2022 Queens Arts Fund Evaluation Criteria: New Work Grant

Below are the review criteria for the 2022 New Work Grant. Each category ranks from 3 as the highest score possible and 1 as the lowest score possible. Scores of each category are tallied to compose an applicant's total score. Please use the guiding questions when scoring and review project proposals only based on the information provided in the application. Do not reference or determine scores using outside material.

- Outstanding (3) - very strong with only minor weaknesses
- Good (2) - strong with one or more moderate weaknesses
- Poor (1) - many major weaknesses, with very few strengths

Creativity & Artistic Vision (3)

Applicants and their collaborators should have experience that is well-matched to the project’s goals. The project description and work samples should demonstrate a high level of creativity and innovation.

- What is the project that is being proposed? Are both the project concept and logistics clearly described?
- Is it new work or work-in-progress that has never been presented to the public before?
- Do the work samples demonstrate that the applicant uses the materials and resources available to them in creative, innovative ways?
- Does the applicant demonstrate a strong personal motivation for creating this specific project, at this point in their creative practice? Does the applicant demonstrate an authentic connection to the project topic?
- If this is not a solo project: who are the other participating artists and collaborators (either tentative or confirmed)? Are their roles in the project clearly described?

Public Component & Community Resonance (3)

A competitive application clearly identifies the project’s intended Queens-based audience or community and provides an engaging, culturally relevant arts or cultural experience that speaks to the diversity of the Queens Borough. Projects must include a public sharing of work that occurs in Queens or virtually, with a live-component in order to be eligible.

- Is it clear how the applicant plans to share their project with the public?
- Is this project likely to resonate with members of the target audience?
- What is the applicant’s relationship to their target audience? Why do they want this project to reach this group of people? Does the applicant demonstrate an authentic, personal connection to their target audience?
- What is the marketing and outreach plan? Does it seem likely to reach the intended audience?

Equity & Access (3)

QAF aims to work towards furthering racial and economic equity in its grantmaking practices and actively seeks to fund applicants and their proposals that meet program funding priorities, as outlined in QAF grant guidelines.

- Is this project created by an artist or artists who have been historically excluded and under-represented in arts and cultural funding?* Is the project targeted toward an audience/community that has been historically excluded and under-represented in arts and cultural funding?
- Does this project center artists and audiences from Queens neighborhoods that have been historically under-funded in past QAF grant cycles? Applicants based in Long Island City, Astoria, Ridgewood, Jackson Heights, and Woodside have received the highest portions of funding in past QAF grant cycles.
• Does this project offer cultural, geographic, economic, disability and physical access to the target community and general public?
  ○ Is it free, or is there a sliding scale fee to participate in programs?
  ○ Is this project offered in languages other than English or are there translation services provided?
  ○ Are public programs compliant with the Americans with Disabilities Act?
• If awarded, would this applicant be a first-time QAF grant recipient?

*In arts and cultural sector funding, those who have been historically excluded and under-represented are members of Black, Indigenous, and People of Color communities, LGBTQIA2S+ folks, immigrants, and disabled folks.

**Project Development & Feasibility (3)**

*Demonstrated ability to successfully complete the project as proposed. Keep in mind that shifts in exact project venue, dates, and eligible budget expenses are allowable, but proposed projects must include a public event that takes place in Queens or virtually before or on December 31st, 2022.*

• Overall, does the application provide a basic understanding of the ‘who,’ ‘what,’ ‘when,’ ‘where’ and ‘how’ of the project?
• Is the timeline clear and realistic in relation to the project’s scope?
• Is the project and public component flexible enough to accommodate minor, unforeseen changes or roadblocks?