



22OS3554 HOLLAND COMMUNITY CHORALE INC Reviewer Scores and Comments

Average Review Scores

Criteria 1	Criteria 2	Criteria 3	Criteria 4	Criteria 5	Criteria 6	Criteria 7	Criteria 8	Total Average Score
9.8	17.8	21	17.4	7.6	4.4	8.6	0	86.6

Reviewer Comments

Reviewer 1
Criteria 1
No comments.
Criteria 2
Thorough description of board and staff qualifications.
Criteria 3
Good use of audience and artist response to the performances; recommend a more formal approach such as surveys or polls.
Criteria 4
Great engagement with audience and artists; recommend continuing to broadening reach.
Criteria 5
Very highly qualified staff and artists. Diversity is limited.
Criteria 6
No comments.
Criteria 7
Great website and social media presence.
Criteria 8



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Overall Comments

Reviewer 2

Criteria 1

Very complete

Criteria 2

Good description of board and staff, fiscal oversight and promotional and marketing methods explained and demonstrated with links and attachments

Criteria 3

Good programing and out-reach to other organizations, some pivoting to virtual

Criteria 4

Feedback from audience, like to know about feedback from artists Outreach programs particularly towards youth and those physically challenged very good but Outreach to minorities seems a little lacking (other than school-age)

Criteria 5

na

Criteria 6

Very good attachments that showcase the organization's programming, marketing and feedback

Criteria 7

Mission Statement noted but did not see a Strategic Plan. Good social media. Would like to see more on demographics

Criteria 8

Overall Comments



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Reviewer 3
Criteria 1
N/A
Criteria 2
Good strong mission statement (artistry/community/engagement) Strong staff/personnel, fiscal oversight is adequate for org size, use of FB/instagram, virtual performances, weekly videos (Music Monday) is good
Criteria 3
Unclear as to how they define Quality. Qualifications of artists they were unable to work with due to pandemic was emphasized as opposed to those they had recently worked with.
Criteria 4
Engage audience, artists is good. Not sure how they learn from/adapt to audience and artists. good accessibility based on age of audience/artists. Good pandemic response with virtual, curbside cabarets in order to reach broader community. Educational programming is good example of how community impact has modified programming.
Criteria 5
No discussion of diversity of staff/artists regarding age, disability, gender
Criteria 6
Feedback and testimonials were numerous but didn't strengthen application much. Press releases and a few press snips with "listings" of programs.
Criteria 7
Good organization's history. Diversity of audience (schools) showed attempt to broaden demographics. Changes to organization were good and showed improvements and growth within organization.
Criteria 8
Overall Comments



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Reviewer 4

Criteria 1

The funder report was included and was very detailed. Holland Chorale experienced an increase in earned revenue from 41% in FY19 to 45% in FY20. Fundraising has decreased to a more acceptable number (17% in FY19 to 7% in FY20). Interestingly, number of volunteers increased slightly from FY19 to FY20.

Criteria 2

The mission and vision was clearly articulated. I would like to see if the Holland Chorale would consider providing their services entirely free of charge when necessary (narrative indicates a steep discount is sometimes provided). Board of Directors make-up seems diverse, representing a wide range of professionals and a deep understanding of the arts sector and choral music in particular. Fiscal oversight information was included, however, examples might have been helpful ("artistic staff are responsible for expenditures within budget") - how many artistic staff are involved with the budget? What does this include (supplies, stipends, rent?). This is not an issue with the grant, just slightly ambiguous. I would like to see more information about their community outreach - social media and traditional media presence is there, but how far-reaching is this group? Partnerships with schools, libraries, community centers?

Criteria 3

The application did mention how it defines quality ("TLC") and provided details on how the rehearsals are shaped. This did not seem to be evidence-based, though audience feedback is collected to shape the work as well. The artworks produced in the past 24 months seem to represent a diverse portfolio. The qualifications of the artists involved were not shared (however, some of the leadership credentials were listed in the above sections).

Criteria 4



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Audience feedback drives the overall portfolio (as shared in the above section) and an Artist Committee of volunteer singers assists the Artistic Directors and organization leadership. It would be helpful to know a bit more about the singers (how many, general backgrounds, etc.). It seems that the Holland Chorale really shined during the pandemic - including offering virtual and small/socially-distanced "live" opportunities. While this does help with the accessibility of the organization, the Chorale has an entire plan dedicated to ensuring the organization is accessible to all. This includes singers and audience members, and seems to especially be mindful of physical abilities (barrier-free performance spaces, chairs/stools for rehearsals when needed, translation materials and technology to work with hearing aids). A free concert accompanies the educational program but nothing is provided regarding free/reduced rate rehearsal programs or concerts in their traditional schedule.

Criteria 5

The bios provided are thorough and all individuals seem qualified for their roles. More information about the singers themselves would be helpful. A sentence at the end indicates that the staff is reflective of the community (but it's not clear if this means a diverse community).

Criteria 6

While the Holland Chorale uploaded more than 4 documents, all attachments were additive and helpful. I appreciate that they included local press, family/teacher testimonies and a formal marketing piece.

Criteria 7

All information fields were completed in the application (though, I did not see a link to Guidestar it is possible I just missed it). Their website is in need of style updates, and only some of the content is up-to-date. Social media is somewhat-current and I appreciate the use of YouTube to share their work and connect to audiences especially amid the pandemic. I appreciated the links in the proposal, especially the accessibility plan. There is a lack of diversity among the singers, both in race/ethnicity but also in age.

Criteria 8

Overall Comments

Overall this was a very strong application. The passion and artistic talent in this group is abundant. I would have liked to see a bit more information regarding economic accessibility beyond the educational program (for example, are there complimentary tickets based on need or special outreach efforts for lower-income families to enjoy the performances). Greater diversity of the singers, including race/ethnicity and age are perhaps elements could strengthen not only the proposal but also the work of the organization. Especially impressive for the Holland Chorale was the extensive outreach during the pandemic and the use of YouTube to stay connected with audiences. Excellent work!



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Reviewer 5

Criteria 1

Revenue streams by source have remained consistent. Nothing stands out as troubling.

Criteria 2

Three full length virtual concerts last year. They provide scholarships for students to sing with them. DOes that mean there is a membership fee for all singers? Appreciate the links in the narrative.

Criteria 3

current repertoire includes texts about alzheimers, diverse families, etc. Nice to see instead of the works touted on the website (all old white composers) members are auditioned. no specific definition of quality.

Criteria 4

Active outreach to the hispanic community. lots of collaboration with other organizations. limited social media engagement, which is concerning as the main forms of feedback and evaluation are "from website and social media pages and verbal reactions" at the concerts.

Criteria 5

all white chorus it seems, while the community is only 67% white. staff seems well-educated and placed. 70 member chorus.

Criteria 6

website is basic, but has all of the guidestar pages, etc. very easily accessible.

Criteria 7

All this is accessible on their website. Detailed history.

Criteria 8

Overall Comments