

## PANEL RESULTS & COMMENTS 2020 PROJECT SUPPORT II



### FutureHeights Inc.

**Your Project Title:** Heights Music Hop 2020

**Your Project Summary:** Heights Music Hop (HMH) is a free, live music festival that takes place in September in 30 unique venues in three 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.

**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](#).



**Shalina Ali**  
(Milwaukee, WI)



**Autumn Saxton-Ross**  
(Washington, DC)



**Alena Leonatti**  
(Santa Barbara, CA)

Below you will find the panel's scores and any feedback 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

There is diverse engagement and a clear opportunity for economic impact to the artist community.

### Panelist 2

**Score:** Yes

HMH 2020 meets the criteria. FH is committed to covering all costs to keep this event free to the public. They seem to understand their extensive community well; hitting a 7th year is a nod to that. HMH promises to build lasting ties by drawing together a string community partners, barmen, bakers, furniture-makers, and denizens of these ordinary-haunts-turned-venues. All of the above offers proof of HMH's potential to produce public benefit. FH demonstrates artistic/cultural vibrancy in inspiring, fresh programming. The project boasts a wide variety of music genres, 25% of which are new acts. FH shows they will cannily plan for and manage The Hop in 2020. The new text-to-give campaign also displays an organizational willingness to evolve.

### Panelist 3

**Score:** Yes

Program sounds great, but description of community is very vague. Also, "place-making" is referenced, but never defined. Are any of the employees or board from the neighborhoods they serve? The text to give campaign shows innovation and commitment to sources diverse sources of income.

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

Luis Gomez  
program manager  
[lgomez@cacgrants.org](mailto:lgomez@cacgrants.org)  
216.515.8303 x106

Heather Johnson-Banks  
program manager  
[hjohnsonbanks@cacgrants.org](mailto:hjohnsonbanks@cacgrants.org)  
216.515.8303 x108

Dan McLaughlin  
program manager  
[dmclaughlin@cacgrants.org](mailto:dmclaughlin@cacgrants.org)  
216.515.8303 x101