



Roanoke Arts Commission Agency Funding Advisory Committee

FY 2021-2022 Funding Criteria

1. Economic Value - The program helps support a healthy economy and adds to the vibrancy of the region.

- The Program fosters an innovative and vibrant arts and cultural scene that is engaging to Roanoke's diverse population and attractive to tourists and visitors.
- The program includes strategies to increase collaboration among groups in the arts and cultural community for purposes of increased efficiency and scale of impact on the community.
- The organization uses city funding to leverage other funding
- The program expands the reach of Roanoke's art scene by connecting with other programs regionally, nationally and internationally.

2. Livability – The program enhances Roanoke's vitality as an attractive, diverse, culturally inclusive, vibrant and livable city.

- The program connects art and cultural institutions with local neighborhoods or encourages neighborhood generated programs and events and showcases local and regional artistic talents.
- The program draws and retains artists and others and encourages them to be engaged in their community.
- The program supports a diverse offering of cultural events and exhibits

3. Educational Value - The program fosters an environment for lifelong learning.

- The program encourages arts and cultural programs for people of all ages and social sectors.
- The program achieves greater collective impact through strong networks and new collaborations.
- The program builds links among area education (K-12 and/or higher Ed), performing and visual arts and cultural institutions.

4. Community Need

- The program will develop diverse audiences through art in education or new programming.
- No other organization is already providing this program or service.

5. Management of the Organization

- The application was clear, complete and accurate.
- The organization consistently produces high-quality work.
- Previous city-funded programs were completed and favorably reported on by the monitor.
- Organization makes an effort to collect demographic info from the population it serves
- Organization has outreach and engagement goals aligned with increasing or maintaining diversity among board and staff.

6. Collaboration

- The organization has structured, mutually beneficial relationships with at least one organization that work towards a common goal by sharing resources, responsibility, authority and accountability for achieving results.
- The collaborations demonstrate a jointly-developed structure and process for shared decision-making, problem-solving, communication, planning, allocation of resources, monitoring and evaluating the outcomes and deliverables of the project.

7. Financial Stability

- The organization is financially stable, based upon accurate financial reports, audits, project budgets that are complete.
- The organization has a broad base of supporting funding sources.

8. Program Plan

- There is clear evidence of how the proposed program fulfills the stated mission and long-range goals of the organization.
- The proposal contains a plan for effective promotion and publicity that is an integral component of the proposed program.
- The program timeline is realistic.
- The key artistic and technical participants of the project are highly qualified.

9. Compliance with Council's Guidelines if applying for over \$25,000 - The committee looks at board attendance and giving for **all** applicants but it is required if applying for over \$25,000

- Has a business plan
- Board attendance is at least 75%
- Board financial commitment is 100%