

2023-2024 Grassroots Arts Program Subgranting Workshop

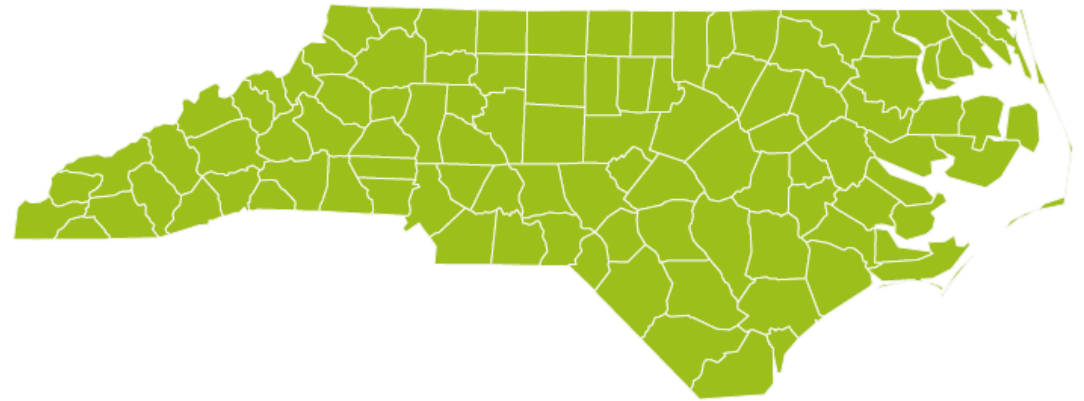
Caldwell Arts Council
Lenoir, NC



North
Carolina
Arts
Council

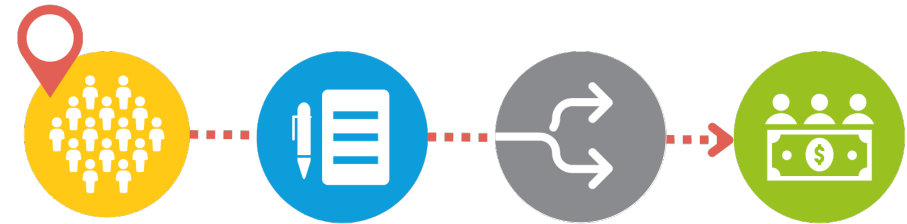
Grassroots Arts Program

The Grassroots Arts program is a partnership between local arts councils and the North Carolina Arts Council. All 100 counties in N.C. receive program funds.



Grassroots Arts Program

In counties with populations of 50,000 or more, the local arts council will distribute 50 percent of the Grassroots funds to local arts organizations through a competitive grant process.



Grassroots Arts Program



Grassroots Partners are required to assign a percentage of the funds to support BIPOC* arts organizations and/or multicultural programming.

**Black, indigenous, and people of color*

Eligibility for Application



- While nonprofit status is preferred, organizations that have been in operation for a least one year may apply.
- All organizations must reside and carry out projects in Caldwell County.
- **Projects must take place between July 1, 2023 and June 15, 2024.**
- Only complete applications received by the due date will be considered.

Subgrant Requirements



Matching Requirement

- One-to-one cash match (1:1) on all funded programs

N.C. Arts Council and Local Arts Council Recognition

- Correct logos and credit line used in organizations' marketing materials according to guidelines.

Complete the Following Paperwork:

- Signed grant contract
- No Overdue Tax form

Reporting Requirements

- Final Report will be submitted to the Caldwell Arts Council.
- Thank you letters to state legislators will be mailed.

What the Grant Will Fund

- Program expenses for projects of high artistic merit including artist fees and travel, space rental, marketing, advertising, costumes, sets, props, music and equipment rental.
- Limited operating expenses are available for arts organizations only.

What the Grant Will NOT Fund

- Individual applicants
- Art supplies
- Fundraising events or expenses
- Food or beverages
- Prizes, tuition or scholarships
- School band activities or equipment
- Purchase of artwork
- Internal programs for schools, colleges, universities, or libraries
- Programs with religious content

The Application

Organizational Information & Project Description

Grassroots Arts Program
Subgrant Application
FY 2023-2024



Submit this report to your funding agency. It should not be submitted to the North Carolina Arts Council.

I. Organization Information

Name of Organization _____

Contact Person's Name _____

Contact Person's Title _____

Mailing Address _____ City _____

State: North Carolina Zip Code _____ County _____

Work Phone (____) _____ Fax Number (____) _____

E-mail Address _____

Website _____

Organization's EIN _____

Organization's UEI _____

Applicant Race_ Please select one _____

Please give a brief description of your organization, including mission, board and staff composition, current arts programs and services and number and kinds of people served. Public schools and other large governmental or community agencies should provide a description of their arts program only rather than the entire organization.

Remember to include a financial statement from your most recent completed FY

Organizational Finances:

Please attach complete income and expense statement (an audit may be substituted) for your last fiscal year and complete operating budgets for the current fiscal year and next fiscal year. Public schools and other large governmental or community agencies should attach arts program financial information only. Please copy the totals from these attachments in the spaces below.

Last Year Actual FY 2021-2022

Current Year FY 2022-2023

Next Year FY 2023-2024

Actual Income \$

Income \$

Projected Income \$

Actual Expenses \$

Expenses \$

Projected Expenses \$

II. Project Description

Grant Amount Requested:

Project Start Date:

Project End Date:

Project Narrative:

Please attach a narrative providing the information requested below for the project you propose. Please be concise and specific as possible:

1. Project title or summary description
2. Project goals
3. Description of intended participants/audience, including estimated numbers and racial and cultural composition
4. Location where project will take place
5. Description of project activities
6. Description of the artists to be involved in the project, how and why they were chosen and, if appropriate, the rate of payment for their services (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)
7. Description of how the project will be publicized and promoted to reach intended participants
8. Description of how you will evaluate the project

Project Description

Short Project Title/Summary Description

- Why should the project be funded?
- Include any community partnerships

Project Goals

- What will participants learn or gain from the arts experience?
- How will the project impact the community?

Audience and Location

Description of intended audience or participants:

- Be specific: "We expect the community participation to be 200 adults and 300 middle-school-aged children, with approximately 64% Caucasian and 46% to be African American."

Location of project

Activities and Artists

Description of Project Activities

- Example: Each art camp student will engage in a rotating schedule of visual and performing arts classes. This includes 20 hours a week of instruction, with at least 10 hours devoted to sculpture, drawing and painting and 10 hours to dance, theatre and musical instruction.

Description of the Artists Involved

- How were the presenting artists chosen? Include their credentials in the application narrative.
- Artist fees that can include meals and lodging.
- If the artists have not been chosen yet, describe the process for choosing artists.

Marketing and Evaluation

How the project will be publicized and promoted?

- Specific outreach to include intended audience?
- Community Partner's newsletters?
- Press releases, website, advertising, PSAs?

How will the project be evaluated?

- Surveys? Participant feedback?
- Revenue?
- Community Impact?

Project Budget:

Please provide a projected budget for your proposed project utilizing the format below.

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
A. Personnel					
1. Administrative Staff	0				
2. Artistic Staff	0				
3. Technical/Production Staff	0				
B. Outside Fees and Services					
1. Artistic Contracts	0				
2. Other Contracts	0				
C. Space Rental	0				
D. Travel	0				
E. Marketing	0				
F. Remaining Project Expenses	0				
G. Total Cash Expenses	0	=	0	+	0

Project Income

A. Admissions	
B. Contracted Services Revenue	
C. Other Revenue	
D. Private Support	
1. Corporate Support	
2. Foundation Support	
3. Other Private Support	
E. Government Support	
1. Federal	
2. State/Regional	
3. Local	
F. Applicant Cash	
G. Grant Amount Requested in this application	
H. Total Cash Income (Must at least equal Total Cash Expenses, Item G above)	0

Project Budget:

Please provide a projected budget for your proposed project utilizing the format below.

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
A. Personnel					
1. Administrative Staff	_____		_____		_____
2. Artistic Staff	_____		_____		_____
3. Technical/Production Staff	_____		_____		_____
B. Outside Fees and Services					
1. Artistic Contracts	_____		_____		_____
2. Other Contracts	_____		_____		_____

C. Space Rental	_____		_____		_____
D. Travel	_____		_____		_____
E. Marketing	_____		_____		_____
F. Remaining Project Expenses	_____		_____		_____
G. Total Cash Expenses	_____	=	_____	+	_____

Project Income

- A. Admissions** _____
- B. Contracted Services Revenue** _____
- C. Other Revenue** _____
- D. Private Support**
 - 1. Corporate Support _____
 - 2. Foundation Support _____
 - 3. Other Private Support _____
- E. Government Support**
 - 1. Federal _____
 - 2. State/Regional _____
 - 3. Local _____
- F. Applicant Cash** _____
- G. Grant Amount Requested in
this application** _____
- H. Total Cash Income (Must at
least equal Total Cash
Expenses, Item G above)** _____

Evaluation

How Applications Are Evaluated



Subgrant Panels

- A panel of community members review each grant.
- Panelists base funding decisions on the quality of the grant application, not on their relationship with, or knowledge of, the organization.
- Panelists review overall completeness of the grant and score applications on specific criteria.



Criteria

All applications are evaluated on the following criteria:

- The artistic quality of the proposed project.
- The community impact of project or program.
- Your organization's ability to plan and implement the proposed project.
- The organization's stability and fiscal responsibility.



Priorities for Funding

- **First Priority:** Arts organizations like symphonies, galleries, theaters, art guilds, choral societies, dance companies and music presenters that are not receiving any other funding through the N.C. Arts Council.
- **Second Priority:** Arts learning and arts in education programs conducted by qualified artists.
- **Third Priority:** Civic, municipal or community-based organizations providing quality art experiences for the greater community.

If you get funded...

- Your organization will enter into a contractual agreement with the Caldwell Arts Council.
- Submit a notarized copy of the No Overdue Tax Debts Form.
- Your organization will complete a final report by June 30 with:
 - Audience numbers
 - Audience demographics
- Demonstrated/documented use of the N.C. Arts Council logo and credit line on promotional materials.
- Grant payments will be distributed in one lump sum unless other arrangements are made.
- Keep the Caldwell Arts Council updated on the progress of your program. *If something changes and you cannot use all the funds, you must notify us by Friday, April 12, 2023 so that funds can be redistributed.*
- **NOTE: Late final reports = no funding next grant cycle.**

Questions?

If you need help with your application, or have specific questions, contact:



Ellen Ball, Executive Director
Caldwell Arts Council
828-754-2486 or ellen@caldwellarts.com



North Carolina Arts Council
www.NCArts.org



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