

Madison Arts Commission Grants Sub-Committee

Suggested changes to grant scoring system

**DRAFT 6.11.13**

**\_\_\_ Points                    ARTISTIC MERIT – potential of the project to advance the quality of arts in the community**

- \_\_\_ Points     Artistic quality as demonstrated by the submitted work samples
- \_\_\_ Points     Project advances the artistic capacity of the applicant
- \_\_\_ Points     Project demonstrates artistic risk-taking

**\_\_\_ Points                    FEASIBILITY – evidence of careful event and financial planning**

- \_\_\_ Points     Budget is accurate, meets all stated requirements, and is based on reasonable expectations of costs/income
- \_\_\_ Points     Budget includes committed matching funds from a variety of sources
- \_\_\_ Points     Applicant demonstrates the organizational capacity to manage the project and accomplish the project goals

**\_\_\_ Points                    IMPORTANCE – value to target audience, the City and its residents**

- \_\_\_ Points:     Value to audience/public is demonstrated through a combination of 1. Letters of support, 2. Other evidence that the project fills an identified community need, 3. Evidence that the project provides access to an underutilized area of the arts
- \_\_\_ Points     Demonstrated potential of the project to advance the availability of arts in the community

**\_\_\_ Points                    ACCESS – potential of the project to reach underserved audiences**

- \_\_\_ Points     Applicant provides evidence of partnerships/collaboration to ensure that the project is accessible and that audience includes underserved audiences.
- \_\_\_ Points     Project includes a clearly defined element that is free to the public

**\_\_\_ Points                    REACH – applicant demonstrates the ability to reach its audience and measure outcomes**

- \_\_\_ Points     Evidence of careful planning: proposed partners/audiences are on board and committed
- \_\_\_ Points     Project has a communications plan to maximize audience and reach of the project
- \_\_\_ Points     Project has clearly defined outcomes and provides a means to measure and evaluate those outcomes