Organization:	Date of Review:

Scale: Poor = 2   Below Avg = 4   Avg = 6   Very Good = 8   Excellent = 10

	APPLICANT QUESTION & EVALUATION CRITERIA	SCORE	NOTES
Cultural and Artistic Merit (40 points)	Describe how the organizations past programs or services have demonstrated cultural significance for the community.		
	Describe the unique characteristics and artistic vision of this proposed project.		
	List the qualifications of the proposed participating artists or experts and identify their role in the project.		
	How will the project enhance Corpus Christi's cultural identity?		
Economic and Social Impact (60 points)	Detail how the project will attract visitors to Corpus Christi and what is the expected attendance.		
	Describe your marketing plan to attract overnight visitors.		
	List the methods that will be used to collect data regarding audience demographics, audience involvement, and tourists in attendance (example: zip code collection, online ticket sales, phone apps, social media).		
	Describe the growth of your event from years past (include solid statistics if you have them). How do you see your event growing or changing in the next 5 years?		
	List all sources of revenue for the proposed project (including this grant request).		
	How will the project stimulate the local business economy? List local businesses and organizations you will be working with on this project (example: local printers, event firms, reserved blocks at hotels).		
Reviewed by:			**TOTAL SCORE**