

Urban Enhancement Trust Fund 2024-2025 Scoring Rubric
100 points total

Organization Mission Statement - (no score)		
1. If you are a fiscally sponsored project please include both the mission statement of the project organizer and of the organization serving as your sponsor.	The organization clearly states their mission statement, and that of their fiscal sponsor if applicable. The mission statement is not scored and does not count against total application word count.	No Score
Project Description - 500 word limit		
2. Describe the proposed project or activities.	Answers that clearly and concisely describe the proposed project and associated activities will receive higher scores. Best answers will also describe how this project connects with the mission of the organization, the needs of the community and how it will relevantly engage the audience. Lower scores will be given for answers that remain vague, unclear, leave unanswered questions, or do not describe the proposed project.	Max points: 20
Organizational Capacity - 300 word limit		
3. Please provide information that demonstrates the project or organization's ability to carry out the proposed project. Include information on the project's accountability measures, evaluation process(es), or self-identified metrics of success.	Strong answers will be able to show how organizations are building meaningful, intentional, and diverse experiences and relationships between their organization's mission/purpose, the community they serve, and the artists they engage with. High scores for answers that can speak thoughtfully about the nuances of the situation, that is, that are acutely aware of how this situation has an impact on how they define merit, but that can also be nimble and envision finding unforeseen opportunities that may arise out of this situation.	Max points: 20
Impact on the Community - 300 word limit		
4. All projects should have a favorable economic, educational, or cultural impact on the city. Please include information about how the project will enhance the urban environment of Albuquerque, increase awareness of the creative economy, and promote Albuquerque as an artistic community. Additionally, 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.	High scoring answers will clearly touch on the points raised in the question. They will describe the makeup or characteristics of the populations engaged/served in this project, and the organization's relationship to these communities. High scoring applications will also clearly describe how this project support's Albuquerque's creative economy and visibly elevates Albuquerque as a creative community. Highest scores will be given to answers that can cite specific examples of how they have favorably impacted the community, built relationships, and describe the specific measurable outcomes they hope to achieve with this particular project. Low scores will be given to applications that do not clearly describe the project's proposed impact or how the organization intends to build relationships to and support for the populations served by this project.	Max points: 20

Diversity, Equity, Inclusion & Access - two questions

The City of Albuquerque has identified racial equity as a priority goal to address longstanding, racially disparate economic and social outcomes. Local government dollars used for contracting, consulting and procurement should benefit broad representation of Albuquerque's population. Responder organizations must address how their project will contribute to addressing racial inequities. **(30 points combined)**

<p>5A: Values, processes, and protocols (300 word limit)</p> <p>Describe how your project is committed to diverse, equitable engagement and outcomes at every level of the project. For example, have you adopted a policy on Diversity, Equity, Inclusion, and Access? How will you set goals and track outcomes related to Diversity, Equity, Inclusion and Access? What racial/cultural equity practices, programs or initiatives of the organization are you implementing to expand opportunities and encourage inclusivity to otherwise underserved populations?</p>	<p>High scores will be given to organizations that have clearly defined policies, programs, values, and/or initiatives that center diversity, equity, and inclusion (DEIA). Highest scores will go to organizations that can, not only, describe the initiatives and their measurable outcomes, but that can demonstrate a long standing commitment to DEIA practices in the work of their organizations with clear examples. High scoring applications should be able to show that members of historically minoritized communities make up key decision making roles in staff and board leadership, and that programs and services prioritize these populations, among other points. Low scoring applications will have unclear policies, programs, and initiatives; may not have a diverse staff or board; or cannot offer clear and measurable examples of how they intend to achieve DEIA goals.</p>	<p>Max points: 15</p>
<p>5B: Leadership and populations served (300 word limit)</p> <p>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.</p>	<p>High scoring applications will clearly describe the demographic makeup of leadership - staff and board. Highest scoring applications will be able to convey a long standing commitment to having diverse, demographically representative leadership and/or an ongoing commitment to building representative leadership from minoritized demographics. High scoring applications should show a leadership team that reflects the makeup of the community served and/or the community at large. High scoring applications will also clearly describe the makeup of the populations served by this project, centering underserved communities as much as possible. Highest scoring applications will showcase an organization that has authentic and deep relationships with these communities. Low scoring applications will show organizations that have little identifiable interest in elevating diverse, representative leadership in staff and board. Lower scoring applications may offer a vague picture of the project's beneficiaries.</p>	<p>Max points: 15</p>
<p>Key Personnel - 200 word limit</p>		
<p>6. Description of up to two key Artist/Professionals and two key Administrative/Fiscal/Fundraising personnel and their role in the project. If using a fiscal sponsor/agent, include at least one bio of a key member of Fiscal Sponsor/Agent.</p>	<p>High scoring applications will describe who the key artist professionals are, and what they bring to the project. High scoring applications will also describe why the organization chose to work with these professionals, specifically, on this particular project. If using a fiscal sponsor, answers may describe the partnership between the fiscal sponsor and the applicant. Low scores will be given to applicants that offer vague descriptions for engaging with these professionals. Applicants</p>	<p>This information provided here will be considered as part of the score for Questions 5A & 5B.</p>

	will not be marked down for engaging with emerging professionals or professionals that may not have the professional “expertise” often associated with high performance (i.e. multiple degrees, accolades, or years of experience.)	
<p>Budget - Two sections</p> <p>It is essential that the submitted budget be reasonable, balanced, and represents a fair market value of services for dollars requested. There should be a demonstration of additional support from the community listed within the budget of the project. Provide additional information regarding any in-kind, earned income and/or matching support within the budget. The UETF should not be the sole source in funding the project. (10 points combined)</p>		
<p>7A: Budget narrative (100 word limit)</p> <p>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.</p> <p>The scope of all budget costs should be as complete as possible. Each cost should be a separate line item. Budget items should include:</p> <ol style="list-style-type: none"> 1. The requested funding from UETF 2. Funding from other sources 3. Detailed descriptions of in-kind contributions 4. Possible additional expenses 	<p>Highest scores will be given to applicants that clearly and specifically answer the points posed in the question - numbers 1-4. Applicants should express a clear picture of what is needed in this budget to successfully complete the project and where they can identify matches to the award. Low scores will be given to vague budgets. Note: during this uncertain time, there should be leeway given to applicants that may have some challenges in describing a concrete budget. Solid answers may describe the ever changing nature of the proposed project, rather than offering incomplete information.</p>	<p>Max points: 5</p>
<p>7B: Budget form (upload)</p> <p>Attached budget here. Document size limit is 10mb. Download form here at https://www.cabq.gov/urban-enhancement-trust-fund/apply-for-a-grant/how-to-apply</p>	<p>High scores will be given to complete budget forms with reasonable amounts allotted to each line item. Low scores for budget forms with incomplete or confusing information.</p>	<p>Max points: 5</p>