

The Scoring Matrix below is used by Cultural Resources Board members to review and rate applications submitted for Tier 2 grants. This is provided to help applicants better understand the criteria by which their application is being reviewed. Please note that the Scoring Matrix may be updated from time to time.

**SCORING MATRIX RUBRIC**

Posted 11/1/2013

CRITERIA	HIGH (5)	MEDIUM (3)	LOW (1)	Score	Weight	Weighted Score
<b>IMPACT OF EVENT ON LOCAL CITIZENS</b>						
1 <b>Overall Appeal of the event to the community</b>	Event targets new audiences. Event will have wide appeal to community members. Marketing plan/budget is sufficient to reach target audience and broader community. The event is open to and readily accessible to the public.	Target audience is defined and reasonable. Event will appeal to segments of the community. Marketing plan/budget is sufficient to reach target audience. The event is open to the public, but will have a limited draw.	Target audience is not defined or limited only to those who already have a close connected with event/organization. Marketing plan/budget is not sufficient to reach the target audience. The event is open to the public, but is geared towards a very specialized, limited group.		x 2	
2 <b>Quality of the Event</b>	The purpose and objectives of the event are clear. The event itself is clearly explained and easily understood. The application shows strong evidence of extensive planning in all aspects of the event. The location and details have been thoroughly considered.	The purpose and objectives of the event are somewhat unclear. The reader finds it difficult to fully understand the event. Some planning is evident. The location and details seem not to have been thoroughly thought through.	The purpose and objectives of the event are unclear. The event itself is not explained. Little to no planning is evident. The location and details are not thought through or included.		x 1	
3 <b>Event is engaging, innovative, and /or original</b>	Event is the only one of its type in the community or region. The event is unique and adds to the range of arts and cultural offerings. The event offers original content or is innovative.	The event is not the only one of its kind, but may hold a strong interest for the community. While there are similar events, this one has some innovation or originality that makes it appealing as well.	This event is one of many of this type. There is little to differentiate this event from others of its type. Very little originality or innovation is offered.		x 1	
4 <b>Event enriches the cultural life of the community</b>	The event adds significant value to the cultural life of Fort Collins. The event is culturally relevant to the community. Provides opportunities for the public to participate, learn, and grow by attending.	The event adds some value to the cultural life of Fort Collins. The event is culturally interesting but may not be relevant to the community. Provides some limited opportunities for the public to participate in the event or opportunities to learn and grow.	The event does adds little value to the cultural life of Fort Collins and does not offer participation or learning opportunities.		x 2	
<b>TOURISM AND/OR ECONOMIC IMPACT ON THE COMMUNITY</b>						
5 <b>The event aspires to bring regional and national attention and/or recognition to Fort Collins</b>	The applicant has a strong marketing plan, with variety of media and audience engagement strategies. The marketing plan shows dollars and effort spent in generating regional and/or national attention for the event.	The applicant has an adequate marketing plan, with limited media and audience engagement strategies. Marketing plan includes some but limited effort in generating regional and/or national attention for the event. Mostly focused on a local audience.	Applicant's marketing plan focuses only on local efforts and is not adequate to promote the event. The event will not bring regional awareness to Fort Collins.		x 2	

6	<b>The event will have an economic impact on the community</b>	Applicant fully completed the Tourism impact form. The event will generate tourist attention, overnight stays, and satellite income such as dining, travel, retail, etc. The event supports jobs, directly or indirectly.	Applicant completed the Tourism impact form, but some information was missing, or appears inaccurate or inflated. The event may generate some tourist attention and satellite income, but not overnight stays.	Applicant did not fully complete the Tourism impact form. The event will not attract tourist attention or overnight stays. Attendees are not likely to spend money outside of the event (dining, retail, etc.)		x 1	
	<b>CRITERIA</b>	<b>HIGH (5)</b>	<b>MEDIUM (3)</b>	<b>LOW (1)</b>	<b>Score</b>	<b>Weight</b>	<b>Weighted Score</b>
<b>ORGANIZATIONAL CAPACITY TO SUCCESSFULLY COMPLETE THE EVENT</b>							
7	<b>Event Budget: appropriate and clearly presented</b>	Budget is clear, accurate, and easily interpreted. Budget indicates financial need and collaboration with other funding agencies. Funds are designated for direct costs of the event.	Budget appears accurate but leaves the reader with unanswered questions. Budget does not clearly indicate need and/or funding collaboration. Funds are designated for direct costs of the event.	Budget is weak or difficult to understand. Figures appear inflated or inaccurate. It's questionable whether the funds are designated for direct costs of the event.		x 1	
8	<b>Event Budget: shows leveraging other funding sources</b>	Budget lists at least two additional specific funders that have been contacted or applied to for funding (does not include earned income). Diverse revenue sources are included and seem viable.	Budget indicates that other sources will be contacted for funding, but gives few specifics. Budget lists one or fewer additional specific funders that have been identified. Diverse revenue sources are limited or uncertain.	Fort Fund is the only funding source for this event, besides earned income. Applicant does not list any other funding sources and no specifics. Budget does not indicate diverse revenue sources.		x 1	
9	<b>Strength of Organization</b>	Organization has a history of successful events in the community. Organization is fiscally sound. Organization indicates it has appropriate leadership and structure in place for a successful event.	Organization has evidence of some previous success. Organization is somewhat fiscally tenuous. Organization is vague or provides little detail about leadership and the structure it has in place for a successful event.	Organization has not demonstrated previous success. Applicant is unstable financially or does not provide enough information to determine fiscal standing. Evidence of appropriate leadership or structure is weak.		x 1	
<b>REQUESTED AMOUNT</b>							
10	<b>Requested grant amount is appropriate</b>	Requested amount is appropriate for the scope, scale, and/or number of attendees expected at the event	Requested amount seems high for the scope, scale, and/or number of attendees expected at the event.	Requested amount is very high and/or out of line for the scope and scale of the event.		x 1	
					<b>TOTAL</b>		