**Artist Submissions: Evaluating, Scoring, and Hiring**

Utilize this document as a guide to ensure a fair selection process for choosing and hiring artists who will be involved in your Creative Reopening project.

**STEP 1:** Determine that applying artists meet the eligibility requirements as you established in your Call to Artists.

**SAMPLE ELIGIBILITY CRITERIA**:

* Both artists and arts organizations may apply. Artists can be from any discipline including [*visual, performing, design, media (audio, video, etc.), literary and storytellers, lighting and sound design*].
* Applicants are strongly encouraged to create interactive (in a safe, socially-distanced manner) artwork wherever applicable. Applicants may apply as individuals or in collaborative teams.
* Applicants may submit for more than one project but no individual applicant (individually or as part of a group) will be funded for more than [*number*] projects, and are unlikely to be funded for more than 1.
* Applicant is from the geographical area as specified in the Call to Artists [*your city/town, Sonoma County, or other region that you specify*].
* Any artist selected to work on a project whose budget is over $5,000 [*or other amount*] will be required to show proof of general liability insurance.

**STEP 2:** Revisit the Review Criteria that you published in your Call to Artists.

**SAMPLE REVIEW CRITERIA:**

* Artistic qualifications and standards of excellence in innovation, creativity and originality as demonstrated in application materials submitted;
* Appropriateness of applicant’s medium and style for prospective projects;
* Demonstrated ability to undertake and successfully execute work in accordance with a proposed construction schedule, in a professional manner and within the project budget.
* Artists proposing a community engagement piece have demonstrable experience in running engagement and interactive community projects
* [*Other criteria as identified*]

**STEP 3:** Assign scoring to each of your review criteria items, weighted for the qualifications that you most desire, and apply to each eligible application.

**SAMPLE REVIEW SCORING:**

|  |  |
| --- | --- |
| Artistic quality and excellence | 8 |
| Appropriate for Creative Reopening project | 5 |
| Ability/capacity to work professionally | 4 |
| Experience in community engagement work | 3 |
| **Max Total** | **20** |

**STEP 4:** Establish who will review and score applications, with attention to impartiality, fairness and transparency.

**SAMPLE REVIEW TEAM**

Choose at least two and ideally more (3+) representatives from various backgrounds and perspectives. Ideas for your team could include, but are not limited to:

* Staff member(s) from sponsoring agency or agencies (i.e. Chamber, municipality)
* Member of local public art advisory committee and/or local arts organization
* Community member at-large
* Business owner within the Creative Reopening impacted area
* Local Black, Indigenous, or Person of Color (BIPOC) representative
* Local youth representative
* Any of the above, but from an outside community (for added impartiality)

**STEP 5:** After the review team scores and discusses applications, create pool of eligible artists and/or choose artists for specific projects.

**PROCESS AND DOCUMENTATION TIPS**

* Keep records of the decision-making process, for both reporting on contract progress or completion to Creative Sonoma/County of Sonoma and for transparency
* If choosing to hire an artist that fits a specific project well but didn’t necessarily score as high as other applicants, keep notes on the rationale for choosing that artist