



LOI Evaluation

Total = 40 points

Response Options: Poor=1, Fair=2, Good=3, Very Good=4, Excellent=5

Creativity (CR)

10 points, 25%

Please rate the creative details of the project.

Aspects to Consider:

Creativity is a very broad term, rate based on your own opinion of what makes something creative (art, creativity, artists, culture, etc.). Is art at the heart and throughout the placemaking? Is the artistic component clearly described? Does the artistic component fit the placemaking objectives? Is the artistic component interesting, ambitious, or unique?

Please rate the primary creative person involved in the project.

Aspects to consider:

Does the person have the potential for successful direction of the art aspect of the project? Is there evidence that the person has creative qualities?

Collaboration (CO)

10 points, 25%

Please rate the organizations partnering on the project.

Aspects to Consider:

Is there an obvious connection to the project for each partner? Are the partners a good fit for the tasks needed for the project? Is there anyone missing? Any partners that are unexpected or unique? Are the partnerships sensible, equitable, authentic, and inclusive?

Please rate the description of how the partners will work together.

Aspects to Consider:

Is it clear which partner is doing what tasks? Are the skills of the partners well aligned with the tasks they are planning to perform? Are the partners a good fit for the tasks needed for the placemaking?

Community (CM)

10 points, 25%

Please rate the benefit of the project in relation to the community members.

Aspects to Consider:

Is the community (people who live, work and/or play within the geographic area) clearly defined by the applicant? Do they include geographic boundaries and demographics? Does the applicant describe why this project will be beneficial to the community members? Does the benefit described by the applicant fit the community needs? Is there evidence that the community influenced the description of benefits to the community?

Please rate the community involvement that will be implemented by the project.

Aspects to Consider:

Is there evidence of community involvement? Is the way that the community will be involved meaningful? Does the applicant identify special needs within the community and how they will address the needs? Does the applicant address any assets or distinctive components of the community that have been considered in the planning process?

Overall (OV)

10 points, 25%

Please rate the projected use of funds.

Aspects to Consider:

Is there an appropriate amount of money (requested and additional) to cover the project implementation?
Does the applicant provide a reasonable accounting for the use of the money?

Please rate the degree that the project will be a VALUABLE addition to the culture of Tampa.

Should this project move forward to the application phase of the process?

Choices

No

Maybe, I could use more information

Yes, but I have a low interest in the project

Yes, I'm very interested in the project

Special Considerations

Total = 25 points

Scored separate from the Total LOI Score

Please rate each statement for the quality of how the applicant has addressed them.

Response Options: Poor=1, Fair=2, Good=3, Very Good=4, Excellent=5

Embracing Diversity

Is there evidence of diversity throughout the application?

Diversity is defined as including all aspects of humanity such as race, ethnicity, gender, gender identity and expression, socio-economic status, nationality, citizenship, religion, sexual orientation, ability and age.

Local Artists Employed

Does the applicant identify local artists as partners for the project or is the applicant a local artist?

Population impacted is low socioeconomic status

Does the project assist an underserved community?

Works to solve an issue or problem

Does the applicant describe the problem or issue that this project will resolve.

All populations can access the project

Does the applicant address how special needs attendees will be accommodated? Does the applicant address how they will handle any other potential barriers to attendees?