

Arts Business Supports – Grading Rubric

Artistic Merit 20%	5 - Excellent	4 - Very Good	3 - Good	2 - Fair	1 - Poor
Artistic Practice	The applicant has an established practice with a history of presenting work to a relevant audience.	The applicant has an active practice with a history of presenting work to a relevant audience.	The applicant has an emerging practice with a history of presenting work to a relevant audience.	It is unclear whether the applicant has an active practice or history of presenting work to a relevant audience.	The applicant has no active practice nor any history of presenting work to a relevant audience.
Applicant Skill	Samples of past work demonstrate the applicant's ability to produce creative works at an excellent skill level for their discipline.	Samples of past work demonstrate the applicant's ability to produce creative works at very good skill level for their discipline.	Samples of past work demonstrate the applicant's ability to produce creative works at a competent skill level for their discipline.	It is unclear whether the applicant is able to produce creative works at a competent skill level for their discipline.	Samples of past work demonstrate the applicant is not able to produce creative works at a competent skill level for their discipline.
Relevance	The proposed project is highly relevant and appropriate to the applicant's practice, career stage, and community/geographical context.	The proposed project is very relevant and appropriate to the applicant's practice, career stage, and community/geographical context.	The proposed project is relevant and appropriate to the applicant's practice, career stage, and community/geographical context.	It is unclear whether the proposed project is relevant and appropriate to the applicant's practice, career stage, and community/geographical context.	The proposed project is not relevant and not appropriate to the applicant's practice, career stage, and community/geographical context.

Impact 50%	5 - Excellent	4 - Very Good	3 - Good	2 - Fair	1 - Poor
Development Potential	The project is certain to develop, expand, or increase the revenue earning potential of the artist.	The project is likely to develop, expand, or increase the revenue earning potential of the artist.	The project has the potential to develop, expand, or increase the revenue earning potential of the artist.	It is unclear how the project would develop, expand, or increase the revenue earning potential of the artist.	The project is unlikely to develop, expand, or increase the revenue earning potential of the artist.
Market Impact	The proposal precisely identifies the communities, audiences and/or participants for whom the work is intended.	The application clearly identifies the communities, audiences and/or participants for whom the work is intended.	The application identifies the communities, audiences and/or participants for whom the work is intended.	It is unclear who are the communities, audiences and/or participants for whom the work is intended.	The application does not identify the communities, audiences and/or participants for whom the work is intended.

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Feasibility 30%	5 - Excellent	4 - Very Good	3 - Good	2 - Fair	1 - Poor
Applicant Readiness	Supporting materials demonstrate that the applicant and key collaborators have excellent business skills, readiness and capacity to fulfill their roles on the project.	Supporting materials demonstrate that the applicant and key collaborators have strong business skills , readiness and capacity to fulfill their roles on the project.	Supporting materials demonstrate that the applicant and key collaborators have adequate business skills , readiness and capacity to fulfill their roles on the project.	It is unclear from the supporting materials whether the applicant and key collaborators have the business skills, readiness or capacity to fulfill their roles on the project.	Supporting materials demonstrate that the applicant and key collaborators do not have the business skills , readiness or capacity to fulfill their roles on the project.
Project Planning	The project plan is clear, detailed, and realistic , and includes ample time and resources for each phase, including application process.	The project plan is clear and realistic and sets aside enough time and resources for each phase, including the application process.	The project plan is realistic and sets aside adequate time and resources for each phase, including the application process.	The project plan is unclear . It is unclear whether it includes adequate time and resources.	The project plan is unrealistic , and/or does not set aside enough time and resources for each phase.
Budget	Projected fees and expenses are clearly explained and justified by project plan and support materials .	Projected fees and expenses are clearly explained and justified by project plan .	Projected fees and expenses are explained and justified by project plan .	Projected fees and other expenses are not clearly explained and/or not justified by project plan .	Projected fees and other expenses are not explained or justified .