


## 2026 - Unmistakable Events Grant Program - Grant Review Scoring Matrix

Link to Applications: <https://lawrenceks.gov/view/ueg-review/>

|  |                        | Unmistakable Identity Enhancement   |  | Economic Impact  |  |   | Cultural Impact  | Environmental Stewardship   | Application  | Leverage  | Merit   |                        |
|---|------------------------|---|--|--|--|---|--|---|--|---|---|------------------------|
|   |                        | KPI - UI-2 - Percent of residents who are satisfied or very satisfied with the amount of arts, cultural opportunities and related events  |  | KPI - UI-4 & UI-10 - Number of residents and/or non-residents who have attended select events in the past year |  |   | KPI - UI-5 - Percent of Black, Indigenous and people of color (BIPOC) residents rating the community as welcoming<br>-<br>KPI - UI-6 - Percent of residents who believe their culture is celebrated in the community (i.e. festivals, parades, events, etc.) | KPI - UI-13 - Number of events and programs that celebrate and enhance area environmental sustainability                              | Quality  | Outside and/or In-Kind Support  | Merit of Event Soccer element for events between June 11 - July 19  |                        |
| 2026 Proposed Event   | Funding Request Amount | Score: Is this a signature Unmistakable Identity event or does it have the potential to become such an event? Does it move the progress indicator needles? (UI Progress Indicators tab is below.) Example: Is this a yearly tradition, unique to Lawrence, uniquely unmistakable, promotes diversity, sustainability, etc.? | Score: Does this event enhance the artistic and cultural vibrancy of Lawrence? | Score: Does this event generate overnight visits to Lawrence?  | Score: Does this event boost tourism and create an overall economic benefit for the community? | Score: Does this event generate visits in off-peak seasons (Dec. to March)? | Score: Does this event foster community engagement, with a focus on inclusivity, by hosting events that resonate with diverse audiences, including black, indigenous, and people of color (BIPOC) and LGBTQ+ residents?                                      | Score: Does this event celebrate and enhance environmental sustainability and contribute to Lawrence's long-term environmental goals? | Score: Application Quality (completeness, organization, clarity of application, supporting documentation, letters of support for in-kind funding)? | Score: Does this event have other financial support and supporting resources? | Score: Added points for strong projects which align well with the program intent and in which you are confident of success. | Total (Max 100 points) |
|   |                        | (0 to 15 points)  | (0 to 15 points)   | (0 to 10 points)   | (0 to 10 points)   | (0 to 5 points)   | (0 to 15 points)   | (0 to 10 points)  | (0 to 5 points)  | (0 to 10 points)  | (0 to 5 points)   |                        |
|   |                        |   |  |  |  |   |  |   |  |   |   | 0.00                   |
|   |                        |   |  |  |  |   |  |   |  |   |   | 0.00                   |
|   |                        |   |  |  |  |   |  |   |  |   |   | 0.00                   |
|   |                        | (0 to 15 points)  | (0 to 15 points)   | (0 to 10 points)   | (0 to 10 points)   | (0 to 5 points)   | (0 to 15 points)   | (0 to 10 points)  | (0 to 5 points)  | (0 to 10 points)  | (0 to 5 points)   |                        |