

# Evaluation Matrix - Guidelines for Scoring for FY25 Cultural Tourism Funding

Applicant and Panelist Reference. Rate in full-point scores only, 1 lowest to 5 highest.

		Identity (25 Points)		Quality (25 Points)	
		Innovation & Uniqueness	Attention/Standing	Artistic Excellence	Feedback/ Critical Acclaim
Score	Points possible	IDENTITY: Project	IDENTITY: Response	QUALITY: Product	QUALITY: Reputation
		Q 1	Q2	Q3	Q4
		15 (multiplier = 3)	10 (multiplier = 2)	15 (multiplier = 3)	10 (multiplier = 2)
5	Excellent	Breaks new ground and/or is different from what has been done elsewhere or involves taking great risk artistically.	Exceptional interest in and respect for this event from colleagues around the world. Highest recognitions from peer group association. Taking a lead in the field.	Exceptional elements of artistic excellence resulting in a world-class event.	Exceptionally positive reputation in regional, national, and international press and extremely high admiration expressed by critics, peers and audience.
4	Above Average	Stands out creatively from the standard experiences of visitors and residents to similar events.	Significant interest and respect for this event from colleagues around the country. Recognized and involved in leadership with regional/national/international peer networks.	Impressive elements of artistic excellence resulting in a high-quality event.	Has a positive reputation with critics, peers and audience from outside the area.
3	Average	Makes you stop, look and think. Is on the quality level of other similar experiences here or in the state.	Belongs to and participates in regional or national peer networks. Colleagues in other parts of the state are aware of the organization and the event.	Quality elements of artistic excellence resulting in a satisfactory event.	Is respected in our community with positive comments from critics, peers or audience.
2	Below Average	There are other similar experiences locally and this does not stand out.	Maintains membership in at least one industry network. Others in the state are only vaguely familiar with the organization and the event.	Less than satisfactory elements of artistic excellence resulting in a less than average event.	Has not received many positive comments from local press or peers.
1	Poor	There are more than enough similar experiences available locally and nationally that it is unlikely anyone would see this event unless they had a personal stake in it in some way.	Does not belong or participate in any peer or industry networks. Neither this organization nor this event is known outside the immediate area.	Unsatisfactory elements of artistic excellence resulting in an uninspired event.	Is not well respected or admired outside its own circle.

(continued)

# Evaluation Matrix – Guidelines for Scoring – continued

## Tourism (30 Points)

## Implementation (20 Points)

Score Points possible		Projected Attendance			Outreach & Diversity Q7	Operational Readiness Q8 a&b	Financial Readiness Q9/(Forms)	Match Q10/(Form & Backup Doc)
		Marketing & Public Relations Q5 a&b	Total Attendance & How you arrived at numbers Q6 a	Tourist Attendance Q6 b				
		20 (multiplier = 4)	5 (multiplier = 1)	5 (multiplier = 1)				
5	Excellent	Exceptional marketing and P.R. plan that will attract regional, national and international attention to the event. Fully participating in OrlandoAtPlay.com, Nonprofit Search, such as Visit Orlando and other resources and cross-promoting with other organizations.	Total attendance minimum of: 30K (large request), 20K (medium), 10K (small) The basis for projection is clearly explained; well supported by marketing plan and past accomplishments.	With minimum of: 5K (large request), 3,333 (medium) or 1,667 (small), of total attendance are tourists.	Exceptional plan for advancing diversity, equity and inclusion reaching a broad spectrum of the community.	Extremely strong and diverse board and project team, with nearly all logistic details confirmed.	Extremely solid project budget, organizational financial condition, and ability to manage the event based on past events.	At least 100% match confirmed Jan-Feb event start. (Mar-May 80%; June-Aug 60%; After Aug 40%)
4	Above Average	Strong marketing and P.R. plan that attracts attention outside of the state. Participates in some of the collaborative community resources and cross-promotes.	Attendance minimum of: 20K (large request), 10K (medium), 5K (small) Basis for projection is clearly explained; supported by marketing plan.	With minimum of: 3,333 (large request), 1,667 (medium), or 833 (small), of total attendance are tourists.	Above average plan for advancing diversity, equity and inclusion, reaching a broad spectrum of the community.	Better than average diverse board and team, with most logistic details confirmed.	Above average project budget, organizational financial condition, and ability to manage the event based on past events.	At least 90% of match confirmed Jan-Feb event start. (Mar-May 75%; June-Aug 55%; After Aug 35%)
3	Average	Adequate marketing and P.R. plan for attracting attention from outside the four-County area. Participates in the community collaborative resource programs.	Attendance minimum of: 10K (large request), 5K (medium), 2.5K (small) Basis for projection given; supported by marketing plan.	With minimum of: 1,667 (large request), 833 (medium), or 416 (small) of total attendance are tourists.	Average plan for advancing diversity, equity and inclusion, reaching a broad spectrum of the community.	Average board and team, with a good number of logistic details confirmed.	Average project budget, organizational financial condition, and ability to manage the event based on past events.	At least 75% of match confirmed Jan-Feb event start. (Mar-May 55%; June-Aug 45%; After Aug 30%)
2	Below Average	Marketing and P.R. plan is not sufficient to attract attention outside the area.	Attendance minimum of: 2K (large request), 1K (medium), 500 (small) Basis for projection given; not well supported.	With minimum of: 300 (large request), 150 (medium), or 75 (small) of total attendance are tourists.	Limited plans for advancing diversity, equity and inclusion, reaching a broad spectrum of the community.	Weak board and team and less than desired number of logistic details confirmed.	Below average project budget, organizational financial condition, and ability to manage the event based on past events.	At least 60% of match confirmed Jan-Feb event start. (Mar-May 40%; June-Aug 30%; After Aug 25%)
1	Poor	Inadequate marketing and P.R. plan to speak of.	Attendance of <u>less than</u> : 2K (large request), 1K (medium), 500 (small request), Weak basis for projection.	With <u>less than</u> 300 (large request), 150 (medium), or 75 (small) being tourists.	Lacking plans for advancing diversity, equity and inclusion reaching a broad spectrum of the community.	The ability to complete the project is questionable.	Ability to complete the project on budget is questionable. <u>0 – Financials are not current &amp; complete*</u> <u>*May be adjusted by panel.</u>	<u>Less than</u> 60% match is confirmed Jan-Feb event start. (Mar-May 40%; June-Aug 30%; After Aug 25%).