



Rubrics, Scope, Budget & Grant Writing Workshop

August 6, 2026

WWW.FRESNO.GOV/EAAC



- Access Slide Deck:
www.fresno.gov/eaac
- All Webinar participants will be on mute.
- Questions will be answered at the end of the presentation.
- Use Q&A section to add your questions.
- You can upvote a question.
- Webinar is recorded and will be found on www.fresno.gov/eaac upon completion.

Zoom Participation

- Use sticky notes to write down any questions during the presentation.
 - Sticky notes will be collected by a PARCS team member.
-

Questions will be answered at the end of session and/or as part of the FAQ on grant website.

Agenda



- Grant Proposals
- Scoring & Rubric Overview
- Goals & Funding Priorities
- Scope & Schedule
- Evaluation Plan
- Budget
- Expanded Access & Artists and Cultural Practitioners
- Organizational Stability
- Questions

Grant Proposals

General Tips for a Strong Grant Proposal

1. Read the guidelines- and then re-read the guidelines.
 - Take notes on the guidelines
 - Highlight
 - Review priorities and rubrics closely
2. When in doubt, ask clarifying questions. Don't assume.
 - [Review FAQ](http://www.fresno.gov/eaac) found at www.fresno.gov/eaac
 - Send questions to ExpandedArts@fresno.gov

General Tips for a Strong Grant Proposal

3. Create a checklist of all documents you will need for submission and start collecting documents early.

- Consider the “dependencies”
 - Owner permissions
 - Artist commitment letters

4. Login to the submission platform early to review questions and complete any pre-qualification requirements.

- [Submittable](#)

General Tips for a Strong Grant Proposal

5. Don't wait until the deadline to submit your proposal.
6. Provide relevant details but avoid filler.
7. Connect the reader to why it matters.

Scoring & Rubric Overview

How will my application be scored?

- The Application Review Committee (ARC) will use rubrics outlined in the grant guidelines to score each proposal.
 - **PARCS staff are not members of the Application Review Committee (ARC)**
 - **The Parks Recreation and Arts Commission (PRAC) will review all ARC applications**
- There are two rubrics with unique criteria for each solicitation type.
 - Project Support
 - General Operating Support
- The rubrics assign points based on how well each of the criteria is met.

What is a rubric?

- A rubric is a guide listing specific criteria for grading or scoring.
- Rubrics are commonly used to objectively evaluate the merits of grant proposals against the identified funding priorities.
- Rubrics clearly define what will score well, so applicants can shape their proposal to be competitive.
- Using a well-defined rubric helps to mitigate bias, foster transparency and ensure all proposals are reviewed against the same criteria.

Rubric Scoring Criteria – Project Support

- Project Support applications can score up to **43 points**
- The scoring criteria included in the EAAC rubric for project support grants are:
 - **Cultural Arts Plan Goals** (*up to 5 points*)
 - **Cultural Arts Plan Grant Funding Priorities** (*up to 5 points*)
 - **Measure P Funding Priorities** (*up to 5 points*)
 - **Scope of Work** (*up to 4 points*)
 - **Budget** (*up to 4 points*)
 - **Evaluation Plan** (*up to 4 points*)
 - **Schedule** (*up to 3 points*)
 - **Support for Fresno's Artists and Cultural Practitioners** (*up to 3 points*)
 - **Expanded Access to Arts and Culture** (*up to 10 points*)

Rubric Scoring Criteria – General Operating Support

- General Operating Support applications can score up to **43 points**
- The scoring criteria included in the EAAC rubric for general operating support grants are:
 - **Cultural Arts Plan Goals** (*up to 5 points*)
 - **Cultural Arts Plan Grant Funding Priorities** (*up to 5 points*)
 - **Measure P Funding Priorities** (*up to 5 points*)
 - **Organizational Stability** (*up to 5 points*)
 - **Expanded Access to Arts and Culture** (*up to 5 points*)
 - **Scope of Work** (*up to 4 points*)
 - **Budget** (*up to 4 points*)
 - **Evaluation Plan** (*up to 4 points*)
 - **Schedule** (*up to 3 points*)
 - **Support for Fresno's Artists and Cultural Practitioners** (*up to 3 points*)

Rubric Review: Goals & Funding Priorities

Cultural Arts Plan Goals

Both rubrics include points for demonstrating **alignment with Cultural Arts Plan Goals**

See [Cultural Arts Plan](#) (pgs. 35-47)

Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Cultural Arts Plan Goals (Up to 5 points)	The proposal does not demonstrate achievement of any goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal partially demonstrates achievement of goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal demonstrates that one goal, strategy and/or recommendation in the Cultural Arts Plan will be clearly achieved by this project. The specific goal, strategy, and/or recommendation the project is proposing to achieve must be named in the proposal and the proposal must clearly demonstrate how the project activities, deliverables, and/or outcomes will fulfill the chosen goal, strategy, and/or recommendation.	The proposal demonstrates that two goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.	The proposal demonstrates that three or more goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.

Cultural Arts Plan Goals – Practice

Using the rubric, what information would the grant application need to include to achieve a score of 3 points?

Scoring Criteria	Incomplete	Fair	Good	Great	Excellent
Points	0-1 point	2 points	3 points	4 points	5 points
Cultural Arts Plan Goals (Up to 5 points)	The proposal does not demonstrate achievement of any goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal partially demonstrates achievement of goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal demonstrates that one goal, strategy and/or recommendation in the Cultural Arts Plan will be clearly achieved by this project. The specific goal, strategy, and/or recommendation the project is proposing to achieve must be named in the proposal and the proposal must clearly demonstrate how the project activities, deliverables, and/or outcomes will fulfill the chosen goal, strategy, and/or recommendation.	The proposal demonstrates that two goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.	The proposal demonstrates that three or more goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.

Cultural Arts Plan Goals – Practice

Using the rubric,
what would you
score the
statement below?

"My project does not achieve any of the goals in the cultural arts plan. It achieves goals that my organization identified as important to our work based on strategic planning efforts."

Scoring Criteria	Incomplete	Fair	Good	Great	Excellent
Points	0-1 point	2 points	3 points	4 points	5 points
Cultural Arts Plan Goals (Up to 5 points)	The proposal does not demonstrate achievement of any goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal partially demonstrates achievement of goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal demonstrates that one goal, strategy and/or recommendation in the Cultural Arts Plan will be clearly achieved by this project. The specific goal, strategy, and/or recommendation the project is proposing to achieve must be named in the proposal and the proposal must clearly demonstrate how the project activities, deliverables, and/or outcomes will fulfill the chosen goal, strategy, and/or recommendation.	The proposal demonstrates that two goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.	The proposal demonstrates that three or more goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.

Cultural Arts Plan Funding Priorities

- Priorities are identified in the [Cultural Arts Plan](#) (pgs. 48-52)
- Same scoring criteria in Project Support & General Operating rubrics

Scoring Criteria	Incomplete	Fair	Good	Great	Excellent
Points	0-1 point	2 points	3 points	4 points	5 points
Cultural Arts Plan Grant Funding Priorities (up to 5 points)	Does not include any grant funding priorities identified in the Cultural Arts Plan.	This project partially includes at least one grant funding priority identified in the Cultural Arts Plan.	One funding priority identified in the Cultural Arts Plan is achieved by this project.	Two funding priorities identified in the Cultural Arts plan are achieved by this project.	Three or more funding priorities identified in the Cultural Arts Plan are achieved by this project.

Tips for Identifying Cultural Arts Plan Goals & Funding Priorities

1. Review the Cultural Arts Plan & Measure P Priorities thoroughly.
2. Make a list of which goals/priorities your project proposal achieves.
3. Consider how you can enhance your project or operation to meet additional goals/priorities if needed.
4. Explain why and how your project proposal achieves the goal/priority using examples. Don't just say it – explain it.

Measure P Funding Priorities

- Priorities are identified in the [EAAC Guidelines](#) (pg. 6)
 1. Programs that support and expand **diverse public engagement and equity**.
 2. Programs that support and expand **youth engagement and equity**.
- Same scoring criteria in Project Support & General Operating rubrics

Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Measure P Funding Priorities (up to 5 points)	The proposal does not include any of the funding priorities outlined in Measure P.	The proposal partially includes one of the funding priorities outlined in Measure P.	One Measure P funding priority is included in the proposal, with an example of how it will be achieved.	Both Measure P funding priorities are included , with an example of how they'll be achieved.	Both Measure P funding priorities are included with multiple examples of how they'll be achieved.

Tips for Identifying Measure P Funding Priorities

Which example best identifies WHAT, WHY, & HOW priorities are being met?

Example 1:

Our project achieves the Measure P priorities by expanding youth engagement and equity.

Example 2:

Our project achieves Measure P Priority #2, expanding youth engagement and equity, by introducing at-risk youth in highest-need neighborhoods to musicianship through a series of free drumming workshops. Due to cost and access barriers, youth may not otherwise have an opportunity to participate.



Rubric Review: Scope & Schedule

Scope of Work

- Same scoring criteria in Project Support & General Operating rubrics

Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Scope of Work (up to 4 points)	The scope of work lacks detail , is unclear or incomplete and/or includes errors .	The scope of work is partially complete and/or lacks detail about how the project's tasks, deliverables, and steps required to complete the project.	The scope of work clearly identifies the steps, tasks, and deliverables to be achieved. The scope appears reasonable and achievable .	The scope of work is well defined and clearly identifies the steps, tasks, and deliverables to be achieved. The scope identifies necessary approvals, potential risks, and/or other considerations that instill confidence that the project is feasible.	

Schedule

- Same scoring criteria in Project Support & General Operating rubrics

Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Schedule (up to 3 points)	The schedule is incomplete and/or does not include requested information.	The schedule is partially complete , lacks detail and/or contains errors.	The schedule appears reasonable for industry standards, fits within the grant term , and clearly ties to the proposed scope of work.		

Tips for Identifying Scope & Schedule

1. Decide what your desired outcome or deliverable will be.
Example: Produce a poetry showcase highlighting youth voices.

2. Briefly describe **key details**:

- Who will lead the projects?
 - *"A program manager will be hired..."*
- When would it start and end?
 - *"Funding will cover three months of extended operating hours during quarter three"*
- How much time will it take?
 - *"Following a two-month planning/start up period, the program will run for three months."*

Tips for Identifying Scope & Schedule

2. Briefly describe **key details**:

- How many will be served?
 - *"Funding will expand access to include an approximately 30 additional youth in filmmaking workshops"*
- Who will be served?
 - *"This project will enable the organization to serve approximately 20 multi-generational families as part of cultural culinary classes"*
- What locations will this work occur?
 - *"Operating funds will help stabilize operations by funding six months of lease expenses freeing up staff to focus on marketing and outreach to drive increased access"*

Tips for Identifying Scope & Schedule

3. Working backwards from your desired outcome, think about the steps you will need to take each month. **Choose a project/scope that can reasonably be completed within the grant term of 12 months.**
4. What are the key tasks that need to happen to achieve the end goal? In what order do they need to occur?
5. Use a timeline that gives some flexibility – month 1, quarter 1, fall, spring instead of firm deadlines.

Identifying Scope & Schedule- Practice

Which example best identifies the scope of a proposed program?

Example 1:

Local Museum will provide youth with job experience because we care about the community.

Example 2:

Internships can be life changing by providing hands-on experience to inspire the next generation of artists and cultural practitioners. Funding from this grant will expand access to arts internships by enabling the local museum to provide two, part-time, 6-month long paid internships to youth from highest-need neighborhoods. Internships will equip them for future careers in the arts through experience in museum curation experience.

Identifying Scope & Schedule-Practice

Which example best identifies a schedule that conveys the scope is attainable within the grant term?

Example 1:

Local Museum will offer internships sometime within the 2027.

Example 2:

Within the first quarter of receiving funding, local museum will prepare an application for the internship and reach out to high schools in highest-need neighborhoods. Interviews and hiring will occur around month four, and the internship is anticipated to take place during the last six months of the grant term.

Rubric Review: Evaluation Plan

Evaluation Plan

- Same scoring criteria in Project Support & General Operating rubrics

Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Evaluation Plan (up to 4 points)	The evaluation plan is incomplete and/or does not include requested information	The evaluation plan is partially complete , lacks detail and/or contains errors.	The evaluation plan identifies the methods that will be used to measure how the project has expanded access to arts and culture.	The evaluation plan identifies the methods that will be used to measure how the project has expanded access to arts and culture. Examples about how the evaluation data will inform future efforts are included.	

Tips for Evaluation Plan

- What is an evaluation?
 - A way to measure whether or not your project, program or operating support achieved the goals and objectives, recommendations, strategies and/or outcomes identified.
- Goals vs. Objectives
 - **Goal:** broad, future-oriented, overarching
 - **Objective/recommendation/strategy:** precise, actionable steps that when taken together support achievement of the goal(s).

Evaluation Planning Tips

- There are two general types of evaluation that are used to demonstrate the grant funding accomplished the goals it set out to accomplish.
- **Quantitative:** Typically numbers/score based.
 - Attendance numbers, demographic data, number of artworks produced, skill assessment scores, survey scores, pre-and post-measures of knowledge gain, count of materials distributed.
- **Qualitative:** Typically story/photo/imagery based.
 - Participant testimonials, artist reflections, audience feedback, observational notes, quotes, video testimonials, pictures, movies, work product, flyers.

Evaluation Plan- Practice

Example goal:

Increase organizational stability by funding core operations, freeing up capacity to prioritize investment in marketing materials and outreach efforts to increase visits.

How would this be evaluated?

Quantitative – number of events attendees, number of website clicks, number of flyers distributed, average daily attendance before/after efforts, etc.

Qualitative – examples of marketing collateral used (flyers, website, video), photos from outreach events, screenshot of website before and after, etc.

Examples of Common Evaluation Documentation

- Photos and videos of activities, events, workshops, or completed projects.
- Sign-in sheets or attendance records showing participation.
- Event agendas, programs, or schedules documenting what took place.
- Samples of work such as artwork, performances, publications, or other project deliverables.
- Marketing/outreach materials (flyers, social media posts, newsletters, and press releases)
- Participant feedback through surveys, testimonials, or evaluations.

Examples of Common Evaluation Documentation

- Volunteer logs documenting volunteer hours and contributions.
- Teaching materials or presentations used during workshops or classes.
- Performance metrics such as attendance, audience reach, workshops delivered, or services provided.
- Location records when applicable, especially if services provided within Fresno.
- Meeting notes/planning documents that show project development and implementation.
- Contracts, agreements, and correspondence related to artists, vendors, or project partners.

Rubric Review: Budget

Budget

- **Unique scoring criteria** in Project Support & General Operating rubrics

Project Support Grants Scoring Rubric					
Scoring Criteria	Incomplete	Fair	Good	Great	Excellent
Points	0-1 point	2 points	3 points	4 points	5 points
Budget (up to 4 points)	The proposed budget appears incomplete , includes limited detail , and/or includes ineligible expenses and/or errors .	The proposed budget is unclear , and does not clearly tie to the proposed scope of work. The detail provided is limited.	The proposed budget is clearly explained with relevant details and clearly ties to the project's proposed scope of work.	The proposed budget is clearly explained with relevant details and clearly ties to the project's proposed scope of work. The applicant has identified in-kind or matching funds that will contribute to the project's success.	

Core Operating Support Grants Scoring Rubric					
Scoring Criteria	Incomplete	Fair	Good	Great	Excellent
Points	0-1 point	2 points	3 points	4 points	5 points
Budget (up to 4 points)	The proposed budget is incomplete or includes ineligible expenses .	The proposed budget is unclear , and does not clearly tie to the proposed scope of work.	The proposed budget is clearly explained and clearly ties to the project's scope of work . The budget reflects the proportion of each grantee's overall operations that serves residents within, or visitors to, the City of Fresno sphere of influence.	The proposed budget is clearly explained with relevant details and clearly ties to the project's proposed scope of work. The applicant has identified in-kind or matching funds that will contribute to the project's success.	

Tips for Budget

1. Don't leave the budget for last!
2. Costs can vary between the time you submit and the time you receive funds.
 - Consider including a contingency line item, at 5-10% of the overall request for unanticipated cost increases.
 - Account for increased personnel/labor expenses.
 - Minimum wage increases to \$17.40
 - Anticipated cost of living/merit increases
 - Don't forget fringe expenses for personnel

Tips for Budget

3. Budget line items should match/ clearly tie to the scope of work.

Examples:

If the scope of work says funding will be used for a dance class, the budgeted costs may include: a sound system, costumes, shoes, instructor fees, etc.

If the scope is accessibility improvements to improve access at owned facilities, costs might include: contractor, permits, architect, concrete, etc.

Tips for Budget

4. Clearly describe how the budget expenses support the project goals- don't assume reviewers will make the connection.

- Example: dance classes and projector

5. Aim for a balance of detail that also gives you flexibility.

- “We will purchase 22 teal performance costumes from The Costume Company at the price of \$139.99 per costume. Cost = \$3,079.78.
- “We will purchase 20-30 performance costumes. The projected cost per costume is \$140. Cost = \$3,500.”

6. Use flexible terminology: "estimated", "anticipated", "approximately"

7. Consider that all expenses will need to be documented (receipts, invoices, payroll, etc.)

Eligible Expenses

- Direct project costs (personnel, supplies, services, permits, artist fees, licenses, marketing, contractors, rentals, equipment).
- Core operating costs (utilities, maintenance, repairs, rent, marketing, insurance).
- Core operating costs for project grants, up to 15% of total project budget.
- Food and non-alcoholic beverages **when necessary** to expand arts/culture access.
- Construction or facility improvements that expand access to arts and culture (may require prevailing wage – mention to contractors if seeking quotes).

Eligible Expenses Continued

- Technical assistance for nonprofits that increases access to arts/cultural programming (e.g., strategic planning, marketing, evaluation, compliance).
- Equipment over \$5,000 (**Must get 3 separate quotes prior to purchase**); must be listed as its own line item.
- Travel costs following [IRS mileage](#) and [federal per-diem rates](#).
- Fiscal sponsor fees (actual costs only), capped at 15% of the grant budget.
- Projects in schools during school hours.
- Projects on university campuses that are open to the public.

Ineligible Expenses

- Activities or events outside the City of Fresno's sphere of influence.
- Expenses that do not expand access to arts or culture.
- Alcohol or controlled substances.
- Developing facilities on former or existing landfills or waste sites.
- Any expenses prohibited by Measure P.
- Cash prizes or scholarships.
- Political advocacy or lobbying.
- Fundraising costs.
- Projects with religious or evangelical purposes.
- Goods intended for resale.
- **Costs incurred before the Grant Agreement is executed.**



Cycle Three Example Budget Summary	
SECTION 1 - GRANTEE INFORMATION	
Grantee Organization Name:	
Fiscal Sponsor Organization Name (If applicable):	
Mailing Address:	
Phone Number:	
Contact Name:	
SECTION 2 - BUDGET SUMMARY	
A. Personnel Expenses (Salaries & Benefits, etc.)	
LINE ITEMS	BUDGET
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
Subtotal	\$-
B. Non-Personnel Expenses (Invoices, supplies, etc.)	
LINE ITEMS	BUDGET
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
	\$-
Subtotal	\$-
INDIRECT COSTS	\$-
C. Total Expenses	
Total Projected Budget	\$-

Example Budget

- Applicants must submit a projected budget outlining anticipated expenses per line item.
- **Personnel Expenses** = Staff
 - List the job title: Program Manager (50%), Intern, Apprentice, etc.
 - Include a % of time/total hours if not 100%
- **Non-Personnel Expenses** = Supplies, contracted services
 - Paints, mileage, equipment, consultant fees
- **Line item**- this is what you are expecting to purchase.
- **Budget**- how much are you spending on that line item.
- **General Indirect costs**- reasonable/proportionate share of the overall business or operational expenses that do not link to one specific project, product, or program but are necessary to overall operations.

Rubric Review: Expanded Access & Artists and Cultural Practitioners

Expanded Access & Support

- Project Support grant rubric sections:

Project Support Grants Scoring Rubric					
Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Support for Fresno's Artists and Cultural Practitioners (up to 3 points)	Organization does not employ or contract the services of emerging artists or culture practitioners that live within the City of Fresno.	Organization employs or contracts the services of at least one emerging artist OR culture practitioner that lives within the City of Fresno.	Organization employs or contracts the services of at least one emerging artist AND culture practitioner that lives within the City of Fresno.		
Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 4 points	Great 6 points	Excellent 10 points
Expanded Access to Arts and Culture (up to 10 points)	There is no clear example of how the project expands access to arts and culture.	The proposal partially demonstrates how the project expands access to arts and culture.	The proposal clearly identifies how the project expands access to arts and culture using at least one example .	The proposal clearly identifies how the project expands access to arts and culture using at least two examples .	The proposal clearly identifies how the project expands access to arts and culture using more than two examples .



Contract services with one emerging artist **AND** cultural practitioner



Use multiple examples to highlight expanded access

Expanded Access & Support

- General Operating Support grant rubric sections:

Core Operating Support Grants Scoring Rubric					
Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Expanded Access to Arts and Culture (up to 5 points)	There is no clear example of how the project expands access to arts and culture.	The proposal partially demonstrates how the project expands access to arts and culture.	The proposal clearly identifies how the project expands access to arts and culture using at least one example.	The proposal clearly identifies how the project expands access to arts and culture using two examples . Plans to evaluate whether the project was successful in expanding access are included.	The proposal clearly identifies how the project expands access to arts and culture using more than two examples . Detailed plans to evaluate whether the project was successful in expanding access are included.
Support for Fresno's Artists and Cultural Practitioners (up to 3 points)	Organization does not employ or contract the services of emerging artists or culture practitioners that live within the City of Fresno.	Organization employs or contracts the services of at least one emerging artist OR culture practitioner that lives within the City of Fresno.	Organization employs or contracts the services of at least one emerging artist AND culture practitioner that lives within the City of Fresno.		



Highlight in-depth evaluation planning to show expanded access



Contract services with one emerging artist AND cultural practitioner

Tips for Expanded Access to Arts & Culture

- Potential methods to Expand Access to Arts & Culture:
 - Offer services at no or reduced cost
 - Accessible location(s)
 - Reducing transportation barriers
 - Outreach to underserved populations
 - Unique/new services
 - Reducing language barriers
 - Increase art in public spaces
 - See **Cultural Arts Plan** for additional examples.
- State the connection clearly
 - “Our project will expand access to arts and culture by...”

Rubric Review: Organizational Stability

Organizational Stability

- General Operating Support grant rubric section:

Core Operating Support Grants Scoring Rubric					
Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Organizational Stability (up to 5 points)	The proposal does not identify how the grant will support organizational stability for arts and cultural organizations that reflect the cultural, geographic and demographic diversity of the City of Fresno.	The proposal partially identifies how the grant will support organizational stability for arts and cultural organizations that reflect the cultural, geographic and demographic diversity of the City of Fresno.	The proposal clearly describes how the applicant organization reflects the cultural, geographic or demographic diversity of Fresno and includes at least one example. The proposal clearly identifies how the grant will support organizational stability and includes at least one example.	The proposal clearly describes how the applicant organization reflects the cultural, geographic or demographic diversity of Fresno, including at least two examples. The proposal clearly identifies how the grant will support organizational stability and includes at least two examples.	The proposal clearly describes how the applicant organization reflects the cultural, geographic or demographic diversity of Fresno using more than two examples. The proposal clearly identifies how the grant will support organizational stability using more than two examples.

Tips for Organizational Stability

- Provide examples of how your organization reflects the **cultural, geographic, OR demographic diversity** of Fresno.

Which example provides enough detail to score well?

Example 1:

“Our organization serves all cultures and demographics in Fresno, thus reflecting the diversity of the area.”

Example 2:

“Our organization reflects both the cultural and demographic diversity of Fresno by providing Spanish language radio programming to the public and by featuring emerging local Spanish language musicians on our station.”

Tips for Organizational Stability

- Provide examples of how the grant will support **organizational stability**.

Which example provides enough detail to score well?

Example 1:

“The grant will help our organization to continue by paying for much-needed staff and other operating costs.”



Reminder:
fundraising costs
are NOT eligible.

Example 2:

“EAAC Cycle 3 will support the stability of our organization in the following ways: 1) Allowing us to hire a part-time creative director to oversee the production of our annual performances; 2) Supporting utility costs for our public venue; 3) Allowing us to provide discounted show tickets to eligible community members; and 4) freeing up funding for a re-brand and improved marketing to increase participation.”



Thank you!

Questions will be reviewed shortly.

Contact Email:

Expandedarts@fresno.gov

Applications, Guidelines, & NOFO:

www.fresno.gov/eaac