



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.

<u>CRITERIA: ABILITY TO STRENGTHEN AND PROMOTE CULTURAL ASSETS (25 Points)</u>	<u>POINTS AWARDED</u>
• Describes how the event is a cultural asset and how the organization will demonstrate the event supports cultural assets.	
• Provides evidence of growth of recurring event or describes new event that supports cultural assets.	
• Encourages partnerships between organizations, members of the community and businesses – creates positive relationships that drive greater collaboration among cultural assets.	
• Collects data that is appropriate for evaluating event success and to innovate and expand future events.	
<u>CRITERIA: FISCAL RESPONSIBILITY AND ORGANIZATIONAL CAPACITY (25 Points)</u>	<u>POINTS AWARDED</u>
• Demonstrates organization has the capacity to complete the event as described.	
• Provides justification for the grant request amount and identifies other sources of revenue.	
• Provides details regarding how grant funds will be used for the event.	
• Provides budget information that is consistent with the application narrative.	
• Provides revenues and expenses that appear reasonable and support sustainability.	
<u>CRITERIA: ACCESSIBILITY TO THE PUBLIC AND COMMUNITY BENEFIT (20 Points)</u>	<u>POINTS AWARDED</u>
• Demonstrates that the cost of tickets for ticketed events is reasonable and supported by the budget.	
• Provides evidence of efforts to ensure accessibility of the event to all Hillsborough County citizens.	
• Demonstrates strategies to utilize the event to attract non-county residents and increase tourism revenue.	
• Provides evidence of a plan to ensure the safety and security of attendees	
<u>CRITERIA: ACCESSIBILITY AND DIVERSITY OF LOCAL VENDORS AND TALENT (15 Points)</u>	<u>POINTS AWARDED</u>
• Provides evidence that the event utilizes local talent and entertainment from Hillsborough County.	
• Provides evidence that the event utilizes Hillsborough County-based vendors and small businesses for necessary goods and services.	
• Provides clear and measurable outcomes of anticipated benefits to the community from the event, and how these outcomes will be evaluated.	

<u>CRITERIA: MARKETING AND PUBLIC RELATIONS PLAN (15 Points)</u>	<u>POINTS AWARDED</u>
<ul style="list-style-type: none"> • Provides a marketing plan that includes a description of the target audience and specific strategies for engaging the target audience. 	
<ul style="list-style-type: none"> • Provides evidence of the feasibility of the marketing plan and specifics regarding how it will be implemented. 	
<ul style="list-style-type: none"> • Demonstrates that a portion of the event budget is dedicated to marketing the event. 	
<ul style="list-style-type: none"> • Clearly defines and understands the community it serves, 	
<ul style="list-style-type: none"> • Provides post event plans for media exposure. 	

	Fair/Weak	Good	Exceptional/Strong
<p>Fiscal Responsibility and Organizational Capacity (25 Points) – The application describes the organization’s ability to complete event both fiscally and in actuality.</p>	<p>Descriptive information is missing or unrelated; the relationship of the request to goals of the grant are unclear. Budget information is weak or unclear; spelling or math errors are evident; there is missing information. The project is a charitable fundraiser or general operating support. (0 to 8 Points)</p>	<p>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. Request does not appear to be a charitable fundraiser or general operating support. (9 to 17 Points)</p>	<p>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 is not a charitable fundraiser or for general operating support. (18 to 25 Points)</p>
<p>Ability to Strengthen and Promote Cultural Assets (25 Points) – The application provides information supporting cultural assets and includes information on the growth of a recurring event or describes a new event. The application shows the collaboration of other organizations and community partners.</p>	<p>Descriptive information is missing or unrelated. Recurring event does not show growth or enhancements from previous years. There is no evidence of community partnerships or collaboration. (0 to 8 points)</p>	<p>Descriptive information is adequate. The event is a new event that demonstrates the ability to promote cultural assets or a recurring event that shows limited growth from previous years. There is limited information on community partnerships or collaboration, (9 to 17 Points)</p>	<p>Descriptive information is very detailed. The event is a new event that provides direct and clear correlation to supporting cultural assets or is an existing event that has demonstrative growth from previous years. There are extensive clear collaborations with community partners. (18 to 25 Points)</p>
<p>Accessibility to the Public and Community Benefit (20 Points) – There is evidence that ticket prices are affordable to encourage public participation and that activities are accessible to all citizens. Efforts have been made to ensure that the event will attract non-county residents and increase tourism revenue.</p>	<p>Ticket costs are restrictive. Descriptive information is inadequate or there is little or no evidence of strategies to attract out of County attendees. Accessibility goals are not clear or specific. (0 to 6 Points)</p>	<p>There is evidence of efforts being made to ensure affordability and accessibility. Minimal strategies for attracting out of town attendees are provided. (7 to 13 Points)</p>	<p>The narrative is clear and accurate and provides specific strategies for attracting out of town attendees. Goals for achieving accessibility and affordability are clearly stated. (14 to 20 Points)</p>
<p>Accessibility and Diversity of Local Vendors and Talent (15 Points) – There is evidence that local talent and businesses are being utilized to implement the event. Clear and measurable outcomes of the event are identified.</p>	<p>The narrative is vague and non-specific regarding strategies to engage local talent and businesses in the event Outcomes are either not provided or are not measurable. No evidence of an evaluation process is provided. (0 to 4 Points)</p>	<p>Strategies to engage local talent and businesses are adequate. An evaluation process is described, and outcomes identified. (5 to 10 Points)</p>	<p>Narrative includes specific strategies for engaging local talent and businesses. Measurable outcomes are clearly defined, and a detailed evaluation process is provided. (11 to 15 Points)</p>

	Fair/Weak	Good	Exceptional/Strong
Marketing and Public Relations (15 Points) – A marketing plan is provided that identifies the target audience and how they will be engaged. Details are provided regarding public outreach through social media, advertising, and other media outlets.	Marketing plan is vague or unclear. There is no evidence of plans to engage public. Target audience is not established. (0 to 4 Points)	Basic marketing information provided. Limited information on plans to engage public. Target audience vague. (5 to 10 Points)	Marketing Plan is well-researched and thought out. Examples and specific outreach through multiple media platforms are described and well planned. Target audience is well established. Application provides a story of the event to enhance public awareness. (11 to 15 Points)