



City of Dubuque, Iowa
ARTS AND CULTURE SPECIAL PROJECTS GRANT
RUBRIC FY 2020

1. Project description: 3 points

3	2	1
Arts goals are exemplary and clearly advance the applicant's mission or vision statement. Project provides Dubuque residents with a vital arts service or experience that is unique and will substantially impact the cultural vibrancy of the arts in Dubuque. Project description is clear.	Arts goals are stated and relate to applicant's mission or vision statement. Project provides Dubuque residents with an arts service or experience that will reasonably impact cultural vibrancy of the arts in Dubuque. Project description is satisfactory.	Arts goals are unclear or do not relate to applicant's mission or vision statement. Project description is unclear or inadequate.

2. Uniqueness: 5 points

5	3	1
This project is unique in its concept, design, marketing and partnership. It is substantially different from regular programming or has not been done before by either the organization or the partner(s). It is unique to Dubuque and a great example of creative programming.	This project is special in concept, design, marketing and partnership. There are elements that are different from one or more partner's regular programming. It is unique to the organization. The project is interesting	This project is not special in concept, design, marketing or partnership. It closely resembles one or more partner's regular programming. It is not unique to the organization. It is not a unique partnership or event.

3a. Diversity, equity & inclusion: Planning & marketing: 3 points

3	2	1
This project demonstrates a clear understanding of the meaning of diversity, equity, and inclusion. This project clearly demonstrates specific efforts to include many diverse groups in the planning stage. The marketing strategy is well	This project demonstrates some understanding of diversity, equity, and inclusion. There is some effort to include some diverse groups in the planning stage. There is a marketing plan that demonstrates some effort to market to diverse groups.	This project demonstrates little understanding of what diversity, equity, and inclusion means. This project does not adequately demonstrate any effort to include diverse voices in the planning stage. There is no plan in place to market

defined by clearly describing all steps involved in reaching out to diverse groups.		specifically to include diverse groups.
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3b. Diversity, equity & inclusion: Execution: 3 points

3	2	1
This project demonstrates a clear understanding of the meaning of diversity, equity, and inclusion. The venue of this project and the strategy to provide access and participation is well thought out. Stated target populations are actively involved in the execution of the project.	This project demonstrates some understanding of diversity, equity and inclusion. There is a limited plan to accommodate diverse participants. Stated target populations are adequately involved in the execution of the project.	This project demonstrates little understanding of what diversity, equity and inclusion means. No target group identified. Considerations for venue and participation are not addressed. Diverse groups are not involved in the execution of the event.

4. Partnership: 3 points

3	2	1
There is clear demonstration of a true partnership. All involved parties share significant responsibility for the successful outcome of the project	There is some demonstration of partners working together. There is investment on both sides but it is imbalanced.	There is little demonstrated partnership. Partners appear to be minimally involved.

5. Quality/Artistic Merit: 5 points

5	3	1
This project makes every attempt to maintain the highest quality in relation to the budget. Participants are very qualified, adequately remunerated, and the processes follow best practices while meeting industry standards.	This project meets the expectations of quality. Participants are adequately qualified and the processes shows compliance with industry standards.	This project barely meets the expectation of quality. Qualifications of participants are not included/ available therefore does not inspire confidence. Remuneration is inflated or absent. Processes do not adequately meet industry standards.

6. Evaluation: 3 points

3	2	1
This project uses strong qualitative and quantitative measures to analyze	This project identifies some methods or measures to analyze achievement of arts	This project identifies weak, unclear, or inadequate evaluation methods.

achievement of arts goals and implementation objectives. Project has appropriate methods in place to collect data to use as evaluation measures	goals or implementation objectives.	
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6. Budget & Timeline: 5 points

5	3	1
Project budget and intended use of requested funds are clear and appropriate. Project demonstrates financial support by leveraging diverse sources of cash and in-kind match that are well-defined.	Project budget, intended use of requested funds and sources of applicant match are identified.	Project budget, intended use of requested funds or sources of match are unclear or inadequate.

7. Grants workshop attendance (*bonus: not mandatory*): 1 point

1	0
A representative of your organization attended one of the workshops and signed in.	A representative of your organization did not attend the workshop.