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AMPLIFY ART – FALL 2022 EVALUATION CRITERIA

Amplify Art is a social media based crowd-funding program that leverages community support for and awareness of diverse creative projects happening in Northeast Indiana. Amplify Art is made possible with support from **PNC Bank**.

Applications will be reviewed on the evaluation criteria listed below. Applicants should review this criteria and ensure that their application narrative responds to each portion.

COMMUNITY IMPACT

- Project encourages participation in a unique artistic experience (10 pts)
- Project is accessible to the broader community (10 pts)
- Project will involve representation from a specific community, partner organization, or geographic location (5 pts)

PROJECT FEASIBILITY

- Project budget, timeline, and scale are feasible/realistic (10 pts)
- Application provides information on what will occur if fundraising goal is not met (5 pts)
- Applicant has sufficient social media presence (5 pts)

PROJECT MANAGEMENT

- Applicant has a detailed promotional plan outlined in their application (10 pts)
- Application includes detailed information on who will make the project happen (10 pts)
- Application was completed with all required documents (5 pts)