Adams County Cultural Council
2023 Scoring Rubrics

# I. Projects, Large and Small

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| 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 amounted) 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<br>Scoring Guidance: 0-Not Addressed, 1-2-Poor, 3-4-Marginal, 5-6-Average, 7-8-Good, 9-10-Excellent |
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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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