

**Orange County Arts & Cultural Affairs
FY25 Cultural Tourism Supplement – DEI Project Funding - Evaluation Matrix**

Score	Significant Collaboration (40% of score – multiplier of 8)	Underserved/Underrepresented Partner (40% of score – multiplier of 8)	Project Soundness (20% of score – multiplier of 4)
5	Exceptional plan for ensuring the Partner benefits beyond the project/event. Partner receives long-term benefit with lasting impact, including financial benefit and portion of revenue share (if applicable). Creative control is shared equally between the Cultural Tourism organization and Partner. The Partner’s expertise, community, and artistry is centered.	The Partner is led by, run by, or serves members of the BIPOC community OR a segment of society that has been underserved/underrepresented, under-appreciated, ignored or oppressed.	Extremely solid project budget, project team, project description, and timeline. Project has been well thought out and ready to implement.
4	Above average plan for ensuring the Partner benefits beyond the project/event. Partner receives mid-term benefit with moderate impact, including financial benefit and portion of revenue share (if applicable). Each partner influences the other significantly, however; creative control lies slightly with the Cultural Tourism partner.	The Partner may have a leader, some staff, and some programs that serve the BIPOC community OR an underserved/underrepresented segment of society.	Above average project budget, project team, project description, and timeline. Project is mostly designed and can be implemented quickly.
3	Average plan for ensuring the Partner benefits beyond the project/event. Partner receives some mid-term benefit with moderate impact, including financial benefit and portion of revenue share (if applicable). Creative control lies predominantly with the Cultural Tourism partner, and there is moderate observable influence from each partner.	The Partner has moderate representation of the BIPOC community OR an underserved/underrepresented segment of the community.	Average project budget, project team, project description, and timeline. Project is slightly designed and needs lead ramp-up time.
2	Limited plan for ensuring the Partner benefits beyond the project/event. Partner receives short-term benefit with little impact, including financial benefit and portion of revenue share (if applicable), but revenue share may be weighted heavily toward the Cultural Tourism organization. Partner receives a disproportionately low amount of benefit and is unlikely to benefit beyond the proposed project/event.	Partner has limited representation of the BIPOC community OR an underserved/underrepresented segment of the community.	Below average project budget, project team, project description, and timeline. Project planning is minimal, with few details.
1	Lacking plan for ensuring the Partner benefits beyond the project/event. Partner receives little-to-no benefit with weak impact. The Cultural Tourism organization is in significant control of the concept/production/event and is benefitting most from this partnership with minor input from Partner.	Partner has no leadership, staff, or programs representing or serving the BIPOC community OR an underserved/underrepresented segment of the community. Programming and those it benefits are well-resourced and not marginalized.	Weak project budget, project team, project description, and timeline. Project planning has not occurred in a significant way.