

**Scoring Rubric for**  
**City of Coral Gables**  
**Cultural Development Grant**  
  
**Cultural Development Board**

*modified with permission from the Florida Division of Cultural Affairs  
for the Coral Gables Cultural Development Grant process*

## **How to use this rubric**

Cultural Development Board members receive a copy of the rubric as a part of their review and scoring materials. The rubric will be used to ensure as fair and unbiased a scoring process as possible. The scoring mechanism defines each of the criteria: Program/Project Excellence, Artistic Excellence, Organization & Management Capacity, Outreach & Community Partnerships, Marketing, Outcomes, Finances & Budget Accountability. Within each criterion, benchmark descriptions and corresponding point values are listed to serve as a guide in the scoring process.

### ***Overall consideration for the applications:***

<b>Value</b>	<b>Description</b>	<b>Score</b>
Excellent	Strongly demonstrates public value of arts and culture.	92 – 100
Good	Satisfactorily demonstrates public value of arts and culture.	80 - 91
Fair	Does not sufficiently demonstrate public value of arts and culture.	61 -79
Weak	Makes an incomplete and/or inadequate case for the public value of arts and culture. Information is confusing, unclear, and lacks specific details.	0 - 60

**Program/Project Excellence (Up to 20 Points)**

Panelists will consider the following application information when evaluating an application for Program/Project Excellence: responses to the Organization Mission Statement, Program/Project Goals & Objectives, Program/Project Description, and related Support Materials available in the attachments.

<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Weak</b>
Mission statement clearly describes organization and the program/project activities fully support the mission	Mission statement describes organization and program/project activities support the mission	Mission statement describes organization and program/project activities do not fully support the mission	Mission statement does not clearly describe organization and program/project activities do not fully support the mission
Identifies clear goals and fully measurable objectives	Identifies clear goals and measurable objectives	Identifies goals and limited measurable objectives	Does not identify goals and very minimal objectives
Clearly describes exemplary proposed program/project	Clearly describes proposed program/project	Describes proposed program/project	Proposed program/project is unclear
Confident in the ability of the organization to carry out the program/project	Very minimal concerns about the ability of the organization to carry out the program/project	Concerns about the ability of the organization to carry out the program/project	Multiple concerns about the ability of the organization to carry out the program/project
Support Materials clearly demonstrate exemplary programming	Support Materials clearly demonstrate programming	Support Materials demonstrate programming	Support Materials are unclear
<b>Score:</b>			

**Artistic Excellence (Up to 10 Points)**

Panelists will consider the following application information when evaluating an application for Artistic Excellence: responses to the Organization Mission Statement, Program/Project Goals & Objectives, Program/Project Description, and Key Artistic Personnel.

<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Weak</b>
Key Artistic Personnel clearly and fully supports the mission	Key Artistic Personnel fully supports the mission	Key Artistic Personnel does not fully support the mission	Key Artistic Personnel does not support the mission
Clearly describes exemplary Key Artistic Personnel	Clearly describes proposed Key Artistic Personnel	Describes proposed Key Artistic Personnel	Proposed Key Artistic Personnel is unclear
Confident in the ability of the organization to present the Key Artistic Personnel	Very minimal concerns about the ability of the organization to present the proposed Key Artistic Personnel	Concerns about the ability of the organization to present the proposed Key Artistic Personnel	Multiple concerns about the ability of the organization to secure and present the proposed Key Artistic Personnel
<b>Score:</b>			

**Organization & Management Capacity (Up to 20 points)**

Panelists will consider the following application information when evaluating an application for Organization & Management Capacity: the applicant's Key Employees, Contribution Policy, and the following attachments: Resumes/CVs, Board of Directors, Funding History, Organization Budget, and Letters of Commitment.

<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Weak</b>
Very confident in the organization's ability to carry out the proposed activities given the key personnel	Very minimal concerns about the organization's ability to carry out the proposed activities given the key personnel	Concerns about the organization's ability to carry out the proposed activities given the key personnel	Multiple concerns about the organization's ability to carry out the proposed activities given the key personnel
Very confident in the organization's Board makeup and participation	Very minimal concerns about the organization's Board makeup and participation	Concerns about the organization's Board makeup and participation	Multiple concerns about the organization's Board makeup and participation
Very confident in the organization's fiscal stability and ability to carry out the proposed activities given the funding history and organization budget	Very minimal concerns about the organization's fiscal stability and ability to carry out the proposed activities given the funding history and organization budget	Concerns about the organization's fiscal stability and ability to carry out the proposed activities given the funding history and organization budget	Multiple concerns about the organization's fiscal stability and ability to carry out the proposed activities given the funding history and organization budget
Exemplary reporting history and current compliance	Very minimal concerns about the applicant's reporting history and current compliance	Concerns about the applicant's reporting history and current compliance	Multiple concerns about the applicant's reporting history and current compliance
Very confident in the capacity of the applicant to sustain the program/project after the grant period	Very minimal concerns about sustainability and continued programming	Concerns about sustainability and continued programming	Multiple concerns about sustainability and continued programming
<b>Score:</b>			

**Outreach & Community Partnerships (Up to 10 Points)**

Panelists will consider the following application information when evaluating an application for Outreach & Community Partnerships: Target Audience, Partnerships, Cultural and Economic Development, Diversity.

<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Weak</b>
Provides vital cultural services to Coral Gables	Provides significant cultural services to Coral Gables	Provides cultural services to Coral Gables	Provides minimal cultural services to Coral Gables
Provides compelling and clear descriptions and significant, specific action items	Clear descriptions and specific action items	Limited descriptions and action items	Minimal and unclear descriptions and action items
Provides compelling and significant achievements with measurable outcomes	Demonstrates specific achievements with measurable outcomes	Describes limited achievements with measurable outcomes	Describes very minimal achievement that are not measurable
Very appropriate and effective audience and program development efforts	Appropriate and effective audience and program development efforts	Limited and minimally effective audience and program development efforts	Very limited and minimally effective audience and program development efforts
Outreach components fully serve the constituency and are appropriate for the program/project	Outreach components serve the constituency, and are appropriate for the program/project	Limited outreach components serve the constituency and are minimally appropriate for the program/project	Very minimal outreach components do not serve the constituency and are not appropriate for the program/project
<b>Score:</b>			

**Marketing (Up to 20 Points)**

Panelists will consider the following application information when evaluating an application for Marketing: the various traditional and social media platforms, the number of subscribers and followers in each, use of the organization’s website, publicity/marketing plan, and related support material attachments.

<b><i>Excellent</i></b>	<b><i>Good</i></b>	<b><i>Fair</i></b>	<b><i>Weak</i></b>
Extensive resources proposed and dedicated to marketing efforts	Reasonable resources proposed and dedicated to marketing efforts	Limited resources proposed and dedicated to marketing efforts	Very minimal resources proposed and dedicated to marketing efforts
Very large, robust number of subscribers and followers, appropriate and relative to the organization size and capacity	Large number of subscribers and followers, appropriate and relative to the organization size and capacity	Limited number of subscribers and followers relative to the organization capacity	Number of subscribers and followers is very low relative to the organization capacity
Extensive marketing activities are proposed, realistic, and achievable	Reasonable marketing activities are proposed and these activities are achievable	Limited marketing activities are proposed and/or concerns about the achievability	Very minimal activities are proposed and/or serious concerns about the achievability
Very appropriate and effective publicity/marketing efforts and materials	Appropriate and effective publicity/marketing efforts and materials	Limited and minimally effective publicity/marketing efforts and materials	Very limited and minimally effective publicity/marketing efforts and materials
<b>Score:</b>			

**Outcomes (Up to 10 Points)**

Panelists will consider the following application information when evaluating an application for Outcomes: the number of proposed events, attendance and opportunities for public participation, and program/project success response.

<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Weak</b>
Extensive activities are proposed and are achievable within the grant period	Reasonable activities are proposed, and these activities are achievable within the grant period	Concern about the achievability of the proposed activities within the grant period	Serious concerns about the achievability of the proposed activities during the grant period
Very appropriate number of individuals benefiting from the program/project	Appropriate number of individuals benefiting from the program/project	Minimal number of individuals benefiting from the program/project	Very minimal number of individuals benefiting from the program/project
Action item activities are well-defined and have fully measurable, significant achievements in place to help the organization achieve its mission and program/project success	Action item activities and measurable achievements are in place to help the organization achieve its mission and program/project success	Action item activities and achievements are not fully defined and measurable, and only minimally help the organization achieve its mission and program/project success	Action item activities and achievements are not clear and/or fully measurable and do not help the organization achieve its mission and program/project success
<b>Score:</b>			

**Finances & Budget Accountability (Up to 10 Points)**

Panelists will consider the following application information when evaluating an application for Finance & Budget Accountability: grant amount requested, total operating budget, total all program/project expenses and funds, and the following attachments: Organization Budget, Program/Project Expenses, Program/Project Funds, and Financial Support

<b><i>Excellent</i></b>	<b><i>Good</i></b>	<b><i>Fair</i></b>	<b><i>Weak</i></b>
Very confident in the organization’s fiscal ability to carry out the proposed activities given the operating budget, grant proposal budgets, and financial support	Very minimal concerns about the organization’s fiscal ability to carry out the proposed activities given the operating budget, grant proposal budgets, and financial support	Concerns about the organization’s fiscal ability to carry out the proposed activities given the operating budget, grant proposal budgets, and financial support	Multiple concerns about the organization’s fiscal ability to carry out the proposed activities given the operating budget, grant proposal budgets, and financial support
<b>Score:</b>			