**Project Name:**

**Evaluation Criteria:** The criteria below will be used to score each project application up to a maximum score of 100 points. A score of at least **70 points** (ACC Review Panel average) must be earned for the project to receive a funding recommendation. The project application must address each question. ***Limit: 5 pages for entire Project Narrative***.

**Artistic Merit (40 points; 10 points each)**

* Describe how the organizations past programs or services have demonstrated cultural significance for the community.
* Describe the unique characteristics and artistic vision of this proposed project.
* List the qualifications of the proposed participating artists or experts and identify their role in the project.
* How will the project enhance Corpus Christi’s cultural identity?

**Economic and Social Impact (60 points; 10 points each)**

* Detail how the project will attract visitors to Corpus Christi and what is the expected attendance.
* Describe your marketing plan to attract overnight visitors.
* List the methods that will be used to collect data regarding audience demographics, audience involvement, and tourists in attendance (example: ZIP code collection, online ticket sales, phone apps, social media).
* Describe the growth of your event from years past (include solid statistics if you have them). How do you see your event growing or changing in the next 5 years?
* List all sources of revenue for the proposed project (including this grant request).
* How will the project stimulate the local business economy? List local businesses and organizations you will be working with on this project (example: local printers, event firms, reserved blocks at hotels).