



## **City of Lynchburg Arts & Cultural District Program Review Guidelines and Worksheet**

The Advisory Panel will review applications and make funding recommendations for Arts & Cultural District Program recipients. The Office of Economic Development will utilize the recommendations of the Panel, but in all cases will retain sole discretion for the grant amounts awarded.

### **Application Review Procedure**

1. Lynchburg Office of Economic Development (LOED) staff will review each application for completeness and eligibility. Final applications will be forwarded to the Advisory Panel no less than 10 business days before the review meeting.
2. Panelists will independently review each application in advance of the panel meeting and present completed review forms for each application.
3. Panelists should keep in mind the following expectations for each applicant when compiling comments and scores on the review worksheet:
  - Artistic or cultural quality: The City of Lynchburg supports a wide variety of programs with reasonable expectation for artistic and cultural quality. Does the program demonstrate support for arts professionals and does the organization have a track record for high-quality artistic activities?
  - Effective management of the program: Does the program have a sound fiscal plan maximizing opportunities and partnerships to generate income and what role does the board, staff and other volunteers play in ensuring the program's success?
  - Public benefit to the Arts & Cultural District: Does the program strengthen community partnerships, add to the fabric of the community and does it increase the economic wellbeing of the district?
4. Upon completion of the Panel meeting, all worksheets will be collected by LOED staff.

# City of Lynchburg Arts & Cultural District Program

## Advisory Panel Worksheet

Review Date: \_\_\_\_\_

Reviewer's Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Criteria	Points Awarded	Comments
<b>Residency (5 points)</b> Is applicant/applicant organization located in the City?		
<b>Collaboration* (10 points)</b> No collaborators – 0 points 2 or more entities – 5 points 3 or more entities – 7 points 4 or more entities – 9 points Collaborators in the District +1 point *Do not include paying advertisers or facility rentals		
<b>Years of Event / Project Duration (10 points)</b> First time to 2 years – 5 points 3 to 5 years - 2 points 5 years or more – 0 points		
<b>Attendance/Audience (5 points)</b> Up to 250 – 5 points 250-750 – 7 points 750-1500 – 8 points 1500+ – 10 points		
<b>Economic Impact (10 points)</b> Requested grant amount is: Less than estimated return on investment? – 10 points Equal to estimated return on investment? – 6 points Greater than estimated return on investment? – 2 points		

Review Date: \_\_\_\_\_

Reviewer's Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Criteria	Points Awarded	Comments
<b>Other Funding Sources* (10 points)</b> 2 or more sources – 5 points 5 or more sources – 10 points *Funds must be actual, not pending; does not include City funds		
<b>Grant % of Total Funding (10 points)</b> Does grant funding represent: Up to 75% of total cost? – 2 points Up to 50% of total cost? – 4 points Up to 25% of total cost? – 7 points Less than 10% of total cost? – 10 points		
<b>Artistic &amp; Cultural Excellence (10 points)</b> Does the activity support or showcase professional artists or cultural presenters? Does the activity expose citizens to artistic excellence?		
<b>New/innovative activity in the District (10 points)</b> Does the activity bring a new offering to the District? Is it innovative in its approach?		
<b>Benefit to the Public (20 points)</b> Does the project further Arts & Culture in Lynchburg? Does it support the City's Arts & Culture pillar? Is it inclusive to as many citizens as possible?		

**Application Score:** \_\_\_\_\_

**Additional Comments:**