**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.
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**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.
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**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.
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**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.
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**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.
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