



Scoring Rubric

Adams County Cultural Council

I. Projects, Large and Small

Category scoring 0-10 points; 60 points maximum total
Scoring Guidance: 0-Not Addressed, 1-2-Poor, 3-4-Marginal, 5-6-Average,
7-8-Good, 9-10-Excellent

1) Impact on Adams County residents and communities.

- a. Is your event or program taking place in Adams County?
- b. 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 attendees to give county of residence
 - iv. Other methods
- c. How are you reaching out to new audiences or underserved populations of Adams County?
 - i. Targeting specific neighborhoods or regions of Adams County
 - ii. Activities/events targeted for underserved/diverse populations, demographics
 - iii. Proposed project attempting to reach more than one demographic of Adams County
- d. Plan for active engagement of Adams County residents, as opposed to passive attendance at regional attractions.

2) Enterprise and creativity demonstrated for 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 approach to project.
 - iii. Use of multiple formats for 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. Effort to establish diverse audience, with a focus on bringing residents of different backgrounds together.

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

- a. How are you promoting to Adams County residents?
 - 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 proposed project?

4) Evidence of financial stability and project budget viability.

- a. Does the organization have a history of financial stability and past project success?
- 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 organization can complete project independent of SCFD funding.
- d. Provides a balanced budget with complete financial statements.
- e. Budget demonstrates the project cost is proportionate to the experience provided.

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

- a. Organization demonstrates data from inception to completion of previous SCFD-funded projects.
- b. Location, event space and date are confirmed or established.
- c. Organization demonstrates they have the appropriate staff and/or volunteers to complete project.

6) Overall quality of project proposal.

- a. Is project or program a good fit for Adams County?
- b. Does it benefit Adams County residents?
- c. Does proposal align with Adams County BOCC, Cultural Arts and Cultural Council goals?

II. Visual Arts Projects, *Discretionary*

Category scoring 0-10 points; 60 points maximum total
 Scoring Guidance: 0-Not Addressed, 1-2-Poor, 3-4-Marginal, 5-6-Average,
 7-8-Good, 9-10-Excellent

- 1) **Quality of proposed artwork.**
 - a. Inherent quality of the work
 - b. Unique, unusual, creative
 - c. Representative of varied art styles, philosophies, processes
- 2) **Compatibility of the project with proposed location.**
 - a. Size of the work, size of the venue or location
 - b. Landscaping/lighting/protection from vandalism and weather
 - c. Suitability for surrounding community
- 3) **Economic feasibility and cost efficiency of the project.**
 - a. Matching funds
 - b. Selected / proposed materials
 - c. Maintenance of proposed installation
- 4) **Exposure to the public upon placement and perceived impact on future generations.**
 - a. Visibility and accessibility for the public
 - b. Permanence, as it relates to future area development
 - c. Long-term cultural/popular appeal
 - d. Historical relevance on project in proposed area
- 5) **Track record and supporting resources of applying organization to initiate and complete major project(s).**
 - a. Past SCFD-funded project(s) completed
 - b. Other public art projects completed
- 6) **Geographic or community location in relation to other permanent art projects previously funded by the Adams County Cultural Council.**
 - a. Gathering place for the community
 - b. Placement of public art in underserved area

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