



## **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 and Tourism will utilize the recommendations of the Panel, but in all cases will retain sole discretion for the grant amounts awarded.

### **Application Review Procedure**

1. Office of Economic Development and Tourism (OEDT) 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 OEDT staff.

# City of Lynchburg Arts & Cultural District Program Advisory Panel Worksheet

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

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

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

Criteria	Points Awarded	Comments
<p><b>Residency (10 points)</b></p> <p>Is applicant/applicant organization located in the City of Lynchburg?</p>		
<p><b>Collaboration* (15 points)</b> <b>Does this event have community support?</b></p> <p>No collaborators – 0 points 1-2 entities – 5 points 3-4 entities – 10 points 5 or more entities – 15 points *Do not include paying advertisers or facility rentals</p>		
<p><b>New/innovative activity in the District (15 points)</b></p> <p>Does the activity bring a new offering to the District? Is it innovative in its approach?</p>		
<p><b>Benefit to the Public (15 points)</b></p> <p>Does this benefit the public and the citizens of Lynchburg by addressing community well-being (poverty, social isolation and economic development, etc...) Is this project inclusive to as many citizens as possible?</p>		

<p><b>Arts &amp; Cultural Impact (15 points)</b></p> <p>Does the project further Arts &amp; Culture in Lynchburg? Does the activity support or showcase professional artists or cultural presenters or expose citizens to artistic and cultural excellence?</p>		
<p><b>Economic Impact Based on Economic Impact Calculator (15 points)</b></p> <p>Under \$10K – 5 points          \$11k – \$50k – 10 points          Over \$51k – 15 points</p>		
<p><b>Grant % of Match (15 Points)</b></p> <p>100% of requested grant is matched –15 points          75% of requested grant is matched – 10 Points          50% of requested grant is matched – 5 Points          Less than 50% of grant is matched – 0 Points</p>		

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

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

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

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

**Additional Comments:**