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

a. How are you promoting to Adams County residents, using all available communication strategies?
   i. Social media
   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 amounted) for your proposed project?

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.

e. Budget demonstrates that the project cost is proportionate to the experience provided.
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 from 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.