

PANEL RESULTS & COMMENTS 2019 PROJECT SUPPORT II



Cleveland Rocks: Past, Present and Future

Your Project Title: Waterloo Makes Music

Your Project Summary: The project is a series of concerts and collaborations in the Waterloo Arts and Entertainment District centered around original musicians and bands who live, work, rehearse or are somehow tied to the North Collinwood neighborhood. We will focus on putting on performances at the community park area at E. 156th and Waterloo where a small stage was designed. We will also once again collaborate with the Waterloo Arts Fest as we have for the past 3 years to showcase the district as a music incubator.

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

CAC Grant Amount: \$5,000

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](#).



Rosalyn Escobar
(Los Angeles, CA)



Trey Hartt
(Richmond, VA)



Ashe Helm-Hernández
(Atlanta, GA)



Alice Anne Dolbin
(Philadelphia, PA)



Brett Swinney
(Chicago, IL)

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 meets the funding criteria. Their public benefit is evident through presenting local musicians in the Collinwood neighborhood, and showcasing the rich local music history and culture vibrancy. I wanted a more thorough definition of the community beyond "appreciative residents and visitors." Creative placemaking can be a flawed way to displace current residents, and I would like to see a more nuanced understanding of that. Based on their support materials, it seems that the applicant draws a fairly homogenous audience in a diverse region of Cleveland. The artistic and cultural vibrancy is strong by booking high quality local bands. Management of the program is also strong.

Panelist 2

Score: Yes

Comment: This project meets all three criteria. It's clear this community values art innately and that Cleveland Rocks continues to facilitate artists to serve the community installing the vibrancy even more than the public already does. In addition, it would seem that the project has rippling public benefit for the surrounding local businesses. The focus on local artists and lifting them up from within the community shows strong passion and engagement and shows artistic and cultural vibrancy. The folks involved that dedicate their time and resources (marketing sponsorships with Mr. Gauman, booking assistance with Mr. Carol, etc.) show strong and focused community support and organizational capacity.

Panelist 3

Score: Yes

Comment: This project meets the funding criteria. Public benefit is demonstrated through meaningful engagement with the community, providing a monthly (5) concert series with diverse band lineup. The project has community support from local musical artist and businesses. The support from local community college tech program for volunteers will help with sound and tech support, this creates a hands-on experience within their career field. The event has also created revitalization in an area where there was no previous programming. The support materials are strong and provide insight to the community event.

Panelist 4

Score: Yes

Comment: This project meets the funding criteria. Public benefit is evident through their community engagement element. The rate of growth of the project is exciting to see. They seem to have been able to take advantage of the excitement around the project and turned into something truly exciting. I think more support will encourage this momentum.

Panelist 5

Score: Yes

Comment: This project meets the funding criteria. The organization has strong community partnerships and holds an important place in the arts and culture scene for the city. Which is evidence of artistic and cultural vibrancy. The fact that programs and festival are free make it accessible and responsive to the needs of lower-income folks/artists in the neighborhood who may want to participate. It is clear that their intention is strong. I applaud their ambition to keep Cleveland a hub for arts and culture in a way that it includes all of the many communities that make up the city.

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

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