



# Grassroots Arts Program Guidelines & Information

The Lee County Arts Council

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2023-24 Grant Cycle



North  
Carolina  
Arts  
Council  
*Fifty years  
of leadership*



# Grassroots Arts Program Overview

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- The Grassroots Arts Program (GAP) is a partnership between local arts councils and the North Carolina Arts Council. All 100 counties in North Carolina receive program funds.
- The 2023-24 grant cycle includes an additional American Rescue Plan Act (ARPA) funding from the state that is meant to support capacity building.



# Timeline

## July 10 – August 25 Grassroots Subgrant Application Cycle

- July 10 – Grant Cycle Opens
- July 27 – Guidelines & Information Session
- August 25 – Grant Cycle Closes

## September (tentative) Subgrant Advisory Panel Selection & Evaluation

- September 5 – Panel Member selection and training
- September 20 – Panel Member Subgrant Ratings & Recommendations submitted
- September 25 – Board Review and Awards Approval

## October (tentative) Awards Announcements

- October 5 – Awards Announced
- October 20 – Funds Distributed (subject to conditions met)
- May 31 – Final Reports Due



# Eligibility for Application

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- Organizations must be in operation for at least one year, be physically located in and carry out projects in Lee County.
- While nonprofit status is preferred, organizations that are nonprofit in nature may apply for funds by using a fiscal agent.
- Projects must take place between July 1, 2023 and June 30, 2024.
- Only complete applications received by the due date will be considered.

# What the GAP Grant WILL Fund

- Allowable Program Expenses

- Professional Artist's Fees & Travel
- Venue Rental
- Advertising, Marketing & Publicity
- Website & Electronic Media
- Scripts, Costumes, Sets & Props
- Music
- Equipment Rental

- Allowable Operating Expenses

- Salaries
- Rent & Utilities
- Printing
- Postage
- Insurance
- Office Supplies
- Equipment Purchase



# What the GAP Grant WILL NOT Fund

- Art, music, and dance therapists
- Art Supplies
- Artifacts; purchase of artwork
- Capital expenditures
- Prizes, tuition or scholarships
- Fundraising events/expenses
- Programs with religious content
- Food or beverages for hospitality or entertainment functions
- School band or choral activities or equipment
- Lobbying expenses
- Oral history and history projects
- Individual applicants
- Interest on loans, fines or litigation costs
- Contingency Funds/Deficit Reduction



# What the ARPA Grant WILL Fund

- Capacity Building
  - Consultants for strategic-planning
  - Developing a fundraising plan
  - Professional marketing plan
  - Website refresh
  - Program evaluation
  - Board training
  - Staff training or professional development
  - Diversity, equity, accessibility, and inclusion training.



# What the ARPA Grant WILL Fund

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- Sustainability
  - Hiring staff or contractors
  - Equipment purchases or upgrades
  - Small capital expenditures up to \$25,000 (total in two years)
  - Full financial audit
  - Arts & Economic Prosperity (AEP) study participation





# What the ARPA Grant WILL Fund

- Expanding Relationships with BIPOC\* Artists
- Developing new partnerships, programming, and outreach, including:
  - Small-scale creative placemaking projects with BIPOC artists
  - Piloting new events or programs beyond Black History Month or Native American Heritage Month, etc.
- \*Black, Indigenous and People of Color





# The Application

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# Section I & II – Organization & Request

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- Section I – Organization Information
  - Name & Contact Information
  - Website
  - EIN
  - Applicant Race
- Section II – Request Description
  - Grant Amount
  - Project Start & End Dates





Lee County  
ARTS COUNCIL

# Section III – Project Questions

- Project Title & 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?
- Demographics
- Location

For ARPA Goals,  
discuss capacity  
building project  
goals & outcomes



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# Section III – Project Questions

- Description of Project activities
  - For 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 they were chosen (include credentials in narrative)
  - Rate of Payment
  - If the artists have not been chosen yet, describe the process for choosing artists.



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# Section III – Project Questions

- How the project will be publicized and promoted
  - Specific outreach to include intended audience?
  - Newsletters?
  - Press releases, website, advertising, PSAs
- How will the project be evaluated?
  - Surveys? Participation Counts?
  - Revenue?
  - Community Impact?



# Section III – Project Questions

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- What are your top 2 strategies for creating a quality art experience?
  - Example: We make sure our activities are engaging and fun
- How is your project and/or work unique and necessary to Lee County?
  - Example: Does it open up opportunities? What kind?
  - Example: Does it benefit the community? In what way?







# Section IV – Organizational Finances

- a. What is your LAST fiscal year end date: \_\_\_\_\_
- b. What was your actual income for the last fiscal year: \_\_\_\_\_
- c. What was your actual expense for the last fiscal year: \_\_\_\_\_
- d. **Attach an Actual Income & Expense Statement for your last fiscal year.**
- e. What is your CURRENT fiscal year end date: \_\_\_\_\_
- f. What is your budgeted income for the current year: \_\_\_\_\_
- g. What is your budgeted expense for the current year: \_\_\_\_\_
- h. **Attach a complete operating budget for the current fiscal year.**
- i. What is your NEXT fiscal year end date: \_\_\_\_\_
- j. What is your budgeted income for the next year: \_\_\_\_\_
- k. What is your budgeted expense for the next year: \_\_\_\_\_
- l. **Attach a complete operating budget for the next fiscal year.**

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





# Section V – Project Budget

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
<b>A. Personnel</b>					
1. Administrative Staff	\$ 0.00	\$	0.00	\$	0.00
2. Artistic Staff	\$ 0.00	\$	0.00	\$	0.00
3. Technical/Production	\$ 0.00	\$	0.00	\$	0.00
<b>B. Outside Fees &amp; Services</b>					
1. Artistic Contracts	\$ 0.00	\$	0.00	\$	0.00
2. Other Contracts	\$ 0.00	\$	0.00	\$	0.00
<b>C. Space Rental</b>	\$ 0.00	\$	0.00	\$	0.00
<b>D. Travel</b>	\$ 0.00	\$	0.00	\$	0.00
<b>E. Marketing</b>	\$ 0.00	\$	0.00	\$	0.00
<b>F. Remaining Expenses</b>	\$ 0.00	\$	0.00	\$	0.00
<b>G. Total Cash Expenses</b>	\$ 0.00	\$	0.00	\$	0.00

This column will not appear on the ARPA application as the funds do not need to be matched





# Section V – Project Budget

## Project Income

<b>A. Admissions</b>	\$	0.00
<b>B. Contracted Services</b>	\$	0.00
<b>C. Other Revenue</b>	\$	0.00
<b>D. Private Support</b>		
1. Corporate Support	\$	0.00
2. Foundation Support	\$	0.00
3. Other Support	\$	0.00
<b>E. Government Support</b>		
1. Federal	\$	0.00
2. State/Regional	\$	0.00
3. Local	\$	0.00
<b>F. Applicant Cash</b>	\$	0.00
<b>G. Grant Amount Requested</b>	\$	0.00
<b>H. Total Cash Income</b>	\$	0.00

*Note: The sum of Total Cash Income must equal the sum of Total Cash Expenses.*



# Section VI – Organization Demographics



- Mission Statement
- Population Served
- Formation Year
- List/describe 2 or 3 of most important programs or services
- Board & Staff composition



# Section VII - Acknowledgements

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- All Subgrantees Must...
  - Demonstrate recognition of N.C. Arts Council and Lee County Arts Council through the use of logos and credit line according to guidelines
  - Thank our legislators
  - Submit proof of recognition as part of your final report
- Describe Grant Acknowledgement Plans





# Evaluation & Awards

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# Priorities for Funding

- First Priority: Arts organizations like symphonies, galleries, theaters, art guilds, choral societies, dance companies, folk art societies, writer's groups, and arts festivals, among others. Note that these entities may not be eligible if receiving other funding through the N.C. Arts Council.
- Second Priority: Arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in the schools, afterschool or summer camps or adult arts learning classes.
- Third Priority: Civic, municipal or community-based organizations providing quality art experiences for the greater community.

# Priorities for Funding

- Of the allotment the LCAC receives, 42% must be spent on programming that affects BIPOC (Black/African American, Asian, Hispanic/Latino, and Native American) cultures.
- Multicultural Programs and Organizations will receive special funding consideration.
  - To be considered a multicultural organization, the mission must be focused on supporting BIPOC cultures.
  - To be considered a multicultural program, the program must be conducted by artists, ensembles or organizations of color.



# Preliminary Review

- Applications are screened for completeness, eligibility and feasibility
  - Completeness of the Application – No additional information is required
  - Eligibility of the Request – Is all or only part of the request eligible for funding
  - Feasibility of Completion within Timeline – The project can be completed by the June 30, 2024 deadline.

# Advisory Panel Review & Rating

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- Completeness & Feasibility
- Organizational Stability & Fiscal Responsibility
- Artistic Quality
- Capacity Building (ARPA)
- Community Impact
- Multicultural Impact



# Advisory Panel

- Panel of community members is selected to review and score each grant application based on the criteria discussed.
- Scores are combined and ranked by Lee County Arts Council staff
- Panelist meet to review the scores and ranking, discuss the application and make funding recommendations to the Board
- On Board approval, applicants will receive a letter from the Lee County Arts Council of the determination

# Subgrant Requirements

- Contractual Agreement
- No Overdue Tax Form
- Matching Requirement: One-to-one cash match for GAP subgrants; ARPA funds do not require a match
- Keep the Lee County Arts Council informed of project milestones and/or any changes
- Final Report to Lee County Arts Council – due May 31, 2024
- Demonstrate Recognition of N.C. Arts Council and Lee County Arts through use of logos and credit line according to guidelines
- Thank you letters to state legislators

# Questions?



If you need help with your application, or have specific questions, email us at:

[leecountyarts@gmail.com](mailto:leecountyarts@gmail.com)

Appointments may be arranged for an in-person or virtual meeting or a telephone discussion.

Grant resources: [leecountyartscouncil.org/grants](http://leecountyartscouncil.org/grants)

Telephone: (919) 774-3169

