

Arts Legacy Grants for Organizations and Communities

Category: MERIT and ARTISTIC QUALITY

Keywords: *Quality, creativity, education, growth*

The basic concept of using this rubric is to help grant panelists in their scoring of the grant applications. Look at each of the 3 columns (Needs Improvement, Average or Satisfactory and Exemplary or Exceeds Criteria) and determine how many points you want to assign to this category (**Merit and Artistic Quality**). Please note that extremely low scores (0 or 1) and extremely high scores (9 or 10) should be documented with some comments to reflect your reasoning. Write these comments on the Panel Worksheets.

Needs Improvement - Score 0 to 3 points	Average or Satisfactory – 4 to 7 points	Exemplary or Exceeds Criteria – 8-10
1. Narrative fails to give clear understanding of the project and why it should be considered of high quality. Incomplete resumes or work samples. Failure to demonstrate skills and experience of personnel to properly assess artistic quality.	1. Detailed clear narrative, complete documentation of artistic and administrative personnel suited to the stated project. Clear discussion of artistic goals.	1. Demonstrates exceptional quality through use of highly experienced personnel with complete documentation of qualifications and work samples.
2. Project fails to advance experience or knowledge of artists, organization or audience.	2. Project builds on past work to expand capabilities of artists, organizations and the community.	2. Project demonstrates use of the arts to stretch the organization, artists and audience to new levels of awareness, experience and knowledge.
3. Project fails to be tied to the organization's stated goals and mission.	3. Project supports the organizations goals and mission.	3. Project will lead to the expansion of the organization's mission and goals and expand the arts experience in the community.
4. Project is inappropriate to the community culturally, pedagogically or theologically.	4. Project fills an identifiable cultural absence in this community.	4. Project actively seeks to incorporate diverse cultural assets of the community.

Extra points for:

Original, creative and new activities that challenge participants and audiences with new experiences and knowledge.

Demonstrates how the project will permanently improve the quality of the arts experience for presenters and audiences.

Supports and improves professional excellence and skills of local artists.

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Category: ABILITY of the APPLICANT TO ACCOMPLISH THE PROJECT and/or PROGRAM GOALS

Keywords: Planning, personnel, budget, marketing, sustainability

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Needs Improvement - Score 0 to 3 points	Average or satisfactory – 4 to 7 points	Exemplary or exceeds criteria – 8-10
1. Plan shows lack of detail in activities necessary to carry out the project. Incomplete or no schedule. Incomplete identification of team structure & responsibilities.	1. Evidence of clear plan with reasonable timelines and personnel who are committed and capable of carrying out the project.	1. Detailed comprehensive plan showing who, what, when and where. Addresses potential problems with contingency planning.
2. Budget narrative doesn't match budget page. Budget not appropriate to the apparent needs of successful completion. Budget contains frivolous items. Itemization not clear or complete.	2. Budget narrative clearly explains all budget items, income and expense. Expenditures are appropriate to the project with clearly identified sources of income other than SMAHC.	2. Budget indicates in-depth planning and anticipation, provides for contingency and indicates multiple specific sources of income and, as appropriate, specific resources to be purchased. Documentation for committed income sources.
3. Inadequate publicity and promotional plan. Not enough lead time or budget. Publicity venue(s) are unspecified or inappropriate. Marketing plan not sufficient to develop large enough audience to build sustainability.	3. Marketing plan includes activity and expenditure sufficient to actively reach new participants and audiences and build largest possible audience.	3. Multiple forms of marketing activity that will build maximum audience, generate community financial support and build organizational sustainability.
4. Application is missing required support materials or questions are not answered fully.	4. Application addresses every question and provides all required support materials.	4. Application clearly anticipates grant panel questions.
5. Lack of fiscal responsibility in 'shopping around' and appropriateness of purchases of goods & services to the project as proposed.	5. Appropriateness of expenditures to the task at hand.	5. Demonstrated willingness to "stretch" to get the job done.

Extra points for:

Demonstration of awareness of and plan for organizational sustainability and how this grant will improve that.

Shows awareness of current capabilities and demonstrates how those capabilities will be improved.

Demonstrates that the applicant is fiscally responsible in purchasing and expenditures and realistic in funding sources.

Project and grant will lead to expansion of Community support and involvement. Multiple sources of financial support.

Demonstrates new levels of collaboration and diversity and seeks to actively involve underserved communities.

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Category: DEMONSTRATED NEED or DEMAND for the PROJECT or PROGRAM in the COMMUNITY

Keywords: Diversity, cultural assets, growth, innovation, collaboration, long term impact.

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Needs Improvement - Score 0 to 3 points	Average or satisfactory – 4 to 7 points	Exemplary or exceeds criteria – 8-10
1. Involvement primarily of small group of regular “arts people” and minimal financial and/or in-kind support from local community	1. General broad community support and involvement both financial and in-kind	1. Demonstrates active effort to involve a wide range of community organizations, businesses and residents both locally and regionally including financial and in-kind support.
2. Fails to identify potential broad audience geographically and demographically.	2. Demonstrates awareness of and plan to broaden the intended audience.	2. Programs actively seek to build broad, diverse audiences. Scholarship availability and ADA plans.
3. Failure to identify the cultural benefit to the community of the project.	3. Clearly identifies the cultural need(s) being filled.	3. Seeks to expand the cultural knowledge and experience of the community. Clearly identifies what the long-term impact of this project might be.
4. Doesn't demonstrate effort to bring organizations together to accomplish or improve the project.	4. Includes innovative ways to bring various arts and other resources together to accomplish and expand the project.	4. Shows evidence of seeking unique ways to collaborate with a wide variety of community resources.

Extra points for:

Uses and expands the inventory of regional cultural assets.

Generates lasting change through new knowledge, experience and skills.

Builds lasting collaboration between the arts and the community.

Permanently expands the capacity of the organization or the community, brings in new participants and reaches new audiences.