



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

- The 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.
- Panelists will meet together for discussion before independently reviewing each application and submitting final scoresheets.
- 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?

Fairness: It's imperative that you score each applicant based on their application and the criteria listed below and not by personal experiences or thoughts. Thank you in advance for remaining equitable.

City of Lynchburg Arts & Cultural District Program Advisory Panel Worksheet

Review Date: _____

Reviewer's Name: _____

Project Title: _____

Criteria	Points Awarded	Comments
<p>Residency (6 points)</p> <p>Is applicant/applicant organization located in the City of Lynchburg?</p>		
<p>Collaboration* (12 points)</p> <p>Does this event have community support?</p> <p>No collaborators – 0 points 1-5 entities – 12 points *Do not include paying advertisers or facility rentals</p>		
<p>New/innovative activity in the District (12 points)</p> <p>Does the activity bring a new offering to the District? Is it innovative in its approach?</p>		
<p>Benefit to the Public (12 points)</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>Arts & Cultural Impact (12 points)</p> <p>Does the project further Arts & Culture in Lynchburg? Does the activity support or showcase professional artists or cultural presenters or expose citizens to artistic and cultural excellence?</p>		
<p>Economic Impact Based on Economic Impact Calculator (20 points)</p> <p>Requested grant amount is: Less than estimated return on investment? - 5 points Equal to estimated return on investment? – 10 points Greater than estimated return on investment? – 20 points</p>		
<p>Grant % of Match (20 Points)</p> <p>100% of requested grant is matched –20 points 75% of requested grant is matched – 15 Points 50% of requested grant is matched – 10 Points Less than 50% of grant is matched – 0 Points</p>		
<p>Amusement Tax (6 Points)</p> <p>Does the applicant collect Amusement Tax if their program is ticketed?</p> <p>No – 0 Not ticketed – 3 Yes – 6</p>		

Application Score: _____

Additional Comments: