EVALUATION PROCESS
FOR 2013 MTAB FUNDING APPLICATIONS

Applications will be evaluated by the MTAB Program Committee and the Managing Director. Applications will be scored utilizing the criteria and point system developed by the Houston Arts Alliance (HAA).

Applicants should address specific criteria when completing the Proposed Program description in the application, as well in the Marketing and Public Relations Plan. The criteria are intended to set standards; therefore, not every applicant will meet the criteria in exactly the same way. The size, mission and other characteristics of an organization are relevant to an organization's evaluation.

Artistic/Cultural Merit (40%) -- Key points of consideration:

- Activities that are of high artistic quality or exemplary of the organization's discipline
- Quality of the artists or experts involved in performances
- Innovative and creative programming and artist selection
- Artistic staff that shows vision and leadership
- Effective use of artistic resources of the community

Audience Development and Community Outreach (20%) -- Key points of consideration:

- Furthering an understanding of and generating interest in the organization's particular art form or discipline
- Ability to attract an audience appropriate in size to the Miller space
- Efforts to reach and serve visitors and tourists
- Outreach efforts to reach and serve new, special and/or diverse audiences

Cultural Tourism Impact (20%) -- Key points of consideration:

- Contribution of the organization's programming to the development of the region's cultural environment, particularly as it relates to benefiting tourism and hotel and convention industry
- Marketing and public relations efforts to promote programming to tourists and visitors
- Efforts to increase Houston's competitiveness as a cultural tourism destination.
- Programming that contributes to creating a regional identity/image of quality and creativity to attract and retain residents and visitors to Houston

Administrative Ability (20%) -- Key points of consideration:

- A continuing history of organizational stability and vision
- Financial stability; balance of earned and contributed revenue
- Accurate record keeping and preparation of financial reports
- Diversification of funding base (individuals, foundations, corporations) and the public sector
- Evidence of board/staff interaction and effective board governance
- Evidence of leadership of administrative staff
- Ability to deliver the final performance product effectively and efficiently
- The overall quality of the application
- Timely and accurate submission of reports to MTAB

Scores below 70 will not be considered for funding