

## **Broomfield County Cultural Council SCFD Funding Matrix for General Operating Support & Special Project**

Applicant: \_\_\_\_\_ Year: \_\_\_\_\_

Scoring Guidance (*scoring is optional*): 1-Poor, 2-Marginal, 3-Average, 4-Good, 5-Excellent  
*Please note the scoring total is not mandatory and is only provided for individual use.*

*The recommended funding amount is required.*

*The organization is evaluated by how effectively it demonstrates the following criteria:*

<b>Evaluation Criteria</b>	[Optional] Points (1-5)
1. Clear mission and goals, which are aligned with the organization's programs and activities	
2. Use of self-assessment tools to improve	
3. Clearly defines outreach programs and activities; demonstrates how diverse populations are impacted.	
4. History of financial stability and success	
5. Diversity of funding; organization does not overly rely on SCFD	
6. Innovative/Fills a Special Programming Niche that is aligned with Creative Broomfield	
7. Funding is reasonable (e.g. funding amount is truly needed versus wanted, and is comparable to similar groups or projects)	
8. Events and/or activities are available and are actively marketed to Broomfield residents; attendance is documented	
Total	

Amount Requested

**Recommended Funding:**   
*Required*

Questions:

Notes:

## Evaluation Criteria Questions

### **1. Clear mission and goals, which are aligned with the organization's programs and activities**

- Provide clear and concise statements of the organization's mission and goals
- Describe how the organization's programs and activities fulfill its mission and goals

### **2. Use of self-assessment tools to improve**

- Describe what types of self-assessment tools are used (e.g. questionnaires, surveys, data collection, observation)
- Describe how the results of the self-assessment tools are used to improve the organization, its programs and activities
- Describe the organization's plan for improving the use of self-assessment tools

### **3. Clearly defines outreach programs and activities; demonstrates how diverse populations are impacted.**

- Describe any outreach activities at schools or other facilities, including educational programs, workshops and training
- Describe any populations that are targeted (e.g. in regards to culture, socio-economics, gender identity, age, disability)
- Describe how activities and programs are tailored to the targeted populations (if applicable), and how success in reaching them is measured

### **4. History of financial stability and success**

- Describe how previous budgets did/not align with previous program and activity plans: were you able to fulfill your plans within/below/above budget and what contributed to the success or shortcomings?
- Provide a detailed description of how previous budgets were adequate to support programs and activities, and describe any financial shortfalls and how they were (or will be) remediated in future years
- Describe how the organization exercises financial responsibility: how are costs reduced to ensure the impacts of programs and activities are maximized (e.g. the use of volunteers, reasonable salaries, low cost options)?

### **5. Diversity of funding; organization does not overly rely on SCFD**

- Describe the organization's plan for funding outside of SCFD (e.g. ticket sales, donors, fundraising, other funding entities)
- If there is a high reliance on SCFD funding, describe the plan for transitioning to a less-SCFD focused funding plan

### **6. Innovative/Fills a Special Programming Niche that is aligned with Creative Broomfield**

- Describe how your organization provides programming that is unique from other Broomfield organizations
- Describe how your organization's programs are aligned with Creative Broomfield's Goals and Guiding Principles
- Describe how the programs or activities were chosen, and describe them in detail

### **7. Funding is reasonable**

#### **(e.g. funding amount is truly needed versus wanted, and is comparable to similar groups or projects)**

- Understanding that SCFD funding can rarely fully fund all of the various funding requests, describe how your funding request is reasonable for the proposed program and activity plans
- Describe any significant increases in funding as compared to previous years
- Provide a detailed breakdown and descriptions for funding (e.g. personnel, rental space, materials, marketing)

### **8. Events and/or activities are available and are actively marketed to Broomfield residents; attendance is documented**

- Describe how events and activities are located in or near Broomfield, how access is provided to Broomfield residents, and how Broomfield residents are made aware of them
- Provide an estimate of how many Broomfield residents are likely to participate in, or attend, the events or activities
- Describe how the programs or activities benefit Broomfield and its residents