**Scoring Rubric for Arts Build Communities**

**Artistic/Cultural Merit**

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| Excellent (30-35 points) | Average (21-29 points) | Needs Improvement (0-20 points) |
| * Project comprehensively addresses an identifiable artistic/cultural need or void in community.
* Artistic/cultural goals and objectives are specific, attainable and measurable.
* Project administrator or artist(s) have superior experience and/or credentials.
* Project activities are well-suited for achieving artistic/cultural goals and, if applicable, addressing community priorities or social issues.
 | * Project fills an identifiable artistic/cultural need or void in community.
* Artistic/cultural goals and objectives are clear and attainable.
* Project administrator or artist(s) have appropriate experience and/or credentials.
* Project activities are adequate for achieving artistic/cultural goals and, if applicable, addressing community priorities or social issues.
 | * It is unclear or unstated whether or how the project fills an identifiable artistic/cultural need or void in community.
* Artistic/cultural goals are unrealistic or offer little information about how community members will be engaged.
* Project administrator or artist(s) have little experience and/or background in the arts.
* Project activities are ill-suited for achieving artistic/cultural goals and/or addressing community priorities or social issues.
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**Community Engagement & Participation**

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| Excellent (30-35 points) | Average (21-29 points) | Needs Improvement (0-20 points) |
| * Application demonstrates that project will have broad and significant impact upon the community.
* Project offers participants active or in-depth opportunities for authentic arts/cultural experiences.
* Project is community driven and makes use of local artistic/cultural assets.
* Applicant has logical and appropriate means for tracking progress toward project goals.
 | * Intended impact of project activities on community is clear and realistic.
* Project offers participants opportunities for authentic arts/cultural experiences.
* Project is planned with community input and/or makes use of local artistic/cultural assets.
* Applicant has acceptable means for tracking progress toward project goals.
 | * Project’s intended impact or significance to community is unclear.
* Arts/cultural experiences offered by applicant are incidental or superficial.
* Project is planned without community input or use of local artistic/cultural assets.
* Applicant has no or unclear means for tracking progress toward project goals.
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**Budget and Financial Support**

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| Excellent (18-20 points) | Average (13-18 points) | Needs Improvement (0-12 points) |
| * Budget includes detailed and accurate cost and income information.
* Relationship between project costs and project narrative is understandable and comparable.
* ABC is one of many funding sources being pursued, including earned revenue.
 | * Budget includes accurate cost and income information.
* Budget and narrative match and consistent with each other.
* ABC is one of many funding sources being pursued.
 | * Budget cost and income estimates are not detailed and/or inaccurate.
* Budget and narrative do not compare and reveal inconsistencies.
* ABC is only source of funding being pursued.
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**Operational Practice**

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| Excellent (9-10 points) | Average (6-8 points) | Needs Improvement (0-5 points) |
| * Application is detailed, well-written, and provides specific information about project goals and activities.
* Communications plan is comprehensive, utilizes multiple outlets, and reaches a variety of audiences.
 | * Application is complete and answers all narrative questions adequately.
* Communications plan is adequate and utilizes multiple outlets.
 | * Application is incomplete, vague or confusing.
* Communications plan is inadequate for attracting the participants sought by the applicant.
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