



Folklife & Traditional Arts Project Grant Evaluation Criteria and Scoring Guide

Funding Criteria: *Artistic Quality of Programming (40 pts.)*

Subcriteria	Area of Application	Evaluation Details
Creativity in proposed project’s concept, design, and execution	Addressed in narrative	Thoughtfully conceived and developed project with desired outcome(s)
Project contributes to traditional arts and folklife in New Hampshire including the form of the tradition(s)	Addressed in narrative	Project clearly deepens the appreciation for and understanding of folklife and traditional arts in New Hampshire and supports traditional artists and cultural communities so that they can continue to preserve these living traditions for future generations to benefit from; Project impacts the cultural transmission and sustainability of this art form and/or the vitality of the community from which it comes
Fulfillment of the organization’s mission	Addressed in narrative	Project aligns and supports organization’s mission and goals
Quality of traditional artists and/or cultural specialist(s), community scholar(s), and/or folklorist(s)	Work Samples Index and Work Samples; addressed in narrative	Proposed and/or committed traditional artist(s) demonstrate high artistic skill, experience, and connection to the community or group from where the tradition(s) emerged; Proposed and/or committed cultural specialist(s), community scholar(s), and/or folklorist(s) have strong background, experience, and public communication skills in presenting traditional culture (<i>if applicable</i>); work samples provided directly support and align with the applicant’s proposed project; Project features New Hampshire traditional artists and/or New Hampshire Traditional Arts & Folklife Listing Roster Artists
Traditionality and/or cultural significance of the art form(s) to New Hampshire	Addressed in narrative	Appropriateness of art form(s) to the grant definition of Folklife and Traditional Arts; Relevance and importance of the tradition(s) to New Hampshire



Folklife & Traditional Arts Project Grant Evaluation Criteria and Scoring Guide

Funding Criteria: *Community Support, Representation, and Benefit (35 pts.)*

Subcriteria	Area of Application	Evaluation Details
Contribution to the enrichment and education of the community it serves	Addressed in narrative; applicant program materials	Organization contributes to their community through the regular presentation and development of programming; Organization plays a significant role in the environment of the community.
Community support	Addressed in narrative; Budget; Letters of Support	Evidence of clear involvement and support from project partners (organizations, artists, etc.) in project conception, development, and execution; Community support is clearly evidenced through donated or in-kind services and volunteers; project demonstrates support by the community or local government.
Ease of access	Addressed in narrative; Budget, NEA Accessibility Checklist	Project is highly accessible due to location and cost; provides appropriate accommodations for physical and programmatic access to individuals of all abilities (and is reflected in the budget); facilities are ADA-accessible.
Geographic location and reach of an applicant	Addressed in narrative	Project maximizes applicant's reach to the community they serve, population outside of their primary programming area, and/or across the state of New Hampshire.
Intentionally reaches and serves populations underserved by the arts	Addressed in narrative	Clearly defined plan and evidence of reaching populations historically underserved by the arts due to race, ethnicity, country of origin, language, economic capacity, gender identity, sexual orientation, ability, and/or geography



Folklife & Traditional Arts Project Grant Evaluation Criteria and Scoring Guide

Funding Criteria: *Administrative Capacity (25 pts.)*

Subcriteria	Area of Application	Evaluation Details
Financial information	Budget, Board-approved financial statement, addressed in narrative	Proposed project budget is clearly feasible and the applicant has utilized the notes column to detail how requested grant funds will be used; organization is financially stable or has articulated plans for stability; Board-approved financial (income and expense) statement is detailed adequately for the size of the organization; demonstrated plan for securing additional funding and/or in-kind support if applicable
Key personnel	Addressed in narrative, resume of project leader, board list (if applicable)	Clear demonstration of experience and qualifications of project staff to plan, implement, and complete the project; no board members are proposed to receive requested grant funds
Promotion and publicity plan	Addressed in narrative	Well-developed promotion/publicity plan that utilizes appropriate media resources and strategies to effectively reach the target audience(s)
Feasibility of project	Addressed in narrative	well-designed and actionable project plan with realistic project timeline
Project measurements and outcomes	Addressed in narrative; Samples of relevant evaluation forms, assessments or rubrics	Clear, appropriate method and inclusion of tool(s) to evaluate the effectiveness and impact of the project, with particular focus on how well the project meets stated goals and provides participant and/or community benefit

Scoring Guide	Overall Score
Excellent	90-100
Good	80-89
Average	70-79
Not recommended for funding	69 and below