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. - Organizational board reflects community demographics. - Communications plan is comprehensive, utilizes multiple outlets, and reaches diverse audiences.	- Application is complete and answers all narrative questions adequately. - Organizational board reflects most community demographics. - Communications plan is adequate and utilizes multiple outlets.	- Application is incomplete, vague or confusing. - Organizational board does not reflect community demographics. - Communications plan is inadequate for attracting the participants sought by the applicant.