



	10	8	6	4	2
Artistic Merit	<ul style="list-style-type: none"> Robust evidence of artistic excellence and the ability to provide quality experiences for audiences/participants. Organization plays a critical role in the creative experience and/or cultural heritage of a community. Support materials are substantive, diverse, and directly relevant to the application, of excellent quality, and present a high level of artistic product. 	<ul style="list-style-type: none"> Evidence of artistic excellence and the ability to provide quality experiences for audiences/participants. Organization has relevance to the creative experience and/or cultural heritage of a community. Support materials are directly relevant to the application, of excellent quality, and present a high level of artistic product. 	<ul style="list-style-type: none"> Limited evidence of artistic excellence and the ability to provide quality experiences for audiences/participants. Organization has some awareness of, but minimal or lack of relevance to, the creative experience and/or cultural heritage of a community. Support materials are moderately relevant to the application, and are unclear on the level of artistic product. 	<ul style="list-style-type: none"> Insufficient evidence of artistic excellence and the ability to provide quality experiences for audiences/participants. Relevance to creative experience and/or cultural heritage of a community is unclear. Support materials are provided but not persuasive. 	Attempted but did not meet criteria: (please note areas of concern)
	5	4	3	2	1
Clarity & Achievability	<ul style="list-style-type: none"> Excellent financial stability and integrity, as demonstrated by financial documents. Staffing and systems are intelligently constructed, responsive, and commensurate with the budget size of the organization. Organization has a solid vision and plan for their future and operations, as demonstrated by support materials and evaluation & planning methods Thorough history of successfully executed programming. Ample evidence of a sound process, leadership, and thinking in negotiating challenges. Substantive operational and programmatic partnerships illustrating relevance of organization to its community. 	<ul style="list-style-type: none"> Financial stability and integrity, as demonstrated by financial documents. Staffing and systems commensurate with the budget size of the organization. Evidence of plan for operating into the future, as demonstrated by support materials and evaluation & planning methods. Clear history of successfully executed programming. Demonstration of a sound process, leadership, and thinking in negotiating challenges. Operational and programmatic partnerships illustrating relevance of organization to its community. 	<ul style="list-style-type: none"> Financial stability and integrity, as demonstrated by financial documents, is questionable or unclear. Staffing and systems commensurate are workable, but ill-fitting to size of budget. Limited evidence of plan for operating into the future, as demonstrated by support materials and evaluation & planning methods. There is a demonstrated history of programming, but there is a lack of clarity or detail in articulation of the history. Sparse evidence provided for a sound process, leadership, and thinking in negotiating challenges. Operational and programmatic partnerships exist, but they are few and/or lack substance or demonstrated relevance to its community. 	<ul style="list-style-type: none"> There is insufficient evidence of financial stability and integrity, as demonstrated by financial documents. Staffing and systems are unsustainable given the budget size of the organization. Insufficient evidence of plan for operating into the future, as demonstrated by support materials and evaluation & planning methods Lack of articulated history of successfully executed programming. Insufficient evidence of a sound process, leadership, and thinking in negotiating challenges. No articulated operational and programmatic partnerships or partnerships do not illustrate relevance of organization to its community. 	Attempted but did not meet criteria: (please note areas of concern)



<p>Public Value</p>	<ul style="list-style-type: none">• Substantial evidence of a demonstrated effectiveness in connecting with community served, illustrated by:<ul style="list-style-type: none">• a well-articulated definition of target participants/audiences.• a record of proactive and responsive engagement activities.• efforts to engage with underrepresented audiences.• data attesting to audience impact of organization's programming.• Organization displays sophisticated marketing efforts, utilizing a variety of marketing platforms, and making marketing decisions guided by a thorough understanding of their audience preferences.• Ample evidence of work done by organization to ensure and clearly communicate the accessibility of the organization's work to people of all abilities.	<ul style="list-style-type: none">• Demonstrated effectiveness in connecting with community served, illustrated by:<ul style="list-style-type: none">• a well-articulated definition of target participants/audiences.• a record of proactive and responsive engagement activities.• efforts to engage with underrepresented audiences.• data attesting to audience impact of organization's programming.• Effective promotion of organization's programs through a variety of marketing platforms, guided by audience preferences and evaluative efforts.• Ensuring – and clearly communicating – the accessibility of organization's work to people of all abilities.	<ul style="list-style-type: none">• Lack of clear evidence of the organization's ability to connect community served through the following sub-criteria:<ul style="list-style-type: none">• a well-articulated definition of target participants/audiences.• a record of proactive and responsive engagement activities.• efforts to engage with underrepresented audiences.• data attesting to audience impact of organization's programming.• Promotional efforts are varied, but don't appear to be guided by a clear understanding of audience preferences and/or evaluative efforts.• Baseline efforts are made to ensure and communicate the accessibility of organization's work to people of all abilities.	<ul style="list-style-type: none">• Insufficient evidence of the organization's ability to connect community served through the following sub-criteria:<ul style="list-style-type: none">• a well-articulated definition of target participants/audiences.• a record of proactive and responsive engagement activities.• efforts to engage with underrepresented audiences.• data attesting to audience impact of organization's programming.• Promotional efforts are limited and don't appear to be guided by a clear understanding of audience preferences and/or evaluative efforts.• Efforts to ensure and communicate the accessibility of organization's work to people of all abilities are lacking.	<p>Attempted but did not meet criteria: (please note areas of concern)</p>
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