

# FY2025 Kentucky Touring Grant

## SCORING MATRIX

Value	Description	Score
Outstanding	Demonstrates exemplary performing arts presentation ability	90-100
Excellent	Demonstrates significant performing arts presentation ability	75-89
Good	Demonstrates sufficient performing arts presentation ability	55-74
Emerging	Demonstrates developing performing arts presentation ability	35-54
Needs work	Demonstrates limited or no performing arts presentation ability	1-34

## SCORING CRITERIA

### Serving the audience (30 points)

- Interests and needs of community, including general and target audiences
- Selected performer compatibility with presenter goals

### Marketing/promotion (20 points)

- Marketing/promotion experience of applicant
- Marketing/promotion plan for the requested performance(s)

### Presentation/evaluation (30 points)

- Detailed intent to Perform Agreement, Letter of Agreement or Artist Contract signed by performer and presenter and included with application
- Presenter's performance evaluation plan and its use

### Inclusion (20 points)

- Accessibility options
- Presenter's plan to ensure diversity