



2024 Community Branding Grant

Scoring Rubric

1. Community Story (5 points)

- **5 Points:** Exceptionally compelling and clear explanation of the need for a stronger brand identity, with detailed descriptions of unique features and potential positive impacts.
- **4 Points:** Clear and compelling explanation with good descriptions of unique features and potential impacts.
- **3 Points:** Adequate explanation with some clear descriptions of unique features and potential impacts.
- **2 Points:** Vague explanation with limited descriptions of unique features and potential impacts.
- **1 Point:** Poorly defined explanation with no clear descriptions of unique features or potential impacts.

2. Committee Composition (5 points)

- **5 Points:** Highly qualified and diverse committee with strong representation from city employees, elected officials, local businesses, and residents.
- **4 Points:** Well-qualified and diverse committee with good representation from city employees, elected officials, local businesses, and residents.
- **3 Points:** Adequately qualified committee with some representation from city employees, elected officials, local businesses, and residents.
- **2 Points:** Limited qualifications and representation city employees, elected officials, local businesses, and residents.
- **1 Point:** Poorly qualified committee with no clear representation from city employees, elected officials, local businesses, and residents.

3. Project Details (5 points)

- **5 Points:** Exceptionally clear and detailed project plan with well-defined phases, existing brand assets, and thoughtful questions/concerns about the design process.
- **4 Points:** Clear and detailed project plan with well-defined phases and some existing brand assets and questions/concerns.
- **3 Points:** Adequate project plan with some clear phases, existing brand assets, and questions/concerns.
- **2 Points:** Vague project plan with limited phases, existing brand assets, and questions/concerns.
- **1 Point:** Poorly defined project plan with no clear phases, existing brand assets, or questions/concerns

4. Budget Justification (5 points)

- **5 points:** Detailed, realistic, and well-justified budget with clear alignment to project goals and marketing material requests.
- **4 points:** Clear and justified budget with good alignment to project goals and marketing material requests.
- **3 points:** Adequate budget with some justification and alignment to project goals and marketing material requests.
- **2 points:** Vague budget with unclear justification and alignment to project goals and marketing material requests.
- **1 point:** Poorly justified budget with no clear alignment to project goals or marketing material requests.

5. Overall Application Quality (5 points)

- **5 points:** Exceptionally well-organized, clear, and professional application with no errors.
- **4 points:** Well-organized, clear, and professional application with minor errors.
- **3 points:** Adequately organized and clear application with some errors.
- **2 points:** Poorly organized and unclear application with several errors.
- **1 point:** Very poorly organized and unclear application with numerous errors.

Total Possible Points: 25