



FY21/22 RFP Festivals and Special Events Durham Cultural Advisory Board: Review Criteria

Reviewer _____

Applicant _____

Reviewer Instructions:

STEP ONE: Review and score the application to assess how the applicant met the following goals. Use the statements below each to determine if the applicant has fully addressed the goal and determine the points to award.

GOAL 1: Encourages awareness of art, history and/or culture. (__ out of 10 points)

- Encourages awareness of various visual and/or performing arts.
- Encourages awareness of history.
- Encourages awareness of various cultures.
- Introduces new or non-traditional perspectives of art, history, or culture.
- Encourages awareness of Durham’s art, history, and culture.
- Exemplifies innovative and creative programming with clear objectives and strategies that focus on artistic quality.

Comments:

GOAL 2: Creates vibrancy for Durham’s communities. (__ out of 10 points)

- Is unique to Durham.
- Creates a sense of community pride.
- Includes community events hosted outside of actual event.
- Complements (and does not duplicate) other festivals.
- Conducts civic engagement in the design and implementation of programming.
- Presents events that are relevant to neighborhoods, and/or promotes neighborhood-based offerings.

Comments:

GOAL 3: Promotes equity, diversity, inclusion and accessibility. (__ out of 10 points)

- Promotes equity and inclusivity.
- Defines strategies that allow all individuals of the community to have equitable access to cultural and arts programming; strategies for inclusion are implemented during the planning process. Plans for how barriers to access may be addressed.

(CONTINUED) GOAL 3: Promotes equity, diversity, inclusion and accessibility. (__ out of 10 points)

- Uses inclusive methods that positively impact the event’s marketing outreach, staff, board, volunteers, and contracted services.
- Employs a marketing strategy that promotes the programs to the target audience as well as to a wide segment of the community.
- Includes strategies to welcome under-resourced communities.
- Provides for an accessible physical location and parking (ADA).
- Considers opportunities for free admission or open public access.

Comments:

GOAL 4: Benefits Durham’s economy and communities. (__ out of 20 points)

- Contributes to economy of Durham.
- Produces creative programming that has measurable impact on the local economy, including number in attendance, amount spent locally, number of hotel/motel stays, in addition to other economic metrics.
- Encourages and tracks attendance to assess economic impact.
- Has established partnerships with visitors and hospitality sectors to impact organizational reach.
- Promotes local hiring, local businesses, and/or local artists or historians.
- Has a defined marketing mix that ensures national, regional, and/or local recognition.

Comments:

GOAL 5: Demonstrates organizational efficiency and effectiveness. (__ out of 5 points)

- Well-defined long-range and short-term plans/goals.
- Demonstrates careful planning and a realistic execution strategy for the event.
- Provides a clear and reasonable budget.
- Provides evidence of successful events in the past.
- Reports on the organization’s demographic information for both the board and staff members as aggregated data. Has diverse board and staff (age, gender, ethnicity, professions, geographic representation, etc.) reflective of the community.
- Collaborates, coordinates or shares resources with community partnerships/alliances.
- Collaborates with other festivals and/or organizations.
- Identifies and explains planned collaborative efforts and/or partnerships for the purpose of guiding program design, sharing resources, and/or promoting the arts and culture. Provides marketing mix of the event (local, regional, national and/or international level).

Comments:

STEP TWO: Total the points. (__ out of 55 points)

STEP THREE: Consider the application holistically and in context of all other applications.

Additional Comments: