

PANEL RESULTS & COMMENTS

2019 PROJECT SUPPORT II



Shaker Heights Development Corporation

Your Project Title: Winteractive Art Festival

Your Project Summary: Winteractive will be the inaugural full-scale event of Arts Van Aken (AVA), an arts-based placemaking initiative of Shaker Heights Development Corporation. Winteractive will be a free outdoor exhibition of interactive light art to be installed in and around the newly redeveloped Van Aken District in February of 2019. The installation will be accompanied by public programming including artist talks, guided tours, performances and more.

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](#).



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 is a neat project that responds to community in a specific way that seeks to brighten moods during the winter months with an interactive light installation. The type of work seems to be accessible to all people of any background and will likely attract visitors from within the community but also outside the community. The Loop project support materials really help anchor the concept and provide visual support to what the community will be able to experience. They have great partnerships, the retail developer donating the utility expense is great for this project and community. The tours will provide another access point for those wanting to have a more in depth experience with the arts.

Panelist 2

Score: Yes

Comment: This project meets the funding criteria. The organization demonstrates an understanding of the community and uses arts and culture to create a sense of place and collective identity. The project is artistically and culturally vibrant, and I especially appreciate seeing the diversity of perspectives involved in the planning process. The intention to respond to and expand community involvement is also strong. The goal and evaluation process successfully bridge community and economic development.

Panelist 3

Score: Somewhat

Comment: This application somewhat meets the funding criteria. As there are many applications that involve a larger, geographic based community, it would really support programmatic and application efforts if there was a clearly identified community that this project intended to engage. Programming for “everyone” does not often serve everyone. Based on the success of similar public programming nationwide—I don’t doubt the success of this. But attention to the “who” in the public benefit would support your future efforts and grant applications like this one.

Panelist 4

Score: Yes

Comment: This project meets the funding requirements. The Winteractive program offers a new, fresh perspective of public art for the Van Aken district through interactive light art. It also encourages community gathering during the winter when the seasons can effect social

interaction between communities. When asking artists to submit a sketch, you are asking them to design work and they should be paid. I would consider asking artists to submit qualifications and then work with the selected artists to develop their designs. I think this project is definitely manageable by the staff, but I would strongly consider a different approach to selection.

Panelist 5

Score: Yes

Comment: Yes, the project meets the funding criteria. The proposal is clear that the light fixture art installations can be enjoyed for free by the public as a whole, and I was pleased to read that it'd be located near a transit point so that residents from other neighborhoods would be able to enjoy it as well. I appreciate the organization's goals to install the pieces for enjoyment in the winter, as that is not a time that residents are usually out.

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

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