

1) Achievable promotion of culture/science in Adams County.

- a. Advertising directly to Adams County Residents using all available communication strategies
 - i. Active social media presence
 - ii. Targeted advertising in Adams County specific outlets, such as local newspapers, television, newsletters, signs, canvassing, etc.
 - iii. Community/municipal outreach via newsletters, direct mail, signage
- b. What is your marketing plan (outreach specific in Adams County, budgeted amount) for your proposed project?
- c. In what ways is your organization encouraging Adams County residents to attend your events?

2) Impact on, and outreach to, residents of Adams County communities served.

- a. Explain in depth how you track the number of Adams County residents that attend and/or participate in your program or organization.
 - i. Information from ticket sales data
 - ii. Statistical sampling of attendees
 - iii. Asking people attending the event to give info on their county of residence
 - iv. Any other method
- b. How are you reaching out to new audiences or underserved populations of Adams County residents?
 - i. Targeting specific neighborhoods or regions of Adams County
 - ii. Activities/events targeted at underserved/diverse populations, demographics
 - iii. Proposed project attempting to reach more than one demographic of Adams County
- c. Plan for active engagement of Adams County residents, as opposed to passive attendance at regional attractions.

3) Evidence of financial stability and project budget viability.

- a. Does the organization have a history of financial stability, success in past year projects along with the end of the year report?
- b. Other sources of funding provide for project to include but not limited to:
 - i. Grants
 - ii. Donations
 - iii. In-Kind Support
- c. Ability to show that organization can complete project independent of full SCFD funding.
- d. Provides a balanced budget with completed financial statements

4) Enterprise and creativity demonstrated by the submitting organization for this project.

- a. Creativity of project including but not limited to:
 - i. Previously unrecognized aspects of art, culture, science, history
 - ii. Original, inventive, re-visioning, out of the box approaches about the project
 - iii. Use of multiple formats or means of creative expression, e.g. music and dance, or visual art and poetry reading
 - iv. Novelty of concept or outreach strategy – e.g., does the proposed project fill a missing niche, or cater to an underserved population?
- b. Collaboration with other SCFD organizations, municipalities, private or public entities.
- c. Efforts to establish a diverse audience, with a focus on bringing citizens of different backgrounds together.

5) Evidence that the submitting organization can complete this project successfully.

- a. Organization demonstrates historical data on inception to completion of projects that SCFD has funded in previous years.
- b. Location, event space, date are confirmed or have a sound and solid foundation on which the origination can work towards a confirmation.
- c. Organization demonstrates they have the appropriate staff and/or volunteers to complete this project.

6) Overall quality of this project proposal.

- a. Whether it is likely that the average Adams County citizen will be aware of the project and want to engage in the project.
- b. Whether the project's connection to Adams County – due to advertising, outreach – is clear and obvious to citizens of Adams County.
- c. Whether the project impacts a diverse cross-section of Adams County.

7) Quality of the interview.

- a. Demonstrated the ability to answer the questions in a clear and concise manner.
- b. Clearly understood the organization, project and budget of proposed project(s).

- 1) Compatibility of the project with the proposed location.**
 - a. Size of the work, size of the venue or location
 - b. Landscaping/lighting/protection from vandalism and weather
 - c. Appropriateness for surrounding community

- 2) Economic feasibility and cost efficiency of the project.**
 - a. Matching funds
 - b. Materials being used or sought after
 - c. Maintenance of proposed visual art

- 3) Exposure to the public upon placement and in the future.**
 - a. Visibility and Accessibility for the public
 - b. Permanence as it relates to future community development in area

- 4) Track record and supporting resources of an applying organization to initiate and complete a major project.**
 - a. Past project completed by SCFD Funding
 - b. Other public art projects completed not through SCFD Funding

- 5) Perceived impact of the project upon future generations.**
 - a. Long-term cultural/popular appeal
 - b. Historical relevance on project due to area being proposed.
 - c. Representing varied art styles, philosophies, etc
 - d. Unique, unusual, creative

- 6) Geographic or community location in relationship to other major long-term art projects previously funded by the Adams County Cultural.**
 - a. Gathering point/area for the community
 - b. Placement which provides public art access to areas not previously served

- 7) Quality of the interview.**
 - a. Evidence of outreach to local artists/organizations
 - b. Evidence of support for art, culture, history of Adams County (incorporated or unincorporated)