

PANEL RESULTS & COMMENTS

2019 PROJECT SUPPORT II



North Union Farmers Market

Your Project Title: Music at the Market

Your Project Summary: North Union Farmers Market cultivates markets around greater Cleveland with the mission of connecting residents with creators, whether it be farmers, bakers or artists. Through activating public spaces we strengthen community and through our free concerts we bring joy to the market experience. Live music is an essential component of our placemaking efforts and utilizing local musicians aligns with our mission while ensuring they gain important community exposure through participation.

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: Yes

Comment: The North Union Farmers Market meets the funding criteria. They provide an important resource to city residents, and demonstrated their public benefit well. They define the specific geographic regions and are mindful of customers who rely on public transportation or participate in SNAP. I would have liked to see a more formal customer survey that details their demographics and an outreach plan to increase the diversity of that customer base, but that did not greatly affect my scoring. Their artistic and cultural vibrancy is indicated by their partnerships with local musicians and festivals. They should be mindful of the management side: a) their project goal was unrelated to the proposal and b) the amount requested is more than this grant allows.

Panelist 2

Score: Yes

Comment: Music at the Market meets all three criteria. The public benefit is clearly outlined around healthy placemaking. The positive interaction for all ages through food, music, and education can very clearly cultivate a culture of healthy eating. In addition, any chance to pay artists fair wages for their work is enlightening and demonstrates artistic vibrancy. The crossover of vendors and art, and the capacity for the organization to plan and facilitate their programming for 500,000 folks over the 7 month period is impressive and shows wide but intentional organizational capacity.

Panelist 3

Score: Yes

Comment: The applicant fully meets the funding criteria. The applicant's proposal gives local musicians the opportunity to perform at a farmers market and reach new audiences. The applicant demonstrates public benefit for a gathering place for community and support materials are sufficient. The proposal provides evidence of organizational capacity to carry out the project through local partnerships supporting matching funds and in-kind resources to cover venue cost, staff, and marketing materials.

Panelist 4

Score: Yes

Comment: This project meets the funding criteria. It is a great organization that is looking for more ways to engage the community, evidence of public benefit. While it looks a little overambitious, given the make-up of the staff, they have demonstrated that it understands, respects, works with, and responds to its community.

Panelist 5

Score: Somewhat

Comment: The project somewhat meets the funding criteria. The free concert is a great idea that seems to align well with the concept of the farmers market and the fact that they are contracting local musicians indicates that the program has some benefit to the public. I was surprised by the project budget. Based on your support materials, the cost doesn't reflect the outcomes of the concerts.

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

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