



### **Public Review Panel Instructions**

Thank you for assisting with the City of Alameda's **2025 Cultural Art and Arts Programming RFP** Public Review Panel. We are grateful for your expertise and guidance in funding recommendations. This grant program was created to support a diverse array of cultural arts and arts programming that is equitably dispersed across public places in Alameda (including Bay Farm, East and West Alameda). Cultural Art and Arts Programming should address cultural equity, diversity, and inclusiveness, and result in broad community benefits by enhancing the City's image and sense of place, contributing to economic vitality, and improving the community's exposure to arts.

For support call or email Jackie Keliiaa at [jkeliiaa@alamedaca.gov](mailto:jkeliiaa@alamedaca.gov) or call (510) 747-6857.

### **PANEL SCHEDULE**

Panel Review Orientation..... Monday, April 14

Scores Due..... Monday, April 21

Public Review Panel..... Monday, April 28

### **OVERVIEW PANEL REVIEW PROCESS**

Public Art Commissioners will be asked to review and score all applications by Monday, April 21. Panelists should use this document, and the review criteria listed as their guide in the review process.

On Monday, April 28 at 6:00 pm, the review panel will take place at City Hall, 2263 Santa Clara Avenue, in Conference Room 360 on the third floor. Applicants are welcome to attend and can make public comment (no more than three minutes) at the start of the meeting.

### **GUIDELINES AND EVALUATION CRITERIA**

Once qualified for review, the Public Art Commission will review proposals based on the following factors:

#### **Proposed Event or Program (35%)**

- Proposed event(s) or program(s) will benefit the broader community and engage local arts and culture groups and individuals.

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- High potential for proposed event(s) or program(s) to empower and celebrate Alameda.
- Proposed event(s) or program(s) plan details direct outreach to the greater Alameda community.

### **Experience / Capacity (25%)**

- An assessment of the organization's experience and/or capacity to implement programs and projects to enhance local arts and culture.

### **Budget (10%)**

- Budget is clear and appropriate.
- Inclusion of reasonable cost estimates within desired grant amount.
- Participating artists are compensated for their participation

### **Timeline (10%)**

- Inclusion of realistic program schedule.

### **Leveraged funds (5%)**

- Use of additional federal, state, philanthropic or other funds for the project.

### **Equity (5%)**

- Proposal addresses cultural equity, diversity, and inclusiveness.

### **Accessibility (5%)**

- People of all abilities can fully engage in the proposal.

### **Local Preference (5%)**

- Artist and/or arts organization based in the City of Alameda.

## **SCORING**

The Public Art Commission should use the following scale in assessing how well the applicant meets the review criteria. Numerical values are then translated to the appropriate weight for each criterion.

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5	Exceptional	Meets review criteria to the highest degree
4	Strong	Strongly meets review criteria
3	Good	Satisfactorily or successfully meets review criteria, average
2	Fair	Moderately meets some of the review criteria; needs some improvement
1	Underdeveloped	Minimally meets the review criteria; greatly needs improvement
0	Weak	Does not meet any elements of the review criteria

### **PANEL REVIEW DAY**

Please read all assigned applications in preparation for discussion and be prepared with comments that reflect your scores.

Commissioners will take turns being the lead readers and introduce each application by reading the prepared summary. Summaries are pulled from the applications.