

FY2025 PERFORMING ARTISTS DIRECTORY

Scoring Matrix

ARTIST EXCELLENCE (60 points)

Scoring

0 points	Work samples are inaccessible
1-10 points	Work samples and performances demonstrate little or no professionalism and/or ability.
11-21 points	Work samples and performances demonstrate some professionalism and/or ability.
22-45 points	Work samples and performances demonstrate adequate professionalism and/or ability.
46-60 points	Work samples and performances demonstrate excellent professionalism and/or ability.

Criteria

- Creativity (20 points)
- Technical proficiency (20 points)
- Professional staging and presentation (20 points)

PERFORMANCE EXPERIENCE (20 points)

Scoring

0 points	Response does not provide required information or address the criteria.
1-5 points	Response is not fully formed and does not fully address criteria.
6-10 points	Response addresses criteria but lacks detail.
11-15 points	Response addresses criteria with adequate description.
16-20 points	Response provides detailed information directly addressing the criteria.

Criteria

- Ability to negotiate performance contracts and communicate technical requirements (10 points)
- Performance history (10 points)

MARKETING CAPACITY (20 points)

Scoring

0 points	Response does not provide required information or address the criteria.
1-5 points	Response is not fully formed and does not fully address criteria.
6-10 points	Response addresses criteria but lacks detail.
11-15 points	Response addresses criteria with adequate description.
16-20 points	Response provides detailed information directly addressing the criteria.

Criteria

- Communication and marketing materials (10 points)
- Strategies for using the Performing Artists Directory to increase or expand marketing plan (10 points)