

**APPENDIX 8
PROJECT SUPPORT APPLICATION AND EVALUTION KEY**

Public Value	
<p>1) Define what community need(s) this project will address; who it will impact; and how.</p> <p>2) Provide details regarding how this project will be a meaningful addition to the Columbus community. Discuss who will benefit from this experience and how.</p> <p>Examples of community need: Showcasing an under-represented artistic discipline, targeting specific outreach, raising awareness of a global issue, creating a link between arts and science</p> <p>Examples of impact: Utilizing local artists, engaging with students/education</p> <p>Examples of benefit: Engagement of the community at large; Gain better understanding; Create greater awareness</p>	
Criteria	Evidence
<ul style="list-style-type: none"> ▪ Community need(s) clearly stated and relevant ▪ Impact clear and well-reasoned ▪ Benefit well-defined and meaningful 	<ul style="list-style-type: none"> ▪ Public Value Statement

- Excellent** - Project demonstrates impact to high need area or provides high benefit to community and/or artists.
 - Statement is clear and exemplifies well thought out engagement and planning.
- Satisfactory** - Project outlines a general community impact to need area and slight artist benefit.
 - Statement is defined, but not remarkable.
- Fair** - Project possesses narrow focus on need area or lacks meaningful impact.
 - Statement is vague and too broad.
- Unsatisfactory** - Project does not clearly address the positive external impact to the community or artist.
 - Statement focuses on organizational benefit.

Artistic and Project Quality
<p>1) Describe the artistic goals of this project, and how GCAC funding would further those goals.</p>

<p>2) How many artists will this project serve and how will they be selected?</p> <p>3) Other than this specific project, in what way(s) does your organization engage with artists?</p>	
Criteria	Evidence
<ul style="list-style-type: none"> ▪ Project goals are clearly stated ▪ Quality of the artists, productions, exhibits, works of art and other project activities ▪ Qualified people are involved in making programming decisions ▪ Quality design is evident in graphic and printed materials 	<ul style="list-style-type: none"> ▪ Grant narrative ▪ Printed materials (programs, catalogs and newsletters) ▪ Press clippings ▪ Resumes or bios of artists, jurors and consultants ▪ Artistic documentation

Excellent

- Project goals are clearly explained and realistic.
- Artist(s) are of the highest artistic quality as demonstrated by bio(s)/resume(s).
- Project is an excellent example of a strong artistic/cultural program, may show examples of collaboration between disciplines.
- Program management is strongly qualified to lead this arts/cultural project.

Satisfactory

- Project goals are explained and somewhat realistic.
- Artist(s) are identified and a mix of experience as demonstrated by bio(s)/resume(s).
- Program is clearly artistic or cultural in nature.
- Program management identified and qualified to lead this arts/cultural project.

Fair

- Project goals are poorly defined.
- Artist(s) are chosen but not secured or quality is difficult to discern.
- Program is loosely or poorly portrayed as artistic or cultural.
- Program management is identified, but not qualified to lead this arts/cultural project as demonstrated by their bio(s)/resume(s).

Unsatisfactory

- Project goals are missing from narrative.
- Artists are not chosen.
- Program is not artistic or cultural in nature.
- Program management is not identified or qualifications are difficult to discern.

Organizational Goals & Project Implementation	
<ol style="list-style-type: none"> 1) Describe the purpose of the applicant organization and explain how this project strengthens that purpose. 2) Discuss the planning process for this project and how past evaluations of previously completed projects have contributed to this process. 3) How will this project be evaluated? If GCAC cannot award the total request, activities outlined in this application may require prioritizing; describe the effect of partial funding. 4) Discuss any budgetary items, or elements of the financial statements, that require further explanation. 5) Provide the total board of trustees' contribution for this project, as well as the percentage of trustees that have contributed. 	
Criteria	Evidence
<ul style="list-style-type: none"> ▪ Project fits well within organization's mission and purpose ▪ Evaluation measures are thoughtful and fit the organization's overall goals ▪ Organization demonstrates ability to plan effectively ▪ Appropriate staff, board and committee members are involved 	<ul style="list-style-type: none"> ▪ Grant narrative ▪ Organizational budget for project year ▪ Job descriptions/resumes of key personnel ▪ Final report (on file) from the most recent project funded by GCAC

Excellent

- Project is a good fit with the organization's mission and purpose.
- Evaluation measures are clearly defined. Methods used are thoughtful, and fit well within the context of the project. Methods to implement into future planning are evident.
- Narrative demonstrates the organization's history of executing successful projects.
- Qualified and proven people are involved in appropriate roles and duties.
- Board support is clearly outlined and participated in fully.

Satisfactory

- Project is an appropriate fit with the organization's mission and purpose.
- Evaluation measures are explained and utilized.
- Narrative demonstrates the organization's ability to plan effectively.
- Staff, board and committee members are identified and most are suited to roles/duties.
- Board support is outlined clearly and participation by most members is evident.

- Fair**
- Project's relationship to mission is explained, but not apparent as to fit with the organization's mission and purpose
 - Evaluation measures are explained, yet are not appropriate to activity. Future implementation is unclear
 - Narrative demonstrates a slight understanding of planning but is unclear regarding specific activities.
 - Board support is unclear and not fully supported
- Unsatisfactory**
- Project's relationship to mission unclear
 - Evaluation measures are not identified
 - Ability to plan is not demonstrated
 - Staff, board, and committee members are not identified
 - Board support does not exist

Marketing & Audience	
<ol style="list-style-type: none"> 1) What is the marketing strategy for this project? 2) What audience has been targeted and why? 3) What is the project's plan for Columbus community participation? 4) What evidence exists of community support for previous activities? 5) Define the underserved audience for this project. In what specific ways will this project include underserved audiences? 6) How many audience members will this project serve, and upon what information is this estimate based? 	
Criteria	Evidence
<ul style="list-style-type: none"> ▪ Marketing goals and results are clearly explained and documented ▪ The project audience has been identified and makes sense within context of the organization's mission ▪ A realistic promotional/marketing plan is outlined ▪ Public component will primarily serve residents of Columbus ▪ Organization's programming and facilities comply with federal ADA requirements ▪ Programs and activities are scheduled at times and locations to assure greatest public participation ▪ Educational programs are open to the public 	<ul style="list-style-type: none"> ▪ Grant narrative ▪ Printed materials detailing the range of performance times, accessibility logos

- Excellent**
 - Promotional/marketing plan is creative and will strongly impact success of the project.
 - Underserved audience clearly defined and efforts are focused. Rationale is a natural fit with the organization’s mission.
 - Public component is diverse, well defined and meaningful.

- Satisfactory**
 - Promotional/marketing plan is reasonable and appears within the organization’s capacity.
 - Underserved audience is somewhat defined. Rationale fits with organization’s mission.
 - Public component is outlined and appropriate to the audience.

- Fair**
 - Promotional/marketing plan exists but is not clearly defined nor explained.
 - Underserved audience is too broad and not clear about who the project is intended to reach.
 - Public component exists but is not clearly defined or explained.

- Unsatisfactory**
 - Promotional/marketing plan was not defined or explained.
 - Narrative did not address target audience or underserved audience questions.
 - Public component does not take place in Columbus or does not exist.

Budgets	
Criteria	Evidence
<ul style="list-style-type: none"> ▪ Budget is accurate and realistic for the project ▪ Budget shows a minimum 1:1 cash match ▪ Organization has the ability to craft reasonable annual budgets and meet financial goals 	<ul style="list-style-type: none"> ▪ Project Budget (Income/Expense worksheets) ▪ Internal Financial Statements

- Excellent**
 - Cash match is from a broad range of sources including private donations.
 - Project budget is balanced and/or indicates a profit.
 - Internal financial statements are clear and demonstrate strong financial management.

- Satisfactory**
 - Cash match is from a small number of sources.
 - Project budget is balanced and/or indicates a small loss.
 - Internal financial statements are clear and demonstrate financial competency.

- Fair**
 - Cash match is from one source.
 - Project budget is balanced, but leaves little room for shortfall management.

- Internal financial statements are unclear and demonstrate the need for better accounting practices.

- Unsatisfactory**
- Cash match is from an unclear source, high level of pending income shown on the worksheet or is missing.
 - Project budget is unbalanced and/or indicates a loss.
 - Internal financial statements are missing.

Awards

The Grants Committee will determine grant allocations based upon three criteria - the application evaluation/rating, one-on-one meetings and the amount of funds available - by applying a percentage to the request based upon these three factors. These recommendations are presented to the GCAC Board for consideration and approval.