

HEARTLAND SCORING RUBRIC						
	Weak 1	Marginal 2	Fair 3	Good 4	Strong 5	Exemplary 6
Applicant proximity to communities in bottom quartile of HPI	Applicant is located in 76-100% of HPI	Applicant is located in 51% - 75% of HPI	Applicant is located in top 26 -50% of HPI			Applicant is located in bottom 25% of HPI
Project service region	Program does not serve lowest HPI, less than 50% of program serves 25-50% HPI, 50% or more served in 50 - 75% or 75-100% communities	Program does not serve lowest HPI, 75% of program a minimum HPI of 25-50%, not more than 25% served in 50-75% or 75-100% HPI communities	25% of program serves lowest HPI, 50% served in 25-50% HPI community, not more than 25% served in 50-75% or 75-100% HPI communities	50% program serves lowest HPI, 25% served in 25-50% HPI community, not more than 25% served in 50-75% or 75-100% communities	50-75% of program serves lowest HPI, not more than 50% serves 25-50% HPI community	75 -100% program was created in a community with an HPI below 25%
Aligning with California Arts Council we are committed to making the arts accessible and inclusive for diverse populations in our Upstate Region						
	Weak 1	Marginal 2	Fair 3	Good 4	Strong 5	Exemplary 6
How does the project proposal fit the program focus areas. Does the project have a clear understanding and plan involin one or more of the program focus areas.	Project has little involvement with any of the four program focus areas	Meets some of the review criteria and project requirements	Meets most of the review criteria and project requirements	Meets all of the review criteria and project requirements to some degree	Meets all of the review criteria and project requirements to a significant degree	Project has a clear understanding and plan involving one or more of the four program focus areas
Project Design - Does the Project include a clear, specific, and thorough explanation of the applicant's proposed art project, which includes clear and thorough evidence of community impact; including engagement, intention, timeliness, and/or inspiration in relation to the defined community and outcomes?	Includes an unclear overview of the artist or organization's proposed arts project, which includes little evidence of community impact; including engagement, intention, timeliness, and/or inspiration in relation to the defined community and outcomes.	Meets some of the review criteria and project requirements	Meets most of the review criteria and project requirements	Meets all of the review criteria and project requirements to some degree	Meets all of the review criteria and project requirements to a significant degree	Includes clear, specific, and thorough explanation of the artist or organization's proposed arts project, which includes clear and thorough evidence of community impact; including engagement, intention, timeliness, and/or inspiration in relation to the defined community and outcomes.
Community Engagement - Does the Project provide detailed information on how target communities will be engaged?	Information on how target communities will be engaged is absent or unclear	Meets some of the review criteria and project requirements	Meets most of the review criteria and project requirements	Meets all of the review criteria and project requirements to some degree	Meets all of the review criteria and project requirements to a significant degree	Detailed information is provided on how target communities will be engaged.
Does the key personnel have the necessary skill, capacity and experience to complete the scope of the project?	Personnel described includes little to no experience and/or capacity to plan and carry out the scope of the project.	Meets some of the review criteria and project requirements	Meets most of the review criteria and project requirements	Meets all of the review criteria and project requirements to some degree	Meets all of the review criteria and project requirements to a significant degree	Personnel described includes exceptional experience and/or capacity to successfully plan and carry out the scope of the project.
Was an accurate, itemized, and realistic budget that reflects the scope of the project provided?	Incomplete, inaccurate, confusing or unrealistic budget that does not reflect the scope of project.	Meets some of the review criteria and project requirements	Meets most of the review criteria and project requirements	Meets all of the review criteria and project requirements to some degree	Meets all of the review criteria and project requirements to a significant degree	Accurate, itemized and realistic budget that reflects the scope of project.
Did the applicant present an accurate and detailed timeline of the project with clear, understandable outcomes?	Applicant has presented an unrealistic timeline for the completion of the project with little or no outcomes.	Meets some of the review criteria and project requirements	Meets most of the review criteria and project requirements	Meets all of the review criteria and project requirements to some degree	Meets all of the review criteria and project requirements to a significant degree	Applicant has presented an accurate and detailed timeline of the project with clear, understandable outcomes.
Funded initiatives, services, information, and buildings and facilities where funded activities take place must be accessible, and events must be free of charge.						