

PART 2 APPLICATION SECTION	EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION
Section 2: ACTIVITIES	<ul style="list-style-type: none"> • Degree to which all aspects of the organization’s activities are outlined • Organization’s activities achieve at least one City goal 	<ul style="list-style-type: none"> • Activities are clearly described
Section 3: COMMUNITY ENGAGEMENT	<ul style="list-style-type: none"> • Degree to which the organization thoughtfully and intentionally identifies its core community/audience • Degree to which the organization provides evidence that the activities are relevant and impactful to its core community/audience • If applicable, degree to which the organization provides evidence that the virtual components of the activities benefit and engage their intended San Diego audience. 	<ul style="list-style-type: none"> • Evidence is provided to show that the organization understands its core community/audience • Evidence is provided to show how activities connect and are relevant to core community/audience • Evidence is provided to show that the activities have a positive impact for the core community/audience
Section 4: PRODUCTION CAPACITY	<ul style="list-style-type: none"> • Degree to which organization provides evidence that its qualifications and resources match the scale and complexity of the activities 	<ul style="list-style-type: none"> • Evidence is provided to show that the organization has a successful track record of producing activities of similar scale and impact • Evidence is provided to show that the organization has secured resources to secure the success of the activities • Evidence is provided to show how the qualifications of personnel result in program impacts • Evidence is provided to show that the organization has an understanding of and is working towards undertaking equity initiatives in its staff and board.
Section 5: DIVERISTY, EQUITY, INCLUSION, AND ACCESSIBILITY	<ul style="list-style-type: none"> • Degree to which applicant provides evidence that its project contributes to diversity, equity, inclusion and accessibility 	<ul style="list-style-type: none"> • Evidence is provided to show that the activities contribute to diversity, equity, inclusion, and accessibility • Evidence is provided to show that the organization understands and is working towards undertaking equity initiatives in its staff and board.
Section 6: ACHIEVEMENT IN EMPHASIS AREAS	<ul style="list-style-type: none"> • Degree to which the organization expresses a clear point of view and distinction about what are achievements in the selected emphasis area • Degree to which the organization provides evidence of intentional investment in San Diego’s artists • Degree to which the organization provides evidence of intentional /sustained investment in the selected emphasis area • Degree to which the organization provides evidence of achievements 	<ul style="list-style-type: none"> • Clear and persuasive description of what achievement means in the selected emphasis area • Quantitative evidence of intentional investment, sustained investment and achievements is provided • Qualitative and concrete evidence of intentional investment, sustained investment and demonstrated efforts is provided • Third-party validation of intentional investment, sustained investment and achievements is provided