**Scoring Rubric for Arts Build Communities**

**Artistic/Cultural Merit**

|  |  |  |
| --- | --- | --- |
| 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. |

**Community Engagement & Participation**

|  |  |  |
| --- | --- | --- |
| 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. |

**Budget and Financial Support**

|  |  |  |
| --- | --- | --- |
| 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. |

**Operational Practice**

|  |  |  |
| --- | --- | --- |
| 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. |