

PANEL RESULTS & COMMENTS

2019 PROJECT SUPPORT II



Broadview Heights Spotlights

Your Project Title: Broadview Heights Spotlights 20th Anniversary Musical Productions Enhancement

Your Project Summary: To celebrate its twentieth season, the Broadview Heights Spotlights has planned to produce three musicals as part of its Main Stage Season. This project will capitalize on the historical growth the organization is experiencing due to the construction of a new performance space by implementing identified production elements including live musicians, qualified designers, and enhanced scenic and lighting elements.

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: No

Comment: The organization of this proposal makes it difficult to determine real public benefit. Beyond the direct exposure that participants received from engagement there is not a direct statement of how the experiences of volunteers (who are called out) and wider audiences will be enhanced by public funds. The supporting documents do not shed light on this question either. Perhaps there is more that can be said about what volunteers have shared that they want or need and how funds would be positioned in response.

Panelist 2

Score: Yes

Comment: The project fully meets the funding criteria. The applicant demonstrates a deep understanding of the two communities that it serves. When choosing the musicals for 2019, the applicant consulted with members from both communities (audience members and volunteers) to drive their decision. The organization seems to have strong relationships with their community members, as a plan for expansion is currently being implemented. The strong support from volunteers combined with the qualified leadership team demonstrate a strong sense of organizational capacity from a diverse group of individuals.

Panelist 3

Score: Yes

Comment: This project meets all funding criteria. The project has strong potential for public benefit because of the applicant's history of service to its community, which is clearly defined in the proposal. The project will enhance artistic vibrancy of the region by improving the performing arts experience afforded to the children and teenagers involved in the program. The use of funds to support live musicians for their shows is a worthy cause because it will significantly deepen the education for the teenagers involved, enrich the experience for audiences, and create new job opportunities for local instrumentalists. The narrative demonstrates strong organizational capacity and upward growth.

Panelist 4

Score: Somewhat

Comment: Public Benefit: To more clearly show benefit, a more detailed description of who "theater-attending people in the region" are demographically. Many theaters serve that general

audience. Artistic & Cultural Vibrancy: Clear that you select work that suits your volunteers, and includes their artistic goals and belonging. Professionals are involved. Organizational Capacity: A goal is to increase attendance but I don't see a clear marketing plan to reach this goal. I wish you had more budget detail- you mention concern for certain lines with the addition of the space, but I don't see a clear income back to address that.

Panelist 5

Score: Somewhat

Comment: This application somewhat meets the funding criteria. Public Benefit: Broadview Heights Spotlights has a good grasp on inclusivity and responding to the needs of their community which consists of both their patron base and volunteer base. One of the musicals has theme about creating new art and was chosen specifically as their Teen Showcase, which engages the youth in a meaningful way. I would have liked to see more details about outreach to and affordability for all members of its communities. Artistic and Cultural Vibrancy: The musicals that have been chosen for this next season embody themes of cultural diversity and challenging audiences to think differently. Organizational Capacity: More detailed goals would have strengthened this application.

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

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