



Special Project Grants Assessment Guide

For the 2008 revised Special Project granting program

OBJECTIVES

The purpose of the Special Project Grants Program is to invest in the development of special projects which will encourage artistic and organizational innovation; encourage Calgarians to engage in creative pursuits as artists and audience members; and build Calgary's reputation as a diverse, inclusive, innovative and vibrant city.

ASSESSMENT CRITERIA

Artistic and Organizational Innovation and Impact - *High Consideration*

- The impact of the project on the artists or organizations involved
- The creation of new work, development of new audiences, and / or advancement the chosen art form through the project

Citizen Engagement - *Medium Consideration*

- The public accessibility of the project
- The public impact of the project and the level of audience outreach and development

Administrative - *Medium Consideration*

- The presentation of a realistic budget and appropriate planning and allocation of resources for the project
- The applicant's experience, qualifications and proven ability to carry out the project

Civic Reputation - *Low Consideration*

- The geographic reach of the project.
- The quality of the planned promotion and marketing for the project.