

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:

| Value | Description | Score |
|--------------|--|--------------|
| 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.

| <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Weak</i> |
|---|--|--|--|
| 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 |
| Score: | | | |

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.

| <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Weak</i> |
|--|--|---|---|
| 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 |
| <i>Score:</i> | | | |

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.

| <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Weak</i> |
|--|--|---|--|
| 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 |
| Score: | | | |

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.

| <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Weak</i> |
|--|---|--|--|
| 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 |
| <i>Score:</i> | | | |

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.

| <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Weak</i> |
|--|---|---|---|
| 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 |
| <i>Score:</i> | | | |

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.

| <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Weak</i> |
|---|--|--|--|
| 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 |
| <i>Score:</i> | | | |

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

| <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Weak</i> |
|--|--|---|--|
| 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 |
| <i>Score:</i> | | | |