needs Improvement (0-5 points) |
| * Realistic budget includes detailed and accurate cost and income information. * Strong confirmed matching funds and/or in-kind contributions. * Project personnel have clearly defined roles and strong capacity to execute the project. | * Budget includes accurate cost and income information. * Moderate level of confirmed matching funds and/or in-kind contributions. * Project personnel have somewhat defined roles and some capacity to execute the project. | * Budget cost and income estimates are incomplete and/or inaccurate. * Shows little matching funds and/or in-kind contributions. * Project personnel roles are not defined and/or have little or no capacity to execute the project. |

**Community Support (20 points maximum)**

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

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| Excellent (18-20 points) | Average (13-18 points) | Needs Improvement (0-12 points) |
| Project proposal:   * Demonstrates strong support and endorsement from community leaders and members. * Includes strong support from local arts and cultural leaders. * Clearly involves community members in the planning, execution and evaluation of the project. * Clearly demonstrates the assembly of authentic cross-sector strategic partnerships that could include business, government, arts and cultural non-profits, or other community partners. | Project proposal:   * Demonstrates moderate support and endorsement from community leaders and members * Demonstrates moderate support from arts and cultural leaders. * Somewhat involves community members in the planning, execution and evaluation of the project. * moderately demonstrates the assembly of authentic cross-sector strategic partnerships that could include business, government, arts and cultural non-profits, or other community partners. | Project proposal:   * Demonstrates little or no community support. * Demonstrates little or no support from artistic community or cultural leadership. * Little or no involvement of community members in the planning, execution and evaluation of the project. * Little evidence of authentic cross-sector strategic partnerships. |
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**Outcomes** (15 points maximum)

Articulation of clear, measurable outcomes, including sustainability

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| Excellent (13-15 points) | Average (10-12 points) | Needs Improvement (0-10 points) |
| * Project goals and objectives are specific, attainable and measurable and are part of a long-term community strategy. * Applicant has logical and appropriate means for tracking progress toward project goals. * Long-term operational and revenue plans are detailed and innovative. * Realistic plan developed for continued programming or maintenance. | * Project goals and objectives are moderately clear and attainable and somewhat address a long-term community strategy. * Applicant has acceptable means for tracking progress toward project goals. * Long-term operational & revenue plans are identified and feasible. * Plan developed for continued programming or maintenance. | * Project goals are unrealistic and/or offer little information about how community members will be engaged. * Applicant has unclear means for tracking progress toward project goals. * Long-term goals are unclear. * Plan does not address continued programming or maintenance. |