

**ROBESON COUNTY ARTS COUNCIL
(A Provisional County Partner - PCP)**

GUIDELINES FOR FY 2021-2022 GRASSROOTS GRANT APPLICANTS

Objectives

1. Provide Program or Operating Support through Subgrants to Arts Organizations that do not receive Operating Support from the North Carolina Arts Council.

DCPs located in counties with 50,000 or more residents are required to subgrant at least 50 percent of their Grassroots allocation to other organizations in their counties to conduct arts programs.

DCPs located in counties with fewer than 50,000 residents must use 50 percent of their funds for arts programs that they conduct OR for subgrants to other organizations for arts programs utilizing qualified artists. In either case, DCPs are expected to provide support to qualified arts organizations in their counties that consistently present quality arts programs and **that are not already receiving operating support** from the N.C. Arts Council. For complete information on subgranting, visit section IV (*page 22*).

2. Support quality arts programs that reach and impact a broad cross-section of the county's citizens and youth.

Examples of arts programs that are commonly funded with Grassroots funds include:

- Performances
- Festivals
- Art Exhibitions
- Arts camps and after-school programs
- Artist Residencies for schools
- Artist fees for classes and workshops
- Website development
- Research
- Marketing expenses for Art Walks and Studio Tours
- Royalties, props, sets, and costumes for theatre performances

- Equipment rental

Racial and Cultural Diversity

To ensure that Grassroots arts programs reflect the racial and ethnic diversity of our state, each PCP is required to spend a percentage of its annual county allotment on programming that reflects African American, Asian American, Latino and Native American cultures. This requirement is met through supporting arts programming conducted by artists, ensembles, or organizations of color. It is not reached by counting or estimating the percentage of audience members or participants of color.

The minimum amount the PCP must spend on multicultural programming is provided on an allocation chart by county and is available for download at <http://ncarts.org/resources/local-council-resources>

The requirement can be met in four ways:

1. The PCP can hire artists or ensembles of color* to conduct arts programs.
2. The PCP can award subgrants to African American, Asian American, Latino, or Native American organizations. The organization does not have to be an arts organization, but the funds must be used for arts programming.
3. The PCP can award subgrants to other organizations to hire artists or ensembles of color* to conduct arts programs.
4. The PCP may award subgrants to African American, Asian American, Latino, or Native American arts groups to hire an organizational consultant to provide technical assistance and capacity building for the organization. This option must be pre-approved by the Arts in Communities Director, and the organization receiving Grassroots funds for technical assistance must formally commit to the scope of work with the consultant. In addition, the organization must be provided with a choice of professional consultants to conduct the work.

*The majority of ensemble artists must be African American, Asian American, Latino, and/or Native American.

Additional Funding Policies for Grassroots Funds

1. Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes. North Carolina's state-recognized tribes include Coharie Tribe, Eastern Band of Cherokee, Haliwa-Saponi Tribe, Lumbee Tribe, Meherrin Tribe, and Occaneechi Band of Saponi Nation, Sappony Tribes, and the Waccamaw Siouan Tribe. An approved list of tribes can be found at: <http://ncadmin.nc.gov/about-doa/divisions/commission-of-indian-affairs>
2. 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 operating expenses (i.e. library books, band activities, equipment purchases).
3. Grassroots funds may not be awarded to individuals.
4. Grassroots funds may not be used for art supplies or equipment purchase.
5. Grassroots funds may be used for student transportation to regional arts exhibits and programs on a limited basis. Prior approval from the Arts in Communities Director is required, and documentation of the expense must be included in the organization's final report.
6. Subgrants may not be awarded for prizes, competitions, scholarships, tuition or financial awards.
7. 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.
8. 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.
9. Municipalities (city/county government) and community organizations may receive grants for arts programs that use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration or operating expenses.
10. Because the N.C. Symphony is a state agency and receives state funds, including funds specifically for its touring and education programs, no Grassroots funds may be granted to the N. C. Symphony, the N.C.

Symphony Foundation or to pay for performances or education programs of the N.C. Symphony.

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

- a. Art, music, and dance therapists^{*}
- b. Artifacts
- c. Purchase artwork
- d. Capital expenditures^{**}
- e. Contingency funds
- f. Deficit reduction
- g. Fundraising events
- h. Food or beverages for hospitality or entertainment functions
- i. School band activities or equipment
- j. School choral activities
- k. Lobbying expenses
- l. Oral history and history projects^{***}
- m. Tuition for academic study
- n. Interest on loans, fines or litigation costs

** Art, Music and Dance Therapists: Art, music and dance therapists conducting a therapeutic program cannot be funded. However, qualified artists conducting an arts program in a health care setting may be supported with Grassroots funds.*

*** Capital Expenditures: Capital expenditures include expenses for purchase of buildings or real estate, renovations or improvements involving structural changes, payments for roads, driveways or parking lots, or permanent and generally immobile equipment such as grid systems or central air conditioning. Capital expenditures include acquisitions, which are expenses for additions to a collection of art.*

**** Oral History and History Projects: Oral history and history projects are not eligible for Grassroots funds. However, folklife documentation of traditional arts including the creation of interviews, photography, videography and other documentary media is eligible for support through the Grassroots Arts Program.*

Logo Use and Credit Line

The North Carolina Arts Council logo must be prominently displayed on-site and in all publicity and printed materials. You are welcome to display the NEA logo at any time, but if the source offunds on your grant says “federal funds,” you **must** display the NEA logo.

Credit Line

Printed material and publicity regarding North Carolina Arts Council grants, funded activities, and/or partnerships must contain the following language **with** the appropriate logo(s):

For those who receive State funding only:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

Example:



This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

For those who receive State and Federal funding:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National Endowment for the Arts.

Example:



This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National Endowment for the Arts.

Donor Recognition

If your organization lists donor participation in printed materials or on your website, you must list the N.C. Arts Council in the appropriate category (i.e. Benefactors \$25,000 – \$49,000, Directors \$10,000 – \$24,999, Sponsors \$5,000 – \$9,999, etc.). For radio, television and non-written announcements, please use the credit line language above.

In written communication, North Carolina Arts Council should always be written out on first reference. The use of NCAC is internal nomenclature for the arts industry so please do not use this on materials for the public. We prefer: North Carolina Arts Council or N.C. Arts Council on second reference.

Reproducing the Arts Council Logo

Grantees may download a print quality logo from the N.C. Arts Council's website at <http://ncarts.org/resources/grants/logo-use>. Do not reproduce the logo from faxed or photocopied images. The logo must be reproduced as a unit without alteration. The logo may be no smaller than 1" wide. The circle with the word "ARTS" must be at least the size of a nickel, although the size of a quarter is preferable. [Please see the Visual Guide](#). The NEA logo can be downloaded from <https://www.arts.gov/grants/manage-your-award/nea-logo>.

We encourage you to place the N.C. Arts Council logo on your website

and in your newsletters and link it to <http://www.ncarts.org>.

Web and Social Media USAGE:

Please make sure that digital versions of the North Carolina Arts Council logo link to our primary website www.NCArts.org. Join our social media network and tag NCArts.

Facebook: <https://www.facebook.com/ncarts>

Twitter: <https://twitter.com/ncartscouncil>

Instagram: <https://www.instagram.com/ncartscouncil/>

YouTube: <https://www.youtube.com/user/NCArts>

Approved Boilerplate

If you have additional room in your playbill or publication to promote the North Carolina Arts Council beyond the credit line, please use the approved language below with our logo:

The North Carolina Arts Council builds on our state's longstanding love of the arts, leading the way to a more vibrant future. The Arts Council is an economic catalyst, fueling a thriving nonprofit creative sector that generates \$2.12 billion in direct economic activity. The Arts Council is also a cultural pathfinder, sustaining diverse arts expression and traditions and investing in new innovative approaches to art-making. The North Carolina Arts Council has also proven to be a champion for youth by cultivating tomorrow's creative citizens through arts education. www.NCArts.org

Questions about Logo Use?

North Carolina Arts Council Director of Marketing at (919) 814-6530.

A Step by Step Guide to Subgranting

Grassroots Arts Program Subgrant System Overview

PCPs with county populations of 50,000 or more are required to subgrant at least 50 percent of their allocations to other organizations in their county to conduct arts programs. If the PCP is not required to subgrant, but chooses to, these same guidelines must be followed.

Eligibility for Subgrants

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 receive Grassroots Arts Program subgrants. PCPs may also require unincorporated nonprofits to have a fiscal agent to receive the funds on their behalf.

Priorities for Funding

The **first priority** for awarding subgrants is to provide program or operating support to qualified arts organizations (where they exist) including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writer's 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. Organizations (State Arts Resources, Outreach-Sustaining, and Statewide Services) that receive general operating support directly from the N.C. Arts Council must get written approval from N.C. Arts Council staff before applying for Grassroots funds.

The **second priority** for subgranting Grassroots funds is to support 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. 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.

The **third priority** includes grants made to other community organizations

that provide quality art experiences for the greater community. These programs must be conducted by qualified artists.