

Funding Priorities

These are the criteria on which grant requests will be evaluated.

Is this project/event new to the HCC?

- This does not mean that the project/event has never been done in the past it just means that the HCC has not awarded funds for this project in the past.
- In order to ensure broad distribution of funds and encourage new applicants, applicants may not receive funding more than two years in a row for the same project. Applicants who receive funding for two consecutive years for a project must wait one year before applying again for that same project. Submittals of grants for events that have been funded for the past two years will be automatically disqualified
- However, applicants may receive funding for more than two consecutive years for projects, which are conceptually different in nature.

Have key personnel/artist been identified?

- Are their qualifications sufficient to complete project in the manner outlined by the proposal?
- Has the applicant /artist received any significant awards or distinctions given

The project/event must have a precise Haverhill venue.

- The grant applicant must provide a letter of acknowledgement of the event/project from a Haverhill Venue.
- Letter from city hall that you have been given permission to use a public park.
- Letter or receipt from venue

The project/event must have concrete financial sponsorship with accompanying letter of support or similar documentation i.e.

- Are there letters of financial support from members of the community this project intends to serve, or other financial backing significant enough for the project to be completed without the HCC grant?
- The definition of sponsor for this grant is: A person, firm, or organization willing to finance a portion of this project/event.

The budget should be mathematically balanced.

- Does the grant applicants' total projected expenses minus the amount requested from HCC equal the additional income?

If salaries/stipends are part of the budget, the applicant must clearly define by budget line item to whom the salaries/stipends will be paid. e.g.

- If Project/event is a concert, then salaries for bands, sound person, and technical people should be individually listed.

All applicants must show that a public benefit results from the project for which they are applying. Funds cannot be used to support activities that benefit only an individual applicant. However, a public presentation of an individual's work may provide the needed public benefit.

The project must have a detailed, solid marketing plan that includes a tentative time line and a list of sources, links, etc. To ensure a successful event your marketing plan must include at least 3 of the following 5 areas.

- Website (provide all links to the sites on which you plan to advertise)
- Social media (provide all links to the sites on which you plan to advertise)
- Printed material brochures, Flyers, Posters, etc)
- Public media (radio/TV) list stations
- Newspaper (provide example of press releases)

This program should be marketed to and open to the general public. To meet this criterion the project/event must take place in a public venue. (venue open to the public)

Does the audience size justify the amount requested on the grant? Funds must be used to support activities that contribute to the cultural vitality of the community as a whole, rather than benefiting any one private individual or group. This does not mean that a large audience needs to participate in order for the public benefit component to be satisfied. However if you are asking for \$3000 dollars in grant funds and you are serving 30 people the expectation of \$100 dollars per person is unrealistic.

Is this program/event in collaboration with another event? OR Does this project promote community building by clearly involving other people, groups, and organizations within the city of Haverhill?

Did the applicant and or sponsor attend the Question and Answer meeting? The grant applicant receives points for coming to the question and answer meeting. This is the only opportunity the HCC members have to clarify any questions they have regarding the applicants grant.

Is the proposal of this project/event strategically realistic, reasonable, effective, and outcome-oriented?

Does the project/event have any exceptional qualities, which distinguish it from similar projects?

- Is this program incorporating resources in a distinct way?
- Does this project/event utilize an underserved population?
- Does this project/event utilize unusual materials?
- Does this project/event utilize a unique venue?
- Is this Project/event promoting education in specific areas?

Does the project have potential to have a lasting effect upon its audience?

Will this project reach a vast audience that will impact the sustainability of the arts, and benefit the people of Haverhill?

Is this Project/event one that lends itself to public display or presentation that will attract varied audiences (demonstrated by plans to publicize the project)?

Does this Project/event have the potential to have a transformative effect upon the artist/s and community?

Will this project/event stimulate Haverhill's economy? e.g.

- Is the project/event held in an area the will benefit local businesses?
- Is the project/event one that will bring people from outside the city into the city?
- Is the project/event partnering with businesses in their marketing plan?