Adams County Scoring Rubrics

Small and Large Project Rating Form
(0-10 Points)

1) Achievable promotion of culture/science in Adams County.
   
a. Advertising directly to Adams County Residents using all available communication strategies
   i. Active social media presence
   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 your proposed project?

   c. In what ways is your organization encouraging Adams County residents to attend your events?

2) Impact on, and outreach to, residents of Adams County communities served.
   
a. 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 people attending the event to give info on their county of residence
   iv. Any other method

   b. How are you reaching out to new audiences or underserved populations of Adams County residents?
   i. Targeting specific neighborhoods or regions of Adams County
   ii. Activities/events targeted at underserved/diverse populations, demographics
   iii. Proposed project attempting to reach more than one demographic of Adams County

   c. Plan for active engagement of Adams County residents, as opposed to passive attendance at regional attractions.

3) Evidence of financial stability and project budget viability.

   a. Does the organization have a history of financial stability, success in past year projects along with the end of the year report?

   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 that organization can complete project independent of full SCFD funding.

d. Provides a balanced budget with completed financial statements

4) Enterprise and creativity demonstrated by the submitting organization for this 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 approaches about the project
   iii. Use of multiple formats or 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. Efforts to establish a diverse audience, with a focus on bringing citizens of different backgrounds together.

5) Evidence that the submitting organization can complete this project successfully.

a. Organization demonstrates historical data on inception to completion of projects that SCFD has funded in previous years.

b. Location, event space, date are confirmed or have a sound and solid foundation on which the origination can work towards a confirmation.

c. Organization demonstrates they have the appropriate staff and/or volunteers to complete this project.

6) Overall quality of this project proposal.

a. Whether it is likely that the average Adams County citizen will be aware of the project and want to engage in the project.

b. Whether the project’s connection to Adams County – due to advertising, outreach – is clear and obvious to citizens of Adams County.

c. Whether the project impacts a diverse cross-section of Adams County.

7) Quality of the interview.

a. Demonstrated the ability to answer the questions in a clear and concise manner.

b. Clearly understood the organization, project and budget of proposed project(s).
**Visual Arts Project Rating Form**

(0-10 Points)

1) **Compatibility of the project with the proposed location.**
   a. Size of the work, size of the venue or location
   b. Landscaping/lighting/protection from vandalism and weather
   c. Appropriateness for surrounding community

2) **Economic feasibility and cost efficiency of the project.**
   a. Matching funds
   b. Materials being used or sought after
   c. Maintenance of proposed visual art

3) **Exposure to the public upon placement and in the future.**
   a. Visibility and Accessibility for the public
   b. Permanence as it relates to future community development in area

4) **Track record and supporting resources of an applying organization to initiate and complete a major project.**
   a. Past project completed by SCFD Funding
   b. Other public art projects completed not through SCFD Funding

5) **Perceived impact of the project upon future generations.**
   a. Long-term cultural/popular appeal
   b. Historical relevance on project due to area being proposed
   c. Representing varied art styles, philosophies, etc
   d. Unique, unusual, creative

6) **Geographic or community location in relationship to other major long-term art projects previously funded by the Adams County Cultural Council.**
   a. Gathering point/area for the community
   b. Placement which provides public art access to areas not previously served

7) **Quality of the interview.**
   a. Evidence of outreach to local artists/organizations
   b. Evidence of support for art, culture, history of Adams County (incorporated or unincorporated)