SCORING APPLICATIONS – ZAP 2020 TIER II Review Criteria

How Scoring Works:

Members of the Tier II Advisory Board review applications based on three equally weighted categories:

1) Artistic/Cultural Vibrancy (Includes Eligibility Q7, Application Q1, Q6, Q7, Q8, Q10 & optional documents and videos)

2) Public Benefit/Outreach (Includes application Q6, Q11, Q12, Q15-21 (data), & optional documents)

3) Organizational Capacity (Eligibility Q8, Application Q3, Q6, Q9, Q13, Q14, Budget Tables, & opt. docs)

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

Score	Rank	Rank description
5	Exceptional	• The applicant provides reviewer with an *overwhelming* understanding of the organization and its project; • The application is clear, well-articulated, and well-written • The budget is realistic, comprehensive, provides explanations, and matches the narrative. • The applicant demonstrates their activities are of the highest quality, highly relevant, and demonstrates community impact • The application clearly communicates how ZAP funds will be used to build organizational capacity
4	Strong	• The applicant provides reviewer with a *clear* understanding of the organization and its project; • The application is clear, well-articulated and appropriate. • The budget is realistic, provides explanations and aligns with the narrative. • The applicant demonstrates their activities are of high quality, relevant, and benefit the community
3	Good	• The applicant provides reviewer with a *sufficient* understanding of the organization and its project; • The application is clear and appropriate. • The budget is realistic and reasonably aligned with the narrative. • The applicant demonstrates their activities are of good or average quality, relevant, and benefit the community
2	Fair	• The applicant provides a *limited* understanding of the organization and its project; • The narrative is appropriate but with limited detail. • The budget is not particularly well-aligned with the narrative. • The applicant provides limited documentation of the quality of activities and community impact.
1	Weak	• The applicant provides reviewer with *very limited* understanding of the organization and its project; • The narrative lacks detail and is hard to understand. • The budget is unrealistic and poorly aligned with the narrative. • Information documenting the quality of activities and community impact is insufficient and/or of poor quality.
0	Non-competitive	• The applicant provides *insufficient* information and does not meet the minimum criteria for review.

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**

Cumulative Score = Sum of Category Scores ÷ 3 Categories, *or in this example*	11.33 ÷ 3 =	**3.78**

Reminder: A perfect application will have a MAX cumulative score of 5!

What makes an application exceptional?

- Is open to the public and welcomes all
- Clearly demonstrates the ability to implement project(s) and/or operations

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

- 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
- Engages qualified and diverse arts/cultural professionals

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

- Clearly demonstrates the organization understands, works with, and serves its community
- Makes an effort to also reach out to underserved populations
- Demonstrates meaningful relationships with other stakeholders
- Demonstrates strong partnerships with other art & cultural agencies

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 diverse funding sources
- Sets a realistic and appropriate annual budget
- *For requests over $15,000:* Sets clear goals and measures progress

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

Kirsten Darrington: 385-468-7057   Jenn Waterhouse: 385-468-7058
kdarrington@slco.org   jwaterhouse@slco.org