

FY25 Creativity Grant Application Scoring Rubric - General Operating Support

1. Describe the primary arts activities/programming and geographic area that your organization will serve in the fiscal year. Within your response, include the mission of the organization, and address the intended community engagement and impact of the organization’s mission and arts activities/programming

Includes clear, specific, and thorough explanation of the organization’s mission and primary arts activities/programming for the fiscal year, which includes clear and thorough evidence of intended community engagement and impact; including intention, timeliness, and/or inspiration in relation to the defined community’s needs	Includes clear explanation of the organization’s mission and primary arts activities/programming for the fiscal year, which includes clear evidence of intended community engagement and impact; including intention, timeliness, and/or inspiration in relation to the defined community’s needs	Includes an overview of the organization’s mission and primary arts activities/programming for the fiscal year, which includes some evidence of intended community engagement and impact; including intention, timeliness, and/or inspiration in relation to the defined community’s needs	Includes an unclear explanation of the organization’s mission and primary arts activities/programming for the fiscal year, which includes minimal evidence of intended community engagement and impact; including intention, timeliness, and/or inspiration in relation to the defined community’s needs	
Excellent to Outstanding 34-36 Points	Good to Very Good 25-27 Points	Satisfactory 16-18 Points	Marginal to Fair 7-9 Points	No Evidence 0 Points

2. Describe the timeline of your organization’s entire season or fiscal year. Within your response, include a detailed schedule for the year, including specific timing as it relates to steps of planning, promotional efforts, implementation and execution of events/activities, and evaluation

Includes clear, specific and realistic timeline for the entire season/fiscal year, including specific timing as it relates to planning, promotional efforts, implementation & execution of events/activities, and evaluation.	Includes clear timeline for the entire season/fiscal year, including specific timing as it relates to planning, promotional efforts, implementation & execution of events/activities, and evaluation.	Includes an overview of a timeline for the entire season/fiscal year, including some specific timing as it relates to planning, promotional efforts, implementation & execution of events/activities, and evaluation.	Includes an unclear or limited timeline for the entire season/fiscal year without specific timing as it relates to planning, promotional efforts, implementation & execution of events/activities, and evaluation.	
Excellent to Outstanding 10-12 Points	Good to Very Good 7-9 Points	Satisfactory 4-6 Points	Marginal to Fair 1-3 Points	No Evidence 0 Points

3. What is the organization’s overall budget for this fiscal year? Include a clear list of all projected income and expenses.

Includes clear, detailed, and realistic financial plan for income and expenses tied to the general operations of the organization	Includes clear financial plan for income and expenses tied to the general operations of the organization	Includes an overview of a financial plan for income and expenses tied to the general operations of the organization	Includes a limited or unclear financial plan for income and expenses tied to the general operations of the organization	
Excellent to Outstanding 10-12 Points	Good to Very Good 7-9 Points	Satisfactory 4-6 Points	Marginal to Fair 1-3 Points	No Evidence 0 Points