

**(Exhibit A) Scoring Criteria:**

1. Describe the project, including cost estimates.

*(8 Points for final plans and cost estimates, 3 points for preliminary plans or estimates, 0 if otherwise.)*

2. Describe site use and access. Does the entity currently have the ability to use, or obtain permission to use, the site for the purposes described in the project?

*(7 Points if the applicant has demonstrated site use and access, 0 if otherwise.)*

3. Describe how this project will increase foot traffic in the local community based on existing historic traffic data such as foot traffic measurements, ticket sales, audience counts or other similar measures.

*(5 Points if the applicant has demonstrated significant increase in foot traffic [greater than 50% increase], 3 if partial increase [1% to 50% increase], 0 if no increase.)*

4. Explain the level of experience the applicant organization has with similar projects demonstrating their ability to complete the proposed project successfully. Please include any previous projects that involved arts-based activity in spaces open to the public or municipal spaces and explain the status of those projects.

*(15 points for two projects completed, 8 points for one project completed and 0 points for no relevant examples.)*

5. Describe how your project will:

- a. Contribute to the resilience of your community post-COVID and mitigate COVID impacts.**

Provide examples of how this project will mitigate COVID impacts and build community resilience through its short-term impact (within 1 year of completion) on the local economy, as it relates to local businesses, local employment, local arts and culture production/performance, exhibition, preservation and or education. Provide additional examples of the same for the project's long-term impact (beyond 1 year of completion).

**b. Activate vacant or underutilized space post-COVID.**

The activation of vacant or underutilized spaces can include but is not limited to facilities, classrooms, production areas, galleries, exhibition and performance spaces, public and private buildings, or parts of buildings, public or private empty/vacant lots or parcels; streets, blocks and/or neighborhoods; public spaces such as parks, playgrounds, or arts installations that have been impacted by COVID.

**c. Contribute to the community's vision post-COVID.**

Describe how this project addresses the community's vision as expressed by county, municipal, or neighborhood-level plans, studies and/ or statements. Examples include plans and studies focused on community arts and arts education, economic development, Main Street, Sustainable NJ, small business entrepreneurship, cultural and heritage plans, local arts and culture development, historic preservation, travel and tourism promotion, local beautification and placemaking, neighborhood redevelopment, neighborhood revitalization or other plans.

*(35 points TOTAL:*

*6a) Up to 15 pts for a response that demonstrates short & long-term impact;*

*6b) Up to 10 pts for a response that demonstrates activation of underutilized space;*

*6c) Up to 10 pts for a response that demonstrates how the project addresses the community vision;*

*0 points for a, b, or c if project fails to demonstrate engagement with the community in ways specified by a, b, or c.)*

6. Describe how the primary focus of the Applicant organization is centered around arts and culture. Provide a narrative of no more than 250 words and no more than three (3) pieces of supporting documentation that show organizational focus.

Supporting documentation can include but is not limited to charter or formation documents; awards of other federal/ state/ local government and/or private public philanthropic grants, awards, prizes or other benefits for arts and culture related activities or projects; membership documents in a local, state, national or international organization related to arts and culture advocacy, promotion or public service; proof of previous teaching or exhibition work related to arts and culture; participation in or collaboration on an academic, economic or government

study related to arts and culture, annual programming documentation, annual report, annual financials and other documents that prove arts & culture focus.

*(20 points if narrative and supporting documentation provided to demonstrate this is an Arts & Culture focused organization; 0 points if it is not.)*

7. If the Applicant organization is partnering with an individual artist, artist collective, an arts and cultural non-profit, a municipal entity, a community group, or private sector entity, provide proof of partnership with a Letter of Intent approved by both entities that includes:
  - a) the benefit that the partnership brings to the project,
  - b) commitment to the scope of the project,
  - c) the timeline for executing and completing the project,
  - d) the expected final product, and
  - e) any other personal, material, or financial resources committed to the project (if applicable).

*(10 points for letter of commitment from one or more partners, 0 points for no letter of commitment from a partner.)*

In the event of a tie, the recommendation for award will be made based on scores as listed in point 1. If point 1 is equal; then recommendation for award will be made on score as listed in point 2. If point 2 is equal; then recommendation for award will be made on score as listed in point 3.

- 1) MRI Index- project host municipality with lowest MRI score will be recommended to the Board.
- 2) Question 4- project with the higher score on question 4 (the level of experience the applicant organization has with projects of similar scope) will be recommended to the Board for award.
- 3) Question 5- project with the higher score on question 5 (how the project will impact the local economy, activate vacant or underutilized space, and contribute to the resiliency of the community overall) will be recommended to the Board for award