

<b>Rubric for Neighborhood and Downtown Activation Grant</b>	
<b>PROPOSED ACTIVATION NAME</b>	
<b>Basic Eligibility</b>	<b>Yes/No</b>
<i>Location</i> <i>The proposed activation has listed a concrete location in the City of Boston</i>	
<i>Applicant Eligibility</i> <i>The application is an individual, non profit organization, collective, fiscally sponsored group, or a business working in partnership with community partners,</i> & <i>The applicant(s) is/are either Boston residents, partnering with a Boston group/organization, or otherwise demonstrate that their project is led by partners or artists, all of whom have a direct relationship to the community or area in which the activation or program is taking place</i>	
The proposed activation is free and open to the public	
The application details a concrete accessibility plan	
<i>Documents</i> <i>The applicant has included all required application materials:</i> <ul style="list-style-type: none"> <li>• <i>complete application</i></li> <li>• <i>complete and detailed project budget</i></li> <li>• <i>demographic form upload (not required for individual applicants)</i></li> <li>• <i>most recent organizational budget</i></li> </ul> <i>For nonprofits:</i> <ul style="list-style-type: none"> <li>• <i>proof of 501(c)(3) status or fiscal sponsorship</i></li> <li>• <i>Form 990 (required for non-profit organizations and organizations using fiscal sponsorship)</i></li> </ul> <i>For businesses:</i> <ul style="list-style-type: none"> <li>• <i>a copy of an up to date Business Certificate</i></li> <li>• <i>a most recent copy of a business financial statement that includes a balance sheet, income statement, cash flow statement</i></li> </ul>	
Applicants are required to meet all of the above eligibility to be considered for funds. If missing above eligibility, MOAC can request materials if other sections of the application are strong.	<b>Meets basic eligibility/does not meet basic eligibility</b>
<b>Creative Activation Criteria</b>	<b>Does not meet criteria: 0</b> <b>Meets Criteria: 1</b> <b>Exceeds Criteria: 2</b>
The proposed activation is an arts, cultural, and/or creative experience in a publicly accessible space that imagines and explores new possible uses for that space.	
The proposed activation centers the social fabric, traditions, norms, and conversations happening within the community, highlighting its existing strengths and history.	

<b>Rubric for Neighborhood and Downtown Activation Grant</b>	
<b>PROPOSED ACTIVATION NAME</b>	
The proposed activation demonstrates many kinds of creative elements, cultural traditions, artistic disciplines, artists and community engagement	
<p>Authentic Community Roots: The proposed activation is designed, planned, and executed in partnership with, and to benefit, residents, local organizations, business owners, and workers within and surrounding the space. This means the applicant has a direct relationship to the community or area in which the activation or program is taking place (i.e. being from that community or having spent a significant amount of time working and building relationships in that place) AND they are able to state/address a community need/desire or public benefit through concrete explanation</p> <p>Exceeds criteria: The application demonstrates a deep understanding of community need/desire and the proposed activation is led by and for residents living in and around the surrounding area, and details a community engagement plan that goes beyond the public as an audience and strategically building opportunities for residents, civic groups, businesses, and other local stakeholder in the surrounding area to contribute to the vision, creation, and enjoyment of the activation.</p> <p>Meets criteria: If an applicant is from outside of the community, but the application demonstrates deep understanding of community need/desire and partnership with a community organization(s) and/or artists from the community directly impacted by the activation.</p> <p>Does not meet criteria: There is little to no connection to the community and demonstrates little to no understanding of community need/desire.</p>	
<b>Total</b>	<b>0</b>
<b>Considerations and Priorities</b>	<b>Does not meet criteria: 0</b> <b>Meets Criteria: 1</b> <b>Exceeds Criteria: 2</b>

<b>Rubric for Neighborhood and Downtown Activation Grant</b>	
<b>PROPOSED ACTIVATION NAME</b>	
<p>2a. Activation Demographics &amp; Location Priorities: The activation explicitly works to address systems of inequity by a.) explicitly prioritizing neighborhoods that have been most adversely impacted by COVID-19 and b.) centering voices who are historically and presently underrepresented and underserved.</p> <p>Select exceeds criteria if the proposed activation is in partnership AND takes place in the following neighborhoods and demographics: Downtown, Mattapan, Roxbury, Dorchester, Hyde Park, East Boston, and Chinatown and also centers women, immigrant communities, Black/African American population, Latino/Latina/Latine population, LGBTQIA+ communities, those experiencing homelessness.</p> <p>Select meets criteria if located in Boston outside of priority areas while still centering women, immigrant communities, Black/African American population, Latino/Latina/Latine population, LGBTQIA+ communities, those experiencing homelessness.</p> <p>Select does not meet criteria if the proposed activation does not explicitly center the above.</p>	
<p>2b. The proposed activation demonstrates authentic partnerships and collaboration that bring communities that are segregated due to race, income, or geographic boundaries, into conversation and cross-neighborhood collaboration with each other</p> <p>Select does not meet criteria if no partnerships are listed</p>	
<p>2c. The proposed activation prioritizes collaboration and demonstrates strong <u>established</u> community partnerships</p> <p>Select exceeds criteria if application demonstrates strong collaboration between three or more community partners. Partnerships should be secured and established to exceed criteria</p> <p>If applicant does not have any partners, select does not meet criteria.</p>	
<p>2d. Add 1 point for clear youth participation and training</p> <p>This includes: Integrating outcomes for young people (ages 14 to 24) into the activation, facilitating opportunities for young people to inform and lead work, including opportunities to learn specific skills or gain career exposure</p>	
<b>Total</b>	<b>0</b>
<b>Strategy and Evaluation</b>	<p><b>Does not meet criteria: 0</b>  <b>Meets Criteria: 1</b>  <b>Exceeds Criteria: 2</b></p>

<b>Rubric for Neighborhood and Downtown Activation Grant</b>	
<b>PROPOSED ACTIVATION NAME</b>	
3a. The application provides a detailed timeline of the activation, from conception to implementation to follow up, and demonstrates an understanding of how to put on an event in Boston.	
3b. The application demonstrates concrete measurable goals and provides a clear and tangible evaluation plan.  This includes concrete measurable goals in the activation description and an outline of the evaluation plan in the evaluation section.	
3c. The goals and definition of success aligns with this grant program's goals.	
3d. The applicant demonstrates previous experience or strong related experience to their proposed activation.	
<b>Total</b>	<b>0</b>
<b>Event Management</b>	<b>Does not meet criteria: 0</b> <b>Meets Criteria: 1</b> <b>Exceeds Criteria: 2</b>
The proposed activation seems thoughtfully planned for the community it is located in, including a clear timeline commensurate with their proposal, clear description of activation, a clear evaluation of success and accountability, acknowledges needs to permits, a budget that is commensurate with the proposal, fair pay for artists and partner organizations, etc.	
Event Category: How would you categorize this event? (not a scored question)  Example: music festival, outdoor public art installation, galleries, cultural festival, film, youth-led arts, public market, dance, community event with creative performances, theater production, etc.	
<b>Total</b>	<b>0</b>
<b>Total Sum (out of 25 points)</b>	<b>0</b>