



## **CITY OF BLOOMINGTON 2020 Cultural Arts Grant Review Criteria**

**In accordance with the following goals, the City of Bloomington is offering cultural arts funding grants to support general operating expenses for Bloomington-centric non-profit organizations and arts-related educational institutions in 2021 [individuals]:**

### **GOALS**

- Provide cultural arts opportunities for Bloomington residents.
- Bring cultural arts activities to people who may not otherwise have access to the arts.
- Make cultural arts opportunities more accessible, equitable and inclusive for all.
- Make Bloomington a more desirable place to live and work by encouraging a thriving, vital cultural arts community.
- Use City funding to leverage additional donations from individuals, businesses and charitable organizations.
- Facilitate high quality, cost effective community arts programming
- Encourage development and expansion of the cultural arts in the community by using City funding to stimulate and promote additional activity.
- Promote cultural arts activities at the Bloomington Center or the Arts, in the parks and throughout the community.
- Promote collaboration among various arts and cultural groups and other community entities to the mutual benefit of the arts community and the City so that all residents will have an opportunity to be fully engaged in Bloomington's cultural arts community.
- Provide opportunities for cultural arts groups and organizations to expand to new audiences, increase programs and improve their community reach as a whole.
- Provide general operating support to; high quality, established cultural arts groups and organizations that produce, present, or exhibit works of art; to groups and organizations that provide a broad range of services to artists and art appreciators; and to organizations that make enriching, engaging, educational and entertaining cultural arts opportunities available to people of all ages, abilities and interests in the Bloomington community.

## ELIGIBILITY

Who is eligible to apply for Cultural Arts Support Funding – GENERAL OPERATING SUPPORT from the City of Bloomington?

- Organizations and whose primary mission is to produce or present performing (which include dance, theatre, opera, spoken word, puppetry, music and other types of performance), visual arts in Bloomington owned or operated facilities and parks.
- Bloomington-based Informal and/or unincorporated Cultural Arts Groups whose primary mission is to produce or present a performing or visual arts activity. (These groups must use a fiscal sponsor, with the sponsorship agreement formalized prior to receipt of CAS funds if awarded.)
- Cultural Arts groups and organizations that host the majority of their cultural arts activity in Bloomington.

Who is not eligible to receive Cultural Arts Funding from the City of Bloomington?

- For-profit organizations using a non-profit fiscal sponsor.
- Organizations seeking to cover costs related to fundraising events.
- Educational institutions seeking funding for projects that take place as part of general education activities. This includes public, private, alternative, charter and home schools.
- Content that promotes, fosters, or perpetrates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Past City grant recipients with overdue final reports.
- Organizations who submitted incomplete and/or inaccurate application materials

## REVIEW CRITERIA

The City of Bloomington Cultural Arts Support (CAS) grant program invests in the overall health and success of high quality, established Bloomington-centric non-profit arts organizations and arts-related educational institutions [individuals], so that they can provide creative, enriching, accessible and equitable activities that will engage community members in the arts. Therefore, the CAS's review will take into account the effectiveness of the Applicant's programming, its fiscal and administrative oversight, public benefit, and ability to engage and serve the Bloomington community.

Applications will be reviewed and grants awarded, based on the degree to which the Applicant addresses the goals of the Cultural Arts Support funds evidenced through the five review criteria (listed below). When the review criteria have been thoroughly addressed, the panel will be able to find the necessary evidence to understand the Applicant's programs, operations, and impact. The scores are weighted per criterion as indicated below.

Applicants may not be able to address every review criteria sub-item. Panelists will take into account that some items are more relevant to certain types of applicants (based on Applicant's size, mission, and capabilities of the arts organization and/or arts-related education institution [individual]).

**Artistic (0 - 6 points)**

1. High quality activities that achieve a distinct artistic vision that is consistent with the Applicant's stated mission;
2. Activities that allow the art form, artists, and participants to develop; and
3. Qualifications and achievements of artists and artistic leadership.

**Administration (0 – 6 points)**

1. Applicant's fiscal stability; and
2. Evidence of an ongoing ability to achieve organizational outcomes and CAS funding goals; and
3. Evidence that City funding is being used to leverage additional donations from individuals, businesses and charitable organizations (to responsibly diversify funding streams).

**Engagement (0 – 6 points)**

1. Diversity of the board, staff (as applicable) and participants; and
2. Evidence of efforts to reach underserved communities and steps taken to mitigate any barriers to participation; and
3. Evidence of the efforts to collaborate with other local arts groups to the mutual benefit of the arts community and the City of Bloomington; and
4. Exhibit efforts to market and promote arts activities, happenings, and arts events at the Bloomington Center or the Arts, in the parks, and throughout the community.

**Public Benefit (0 – 6 points)**

1. A commitment to education and outreach to enhance quality of life in Bloomington; and
2. Activities that help make the arts a vital part of community life in Bloomington, making it a more desirable place to live and work by encouraging a thriving, vital cultural arts community; and
3. Activities that help achieve other shared public goals.

**Evaluation (0 – 6 points)**

1. An effective evaluation plan that measures outcomes, Applicant's progress toward goals, and the strength of its programs and operations; and
2. Evidence that evaluation is used to shape Applicant's plans and activities.

## SCORING

Panelists will score full applications in each criterion. To be recommended for funding, an Applicant must receive a score in the "meets basic expectations" range or above in all five review criteria. Failing to achieve a score in the "meets basic expectations" range or above for even one of the five criteria means the Applicant may not be recommended for funding.

**When assigning points, panelists are expected to use a scoring guide with the following rating levels:**

**Exceptional: (maximum score of 6 points)**

Overwhelming evidence in the application demonstrating a wide range of successful strategies in this operational area. Substantial record of ongoing accomplishments documented; Applicant recognized for work and/or innovation in this area. Plans are ambitious and visionary, and there is significant evidence of capacity to achieve those plans. Significant, sustained level of human and financial resources dedicated to achieving continued and increasing excellence in this operational area.

**Greatly exceeds expectations: (5 points)**

Strong evidence in the application demonstrating multiple successful strategies or activities in this area. Accomplishments are numerous and well documented. Plans are carefully considered, well-articulated, and will further accomplishments. A high level of human and financial resources is dedicated to achieving results in this operational area.

**Somewhat exceeds expectations: (4 points)**

Evidence of consistent success and commitment to ongoing high performance in this operational area. Accomplishments are recent with achievable plans in place to maintain high performance. Ongoing, appropriate commitment of human and financial resources is evident.

**Meets basic expectations: (3 points)**

Evidence of adequate quality in the processes and activities related to this operational area; at least some evidence that programs and services are responsive to and effective in serving the identified communities. Where gaps or weaknesses exist, they are being managed effectively, do not have significant impact, or the Applicant has reasonably achievable plans in place to address them. Sufficient human and financial resources are typically available to maintain essential activity in this area.

**Somewhat below expectations: (2 points)**

Minimal evidence of periodic but inconsistent quality in the processes and activities related to this operational area. Noticeable gaps or weaknesses exist, which have negative impact on Applicant's ability to deliver consistent results. Plans to improve may not be in place, or may be unrealistic to achieve. Sufficient human and financial resources are not consistently available to maintain essential activity or adequate quality in this area.

**Considerably below expectations: (1 point)**

Insufficient evidence that the Applicant is achieving adequate quality in this operational area. Evidence shows that there are significant gaps or weaknesses in processes or outcomes. Plans to address weaknesses are insufficient, nonexistent, or not being.

**Does not meet expectations: (0 points)**

## REVIEW PROCESS

Cultural Arts Funding will be allocated on a competitive basis, based on applications submitted by eligible Applicants.

- All complete applications will be evaluated by a review panel that includes city staff, residents, individuals with arts programming experience, and a member of the Parks, Arts & Recreation Commission (PARC).
- The review panel will make funding recommendations to the Bloomington City Council based on how well each proposal meets the cultural arts funding goals evidenced within five criteria outlined in this document.
- The review panel reserves the right to award grants in amounts less than requested based on available funds.
- The review panel's funding recommendations may be appealed by Applicants solely on alleged procedural errors. There is no right of appeal based on the size of the grant awarded or on disagreements with the review panel's assessment of the application.
- Applicants must request an appeal in writing within thirty (30) days of notification of the City Council's decision.
- All funded Applicants will be required to submit a final report form in March 2021.

## QUESTIONS

Please contact Leah Hughes, Bloomington Center for the Arts Manager with any questions you may have regarding the Cultural Arts Support grants.

**LEAH HUGHES**, Manager, Bloomington Center for the Arts

Pronouns: (she/her/hers)

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