

MOODY FUND FOR THE ARTS

Panelist Consideration Rubric

Applicants have been asked to place their project within one of five categories:

- 1. NEW WORKS, COMMISSIONS, UNIQUE PRESENTATIONS**
- 2. GENERAL PROGRAM & OPERATING COST SUPPORT**
- 3. COMMUNITY PERFORMANCE/ARTIST-IN-RESIDENCY PROGRAMS**
- 4. CAPACITY BUILDING**
- 5. CULTURAL EQUITY/NEW INITIATIVES (Non-performance)**

Applicants should clearly but briefly define and articulate their proposal, the artistic relevance of their project, demonstrate they have the tools and experience to execute, the impact this will have on their organization and/or the community, the metrics they propose and their intended audience. The panelists will then be asked to consider each project, factoring in three weighted areas below. When they have selected the best projects, they will then consider the genre and the venue in order to curate a diverse and balanced set of projects in art form and location.

The desire of the fund is to remain simple and flexible in its grant-making. We are providing panelists with this rubric of questions to consider when reviewing the application. These are *considerations*, not hard criteria or a check list. However applicants may want to address some of these questions – if appropriate - in preparing their application.

1. NEW WORKS, COMMISSIONS, UNIQUE PRESENTATIONS

MFA Awards can support the production of new artistic works and premieres, commissions and unique presentations of existing works. Works for Moody Performance Hall are encouraged, but awards are open to all Dallas cultural venues and artistic spaces in the community.

- **ARTISTIC MERIT AND SIGNIFICANCE (60%)**
 - *Is the proposal and artistic purpose clearly defined and articulated?*
 - *Is the program a new work, exhibition or premiere?*
 - *Is it a unique presentation of existing work?*
 - *Is this a commission for a new work?*
 - *What is the timeline for presentation? Does the production provide opportunities for unique artists? (i.e. multi-language, disabled veterans, hearing impaired, etc.)*

- *Does the content address issues of importance to the community?*
- *Does this program fill a gap in the variety of programming in Dallas?*

- **ORGANIZATION/CAPABILITY (25%)**
 - *Does the organization:*
 - *Have a history of artistic and operational excellence?*
 - *Have a history of successfully executing similar programs?*
 - *Have the resources needed to execute this program?*
 - *Is the budget for the project clearly presented and realistic?*
 - *How much of the budget is covered by the requested award?*
 - *Are there other funding sources in place?*
 - *Is this a collaboration? If so, are the roles and responsibilities clearly defined?*
 - *Does the organization represent a historically marginalized community or art form?*
 - *Does the organization strongly demonstrate the public value of arts and culture in Dallas?*

- **METRICS/AUDIENCE (15%)**
 - *Is the definition of success clearly articulated?*
 - *What metrics are proposed?*
 - *Is there a clear timeline for measurement and reporting?*
 - *Are they reasonable? If not, what would you recommend putting in place?*
 - *Is their target audience clearly defined?*
 - *Does the program address or serve culturally underserved communities?*
 - *Is there a plan to re-engage new audiences beyond this production to keep them coming back?*

- **GENRE** (Curatorial)
- **VENUE** (Curatorial)

2. GENERAL PROGRAM & OPERATING COST SUPPORT

MFA Awards can support general production and operating costs of small arts organizations. They can help produce individual performances or a season, might provide rent support for Moody Performance Hall or other venues, or fund marketing or operational support. Programs that help supply free or affordable access to cultural performances or experiences are encouraged. Groups using Moody Performance Hall are encouraged to apply, but awards are open to groups using other cultural venues in the community.

- **ARTISTIC MERIT AND SIGNIFICANCE (60%)**

- *Is the proposal and purpose clearly defined?
Is the significance of the grant to the organization clearly articulated?*
- *Will this support performances, production costs or venue rent expenses?*
- *Will the support help provide free or affordable access to cultural programs or performances?*
- *Does the organization's work serve culturally under-served or historically marginalized communities?*
- *What will the support allow the group to do that it could not do without the support?*
- *Do the programs this grant would support align with the mission of the organization?*
- *Would this be used as a matching grant? Multi-year request?*

- **ORGANIZATION/CAPABILITY (25%)**

- *Does the organization:*
 - *Have a history of artistic and operational excellence?*
 - *Have a history of successfully executing similar programs?*
 - *Have the resources needed to execute this program?*
- *Is the budget for the project clearly presented and realistic?*
- *How much of the budget is covered by the requested award?*
- *Are there other funding sources in place?*

- *Is this a collaboration? If so, are the roles and responsibilities clearly defined?*
- *Does the organization represent a historically marginalized community or art form?*
- *Does the organization strongly demonstrate the public value of arts and culture in Dallas?*

- **METRICS/AUDIENCE (15%)**
 - *Is the definition of success clearly articulated?*
 - *What metrics are proposed?*
 - *Is there a clear timeline for measurement and reporting?*
 - *Are they reasonable? If not, what would you recommend putting in place?*
 - *Is their target audience clearly defined?*
 - *Does the program address or serve culturally underserved communities?*
 - *Is there a plan to re-engage new audiences beyond this production to keep them coming back?*

- **GENRE** (Curatorial)
- **VENUE** (Curatorial)

3. COMMUNITY FOCUS PERFORMANCE/ARTIST-IN-RESIDENCY PROGRAMS

MFA Awards can support the costs of impactful programs which take cultural experiences into the community. These might include a single performance or series in one space or in different spaces in different parts of the city. It might be an artist-in-residency program providing an extended (3-day or more) experience that can include performances, workshops, master classes and seminars with educational materials. Art in unexpected places is encouraged. (*Note: MFA will fund an organization creating an artist-in-residency program, but cannot fund individual artists.*)

• ARTISTIC MERIT AND SIGNIFICANCE (60%)

- *Is the proposal and artistic purpose clearly defined and articulated?*
- *Is this a single performance, or a series of performances?*
- *Is this an artist-in-residency program?*
- *Is this intended for one space, or several different spaces?*
- *Does this program fill a gap in the variety of programming in Dallas?*
- *Does the program address or serve culturally underserved communities?*
- *Does the production provide opportunities for unique artists? (i.e. multi-language, disabled veterans, hearing impaired, etc.)*
- *Is there a clear planning, implementation and evaluation process in place? (If not, MFA may request one before grant is awarded)*
- *Are the services delivered and the timeline clearly articulated?*
- *Are there educational components in place?*

• ORGANIZATION/CAPABILITY (25%)

- *Does the organization:*
 - *Have a history of artistic and operational excellence?*
 - *Have a history of successfully executing similar programs?*
 - *Have the resources needed to execute this program?*
- *Is the budget for the project clearly presented and realistic?*
- *How much of the budget is covered by the requested award?*
- *Are there other funding sources in place?*

- *Is this a collaboration? If so, are the roles and responsibilities clearly defined?*
- *Does the organization represent a historically marginalized community or art form?*
- *Does the organization strongly demonstrate the public value of arts and culture in Dallas?*

- **METRICS/AUDIENCE (15%)**
 - *Is the definition of success clearly articulated?*
 - *What metrics are proposed?*
 - *Is there a clear timeline for measurement and reporting?*
 - *Are they reasonable? If not, what would you recommend putting in place?*
 - *Is their target audience clearly defined?*
 - *Does the program address or serve culturally underserved communities?*
 - *Does the organization have a marketing plan and the ability to identify and engage the targeted, underserved communities? (If not, MFA may require that one be in place)*
 - *Is there a plan to re-engage new audiences beyond this production to keep them coming back?*

- **GENRE** (Curatorial)
- **VENUE** (Curatorial)

4. CAPACITY BUILDING

MFA Awards can support capacity building projects or proposals that will significantly impact an organization's ability to grow audiences, production and artistic quality. It can be skill building (accounting, marketing, etc.) professional development conference fees or tools to build stronger boards. It could be a (non-capital) piece of equipment or technology that allow the group to artistically achieve what it could not without it. Proposals that share the impact/benefit beyond the individual, and even the organization are encouraged. (*Note: MFA does not fund individual travel expenses or capital projects.*)

- **MERIT AND SIGNIFICANCE (60%)**

- *Is the request and the need clearly defined?*
- *What will the grant do for the organization that it couldn't do otherwise?*
- *Will the purpose be impactful from a cultural, organizational or audience standpoint?*
- *Can the skills or technology acquired be shared beyond the individual (so if the individual moves on, the impact isn't lost?) or other arts organizations?*
- *If so, is there a plan to do so?*
- *What impact will successful completion of the project mean for the organization and/or community?*

- **ORGANIZATION/CAPABILITY (25%)**

- *Does the organization:*
 - *Have a history of artistic and operational excellence?*
 - *Have a history of successfully executing similar programs?*
 - *Have the resources needed to execute this program?*
- *Will the award cover the cost of the request?*
- *If not, are there other funding sources in place?*
- *Would this be used as a matching grant?*
- *Does the organization represent a historically marginalized community or art form?*
- *Does the organization strongly demonstrate the public value of arts and culture in Dallas?*

- **METRICS (15%)**

- *Is the definition of success clearly articulated?*
- *What metrics are proposed?*
- *Is there a clear timeline for measurement and reporting?*
- *Are they reasonable? If not, what would you recommend putting in place?*
- *If a matching grants, is there a timeline with deadlines in place to raise the remaining funds?*

5. CULTURAL EQUITY/NEW CULTURAL INITIATIVES (Non-performance)

MFA Awards can support non-performance accessible programs that enhance and improve the Dallas cultural ecosystem. These programs can help address important issues such as cultural equity, harassment, access to the arts, arts funding and more. These programs could also address recommendations arising from the new cultural plan. Programs based on best practices, or those that seek to establish best practices are encouraged to apply.

• PROGRAM GOALS AND SCOPE (60%)

- *Is the purpose and structure of the initiative clearly articulated?*
- *Is this a new and unique program?*
- *Does it build on, or address shortfalls in previous efforts?*
- *Does this align with the group's mission and vision?*
- *What impact will successful completion of the project mean for the organization and/or community?*
- *Does it address issues of importance of the Dallas cultural community?*
- *Is it accessible to most or all of the Dallas cultural community?*
- *Does the program serve culturally underserved communities?*
- *Is there a clear planning, implementation and evaluation process in place? (If not, MFA may request one before grant is awarded)*

• ORGANIZATION/CAPABILITY (25%)

- *Does the organization:*
 - *Have a history of artistic and operational excellence?*
 - *Have a history of successfully executing similar programs?*
 - *Have the resources needed to execute this program?*
- *Is the budget for the project clearly presented and realistic?*
- *How much of the budget is covered by the requested award?*
- *Are there other funding sources?*
- *Is this a collaboration? If so, are the roles and responsibilities clearly defined?*

- *Does the organization represent a historically marginalized community or art form?*
- *Does the organization strongly demonstrate the public value of arts and culture in Dallas?*

- **METRICS/AUDIENCE (15%)**
 - *Is the definition of success clearly articulated?*
 - *What metrics are proposed?*
 - *Is there a clear timeline for measurement and reporting?*
 - *Are they reasonable? If not, what would you recommend putting in place?*
 - *Is their target audience clearly defined?*
 - *Is there a plan in place to engage the cultural community?*
 - *Is there an evaluation element in place to determine next steps?*