

The Urban Enhancement Trust Fund 2026-27 Scoring Rubric
100 points total

What will you do with the money? (no score, but sets the tone for the proposal specifics)			
<p>Please provide a short video (under 1 minute long) or a written statement (150 word max) telling us what you would do with a UETF grant.</p>		<p>Strong answers will provide a concise and thoughtful description of how the funds will be used to advance a project's goals and impact.</p>	<p>Weak answers will be unclear, vague, or not adequately describe the current project and how the funds will go towards advancing those goals.</p>
Project Description (300 word limit - 25 points)	20-25 points	11-19 points	0-10 points
<p>Describe the proposed project or activities. All projects should have a favorable economic, educational, or cultural impact on the city.</p>	<p>Clear, concise description of the proposed project or activities. Description also connects the proposed project with the mission of the organization and responds creatively to the needs or desires of a community, and that impact is specific and well-articulated.</p>	<p>The project is described clearly but may lack creativity in the response to community needs and desires. Alignment between the project and the organization's mission is unclear or questionable, and impact is noted but may be general.</p>	<p>The project description is vague or unclear and lacks specifics, or a project is not described. There is no alignment between the project, the organization's mission, and the needs of a community.</p>
Organizational commitment – 20 points total			
Organizational Commitment (300 word limit – 15 points)	11-15 points	6-10 points	0-5 points
<p>How is your organization uniquely suited to fulfill this project? Include information on the project's accountability measures, evaluation process(es), or self-identified metrics for success.</p>	<p>The organization clearly demonstrates a unique capacity and commitment to the proposed project, and are able to show how they are building and maintaining meaningful, intentional, and diverse experiences and relationships between their organization, the community they serve, and the artists they engage with. The proposal includes specific quantitative or qualitative metrics that are appropriate to the organization and its mission.</p>	<p>The organization demonstrates adequate capability but may lack evidence of a specific relationship with community and artists. Evaluation process(es) and metrics are described, but may lack specificity or not be appropriate to the project and its goals.</p>	<p>Limited evidence that the organization is well suited for the proposed project. Vague or nonexistent metrics or evaluation process.</p>

Key Personnel (200 word limit – 5 points)	5 points	2-4 points	0-1 points
Description of up to two key Artist/Professionals and two key Administrative/Fiscal/Fundraising personnel and their role in the project.	The proposal describes who the key artists/ professional(s) are and what they bring to the project. The proposal also details why the organization chose to work with this particular professional on this particular project, if guest artist/personnel are included.	The proposal describes the professional(s) but may lack details on why specific people were chosen or how they contribute uniquely to the project's goals. Also if only 1 or 2 people are listed, but should be proportional to size of organization.	The personnel description is vague, with unclear roles or contributions to the project.
Impact on the Community (300 word limit – 20 points)	16-20 points	8-15 points	0-7 points
Please explain how a specific population(s) will be served by the project, how the organization has worked in the population(s) the project will serve, and how any members of your organization are part of the identified population(s) served.	The proposal clearly describes the makeup or characteristics of the population(s) engaged/served by this project, and the organizations relationship to these communities, including members of the organization who are a part of the population(s) served. The organization also provides specific examples of how they have favorably impacted a community and built relationships.	The proposal outlines the population(s) served by the project, but may lack specifics of the community, and the organization's relationship to them, including evidence that the organization has worked in the community before, or that a member of the organization belongs to the population(s) the project hopes to serve.	The proposal does not address how the population(s) will be engaged/served and provides no details of their previous impact or relationship-building.
Diversity, Equity, Inclusion, and Access – 20 points total			
Values, processes, and protocols (200 word limit – 15 points)	11-15 points	6-10 points	0-5 points
Describe how your project is committed to diverse, equitable engagement and outcomes at every level of the project.	Organizations describe clearly defined policies, programs, values, and/or initiatives that center diversity, equity, inclusion, and access (DEIA). The organization can also demonstrate a long-standing commitment to DEIA practices in their work with communities, and can show that members of historically minoritized communities are a key role in the decision making as members of staff, board, and/or creative projects.	Organization describes a DEIA policy, but may lack details on how the policies are enacted. The proposal may describe members of historically minoritized communities that are invited in for projects, but do not occupy key roles within the organization.	There is little evidence of a commitment to DEIA policies, or the organization is vague about policies, leadership demographics, or populations they engage with.

Leadership and populations served (200 word limit – 10 points)	8-10 points	4-7 points	0-3 points
Describe: (1) the demographics of the leadership of your organization and/or project; and (2) the demographics of the proposal’s beneficiaries as specifically as possible.	The organization clearly describes the demographic make up of leadership – staff and board, and can prove a commitment to having diverse leadership or commitment to building representative leadership. The organization clearly describes the population(s) served, and can show that leadership is reflective of those populations.	The organization describes the demographic makeup of leadership but may not have evidence of a longstanding commitment to investing in diverse representation. The organization describes the population(s) served, but leadership may not resemble those demographics.	The personnel description is vague, with unclear roles or contributions to the project. The population(s) served is undefined, and there is little evidence of long standing commitment to them.
Project Budget – 10 points total			
Budget Narrative – 5 points	5 points	2-4 points	0-1 points
The budget narrative should describe briefly how the UETF funds will be used for this project. Describe all other sources of cash funds and in-kind contributions for this project including city, county, state, and federal grants or contracts for services, other non-profit organizations’ contributions, earned revenues and other community support.	The budget narrative is clear, specific, and aligned with project goals. It specifically and clearly answers the points posed in the question – numbers 1-4.	The budget narrative is complete but may lack specificity or clear alignment with project goals. Some funding sources or details may be missing.	The budget narrative is vague, incomplete, or unclear.
The scope of all budget costs should be as complete as possible. Each cost should be a separate line item. Budget items should include:			
1. The requested funding from UETF			
2. Funding from other sources (Potential or committed)			
3. Descriptions of in-kind contributions			
4. Possible additional expenses			

Budget Form – 5 points	5 points	2-4 points	0-1 points
Upload a completed budget form with clear line items.	The budget form is clear and complete. The requested amount, as well as the distinction between two fiscal years is present.	The budget form is complete but may lack detail or clarity.	The budget form is incomplete or unreasonable in the cost estimate.