

Fiscal Year 2018 Performing and Visual Arts Grant	PVAG CRITERIA AND SCORING Matrix			
	NOTE: ALL applications should apply SMART principles. Specific, Measurable, Attainable, Relevant, and Timely. Strong answers will be clear and concise ((no more than 350 words per answer)			
CATEGORY	APPLICATION QUESTION	GUIDELINES	SCORING	POINTS
PART 5: APPLICANT PROFILE AND REQUIRED DOCUMENTATION				
	1. Applicant Profile and submission of all required supporting materials (Incomplete applications will not be considered for funding)	Includes Complete Applicant Profile. Supporting Materials include Letters of Intent to Collaborate, samples of relevant artistic work (supporting materials requirements by discipline (Part 2, (A) (2), letters of support.	Complete = Eligible Incomplete = Ineligible for Grant Funding	Not Scored
PART 6: PVAG APPLICATION				
Section 1: PROJECT PROPOSAL	20 Points			POINTS
	1. Provide a detailed description of the project that will be produced between July 1, 2017 and June 30th, 2018, include project goals and objectives, key activities or elements, project date(s), project location(s).	Strong answers will provide a clear description of the project including project goals and objectives, key activities and elements, location, the timeframe in which the project will occur, and application of SMART Principles Specific, Measureable, Attainable, Relevant and Timely. (Seet The Developing Project Goals and Objectives Guide)	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
	2. What community benefit will be provided by the project and what was the inspiration for the project?	Strong answers will clearly explain how the project will bring people together, meet a need or gap, and/or foster social progress. Answers should demonstrate relevancy of the project to the community.	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
	3. How does your project meet the goals and objectives of the PVAG and how does the project align with the City's Cultural Arts Master Plan (CAMP).	Strong answers will make clear links between the project and how it will meet PVAG goals and objective and the CAMP	Strong = 8-10 Basic = 5-7 points Weak = 1-4 point Unresponsive = 0	
Section 2: COMMUNITY ENGAGEMENT	20 Points			
	1. What measures will be taken to ensure that the project is accessible to all Chula Vista residents.	Strong answers will provide information on project design, partnerships, and other relevant elements that make the project accessible to the community at large Chula Vista's diverse population (e.g. various cultures, ethnicities, incomes, genders).	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	

	2. Explain who the project's target audience is and how the target audience was identified	Strong answers will provide specific information on the target audience and quantify its size (e.g. geographic, cultural, gender identity, age, ethnicity, and educational characteristics) Strong answers will include the relevance of the audience and the method used to select the target audience for the project .	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
	3. Why would the project be relevant to this target audience(s)	Strong answers will make clear links between the target audience and the project outcomes.	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
	4.. How will the project be marketed and promoted? How will people learn of the project?	Strong answers will include a variety of marketing and promotional approaches and provide examples of specific outreach activities, Answers should clearly explain how the target audience, community at large, and populations outside of the City would learn of the project and how they will access to the project (e.g. tickets). All PVAG projects must have a component of providing access to the public at large.	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
Section 3: ARTISTIC MERIT AND CAPACITY	20 Points			
	1. How will the project deepen arts value for the field and/or foster new connections and how does the project exemplify creativity and innovation?	Strong answers will demonstrate how the project would offer fresh insights, artistic creativity, and/or new trends in the arts. The merit of a project will weighed against the merit of other projects proposed in the same discipline and will be measured against success of and innovation and creativity compared to previous funded PVAG projects of the applicant.	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
	2. What are the resources and/or experience of partners, you or your organization will access to facilitate the production of the project?	Strong answers will identify the key resources needed to produce the project and the availability of those resources (e.g. additional sources of funds/donations, in-kind services you or the proposed partners will provide, location, parking, etc.).	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
	3. Describe the project participant(s) experience with producing projects of similar scale and complexity?	Strong answers will provide relevant information regarding the applicant's track record or ability to produce successful projects of similar scope, size and complexity. Current or past examples should be provided including previous PVAG funded projects (provide report or summary of results including project completion date, location, attendance, impact).	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	

	4. How will the proposed collaboration leverage resources, access, experience etc...	Strong answers will clearly describe what each partner's role is and how each will contribute to the partnership (what, when, why, where, how) and how collaboration will leverage resources, expertise etc.. and how relevant experience that demonstrates ability to successfully execute the project.	Strong = 4-5 Basic = 2-3 Weak = 1 Unresponsive = 0	
Section 4: PROJECT BUDGET	20 Points			
	1. Total project expense	Strong answers will break down the total project budget in a clear and concise manner listing all expenses with a short description. Information should be provided in Table format or on a budget Spreadsheet . (expenses include: Space Rental, Artist Fees, Production Costs,Decorations, Printing Costs (flyers), Ad Space, etc.)	Strong = 14-20 Basic = 8-13 Weak = 1-7 point Unresponsive = 0	
	2. Total amount requested from this grant (include itemized expenses to be paid for with the grant?)	Request must include itemization of what expenses will be covered by the grant	Not scored.	Not Scored
	3. List all In-Kind Donations	In kind donations are strongly encouraged but not required.	Not scored.	Not Scored
Section 5: Measures of Success	20 Points			
	1.. How do you propose to evaluate the success of your proposed project?	Strong answers will provide both qualitative and quantitative measures of how successful the project is intended to meet the project goals and objectives stated in Section 1.	Strong = 8-10 Basic = 5-7 points Weak = 1-4 point Unresponsive = 0	
	2. What data collection instruments will you use (Registration Forms, Pre/Post Test, Evaluation Form, Focus Groups, etc.)	Strong answers will include a good mix of project appropriate data collection instruments and an explanation of how they will be utilized.	Strong = 8-10 Basic = 5-7 points Weak = 1-4 point Unresponsive = 0	
		Max 100		Total:

