

# SecondStage Vitality Program – Application Scoring Chart (Total: 100 points)

## A. Organization Background (20 points)

Sub-Criterion	Point Value	Excellent (6-7 points)	Satisfactory (3-5 points)	Needs Improvement (1-3)
1. Mission Statement	7	The mission is clear, concise, and strongly aligned with the project request; core values and goals are well articulated.	Mission is stated but somewhat general; connection to the project request is present but not strongly articulated.	Mission is unclear, missing, or shows weak/no alignment with the project request.
2. Past Experience	6	Provides strong, specific examples of relevant experience that clearly demonstrate the capacity to manage the proposed project. This may include past projects (performances, programs, partnerships, etc.) and/or clearly articulated transferable skills, leadership experience, or staff/board expertise. Newer organizations effectively show how the experience of key people, partners, or pilots/prototypes prepares them to deliver the proposed work.	Describes some relevant experience with basic details. This may include limited past projects or emerging activities, as well as some transferable skills or partner capacity. Overall capacity is suggested but not fully demonstrated, or the connection between prior experience and the proposed project is somewhat general.	Provides limited or no relevant experience. Examples (if any) are vague, not clearly connected to the proposed project, or do not demonstrate how the organization's or team's skills and resources are sufficient to carry out the work. Newer organizations do not clearly explain how they will draw on personnel, partners, or prior efforts to manage the project.
3. Project Leadership	7	Leadership structure is clearly defined; roles are well described and directly tied to project needs; leaders' qualifications show strong preparation to deliver the project.	Leadership structure is defined but with limited detail; roles and qualifications are somewhat aligned with project needs.	Leadership structure is unclear or incomplete; roles and qualifications are poorly described or misaligned with project needs.

## B. Project Narrative (25 points)

Sub-Criterion	Point Value	Excellent (4-5 points)	Satisfactory (2-3 points)	Needs Improvement (1 point)
1. Project Description & Need	5	Clearly describes event type, format, length, number of performances, and collaborators; uses relevant data to show why Mountain View needs this project and how it addresses identified gaps.	Provides a basic project description with some reference to community need; limited or general data; connection to local needs is present but not fully developed.	Project description is incomplete or vague; little/no data used; weak or unclear rationale for why Mountain View needs this project.
2. Community Awareness & Benefits	5	Presents a thoughtful, feasible awareness strategy (marketing, partnerships, events, etc.); clearly articulates concrete benefits to residents (cultural, educational, community cohesion).	Outlines general awareness methods and some community benefits; specifics and depth are limited.	Awareness strategies are minimal or unrealistic; community benefits are unclear, generic, or not meaningfully addressed.
3. Target Demographic	5	Clearly identify specific audiences (age, cultural communities, interest groups, etc.) and shows understanding of their needs or interests.	Identifies a general audience with some specificity; limited detail on needs or interests.	Audience is undefined, overly broad, or inconsistent with the project description.
4. Service and Growth	5	Clearly explain how the project will serve both Mountain View and the broader Silicon Valley area (e.g., expanded reach, skill development, partnerships).	Mentions local and/or regional service and growth in general terms; limited examples or detail.	Little or no explanation of service to the community or broader region.
5. Measuring Success	5	Provides specific, realistic indicators of success and clearly explains how the project will contribute to the broader Silicon Valley arts scene (e.g., underserved audiences, local artists, partnerships, future work).	Mentions some success indicators and general contributions to the arts scene; limited clarity on measurement.	Lacks clear success measures; contribution to the broader arts scene is not addressed or is very vague.

### C. Proposed Project, Timeline, and Innovation (30 points)

Sub-Criterion	Point Value	Excellent (7-10 points)	Satisfactory (4-6 points)	Needs Improvement (1-3 points)
1. Production/ Event Timeline	10	The timeline is complete, realistic, and includes rehearsals, technical rehearsals, performances, and post-show activities (if any).	The timeline is generally clear but may omit some stages or lack detail.	The timeline is incomplete, unrealistic, or not provided.
2. Goals, Objectives & Benchmarks	10	Goals and objectives are clear, realistic, and aligned with the project narrative; measurable benchmarks (performance, audience size, outreach, etc.) are well-defined and include a clear plan for tracking.	Goals and objectives are stated but somewhat broad; some benchmarks and tracking methods are mentioned but not fully developed.	Goals and objectives are vague or not aligned; benchmarks are missing or not measurable; no clear tracking plan.
3. Innovation & Distinctiveness	10	Strongly articulates what makes the project unique or new (creative approach, interdisciplinary work, new formats, or engagement methods); clearly distinguishes it from existing offerings.	Identifies some innovative or distinctive elements, but they are not fully explained or may be similar to existing offerings.	Little or no innovation is described; the project appears generic or duplicative of existing programs.

**D. Budget Narrative Summary (25 points)**

Sub-Criterion	Point Value	Excellent (10-15 points)	Satisfactory (5-10 points)	Needs Improvement (1-5 points)
1. Clarity of Budget Narrative	15	The budget narrative is clear, concise, and easy to understand; it convincingly explains how funds and resources will be used to achieve project goals.	The budget narrative is generally understandable but lacks clarity or rationale for some expenses.	The budget narrative is confusing, incomplete, or does not explain how funds will be used.
		<b>Excellent (8-10 points)</b>	<b>Satisfactory (5-7 points)</b>	<b>Needs Improvement (1-4 points)</b>
2. Alignment with Project Budget Form	10	Narrative aligns fully with the numerical Project Budget Form; categories and amounts match, and justifications are consistent.	Minor discrepancies or unclear connections between narrative and budget form.	Significant inconsistencies or mismatches between narrative and budget form; difficult to reconcile.