

## **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 grant 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.

### **How much is being granted in Buncombe County for FY13?**

A little over \$45,000 will be granted for cultural arts programs in Buncombe County.

### **How much grant funding can an organization request?**

Organizations can request grant amounts from \$500 - \$5,000.

### **When are the applications due?**

All Grassroots Arts Program Grant applications must be received by the City of Asheville's Cultural Arts Division by 5:00 p.m. on Wednesday, June 20, 2012.

### **How do I submit my application?**

Applications can be hand delivered, mailed, or electronically filed via Dropbox. Email and fax submission will not be accepted.

#### **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  
4<sup>th</sup> Floor  
Asheville, NC 28801

#### **The email address to share your materials via Dropbox is:**

[druggiero@ashevillenc.gov](mailto:druggiero@ashevillenc.gov)

### **Who is eligible to apply for a Grassroots Arts Program Grant?**

- Non-profit organizations whose purpose is to promote and develop diverse cultural arts programming in Buncombe County.
- Funding priority is given to qualified arts organizations, arts in education programs conducted by qualified artists, and other community organizations that provide art and cultural programs in the county.
- While nonprofit status is preferred, organizations may apply that have been in operation for at least one year.
- All organizations must reside and carry out projects in Buncombe County.

### **Who is not eligible?**

- 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.

### **What can be funded through the Grassroots Arts Program Grant?**

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs. Typical uses of Grassroots money include program related 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
- Program related art supplies (up to 15% of grant request);
- Limited operating expenses for non-profit arts organizations.

### **What cannot be funded by the grant?**

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 purchases
- 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

### **Are there any workshops that I can attend?**

Yes! The Cultural Arts Division will be hosting 3 workshops and 1 webinar to provide training on the application and filing information. All workshops and webinars are free and open to the public.

#### Workshops (registration is not required)

Friday, May 25  
10:00 a.m. – 11:30 a.m.  
Recreation Park Offices  
72 Gashes Creek Road  
Asheville, NC 28805

Thursday, May 31  
1:30p.m. – 3:00 p.m.  
Black Mountain Center for  
the Arts  
225 West State Street  
Black Mountain, NC 28711

Tuesday, June 12  
12:30 p.m. – 2:00 p.m.  
Weaverville Public Library  
41 N. Main Street  
Weaverville, NC 28787

#### Webinar (registration is required!)

Monday, June 4  
11:00 a.m. – 12:30 p.m.

To register, email [druggiero@ashevillenc.gov](mailto:druggiero@ashevillenc.gov) by 5:00 p.m. on Thursday, May 31<sup>st</sup>.  
Webinar instructions will be emailed on Friday, June 1, 2012.

### **When and where do the granted programs have to take place?**

The FY13 Grassroots Arts Program Grant funds arts programs that take place July 1, 2012 through May 31, 2013. All programs must be in Buncombe County.

### **How are applications 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 the proposed project;
- Uniqueness of the project to the community;
- Community impact of project or program;
- Organizations ability to plan and implement project;
- Stability and fiscal responsibility of the organization.

The grant review panel is scheduled to meet on Wednesday, June 27, 2012 beginning at 9:00 a.m. in City Hall. All applicants are welcome and encouraged to attend.

### **Matching Requirement**

All Grassroots Arts Program Grants require a full match. All subgrantees are encouraged to match their grant amounts dollar for dollar, however, in-kind services/donations can be applied towards the match (not to exceed 50% of the match requirement).

### **What are the priorities for Funding?**

- The first priority of the Grassroots Arts subgrant program is to support arts programs conducted by qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals, among others that are not receiving any other funding through the N.C. Arts Council.
- 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.

### **What are the 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 community based 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.

**Is there anything that my organization is required to do if awarded a grant?**

Yes, the following is required of all grantees:

- **North Carolina Arts Council Recognition:** Subgrantees will be required to 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.
- **Reporting Requirements:** Each subgrantee will be 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.
- **Legislative Letters:** Applicants are required to write their state representatives to invite them to the funded program or to thank them for appropriating Grassroots funds. 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 final report.

**Who can I contact if I have questions or need additional 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](mailto:druggiero@ashevillenc.gov).