

City of Alexandria's Arts Grants Application - Scoring Instructions for Grant Task Force

You are being asked to score the applicants in three categories: Artistic Content, Impact and Engagement, and Management and Budget. Each of these categories is described below. You should score each of these categories with a score of 1-6, with 1 being the lowest and 6 being the highest. Since a score of 6 could mean one thing to one committee member and something different to another, below you are provided a score chart that describes what these numbers reflect in this context. You should use these criteria when scoring. The categories will be weighted so that the heaviest weighted category is Artistic Content, followed by Impact and Engagement, then Management and Budget. Staff will take care of the math that goes into this after the preliminary scores are received back from each panelist.

Record your scores in the provided Submission Score Spreadsheet. There is a column for your own personal notes if you would like to use that, but you do not have to. These notes are for your personal reference and will not be shared with applicants. A summary of comments will be compiled and provided to the applicants if requested.

Score Chart

High	6	Exceptional	Exceptionally strong with no material weaknesses
	5	Excellent	Very strong with only a few minor weaknesses*
Medium	4	Good	Strong with at least one moderate weakness**
	3	Average	Some strengths but several moderate weaknesses
Low	2	Fair	Some strengths and at least one major weakness***
	1	Poor	Few strengths and numerous major weaknesses

*minor weakness defined as an easily addressable weakness that does not substantially lessen artistic quality or impact.

**moderate weakness defined as a weakness that lessens artistic quality or impact.

***major weakness defined as a weakness that severely limits artistic quality or impact.

Artistic Content (45%)

- Applicant's work samples demonstrate high standards of artistic excellence through professional quality of craftsmanship and mastery of skills, techniques, and professional approaches to processes and presentation.
- The submitted goals and achievements over the last twelve months, as well as the planned activities during the grant period, reflect high standards of artistic excellence.
- The goals will help further the City of Alexandria's Arts and Culture Master Plan goals.
- The applicant stands out from other arts organizations in the City, solving a problem or fulfilling a need with their proposed activities and goals.

Impact and Engagement (35%)

- Applicant’s activities provide opportunities for the citizens of the City of Alexandria to engage with the arts in a meaningful way. They have provided evidence that they have positively impacted these citizens.
- The applicant’s activities promote inclusion, diversity, and access.
- They demonstrate intentional efforts to ensure parity among their audience, participants, staff, and board.
- The applicant uses methods to effectively track participation and impact of their arts activities, and uses this information to encourage growth.

Management and Budget (20%)

- Applicant’s budget is demonstrably realistic, advances their program's goals, and is focused on realizing their mission.
- The applicant has provided evidence that their key management personnel are qualified in managing an arts organization and advancing the success of the organization and/or their programs.

City of Alexandria - Definition of Terms

Artistic Excellence: A standard exhibited by creative work or artistic product or practice that is characterized by such qualities as vitality, originality, relevance, creativity, innovation, experimentation, and technical and professional expertise.

City of Alexandria’s Arts and Culture Master Plan:

<https://www.alexandriava.gov/recreation/arts/info/default.aspx?id=87578>