

Urban Enhancement Trust Fund
FY 2028 – 2029 Scoring Rubric
100 points total

1. What will you do with the money? (Less than 1-minute video or 150-word limit)

The organization provides a clear, compelling, and concise description of how funds will be used.

No Score

2. Organization Mission Statement

The Mission statement does not count against total application word count.

No Score

3. Project Description (300-word limit)

High scoring answers clearly and concisely describe the proposed project or activities. The description also connects the proposed project with the mission of the organization and the needs of the community.

Maximum Points:
25

Minimum Points:
5

Best answers 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.

4. Organization Information

A. Organizational Commitment (300-word limit)

Strong answers will be able to show how organizations are building meaningful, intentional, and diverse experiences and relationships between their organization's mission or purpose, the community they serve, and the artists they engage with.

Maximum Points:
20

Minimum Points:
4

High scores will be given 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.

B. Key Personnel (200-word limit)

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 partnerships between the fiscal sponsor and the applicant.

Low scores will be given to applicants that offer vague descriptions of engaging with these professionals.

Applicants will not be marked down for engaging with emerging professionals or professionals that may have the “expertise” often associated with high performance (i.e. multiple degrees, accolades, or years of experience).

This information will be considered as part of the score for questions 6.A. and 6.B.

5. Impact on the Community (300-word limit)

High scoring answers will clearly touch on the points raised in the question. They will describe the makeup or characteristics of the populations engaged or served in this project, and the organization’s relationship to these communities. High scoring applications will also clearly describe how this project supports 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.

Maximum Points:
20

Minimum Points:
4

6. Diversity, Equity, Inclusion, and Access (DEIA)

A. Values, processes, and protocols (200-word limit)

High scores will be given to organizations that have clearly defined policies, programs, values, and/or initiatives that center diversity, equity, inclusion, and access (DEIA).

Maximum Points:
15

Highest scores will go to organizations that can, not only, describe the initiatives and their measurable outcomes, but that can also demonstrate a long-standing commitment to DEIA practices in the work of their organization with clear examples.

Minimum Points:
3

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 diverse staff or board; or cannot offer clear and measurable examples of how they intend to achieve DEIA goals.

B. Leadership and populations served (200-word limit)

High scoring applications will clearly describe the demographic makeup of leadership – staff and board.

Maximum Points:
15

Highest scoring applications will be able to convey a long-standing commitment to having diverse, demographically representative leadership and/or ongoing commitment to building representative leadership from minoritized demographics. Highest scoring applications will showcase an organization that has authentic and deep relationships with these communities.

Minimum Points:
3

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.

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.

7. Budget

A. Budget Narrative (100-word limit)

Highest scores will be given to applicants that clearly and specifically answer points posed in the question (number 7.A.i – iv). 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.

Maximum Points: 5

Minimum Point: 1

Low scores will be given to vague budgets.

If applicants are unable to provide a concrete budget, applicants should be complete and describe the ever-changing nature of the proposed project, rather than submitting incomplete information.

B. Budget Form

High scores will be given to complete budget forms with reasonable amounts allotted to each line item.

Maximum Points: 5

Minimum Point: 1

Low scores for budget forms with incomplete or confusing information.