

PANEL RESULTS & COMMENTS

2019 PROJECT SUPPORT II



Cleveland Women's Orchestra

Your Project Title: Severance Hall Community Concert

Your Project Summary: The CWO is a public service arts organization providing affordable outreach programs for the broader community - an 84 year tradition. . Each spring we present an annual Severance Hall concert for the community - including those who ordinarily could not afford to attend such an event in Cleveland's premiere concert hall. Tickets are \$12 - \$22- general admission seating - and a free ticket program going to local organizations for families to enjoy a shared family cultural event.

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](#).



Kelsey Brown
(Los Angeles, CA)



Tré Hardin
(Nashville, TN)



Brittnie Knight
(Philadelphia, PA)



Katie Skayhan
(Boulder, CO)



Deidre Thomas
(Houston, TX)

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: Yes

Comment: This application demonstrates a strong interest in excellent artistic product and providing excellent programming to families who wouldn't be able to afford larger, mainstream symphony institutions. They continue to call themselves a public service arts organization without providing additional details on how they specifically serve public beyond accessible ticket prices. And if that is it, what portion of their ticket sales are distributed at lower prices and for free? What other ways are their concerts accessible, location, public transportation routes, for families with small children etc?

Panelist 2

Score: No

Comment: This project does not meet the funding criteria. While I greatly admire the mission of the organization as a catalyst for women musicians in symphonic music, I cannot see the public benefit. Just making orchestra music "affordable" or "accessible" fails to fully understand, work with, or respond to its community. I am glad this organization provides opportunities for local professional and aspiring musicians, but I do not see the distinct public benefit. It might help if the proposal expanded on the "shared artistic vision of community service arts programming".

Panelist 3

Score: No

Comment: There is an emphasis on being a public service arts organization but there is not indication of who their usual or intended audience is. Who is engaging your program regularly and who will be newly engaged with the support of this grant? It lacks cultural awareness of access points such as transportation and access to music education. The intention is to "engage seniors, families and underserved communities" but with a price point at higher than stated for other programming (\$10 is now \$12-22)

Panelist 4

Score: Somewhat

Comment: The Severance Hall concert provides an opportunity to expose classical music to audiences who are often not able to afford expensive symphony hall tickets. While this project absolutely benefits the public by allowing a wider demographic to experience the concert, the demographic that the project is hoping to reach is not completely clear. The use of the term

"inner city" is not appropriate to describe a music school or a targeted audience. I would like to see the goals align with building the concert: getting involvement that is more diverse in classical music. The organization has done similar programming before and is capable of managing the project.

Panelist 5

Score: Yes

Comment: Yes the project meets funding criteria. Public benefit -- CWO provides unique opportunity to provide access to classical symphony for low income and underserved populations through their free/reduced ticket programs and afternoon start time. Artistic/cultural vibrancy -- Symphony is staffed by professional music director and program goals aim to reach audience not commonly associated with this type of music, thereby encouraging community to think different/creatively. Organizational Capacity -- Broad goals are discussed as well as post-survey ways to determine if goals are met, but would like to see more details about other staff/board aside from music dir. that carry out operation/promotion of event, such as sending of letters to orgs, marketing, etc

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

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