

Phoenix Office of Arts and Culture – Project Support Program Evaluation Criteria

|                                              | Criterion                                                                            | Application Question                                                                                         | Low                                                                                                                                                                                                                                                                                | Medium                                                                                                                                                                                                                                                                                      | High                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Points                     |
|----------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| Overview<br>(Up to 10 points)                | The applicant provides a project overview and a succinct description of the project. |                                                                                                              | N/A                                                                                                                                                                                                                                                                                | N/A                                                                                                                                                                                                                                                                                         | The applicant includes dates, proposed location, and the amount requested.<br><br>(5 points automatic)                                                                                                                                                                                                                                                                                                                                                                                                    | Maximum 5 points automatic |
|                                              |                                                                                      | <i>Briefly describe the proposed project.</i>                                                                | The applicant provides a very vague description that does not make sense.<br><br>(1 point)                                                                                                                                                                                         | The applicant provides a simple description. The description of the project aligns with the project support program.<br><br>(2 – 3 points)                                                                                                                                                  | The applicant provides a succinct description of the project's overarching details.<br><br>(4 – 5 points)                                                                                                                                                                                                                                                                                                                                                                                                 | Maximum 5 points           |
|                                              |                                                                                      |                                                                                                              |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                            |
| Artistic/Cultural Value<br>(Up to 30 points) | <i>The applicant:</i><br><br>- proposes an arts and culture project                  | <i>Describe the artistic and cultural activities people will participate in. (300 words)</i>                 | The applicant lists the artistic and cultural activities primary beneficiaries will participate in without significant detail. The reviewer cannot envision what the activities will be or what order. The list of activities may be disorganized and unclear.<br><br>(0-3 points) | The applicant lists the artistic and cultural activities. They are in order and organized, but the reviewer cannot envision the entire project and how it comes together when the primary beneficiaries participate, and/or they are left with questions and confusion.<br><br>(4-7 points) | The applicant highlights the artistic and cultural activities that the primary beneficiaries will participate in when the project is implemented.<br><br>For example, suppose the project involves a series of workshops. In that case, there will be examples of what activities will happen in each workshop. Suppose the project is a festival or performance. In that case, the applicant will describe the different activities throughout the day of the festival/performance.<br><br>(8-10 points) | Maximum 10 points          |
|                                              | - incorporates artists in the design and delivery of the project                     | <i>List and describe the artists and culture workers involved in the project. Describe their experience,</i> | The applicant does not (or briefly) list the artists and their role and participation in the                                                                                                                                                                                       | The applicant specifically describes how artists are involved in the delivery of the project but doesn't describe                                                                                                                                                                           | The applicant describes how artists will be significantly involved in the project design (e.g. timeline, activities, and/or                                                                                                                                                                                                                                                                                                                                                                               | Maximum 10 points          |

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|                                             |                                                                                                                      | <i>roles, and participation in the project. (300 words)</i>                                                                                                                                         | project. There is no description of responsibilities. Project may be arts-focused but doesn't have direct involvement of artists.<br><br>(0 – 3 points) | how artists have been involved in the project design.<br><br>(4 – 7 points)                                                                                                                                                       | materials, etc.) as well as in the delivery of the project.<br><br>(8 – 10 points)                                                                                                                                                                                                                                                                        |                   |
|                                             | - provides support materials that are evidence that the project can be completed                                     | <i>Upload project support materials (2-4 attachments and descriptions). Include images/videos of past and current arts and culture projects, past event flyers/brochures (limited to one), etc.</i> | The applicant does not provide support materials, or provided materials are completely unrelated to the project or community served.<br><br>(0 points)  | The applicant provides support materials (flyers, artist work), but they don't seem clearly or strongly related to the project activities.<br><br>(1 – 4)                                                                         | The applicant provides support materials for similar events/activities in the past. The applicant describes each support material that allows the reviewer to understand what is happening in each support material.<br><br>(5 – 10)                                                                                                                      | Maximum 10 points |
|                                             | <i>The applicant:</i><br><br>- demonstrates an understanding of the project's meaning and importance to participants | <i>Why is the project artistically and/or culturally meaningful? (200 words)</i>                                                                                                                    | The applicant does not describe or provide examples explaining the project's meaning and importance.<br><br>(0 – 3 points)                              | The applicant generally describes the meaning and importance of the project. The applicant provides one or two examples/reasons.<br><br>(4 – 7 points)                                                                            | The applicant includes background/contextual information as to why the project is particularly meaningful to the primary beneficiaries and also provides examples/reasons.<br><br>(8 – 10 points)                                                                                                                                                         | Maximum 10 points |
| Community Significance<br>(Up to 30 points) | - demonstrates knowledge of how to reach intended participants                                                       | <i>What is your outreach and promotion plan? (200 words)</i>                                                                                                                                        | The applicant's outreach plan does not target any specific audience (or primary beneficiaries).                                                         | The applicant's outreach plan targets primary beneficiaries but does not use all the platforms that might be available. For example, an applicant might say they will print flyers and distribute them, but not use social media. | The applicant's outreach plan is well thought out. The plan mainly targets the primary beneficiaries and others, unless the project is working specifically with protected populations, such as children). The plan describes different forms of outreach for accessibility. Suppose a specific platform/form is not used for outreach; in that case, the | Maximum 10 points |

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|                                                |                                                               |                                                                                                                                                                                 | (0 – 3 points)                                                                                                                                             | (4 – 7 points)                                                                                                                                                                                                                                  | applicant explains why a platform is not being used. This shows thought and intentionality.                                                                                                                                                                                                                                                                                |                   |
|                                                | - ensures the project is accessible and safe for participants | <i>What is your plan to strengthen accessibility and safety for all participants? (e.g. ADA, language, etc.)</i>                                                                | The applicant provides vague or no plan to strengthen accessibility and safety, therefore limiting the participation of a diverse public in their project. | The applicant provides a standard plan to strengthen accessibility and safety for diverse participants.                                                                                                                                         | The applicant provides a thoughtful and practical plan to strengthen accessibility and safety for diverse participants.                                                                                                                                                                                                                                                    | Maximum 10 points |
| Logistics and Feasibility<br>(Up to 30 points) | <i>The applicant:</i>                                         | <i>List your project’s planning tasks and estimated due dates. These are the planning tasks and activities that happen before your event/project. (300 words)</i>               | (0-2 points)                                                                                                                                               | (3-5 points)                                                                                                                                                                                                                                    | (6-10 points)                                                                                                                                                                                                                                                                                                                                                              |                   |
|                                                | - outlines a clear and reasonable planning timeline           |                                                                                                                                                                                 | The applicant does not provide a clear outline of the planning activities. The planning activities might not align with the project purpose.               | The applicant provides a basic timeline that gets the point across but needs more detail. Included planning activities oversimplify what it takes to successfully prepare for the project.                                                      | The applicant provides a detailed outline that shows they are prepared to deliver the project. Reviewers can envision all the key steps it takes to deliver the proposed project.                                                                                                                                                                                          | Maximum 10 points |
|                                                | - defines evaluation criteria of the success of the project   | <i>Name 2-3 goals that you wish to achieve with this project (100 words).</i><br><br><i>For each of the goals, how will you measure whether they were achieved? (200 words)</i> | (0 – 3 points)                                                                                                                                             | (4 – 6 points)                                                                                                                                                                                                                                  | (7 – 10 points)                                                                                                                                                                                                                                                                                                                                                            | Maximum 10 points |
|                                                |                                                               |                                                                                                                                                                                 | The applicant does not plan to measure if the project will be successful.                                                                                  | The applicant has a vague form to measure success. This might be only an internal evaluation after the fact where project leaders meet to talk about what worked and what didn't work. This feedback may or may not include project leadership. | The applicant outlines the project's specific goals and has an evaluation plan to measure at least two items: Feedback from primary beneficiaries and feedback from the participating artists and/or other arts and culture workers.<br><br>An excellent evaluation plan will measure success in three areas:<br>1. Feedback from primary beneficiaries (participants). 2. |                   |

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|  |                                                                                              |                                                                     |                                                                                                                     |                                                                                                                                                                                                                                                                                              | Feedback from participating artists and/or arts and culture workers, and 3. Incorporation of all the feedback and a discussion within the project's main leaders and planners.                                                                                                                          |                   |
|  |                                                                                              |                                                                     | (0 – 3 points)                                                                                                      | (4 – 6 points)                                                                                                                                                                                                                                                                               | (7 – 10 points)                                                                                                                                                                                                                                                                                         |                   |
|  | - provides a comprehensive budget that is organized and reflective of the project activities | <i>Attach a detailed project budget. Use the provided template.</i> | The applicant will include a budget that is not balanced and does not reflect <i>all</i> of the project activities. | The applicant provides a balanced budget. The budget items need more detail and do not match the project outline/timeline. For example, a budget line item might say "artists fees = \$500", but it does not specify how many artists will be paid or how long the artists will be working.' | The applicant provides a balanced and detailed budget. The budget will include line items that match the entire project activities, timeline, and narrative. The budget will include details about how much is being spent on each item or how much each artist is paid per amount of time or activity. | Maximum 10 points |
|  |                                                                                              |                                                                     | (0 – 3 points)                                                                                                      | (4 – 6 points)                                                                                                                                                                                                                                                                               | (7 – 10 points)                                                                                                                                                                                                                                                                                         |                   |