

Scoring Applications – ZAP TIER I & ZOOLOGICAL Review Criteria

How Scoring Works:

Members of the Tier I Advisory Board review applications based on five weighted categories.

- 1) Artistic/Cultural/Zoological Vibrancy - 30%
- 2) Governing Board - 20%
- 3) Public Benefit/Outreach - 20%
- 4) Management & Organizational Capacity/Stability - 15%
- 5) Financial Health - 15%

Each category is then scored. Scores can range from 0 (low score) to 7 (high score).

Score	Rank	Rank description
7	Exceptional	The applicant provides <i>overwhelming</i> evidence throughout the application that demonstrates <i>all</i> funding criteria are met. The application is clear, well-articulated, and appropriate. The financial statements pass all the FH criteria Goals and plans are realistic, and comprehensive. The applicant documents their activities are of the highest quality, highly relevant, and lead to a deeper understanding of the organization and its operations.
6	Strong	The applicant provides <i>clear</i> evidence throughout the application that demonstrates funding criteria are met. The application is clear, well-articulated and appropriate. The applicant documents their activities are of high quality, relevant, and lead to a deeper understanding of the organization and its organization.
5	Good	The applicant provides <i>sufficient</i> evidence throughout the application that demonstrates funding criteria are met. The application is clear and appropriate. The applicant documents their activities are of good quality, relevant, and lead to a deeper understanding of the organization and its operations.
4	Adequate	The applicant provides <i>adequate</i> evidence throughout the application that demonstrates funding criteria are met. The application is modest. The applicant documents their activities are of average quality, somewhat relevant, and lead to an adequate understanding of the organization and its operations.
3	Fair	The applicant provides <i>limited</i> evidence throughout the application that demonstrates funding criteria are met. The application is appropriate but with limited detail. The applicant provides limited documentation of the quality of activities and operations.
2	Weak	The applicant provides <i>weak</i> evidence throughout the application that demonstrates funding criteria are met. The application is appropriate but with limited detail. The applicant provides <i>poor</i> documentation of the quality of activities.
1	Meager	The applicant provides <i>very limited</i> evidence in the application that demonstrates funding criteria are met. The plans lack detail and are hard to understand. Information documenting the quality of activities is insufficient and/or of poor quality.
0	Non competitive	The applicant provides <i>insufficient</i> information and does not meet the minimum criteria for review.

Scores for each assessment category are collected from individual board members. Each organization's category scores and cumulative total are reported back to them during the award notification process.

What makes an application exceptional?

An application which demonstrates *exceptional* Artistic/Cultural/Zoological 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 high merit

An application which demonstrates an *exceptional* Governing Board:

- Has an engaged, active and qualified Board
- Demonstrates diversity (ethnic, socio-economic, gender, geography, etc.)
- Evaluates the performance of executive staff
- Ensures organization has the resources necessary for its operations

An application which demonstrates an *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
- Demonstrates strong partnerships with other art & cultural agencies
- Is open to the public and welcomes all

An application which demonstrates *exceptional* Management & Organizational Capacity/Stability:

- Clearly demonstrates the organization is well managed and stable
- Has an engaged, active and qualified staff and volunteers
- Demonstrates diverse funding sources
- Sets clear, realistic goals and measures progress
- Clearly demonstrates the ability to implement programs and operations

An application which demonstrates an *exceptional* Financial Health:

- Has passed all the Financial Health Criteria in the last three years
- Financial Health will be scored as follows:

Revised: Financial Health Scoring				
Description	Score	Current	Last Year	Previous Year
Exceptional	7	Passed all tests	Passed all tests	Passed all tests
Strong	6	Passed all tests	Passed the FHT	Failed one or more
Good	5	Failed one test	Passed	
Adequate	4	Failed one test	Failed the FHT	
Fair	3	Failed two tests wo/ GC		
Weak	2	GC language		
Insufficient	1	GC language and failed 3		
Non-competitive	0	GC language and failed 4 or more		