

# PANEL RESULTS & COMMENTS

## 2019 PROJECT SUPPORT II



### Beachwood Arts Council

**Your Project Title:** 2019 Music and Motion: Sunday Afternoon Dance and Music Series

**Your Project Summary:** The Beachwood Arts Council (BAC) will present five music or dance performances throughout 2019 fulfilling our mission to promote and nurture the arts in Northeast Ohio. These high caliber programs, held at the fully accessible Beachwood Community Center, will be free and open to all reflecting BAC's primary mission to provide greater access to quality arts.

**Final Score:** Somewhat. Overall, the panel felt that the applicant provided some evidence throughout the application that the funding criteria were met.

**CAC Grant Amount: \$4,000**

To ensure an impartial and transparent application review process, CAC convened an online panel of arts and cultural professionals from outside the region who evaluated and scored eligible applications.

Panelists scored each application based on the Funding Criteria—Public Benefit, Artistic and Cultural Vibrancy and Organizational Capacity—with an emphasis on Public Benefit. For more details regarding the panel process and full panelist bios, please review the [Panel Guide](#).



Sarah Benvenuti  
(New York, NY)



Tracie Hall  
(Chicago, IL)



Leesa Jing  
(Indianapolis, IN)



Carly Jones  
(Raleigh, NC)



Kevin O'Hora  
(New York, NY)

Below you will find each panelist's score and comment on your application in response to the question: **With an emphasis on public benefit, does the applicant demonstrate evidence that it meets CAC's three funding criteria?**

Note: Panelist scores and comments are presented in no particular order.

### Panelist 1

**Score:** Somewhat

**Comment:** This project somewhat demonstrates public benefit. While there is a goal of taking on themes related to increasing audience as well as taking on themes of equity, diversity and inclusion--there is not a strong plan for engagement. However the goal of wide inclusion and a platform for diverse performers is important.

### Panelist 2

**Score:** Somewhat

**Comment:** This projects somewhat meets the funding criteria. The applicant "tailors their programming to the community by choosing performers that reflect the varied demographics of the audience", however I don't sense a deep, detailed understanding of the community. The applicant states that Beachwood is one the most affluent cities in the area; however, they also state that their audience members "wouldn't otherwise have the opportunity or financial ability to experience performances." This contributes to a muddled view of who the community is that this project serves. The total project expenses are \$10,095, however the applicant states that the expenses are \$5,000 for performers and \$355 for marketing. Where is the remaining 4,740 being spent?

### Panelist 3

**Score:** Somewhat

**Comment:** This project somewhat meets funding criteria. The proposal demonstrates the organization's strong capacity to execute a large-scale event based on the clearly detailed steps for implementation and fundraising ability. This project will engage a number of community partners including artists, volunteers, and local businesses. The proposal demonstrates a desire to engage the public, but does not provide detail on how it will successfully engage low-income communities as described in the proposal beyond programming. Other than programming diverse repertoire, I am unclear if the organization has experience engaging the public to the extent they describe. Clearer engagement strategies or data points would strengthen this argument.

### Panelist 4

**Score:** Yes

**Comment:** The audience survey that this organization is planning demonstrates public benefit. Love that local artists are specified as part of their audience (and they pay performers- great alignment!) - cultural vibrancy. Would love more detail in what you are doing. Do you have anything scheduled? How about specific past examples? Would like a clearer plan to speak to capacity. Would have liked a bit more detail about income. Perhaps a list of past sponsors and specific areas where you expect the income. This would be helpful for capacity. But otherwise, good history and solid volunteer support shows good capacity. Overall, they strongly meet each criteria in my opinion.

## Panelist 5

**Score:** Yes

**Comment:** Yes, this application meets the funding criteria. Public Benefit: The Beachwood Arts Council will provide a free and accessible "Music & Motion" series at the Beachwood Community Center, which will provide a public benefit to the community at large. I also appreciate the outreach component of the program with senior homes. Artistic & Cultural Vibrancy: The organization has intentionally chosen performers that are diverse and will broaden cultural knowledge of their community, which promotes cultural vibrancy. Organizational Capacity: The organization has clearly stated goals for growth and demonstrates the capacity to provide quality programming.

**Questions?** Cuyahoga Arts & Culture is here to assist. Please contact:

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