



**Hillsborough  
County** Florida  
Arts Council

**SPECIAL EVENT PARTNERSHIP GRANT APPLICATION SCORING RUBRIC**  
(Must receive minimum of 50 points to be eligible for funding)

**Instructions:**

1. Review all grant application materials
2. Review scoring descriptions and grant criteria
3. Score the grant application using the scoring worksheets
4. Evidence for meeting the criteria may be found in any portion of an application or associated support materials.

**Scoring Descriptions:**

**Exceptional/Strong:** The applicant has provided **overwhelming and clear** evidence throughout the application that demonstrates that all of the funding criteria are met. The plans are clear, well-articulated and appropriate. The budget is realistic, comprehensive, and carefully aligned with the narrative. The support materials are of the highest quality, highly relevant, and lead to a deeper understanding of the organization and its work.

**Good:** The applicant has provided **sufficiently clear** evidence throughout the application that demonstrates that the most crucial criteria are met. The plans are clear and appropriate but are not always well-expressed. The budget is realistic and reasonably aligned with the narrative, The support materials are of good quality and relevance.

**Fair/Weak:** The applicant has provided **limited or very limited** evidence in the application that demonstrates that criteria are barely met or not met at all. The plans lack detail and may be hard to understand. The budget has limited detail or is unrealistic and not well aligned with the narrative. The support materials are limited or of poor quality.

<b><u>CRITERIA: ABILITY TO STRENGTHEN AND PROMOTE CULTURAL ASSETS - 25 Points</u></b>	<b><u>POINTS AWARDED</u></b>
<ul style="list-style-type: none"> <li>• Event is consistent with the program objectives</li> <li>• Fosters a vibrant community and creates a sense of community</li> <li>• Contributes positively to place-making</li> <li>• Catalyzes the evolution of cultural engagement and civic pride</li> <li>• Promotes the rich history, heritage, amenities, natural environment and authentic characteristics that make the County special</li> <li>• Supports the programming and use of local parks, public spaces and amenities</li> <li>• Encourages partnerships between organizations, members of the community and businesses – creates positive entanglements that drive greater collaboration among cultural assets</li> </ul>	
<b><u>CRITERIA: FISCAL MANAGEMENT - 25 Points</u></b>	<b><u>POINTS AWARDED</u></b>
<ul style="list-style-type: none"> <li>• Quality of the financial plan and event feasibility</li> <li>• Explanation of how grant funds will be spent to cover the costs</li> <li>• Budget by major categories</li> <li>• Past County investment and other County investment being sought for the current application</li> <li>• The degree to which the request is reasonable</li> <li>• Demonstration of a broad base of financial support</li> <li>• Ability to raise private support, and build and establish sustainable partnerships</li> <li>• Accuracy and prudence of all budgets</li> </ul>	
<b><u>CRITERIA: ECONOMIC IMPACT AND COMMUNITY BENEFIT - 20 Points</u></b>	<b><u>POINTS AWARDED</u></b>
Description of clear and measurable outcomes of the following event impacts:	
<ul style="list-style-type: none"> <li>• Attract visitors – increase tourism revenue</li> <li>• Economic Impact of event to local vendors</li> <li>• Return-on-investment to the community for the public investment</li> <li>• Promotion of the County as a destination</li> <li>• Benefit of the event to residents - overall residents or only a benefit to a specific segment or interest</li> <li>• Impact on the visibility and awareness of Hillsborough County internally and externally</li> <li>• Degree to which the event has broad-based community appeal or support</li> </ul>	

<b><u>CRITERIA: ADMINISTRATION ABILITY - 15 Points</u></b>	<b><u>POINTS AWARDED</u></b>
<ul style="list-style-type: none"> <li>• Quality of the business plan (quality of the event plan)</li> </ul>	
<ul style="list-style-type: none"> <li>• Quality of the logistics plan (quality of the safety plan)</li> </ul>	
<ul style="list-style-type: none"> <li>• Quality of the marketing plan</li> </ul>	
<ul style="list-style-type: none"> <li>• Ability to describe the target audience for the proposed event and demonstrate knowledge about how best to engage with them</li> </ul>	
<ul style="list-style-type: none"> <li>• Feasibility of accomplishing the project as described</li> </ul>	
<ul style="list-style-type: none"> <li>• Completeness and clarity of application</li> </ul>	

<b><u>CRITERIA: QUALITY OF TEAM - 15 Points</u></b>	<b><u>POINTS AWARDED</u></b>
<ul style="list-style-type: none"> <li>• Experience as successful event delivery agents</li> </ul>	
<ul style="list-style-type: none"> <li>• Ability to produce a well-planned and safe event, including the ability to effectively manage costs, attract event attendees, and obtain necessary permits, clearances, insurances, and event authorizations in a timely manner</li> </ul>	
<ul style="list-style-type: none"> <li>• Past event success and reliability</li> </ul>	
<ul style="list-style-type: none"> <li>• No evidence of any sustained complaints relative to past events from residents, vendors, attendees or staff</li> </ul>	
<ul style="list-style-type: none"> <li>• Financial stability of the applicant organization</li> </ul>	

	Fair/Weak	Good	Exceptional/Strong
<b>Ability to Strengthen and Promote Cultural Assets (25 Points)</b> – The application provides information supporting cultural assets, consistency with program objectives, demonstrates collaboration with community and business partners, and supports the activation of public parks, public spaces, and other amenities.	There is no indication of supporting cultural assets. It is unclear how program objectives are met. There is no evidence of community partnerships or collaboration. There is no use of public parks, public spaces, or other amenities. <b>(0 to 8 points)</b>	Descriptive information is adequate. The application demonstrates that program objectives will be met. There is limited information on community partnerships or collaboration. There is some evidence of use of public parks, public spaces, or other amenities. <b>(9 to 17 Points)</b>	Descriptive information is very detailed. The event provides direct and clear correlation to supporting program objectives. There are extensive, clear collaborations with community partners. The event activates a public park, public space, or other amenity. <b>(18 to 25 Points)</b>
<b>Fiscal Management (25 Points)</b> – The application describes the organization's ability to complete event fiscally.	Descriptive information is missing or unrelated; the relationship of the request to goals of the grant are unclear. Budget information is weak or unclear. There is no evidence of broad financial support and/or ability to raise private support is unclear. <b>(0 to 8 Points)</b>	Descriptive information is adequate. Some information is provided regarding the alignment of the goals of the grant to the project description; budget is included but not detailed. There is some evidence of broad financial support and/or ability to raise private support. <b>(9 to 17 Points)</b>	Descriptive information is very detailed; request directly relates to the goals of the grant. Budget information is clear and understandable, and consistent with the narrative. It is very clear that the event has broad financial support and/or the ability to raise private support. <b>(18 to 25 Points)</b>
<b>Economic Impact and Community Benefit (20 Points)</b> – There is evidence of ROI to the community and a clear benefit to our residents. Efforts have been made to ensure that the event will attract non-county residents and increase tourism revenue. There is evidence that local talent and businesses are being utilized to implement the event	There is little or no description of benefit to the residents and/or no clear ROI for the community. Descriptive information is inadequate or there is little or no evidence of strategies to attract out of County attendees. The narrative is vague and non-specific regarding strategies to engage local talent and businesses in the event. <b>(0 to 6 Points)</b>	There is evidence of efforts being made to benefits to residents and ROI for the community. Minimal strategies for attracting out of town attendees are provided. Strategies to engage local talent and businesses are adequate. <b>(7 to 13 Points)</b>	The narrative is clear and accurate and provides specific strategies for attracting out of town attendees. Goals for achieving benefits for residents and community ROI are clear and reasonable. Narrative includes specific strategies for engaging local talent and businesses. <b>(14 to 20 Points)</b>
<b>Administration Ability (15 Points)</b> – The application describes the organization's ability to complete event in actuality. The application itself is clear and complete.	Descriptive information in the application is missing or unrelated. Required plans are unclear or lacking in detail. Spelling or math errors are present in the	Descriptive information is adequate. Required plans are adequate. Few other issues are present in the application. Target audience is vague. <b>(5 to 10 Points)</b>	Descriptive information is very detailed. Required plans are detailed. Application is complete and clearly written. Target audience is well established. <b>(11 to 15 Points)</b>

	Fair/Weak	Good	Exceptional/Strong
	application. Target audience is not established. <b>(0 to 4 Points)</b>		
<b>Quality of Team (15 Points)</b> – The application provides information regarding key personnel, staff, and volunteers. There is evidence that sufficient and properly trained personnel are in place to execute this event.	Description of personnel is unclear. Little or no information on paid staff and volunteers is provided. There is no evidence of success as event delivery agents. <b>(0 to 4 Points)</b>	Limited information on key personnel. Vague information on paid staff and volunteers. Vague evidence of success as event delivery agents provided. <b>(5 to 10 Points)</b>	Description of key personnel is detailed and clear. Detailed information on paid staff and volunteers. Application provides a clear narrative of the project team as successful event delivery agents. <b>(11 to 15 Points)</b>