

# WEAVE-A-DREAM

## 2019 Review Criteria

Cultural Resources Department



The City is seeking to invest in innovative projects that have a measurable impact, create new projects/programs, and/or sustain current community and cultural arts initiatives. Projects can encompass a variety of artistic disciplines and a range of program formats. Projects should actively engage the community.

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### **Program Design - 25 Points**

- Project exemplifies innovative and creative programming with clear objectives, and strategies that focus on artistic quality.
  - Project demonstrates careful planning and a realistic execution strategy.
  - Organization demonstrates ability to produce effective and engaging programming that utilizes appropriately skilled artists and educators.
  - Project defines strategies that allow all individuals of the community to have equitable access to cultural and arts programming.
  - Project works towards creating planned collaborative efforts with public and private entities for the purpose of sharing resources, promoting the arts, and/or providing programs.
  - Demonstrates broad range of community support – whether the commitment is financial or represents human capital.
  - Project has a marketing strategy that promotes the programs to the target audience.
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### **Alignment with Priorities – 25 points**

- Project clearly addresses one or both of the priorities.
- Partnerships are positioned to guide program design, participant communications, and financial resources that are relevant to the project's success.

#### **Neighborhood Revitalization**

- Presents programming that is relevant to neighborhoods.
- Provides civic engagement in the design and implementation of programming and promotes the growth of the creative community.
- Uses cultural and arts programming as a core component to the design and improvement of the community's built environment.

#### **Youth Focused**

- Promotes expanding communication, skill development, entrepreneurial avenues, and education through arts and cultural initiatives.
- Provides mentorships, professional and technical skill development to prepare youth and young adults to become workforce-ready.
- Provides arts and/or culture educational opportunities presented for young people that engage them as program audience, program stewards, and artists/performers, and that use young people's input to design and implement projects.

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### Program Impact - 25 Points

- Organization utilizes comprehensive evaluation methods used to measure program/project effectiveness.
- Project engages audience segments, specifically in areas outside the Landmark Historic District.
- Organization measures the effectiveness of the programs' design that impacts equitable access and addresses barriers of engagement and entry.
- Provides for multiple levels of engagement (planning, performance opportunities, technical/arts administration training opportunities, or observation of /participation in cultural/arts activities).

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### Project Accountability - 25 Points

- Past compliance of City investment programs (if applicable).
- Well-articulated goals.
- Well-defined implementation strategies.
- Diverse board and staff (age, gender, ethnicity, professions, geographic representation, etc.) reflective of the Savannah community (if a non-profit organization is applying).
- Practicality/feasibility of budget projections for proposed activities and overall operations.
- Overall quality of application preparation/completeness of information.
- Accuracy of budget and itemization.