



Creative Industries Incentive Fund
Round 8, Fall 2019
PRELIMINARY SCORING GUIDE & REVIEW CRITERIA

Scoring Guide

Panelists will award one score of 3, 6 or 9 based on their evaluation of each review criterion.

9 = Very Strong

Review criterion has been fully met or exceeded; you have a high degree of confidence in the applicant's plans and case-making.

6 = Average

Most elements of the review criterion are addressed, but some gaps may be present.

3 = Below Average

The review criterion was not addressed; little or no case-making provided.

Review Criteria – Category 1: Business Support

- 1) Clarity and readiness of the proposed project for successful implementation.
- 2) Experience of the applicant and/or collaborators in growing or stabilizing a creative business.
- 3) Appropriateness of budget and project timeline.
- 4) Ability to leverage CIIF funding with other funding support.
- 5) Ability to contribute to the cultural vibrancy of San José.
- 6) Evidence of community support.
- 7) Evidence of marketability.
- 8) Ability to enhance the City of San José's image or brand as a creative economy, and/or economic impact of the proposed project (e.g., jobs created; sales; etc.).

Review Criteria – Category 2: Place-Based

- 1) Clarity and readiness of the proposed project for successful implementation.
- 2) Experience of the applicant and/or collaborators in growing or stabilizing a creative business.
- 3) Appropriateness of budget and project timeline.
- 4) Ability to leverage CIIF funding with other funding support.
- 5) Ability to contribute to the cultural vibrancy of San José.
- 6) Evidence of community support.
- 7) Evidence of marketability.
- 8) Ability to enhance the City of San José's image or brand as a creative economy, and/or economic impact of the proposed project (e.g., jobs created; sales; etc.).
- 9) Demonstrates the potential to attract residents and visitors to a distinct San José neighborhood.
- 10) Contribute to and showcase the cultural vibrancy of a distinct and specific San José neighborhood.