

Alexandria Arts Grant Scoresheet

Operating Grant Score Sheet

Artistic Excellence and Innovation Max. Score = 32

FY 17

Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
2A FY16 Programming Goal(s)	Programming goal(s) are presented and meet all of the following criteria:- in SMART format;- aligned with the organizational mission;- reflect a commitment to artistic excellence and innovation	Programming goal(s) are presented and meet at least two of the following criteria:- in SMART format;- aligned with the organizational mission;- reflect a commitment to artistic excellence and innovation	Programming goal(s) are presented and meet one or less of the following criteria:- in SMART format;- aligned with the organizational mission;- reflect a commitment to artistic excellence and innovation	9
2B FY16 Artistic Programming	Proposed program meets all of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	Proposed program meets at least two of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	Proposed program meets one or less of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	10
2C FY15 Artistic Programming	Past programming meets all of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	Past programming meets at least two of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	Past programming meets one or less of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	3
2D Artistic Samples	Samples of past work provide evidence of both exceptional artistic excellence and innovation of the organization's past arts activities, including recognition by peers or authoritative observers (e.g., critics)	Samples of past work provide evidence of either artistic excellence or innovation of the organization's past arts activities	Samples of past work do not provide sufficient evidence of the artistic excellence and innovation of the organization's past arts activities	4
2E Artistic Personnel	Key artistic personnel demonstrate exceptional capability of accomplishing artistic excellence and innovation in the creation, performance, or presentation of the arts	Key artistic personnel demonstrate capability of accomplishing artistic excellence and innovation in the creation, performance, or presentation of the arts	Key artistic personnel do not demonstrate capability of accomplishing artistic excellence and innovation in the creation, performance, or presentation of the arts	3
3 Program Calendar	Program calendar includes specific information for all proposed programming, including specific venues, dates, and target audiences	Program calendar includes mostly specific information but all details about venues, dates and audiences have not been provided	Program calendar is incomplete or includes vague information (e.g., "general audience")	3

Public Engagement and Benefit to the City of Alexandria (Max. Score = 40)

FY 17

Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
4A Engagement	Educational and outreach activities are associated consistently with artistic programming. The majority of artistic programming engages audiences actively and in meaningful ways (e.g., art exhibit curated by high school seniors; young professionals group “adopts” a program and supports outreach efforts)	There are some educational or outreach activities associated with artistic programming: While over half of artistic programming requires passive engagement only, there are limited opportunities for audiences to engage in a more meaningful way (e.g., art exhibit animated by a docent; conductor’s talk prior to a symphony performance).	There is little or no educational or outreach activities associated with artistic programming: Audiences are engaged passively through presentations and performances only (e.g., art exhibits; symphony performance).	9
4B Accessibility	Programming is accessible due to use of accessible facilities and offers diverse access accommodations for individuals with a variety of disabilities	Programming is accessible due to use of accessible facilities and may offer limited access accommodations (e.g., large-print brochures).	Programming has limited accessibility due to facilities that are not accessible and/or inability to serve those with special needs	5
4C Diversity	Clear, viable plan and strong evidence of consistently engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	Plan and some evidence of inconsistently engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	Weak plan and/or no evidence of engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	5
4D Economic Impact	Organization provides strong financial evidence and attendance data that demonstrates their economic impact (e.g., average per person audience expenditures)	Organization provides some quantitative information but does not clearly demonstrate their economic impact (e.g., count of out of town visitors)	Organization does not provide quantitative evidence of economic impact	5
4E Audience Impact	Organization describes a reasonable and consistent approach to accurately tracking participation across all its arts activities and documenting the impact of arts activities on participants.	Organization describes a reasonable approach to accurately tracking participation across the majority of its arts activities and documenting the impact of selected arts activities on participants.	Participation across activities is inconsistently tracked and the impact of the arts on participants is poorly addressed or not addressed at all.	6
4F Alignment to City’s Strategic Plan	Organization’s FY15 programming goals are demonstrated to be in strong alignment with the goals of the City’s Strategic Plan; specific examples of this alignment are presented	Organization’s FY15 programming goals are demonstrated to be in alignment with the goals of the City’s Strategic Plan; specific examples of this alignment may not be presented	Organization’s FY15 programming goals are not demonstrated to be in alignment with the goals of the City’s Strategic Plan	6
4G Marketing	Strong evidence of a strategic marketing plan that reaches and engages diverse audiences through an appropriate mix of print and social media	Evidence of print and social media marketing that is implemented consistently to promote programs and events	Limited evidence of print and social media marketing that is not implemented inconsistently	4

Management (Max. Score = 28)

FY 17

Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
6 Budget	Organization's budget response meets four or more of the following criteria:- Demonstrates fiscal stability and/or growth across the fiscal years presented-Budget information and narrative are clear- Proposed budget is aligned with the organization's proposed activities- Provides an adequate explanation of significant shifts in income and/or expenses from year to year- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$1,000	Organization's budget response meets three of the following criteria:- Demonstrates fiscal stability and/or growth across the fiscal years presented-Budget information and narrative are clear- Proposed budget is aligned with the organization's proposed activities- Provides an adequate explanation of significant shifts in income and/or expenses from year to year- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$1,000	Organization's budget response meets two or less of the following criteria:- Demonstrates fiscal stability and/or growth across the fiscal years presented-Budget information and narrative are clear- Proposed budget is aligned with the organization's proposed activities- Provides an adequate explanation of significant shifts in income and/or expenses from year to year- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$1,000	7
5A FY15 Funding	Organization's FY15 funding response meets all of the following criteria:- Has secured current funding sources (earned income; private support; government support)- Meets and/or exceeds the required cash match;- Clear plan to secure additional funding to meet or exceed projected budget	Organization's FY15 funding response meets two of the following criteria:- Has secured current funding sources (earned income; private support; government support)- Meets and/or exceeds the required cash match;- Clear plan to secure additional funding to meet or exceed projected budget	Organization's FY15 funding response meets one or less of the following criteria:- Has secured current funding sources (earned income; private support; government support)- Meets and/or exceeds the required cash match;- Clear plan to secure additional funding to meet or exceed projected budget	6
5B & 5G Other Support	Organization demonstrates strong community support through consistent volunteerism and in-kind contributions across all programming activities.	Organization demonstrates community support through volunteerism and in-kind contributions.	Organization demonstrates weak community support through no or limited volunteerism and in-kind contributions.	3
5C Deficit Reduction	Organization's Most Recent Actual budget demonstrated a deficit or not; if yes, an explanation was provided about the circumstances and sufficient actions taken to address the deficit during the past and current fiscal year and strategies to prevent future deficits	Organization's Most Recent Actual budget may have demonstrated a deficit or not; if yes, an explanation was provided about the circumstances and sufficient actions taken to address the deficit during the past and current fiscal year	Organization's Most Recent Actual budget may have demonstrated a deficit or not; if yes, an explanation was provided about the circumstances and limited actions taken to address the deficit during the past and current fiscal year but deficit persists	3
5D Board	Number of board members and composition of board (professions, skills, experience) is appropriate for	Number of board members and composition of board (professions, skills, experience) is adequate for size	Number of board members and composition of board (professions, skills, experience) is not appropriate	3

size and mission of organization; board is representative of the community; board structure is suited for its governance function

and mission of organization; board is somewhat representative of the community and organization is taking action toward this goal; board structure is suited for its governance function

for size and mission of organization; board is not representative of the community and there is no evidence presented that they are taking action toward this goal; board structure not suited for its governance function

5E Strategic Plan

Strategic planning process fully engages organization's stakeholders; process produces short- and long-term plans that guide organization and enables progress toward goals/objectives to be measured

Strategic planning process engages some of organization's stakeholders; process produces short- and long-term plans that guide organization

Strategic planning process does not engage organization's stakeholders; process does not produce short- and long-term plans that guide organization

3

5F Management Personnel

Key management personnel offer experience and/or education that demonstrate their capability to manage successful, high-performing arts organizations

Key management personnel offer experience and/or education that demonstrate their capability to manage arts organizations

Key management artistic personnel do not or partially demonstrate capability of managing arts organizations

3