1. **Organization Mission and Objectives (10 points)**
   - The organization’s mission and history are clearly and concisely articulated.
   - Organization’s activities are mission-based.

2. **Operations and Strategy (10 points)**
   - Organization has adequate staffing levels and well-defined roles, including board, staff, and volunteers.
   - Organization adequately describes its approach to program evaluation.
   - Organization’s education programs and/or collaborations are clearly defined.

3. **Equity, Diversity, Inclusivity, and Accessibility (10 points)**
   - Organization demonstrates that EDIA practices are embedded in hiring and programming.
   - Strategies for diversifying the board, staff, and audiences are clearly stated.
   - Programs authentically engage the diverse populations that live within the county.
   - Outreach efforts and program participation demonstrate a commitment to providing access for under-resourced and historically underserved communities.
   - Organization has an evaluation process in place to gauge the progress of EDIA efforts and their impact.

4. **Financial Responsibility (10 points)**
   - Organization has adequate reserves (3-6 mo.).
   - Organization has diverse funding sources.
   - Requested funds are appropriate for the scale and impact of the described activity/project.
   - Financials are accurate and concise. Any deficits, excess profits, and/or large fluctuations are explained.

5. **Impact on County Residents (10 points)**
   - Organization marketing strategy is specific to the county(ies) where programming will occur. Marketing strategy targets all residents of the county.
   - Organization describes a direct benefit to and active engagement with the county’s residents and visitors.
   - Planned activities expand and/or enrich programming available to county residents.