

PANEL RESULTS & COMMENTS

2019 PROJECT SUPPORT II



FutureHeights, Inc.

Your Project Title: Heights Music Hop

Your Project Summary: Heights Music Hop (HMH) is a free, live music festival that takes place in unique venues in 3 neighborhood business districts in Cleveland Heights, an inner-ring suburb of Cleveland, Ohio. Each venue features performances by diverse regional acts, creating a fun experience for visitors and promoting the city as a premier entertainment destination. HMH 2018 takes place Sept. 13 in Coventry Village, Sept. 14 in Cedar Fairmount, and Sept. 15 in Cedar Lee. HMH 2019 will also take place in September.

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](#).



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: Yes

Comment: The proposed project demonstrates public benefit through its attempt to create both greater community cohesion and vitality in three area communities. The connection of musical acts with venues that both may and may not regularly offer live music performance creates an opportunity for adults who may not seek out such performances, to come into contact with them. Per Greater Cleveland's resident demographics, there is an opportunity to increase the racial and ethnic diversity of the those involved in Music Hop planning and implementation to insure greater diversity and public reach.

Panelist 2

Score: Somewhat

Comment: The project somewhat meets the funding criteria. The applicant has a deep understanding of the community they serve, and they work together with that community to plan and execute the event. I like that residents, city, police, businesses, library, and arts groups from the community are involved in the planning process. Questions 1 and 3 were answered with the exact same answer, even though they were different questions. I would've liked to see more detail and proof of public benefit in question 3 - the public benefit is never really explained. More evidence of the artistic impact would have also strengthened this application. The project goal is not very specific - it's simply that the project be completed.

Panelist 3

Score: Yes

Comment: This project meets funding criteria. The organization's well-researched understanding of its community indicates that it is undertaking the project based on specific community needs. The emphasis on creative placemaking in planning this festival suggests that the project will contribute public benefit and artistic vibrancy. The thorough financial narrative indicates that the organization has a very clear understanding of what the project will cost. I have confidence in their capacity to raise matching funds because so many sponsors have already been acquired. Because fundraising for the event is already underway (9 sponsors confirmed) there is no reason to doubt their ability to execute the project.

Panelist 4

Score: Yes

Comment: Public Benefit: Understands its community and making the event free in order to reach a very diverse audience shows that. Artistic & Cultural Vibrancy: The use of creative place-making shows an effort to think creatively and invite their community into that process. They are working with professionals in the music industry to book acts and facilitate, showing professionalism. Organizational Capacity: Working with many community partners to host, showing capacity for achievement. Already has a lot planned, which is also promising. Telling us about last year's sponsors help me feel comfortable that you have the capacity to achieve your fiscal goals again. Strong volunteer support.

Panelist 5

Score: Yes

Comment: Yes, this application meets the funding criteria. Public Benefit: FutureHeights music festival has an ample amount of public benefit through building meaningful relationships with residents and community partners. The festival was created to strengthen the community and respond to changes happening within the city. It also encourages people to walk or "hop" between venues - promoting health and wellness. Artistic and Cultural Vibrancy: I appreciate the multi-genre approach. Through working with non-traditional venues they are engaging a diverse team of arts and cultural professionals, qualified to complete the project. Organizational Capacity: The application shows evidence that funding criteria are met and there is a solid growth plan.

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

Luis Gomez
program manager
lgomez@cacgrants.org
216.515.8303 x106

Heather Johnson-Banks
program manager
hjohnsonbanks@cacgrants.org
216.515.8303 x108

Dan McLaughlin
program manager
dmclaughlin@cacgrants.org
216.515.8303 x101