

EVALUATION CRITERIA

The two main criteria below will be used to score each application up to a maximum score of 100 points. A score of at least 70 points (ACC Review Panel average) must be earned for the application to receive a funding recommendation.

The application must address each of the following:

Artistic Merit (40 points, possible 10 points per question)

- Describe how the organizations past programs or services have demonstrated cultural significance for the community.

Reviewer will evaluate applicant's past programs and/or services.

- Describe the unique characteristics and artistic vision of this proposed project.

Reviewer will evaluate the project's originality and creativity.

- List the qualifications of the proposed participating artists or experts and identify their role in the project.

Reviewer will evaluate the qualifications of participating artists or experts.

- How will the project enhance Corpus Christi's cultural identity?

Reviewer will evaluate project's ability to enhance Corpus Christi's identity as an arts and cultural destination.

(OPTIONAL)

To assist with the Economic and Social Impact criteria (see Page 9), the Corpus Christi Parks & Recreation Department offers to provide organizations with estimated numbers of attendance for non-ticketed events based on *foot traffic data software analysis*.

Analysis requests should be emailed to ACCartsgrants@cctexas.com.

Economic and Social Impact (60 points, possible 10 points per question)

- Detail how the project will attract visitors to Corpus Christi and what the expected attendance is.

Reviewer will evaluate the project's potential draw/expected attendance and the applicant's research and analysis of potential audience.

- Describe your marketing plan to attract overnight visitors.

Reviewer will evaluate the applicant's marketing plan to attract tourists as described in application and whether marketing budget is reasonable and complete.

- 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).

Reviewer will evaluate the applicant's information gathering/record keeping methods.

- 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?

Reviewer will evaluate the growth potential of the event.

- List all sources of revenue for the proposed project (including this grant request).

Reviewer will evaluate the applicant's revenue diversity.

- 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).

Reviewer will evaluate the project's ability to stimulate the local business economy and the level of engagement with local businesses.