

Guidelines for Grassroots Arts Program Subgrants

Since 1977, the N. C. Arts Council's Grassroots Arts Program has provided North Carolina citizens access to quality arts experiences. The program distributes funds for the arts in all 100 counties of the state primarily through partnerships with local arts councils. City of Asheville serves as the N. C. Arts Council's partner in awarding subgrants to local organizations for arts programs in Buncombe County.

Eligibility for Application

- All organizations must have been in operation for at least one year. While nonprofit 501(C)(3) status is preferred, organizations that are nonprofit in nature may also apply. (Recommended, but not required.)
- All organizations must reside and carry out projects within Buncombe County.
- Organizations that receive N. C. Arts Council's State Arts Resources are not eligible for Grassroots funds. (Under some circumstance, exceptions can be made.)
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be complete and received by the due date.

Application Submission & Deadline

Application forms may be downloaded from City of Asheville Web site at (web address). All projects must take place between July 1 (year) and May 15 (year). Grant amounts range from \$500 and up. (Recommended, but not required.)

All applications must be received by City of Asheville by 5:00 p.m. on Friday, September 30, 2011.

Applications must be mailed or hand delivered, fax submissions will not be considered.

The mailing address is:

City of Asheville, Cultural Arts Division
PO Box 7148
Asheville, NC 28802

The physical address for deliveries is:

City of Asheville, Cultural Arts Division
70 Court Plaza
4th Floor
Asheville, NC 28801

What the Grassroots Arts Program Funds

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs, or operate an arts organization. Typical uses of Grassroots money include:

- Program expenses such as artists' fees and travel, space rental, advertising, marketing and publicity, Web site and electronic media, scripts, costumes, sets, props, music and equipment rental or purchase
- Operating expenses such as salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase

Priorities for Funding

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals, among others. Grassroots funds are not generally awarded to arts organizations that receive funding through the N. C. Arts Council's State Arts Resources.

The second priority of the Grassroots Arts subgrant program is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in schools, after school summer camps or adult arts learning classes.

The third priority of Grassroots Arts subgrants is to community, civic and municipal organizations. These programs must be conducted by qualified artists.

Funding Policies

- Tribal organizations that receive grassroots funds must represent state or federally recognized tribes.
- Colleges, universities and libraries may receive grants for arts programs that are communitybased
- or generate regional arts involvement. Grants may not support their internal programs, administration or operation expenses (library books, band boosters, equipment purchases).
- Subgrants may not be awarded to individuals or to organizations for prizes, competitions, tuition, or financial rewards.
- Religious organizations or churches may not receive grassroots funds unless the programs are presented outside regular church services, engage the larger community, and do not contain religious content.
- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.
- Municipalities (city/county governments) may receive grants for arts programs which use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration or operating expenses.

Grassroots Arts Program money may not be used for the following kind of expenditures:

- Art, music and dance therapists
- Fundraising events
- Artifacts
- School band activities or equipment
- Artwork
- Interest on loans, fines or litigation costs
- Capital expenditures
- Lobbying expenses
- Contingency funds
- Oral history and history projects
- Deficit reduction
- Tuition for academic study
- Food or beverages for hospitality or entertainment functions

Grassroots Arts Program Subgrant Requirements

Matching Requirement

All subgrantees are encouraged to match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N. C. Arts Council funds cannot be used as a match.

North Carolina Arts Council Recognition

Subgrantees must acknowledge the N. C. Arts Council's support of their event or projects by including the N. C. Arts Council's logo, and funding credit line in all print and promotional materials related to the grant. The N. C. Arts Council's Web site offers information and downloadable logos, at www.ncarts.org.

Reporting Requirements

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N. C. Arts Council credit line and logo, and copies of their legislative letters. The Subgrant Report form can be downloaded from the N. C. Arts Council Web site at www.ncarts.org/forms. Final reports must be mailed or hand delivered to the City of Asheville by 5:00 p.m. on Friday, September 30, 2011.

Legislative Letters: Applicants may be required to write their state representatives to thank them for appropriating Grassroots funds. If required, the letter should provide information about how Grassroots funds were used to support your program or project, and the community impact of the event. A copy of all letters to legislators must be included in the subgrantee's final report.

OBSM Report: Previously called the State Auditor's report, the Office of State Budget and Management (OSBM) requires that non-government subgrantee organizations must submit a paper copy of the OSBM report to the City of Asheville no later than six months after the end of their fiscal year. The report forms may be downloaded at www.ncarts.org/forms.

How Subgrant Applications are Evaluated

Subgrant applications are reviewed by a diverse panel of community members including artists, county and public officials and board members of City of Asheville among others. The panel evaluates each application based on the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

Panelists discuss and score the grant using an established rating system. The subgrant panel's funding decisions are then presented as recommendations to the City of Asheville board of directors. The board of directors votes and gives final approval to the subgrant panel's recommendations.

Questions and Assistance

If applicants have questions, need assistance, or to inquire about available workshops, please contact Diane Ruggiero, Superintendent of Cultural Arts, 828-259-5815 or druggiero@ashevillenc.gov.