State Arts Resources Rural Outreach

State Arts Resources (SAR) organizations are among our strongest arts providers, modeling quality programs and serving at least a regional area. Many SARs currently take their programs and services outside of their home counties, reaching audiences in less-populated areas. The legislature has appropriated funds to support new and ongoing initiatives by SARs that provide substantive arts programming to Tier 1 and Tier 2 counties, sharing the work of these exemplary organizations with all the citizens of North Carolina.

Who May Apply

Organizations currently receiving State Arts Resources support may apply.

Description

Funding supports outreach efforts by State Arts Resources organizations that extend their programming outside their home county through partnerships with arts and community organizations and schools in Tier 1 and Tier 2 counties. Activities may include performances, exhibitions, screenings, education programs, and other services. Eligible projects may be new initiatives or amplifications of existing programs that already reach the target counties. Audiences of any age level may be served by this category.

This year, a total of $75,000 is available to support between five and fifteen projects in this category.

Evaluation Criteria

- Artistic quality of the programs
- Scope of impact and benefit of the programs to the audiences, participants, and broader community in Tier 1 and Tier 2 counties.
- Inclusiveness of racially, culturally, and economically diverse participants as appropriate to the programs
- Strength of planning and partnerships

Allowable Expenses

Grant amounts range from $5,000 to $15,000. Grant funds may be used for artist fees, interpretive materials, travel expenses, contractual fees, marketing, and other costs related to the outreach project. Directly related staff costs are also eligible, up to 25% of the total project cost, but must be documented on the itemized budget. Grant expenses must be matched one to one with related project costs; SAR operating grant funds cannot be part of the match.

How to Apply

1. The 2017-18 deadline is October 6, 2017. The application will be available online on September 6, 2017. Applicants will submit the form electronically through the GO-Smart portal (https://ncarts.gosmart.org). After the Login Page, click to Current Programs & Applications. You will be required to enter an invitational password in the top right of this page to access the application. The invitational password was emailed to you by your program director.
Applicants will be asked to provide the following information. Make sure that the information you provide addresses the evaluation criteria.

1. Describe the proposed program that you will provide to a Tier 1 or Tier 2 county(ies) outside your home county. Describe the partner organization(s) that you will work with in the target county(ies). Specify whether the program is a new initiative or an expansion of an existing outreach effort and why the counties you identified are being targeted.

2. Provide a description of the key people, including staff, involved in the program, including their roles, expertise or affiliation, gender, and race. Highlight the selected artists and outside professionals you are working with and explain how and why they were chosen. State the rate of payment for each artist and professional contracted for services.

3. Describe the program goals for audience and participation as well as the goals for each county where the program will occur. If you are targeting specific or new audiences, describe them. Include estimated participation numbers and demographic composition. Explain how you chose the activities described in #1 to help expand your outreach and engage audiences in these counties and how your partnerships will strengthen the program’s impact.

4. Provide a timetable for the proposed activities, identifying both arts presentations or performances and educational and community programs. Specify how the artists and professionals you identified in #2 will be involved in each activity.

5. Describe how you will measure and document the project’s impact in terms of artistic goals, audience benefit, community and economic benefit, and other tangible and intangible tracking methods you use.

Support Materials and Work Samples

Support materials and work samples are required to provide additional information about your proposed project. Support materials may include an itemized budget (required), résumés of key people, letters of support/agreement with partners or artists, programs or other marketing materials, reviews, etc.

Work samples should illustrate the artistic merit of the project and community engagement potential (if the program is already established). Applicants may submit 10-15 images and/or 5-10 minutes of video, which should be uploaded to the GO Smart bank and then selected for the application.

Staff Contacts

Arts-in-education organizations, contact:
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