

## SCORING APPLICATIONS – ZAP TIER II Review Criteria

### How Scoring Works:

Members of the Tier II Advisory Board review applications based on three categories.

- 1) Artistic/Cultural Vibrancy
- 2) Public Benefit/Outreach
- 3) Organizational Capacity

Each category is then scored. Scores can range from 0 (low score) to 5 (high score).

Score	Rank	Rank description
5	Exceptional	<ul style="list-style-type: none"> <li>• The applicant provides <i>overwhelming</i> evidence throughout the application that demonstrates <i>all</i> funding criteria are met.</li> <li>• The application is clear, well-articulated, and appropriate.</li> <li>• The budget is realistic, comprehensive, and carefully aligned with the narrative.</li> <li>• The applicant demonstrates their activities are of the highest quality, highly relevant, and lead to a deeper understanding of the organization and its project.</li> </ul>
4	Strong	<ul style="list-style-type: none"> <li>• The applicant provides <i>clear</i> evidence throughout the application that demonstrates funding criteria are met.</li> <li>• The application is clear, well-articulated and appropriate.</li> <li>• The budget is realistic and carefully aligned with the narrative.</li> <li>• The applicant demonstrates their activities are of high quality, relevant, and lead to a deeper understanding of the organization and its project.</li> </ul>
3	Good	<ul style="list-style-type: none"> <li>• The applicant provides <i>sufficient</i> evidence throughout the application that demonstrates funding criteria are met.</li> <li>• The application is clear and appropriate.</li> <li>• The budget is realistic and reasonably aligned with the narrative.</li> <li>• The applicant demonstrates their activities are of good or average quality, relevant, and lead to a deeper understanding of the organization and its project.</li> </ul>
2	Fair	<ul style="list-style-type: none"> <li>• The applicant provides <i>limited</i> evidence throughout the application that demonstrates funding criteria are met.</li> <li>• The application is appropriate but with limited detail.</li> <li>• The budget is not particularly well-aligned with the narrative.</li> <li>• The applicant provides limited documentation of the quality of activities.</li> </ul>
1	Weak	<ul style="list-style-type: none"> <li>• The applicant provides <i>very limited</i> evidence in the application that demonstrates funding criteria are met.</li> <li>• The plans lack detail and are hard to understand.</li> <li>• The budget is unrealistic and poorly aligned with the narrative.</li> <li>• Information documenting the quality of activities is insufficient and/or of poor quality.</li> </ul>
0	Non-competitive	<ul style="list-style-type: none"> <li>• The applicant provides <i>insufficient</i> information and does not meet the minimum criteria for review.</li> </ul>

Scores for each assessment category are collected from individual board members. Scores across categories are added and then divided by the number of board members included in the review. Each organization’s category scores and total are reported back to them during the award notification process (following final board recommendations as approved by the Salt Lake County Council).

**Example: Application Review of “Organization A”**

Reviewed Categories	Scores from Board Member #1	Scores from Board Member #2	Scores from Board Member #3	Calculation (sum scores across single category, then ÷ # of reviewers)	Scores reported back alongside notification letter
Artistic/Cultural Vibrancy	5	4	4	13 ÷ 3	4.33
Community Benefit/Outreach	4	4	3	11 ÷ 3	3.67
Organizational Capacity	4	3	3	10 ÷ 3	3.33

<b>Cumulative Score</b> = Sum of Category Scores ÷ 3 Categories, or in this example	11.33 ÷ 3 =	<b>3.78</b>
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Reminder: A perfect application will have a MAX cumulative score of 5!

**What makes an application exceptional?**

**An application which demonstrates *exceptional* Artistic/Cultural vibrancy:**

- Engages qualified and diverse arts/cultural professionals
- Inspires and contributes to vibrant/energetic cultural community in Salt Lake County
- Provides unique, impressive, and noteworthy contributions to its field
- Supports work that has merit and connects with the audience

**An application which demonstrates *exceptional* Public benefit/Outreach:**

- Clearly demonstrates the organization understands, works with, and serves its community
- Connects with target audience
- Makes an effort to also reach out to underserved populations
- Demonstrates meaningful relationships with other stakeholders
- Is open to the public and welcomes all

**An application which demonstrates *exceptional* Organizational Capacity:**

- Clearly demonstrates the organization is well managed and stable
- Has an engaged, active and qualified board, staff and/or volunteers
- Demonstrates strong partnerships with other art & cultural agencies
- Demonstrates diverse funding sources
- Sets goals and measures progress (*especially important for requests over \$15,000*)
- Sets a realistic and appropriate annual budget
- Clearly demonstrates the ability to implement project(s) and/or operations

If you have questions regarding this scoring criteria or the Tier II application, please contact us!

Kirsten Darrington: 385-468-7057  
[kdarrington@slco.org](mailto:kdarrington@slco.org)

Lola Taylor: 385-468-7058  
[ltaylor@slco.org](mailto:ltaylor@slco.org)