



Florida Division of Arts and Culture

Scoring Rubric for

General Program Support and Specific Cultural Project Applications

How to use this rubric

Grant panelists will receive a copy of the rubric as a part of their panelist training materials. The rubric will be employed to ensure as fair and unbiased a panel process as possible. The scoring mechanism defines each of the four criteria scored by panelists: Quality of Offerings, Reach and Impact, Track Record, and History and Heritage Promotion. Within each criterion, benchmark descriptions and corresponding point values are listed to serve as a guide in the scoring process.

Grant applicants can use the rubric as a guideline in completing their applications.

Overall consideration for the applications:

Value	Description	Score
Excellent	Strongly demonstrates public value of arts and culture. Strongly merits investment of State of Florida funding.	90 - 100
Great	Demonstrates public value of arts and culture. Merits investment of State of Florida funding.	80 - 89
Good	Satisfactorily demonstrates public value of arts and culture. Does not strongly merit investment of State of Florida funding.	60 - 79
Fair	Does not sufficiently demonstrate public value of arts and culture. Does not merit investment of State of Florida funding.	40 - 59
Weak	Makes an incomplete and/or inadequate case for the public value of arts and culture. Does not merit investment of State of Florida funding. Information is confusing, unclear and lacks specific details.	0 - 39

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Rule 1T-1.036, Florida Administrative Code

Quality of Offerings (Up to 40 Points)

The following application information will be considered when evaluating an application for Quality of Offerings: Applicant Mission Statement, Applicant Goals/Objectives/Activities, Programming/Project Description, Partnerships and Collaborations and Required Attachments and Support Materials. **Note: An application should not be considered if it indicates lack of compliance with all state and federal laws. This is also the case with regard to the applicants' activities, including non-grant funded activities, that are of such a nature that the applicant would be in violation of Florida Statute Chapter 847 if a minor were to be present.**

<i>33 - 40 points</i>	<i>24 - 32 points</i>	<i>16 - 23 points</i>	<i>0 - 15 points</i>
Mission statement clearly describes organization and programs/activities fully support the mission	Mission statement describes organization and programs/activities fully support the mission	Mission statement describes organization and programs/activities do not fully support the mission	Mission statement does not clearly describe organization and programs/activities do not fully support the mission
Clearly describes exemplary proposed programming/project and their relevance to the intended participants, audiences and communities	Clearly describes proposed programming/project and their relevance to the intended participants, audiences and communities	Describes proposed programming/project and their relevance to the intended participants, audiences and communities	Proposed programming/project and their relevance to the intended participants, audiences and communities are unclear
Extensive and clearly describes partnerships/collaborations	Clearly describes partnerships/collaborations	Limited partnerships/collaborations	Minimal and unclear partnerships/collaborations
Required Attachments and Support Materials clearly demonstrate exemplary programming	Required Attachments and Support Materials clearly demonstrate programming	Required Attachments and Support Materials demonstrate programming	Required Attachments and Support Materials are unclear
<i>Score:</i>			

Reach and Impact (Up to 35 Points)

The following application information will be considered when evaluating an application for Reach and Impact: the number of proposed events, opportunities for public participation and counties served; location and reach of the programming/project; estimated number of individuals, youth and artists benefiting; marketing/promotion/publicity plans and audience development/expansion; and programming/project impact narrative.

28 - 35 points	21 - 27 points	14 - 20 points	0 - 13 points
Provides vital arts and cultural services to community or service area	Provides significant arts and cultural services to community or service area	Provides arts and cultural services to community or service area	Provides minimal arts and cultural services to community or service area
Provides compelling and specific information about extensive economic impact of programs / projects that relate to the organization's mission	Demonstrates significant economic impact of programs/projects that relate to the organization's mission	Describes limited economic impact of programs/projects that relate to the organization's mission	Describes very minimal economic impact of programs/projects or is not measurable
Extensive activities are proposed and are achievable within the grant period	Reasonable activities are proposed and are achievable within the grant period	Limited activities are proposed and/or concerns about the achievability within the grant period	Very minimal activities are proposed and/or serious concerns about the achievability within the grant period
Educational and outreach components fully serve the constituency and are appropriate for the program(s) or project(s)	Educational and outreach components serve the constituency and are appropriate for the program(s) or project(s)	Limited educational and outreach components serve the constituency and are minimally appropriate for the program(s) or project(s)	Very minimal educational and outreach components do not serve the constituency and are not appropriate for the program(s) or project(s)

Reach and Impact (continued)

<i>28 - 35 points</i>	<i>21 - 27 points</i>	<i>14 - 20 points</i>	<i>0 - 13 points</i>
Very appropriate and effective marketing/promotion/publicity and audience development/expansion efforts	Appropriate and effective marketing/promotion/publicity and audience development/expansion efforts	Limited and minimally effective marketing/promotion/publicity and audience development/expansion efforts	Very limited and minimally effective marketing/promotion/publicity and audience development/expansion efforts
Very appropriate number of individuals benefiting from the program/project and/or serving a rural community or heritage site.	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

Track Record (Up to 20 points)

The following application information will be considered when evaluating an application for Track Record: the applicant's reporting history and current compliance; Operating and Programming/Project Budget; and Fiscal Condition and Sustainability.

<i>15 - 20 points</i>	<i>10 - 14 points</i>	<i>5 - 9 points</i>	<i>0 - 4 points</i>
Very confident in the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget and fiscal information	Very minimal concerns about the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget and fiscal information	Concerns about the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget and fiscal information	Multiple concerns about the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget and fiscal information
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 ability of the applicant to carry out the programming/project during the grant period and sustain it after the grant period	Very minimal concerns about the ability of the applicant to carry out the programming/project during the grant period and sustain it after the grant period	Concerns about the ability of the applicant to carry out the programming/project during the grant period and sustain it after the grant period	Multiple concerns about the ability of the applicant to carry out the programming/project during the grant period and sustain it after the grant period
<i>Score:</i>			

History and Heritage Promotion (5 points)

Does the applicant's activities and or project promote or enhance Florida's history, heritage, traditions, ways of life, or state symbols, which are defined as one of the symbols designated by the Florida Legislature in Chapter 15, Florida Statutes?

Five points are awarded if the question is answered by the panel in the affirmative.