

**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 amount) 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.