

EVALUATION PROCESS FOR 2025 MTAB FUNDING APPLICATIONS

Applications will be evaluated by the MTAB Programming Committee, selected MOT/MTAB staff and the Managing Director. Applications will be scored utilizing the following criteria and point system.

Applicants should address specific criteria when completing the Proposed Program description in the application, as well in the Marketing and Public Relations Plan. The criteria are intended to set standards; therefore, not every applicant will meet the criteria in exactly the same way. The size, mission and other characteristics of an organization are relevant to an organization's evaluation.

Artistic/Cultural Merit (1-40 points) -- Key points of consideration:

- Activities that are of high artistic quality or exemplary of the organization's discipline
- Quality of the artists or experts involved in performances
- Innovative and creative programming and artist selection
- Artistic staff that shows vision and leadership
- Effective use of artistic resources of the community

Impact (1-30 points) -- Key points of consideration:

- Alignment with MTAB Core Values and Strategic Goals
- Ability to attract an audience appropriate in size to the Miller space
- Intended audience as communicated by organization, or as reflected in program offerings
- Contribution of the organization's programming to the development of the region's cultural environment, particularly as it relates to benefiting tourism and hotel and convention industry
- Marketing and public relations efforts to promote programming to tourists and visitors
- Programming that contributes to creating a regional identity/image of quality and creativity to attract and retain residents and visitors to Houston

Capability (1-30 points) -- Key points of consideration:

- Demonstrated history of fiscal responsibility, management, and arts producing
- Accurate record keeping and preparation of reports
- Diversification of funding base (individuals, foundations, corporations) and the public sector
- Evidence of leadership of administrative staff
- Ability to deliver the final performance product effectively and efficiently
- The overall quality of the application
- Budget – Project and overall projected investment
- Timely and accurate submission of reports to MTAB
- Scope of undertaking for the venue and MTAB/MOT staff as it relates to capacity and impact on venue and park.