

BERKELEY CIVIC ARTS COMMISSION

Criteria & Evaluation Process for Potential *Our Town* and *Art Place* Partners

BACKGROUND

Because the National Endowment for the Arts *Our Town* grant allows a municipal entity to partner with only two organizations submitting an application, the City of Berkeley Civic Arts Commission has developed the following Criteria and Evaluation Process to fairly determine who the partnering organization will be. While the *Art Place* grant allows a municipal entity to partner with more than one organization, the City of Berkeley Civic Arts Commission requires that any potential partner's proposed project be formally evaluated to determine whether the Commission will agree to partner with any particular organization.

PROCESS

- Civic Arts Commission Secretary will post the Criteria & Evaluation Process to City of Berkeley website for reference.
- Deadlines for Potential Partners to submit application materials to be determined and posted to the City of Berkeley website as new *Our Town* and *Art Place* grants are announced. Deadlines to be timed at approximately 4 to 6 weeks prior to the official grant deadline to allow the selected partnering agency enough time to complete their application for either grant.
- Potential Partner Applications will consist of a draft version of the grant application.
- Potential Partner Applications will be evaluated by the Grants Committee (as their work load permits – Policy Committee will be the alternate review committee) and approved by the Commission

CRITERIA

The following five categories should be evaluated based on their criteria each on a 1 to 10 basis. The evaluating committee should attempt to come to a consensus 1 to 10 evaluation for each category. If no consensus can be reached for any given category, the 1 to 10 evaluations of each member should be reported. 1 is the low score, 10 is the high score. Highest total score would be the preferred/selected partner.

Suitability of Proposal

- Is art/art-making at the proposal's heart?
- How well does the proposal mesh with COB priorities (city purposes, geographical siting, city services aided/strained. Is this a site that, compared with other areas of the city, will receive increased street interest and pedestrian use?
- Does the project reflect and/or strengthen community and sense of place and capitalize on existing local assets?

Effectiveness

- Does the proposed project enhance the public's appreciation of the role of art in public life?
- Is there a strong likelihood that the project will have a significant effect on a large number of people?
- Will the project's effect well reflect the expenditure (time/money) involved?

Capacity

- Does the partner agency have sufficient staff to support all the stages of the project?
- Does the partner agency have strong leadership?
- Will the project have strong backing from the partner agency board?

Experience

- Resume demonstrating partnering org completed work
- Have they done anything this size?
- Is their previous work of high quality?
- Have they demonstrated a clear ability to work collaboratively?

Feasibility

- Is the project's proposed budget clearly adequate?
- Is the project's proposed time frame realistic? List the variables.
- How durable will the proposed project be?