***PROPOSED CHANGES ARE HIGHLIGHTED IN YELLOW***

## CITY OF LA CROSSE ARTS BOARD, 2023-24 ANNUAL GRANT PROGRAM
## EVALUATION & SCORING *(UPDATED DEC. 2023)*

The City of La Crosse Arts Board will review and score the grant proposals according to the below categories. Successful submissions will effectively address the following:

1.  **Vision, Artistic Goals, & Educational Merit - Maximum 25 Points**
    a.  Potential for the project to advance the quality of arts in La Crosse. ~~and the artist's professional development.~~
    b.  Vision and innovation as outlined in the project description.
    c.  Artistic quality as demonstrated by the submitted work samples.
    d.  The project advances or expands the applicant's artistic capacity and professional development.

2.  **Demonstrated Project Planning & Feasibility - Maximum 25 Points**
    a.  Evidence of careful event and financial planning.
    b.  The budget is accurate, meets all requirements, and is based on reasonable expectations of expenses/income.
    c.  The budget includes committed matching funds from a variety of sources. Applicant demonstrates the organizational capacity to manage and accomplish the project goals.
    d.  The project has a communication plan to maximize the reach of the project.
    e.  The project has clearly defined outcomes and identified evaluation methods.

3.  **Community Importance - Maximum 25 Points**
    a.  Value to the City of La Crosse residents and the project's target audience.
    b.  Explanation of how the project fills an identified community need.
    c.  Demonstrated the potential of the project to advance the availability of arts in the community.
    d.  Evidence that the project provides access to an underrepresented area of the arts.

4.  **Public Access - Maximum 25 Points**
    a.  The potential of the project to reach targeted audiences.
    b.  The applicant provides evidence of partnerships/collaboration to ensure the project reaches its target audiences.
    c.  The project includes a significant, clearly defined element that is free to the public.