Grassroots Arts Program Orientation
Grassroots Grant Program

Image Courtesy of United Arts Council of Raleigh and Wake County
Grassroots Grant Program

• Established in 1977 to ensure that every North Carolina citizen has access to quality arts experiences

• De-centralized funding provides resources for the arts in all 100 counties, primarily through local arts councils

• Funds are distributed using a per capita based formula

• N.C. Arts Council staff provides support and program assistance
Grassroots Partners in 100 Counties

• Largest network of local arts councils in the nation

• If the county does not have an arts council, the Grassroots partner is usually the local school system, or another arts organization
Partnership with N.C. Arts Council

• Your organization= Steward of the Grassroots grant and partners with the North Carolina Arts Council.

• Partnership extends beyond the grant to organizational development; best practices in Community Arts Development; and capacity building for staff and board of directors.
Levels of Partnership with N.C. Arts Council

1. Designated County Partner
   • Partner with three or more years of experience managing the Grassroots grant and endorsed by city and county governments as Designated County partner for the funds. Usually local arts council.

2. Provisional County Partner
   • Invited arts organization, school system, municipal government, or new arts council to serve as a partner and manage distribution of Grassroots funds for their county.
Levels of Partnership with N.C. Arts Council

Both levels of partners must follow standards of practice in the field – DCP Standards.

- DCPs can spend up to 50% of their grant on operating expenses
- PCPs can spend up to 20% of their grant on operating expenses
### Grassroots County Allotments

#### Grassroots Arts Program - Tentative Schedule of County Allotments for Fiscal Year 2021-22

These figures are based on a projected Grassroots allocation of $2,803,708 according to a formula that assigns 20 percent in equal grants to all counties and 80 percent by population base. The formula uses a state population of 10,658,717 as determined by the 2021 population projection prepared by the State Data Center. The multicultural column shows the amount of the allotment that each county must spend on programming that reflects African American, Asian American, Native American, and Hispanic cultures. Allotments are rounded to the nearest dollar.

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<thead>
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<th>County</th>
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<th>Multicultural Percentage</th>
<th>Multicultural Requirement</th>
<th>2021-22 Allocation</th>
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<tbody>
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<td>Alamance</td>
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Grassroots County Allotments

The N.C. Legislature allocates a portion of the state budget for the Grassroots Arts program. Roughly $3 million investment in the arts.

- 20% distributed equally to all 100 counties
- 80% distributed per capita
Designated County Partner Standards
Designated County Partner Standards

• Administering Grassroots funds requires partners to uphold standards to maintain their partnership with the N.C. Arts Council

• Standards are monitored through N.C. Arts Council staff site visits and technical assistance.

• Grant evaluation is linked to standards and applicant ranking during annual panel meeting.
Designated County Partner Standards

- Provide support for quality programming in the performing, visual, literary, and traditional arts. Programming choices are responsive to community needs and demonstrate improvement and innovation. Programming choices engage constituents across geographic, cultural, social and economic strata.

- Foster collaborative relationships with and provide services and support for county arts organizations and arts resources.
Designated County Partner Standards

- Support individual artists in the county through services and opportunities including appropriately compensating artists for services. Promote and participate in the Artist Support Grant (an individual artist grant).

- Conduct or support arts in education programs led by qualified artists for pre-K-12 students. DCP shows commitment to comprehensive arts education opportunities for county’s youth. (Contact our Arts in Education director Kathleen Collier for help)
Designated County Partner Standards

• Demonstrate a commitment to racial and cultural equity in programming, board representation, governance and administrative practices.

• Demonstrate stability and fiscal responsibility through effective board and staff leadership, sound administrative practices and strategic planning. If staffed, arts councils must provide appropriate salaries and benefits.
Designated County Partner Standards

- Maintain a history of managing the Grassroots grant responsibly, and according to requirements, including meeting the deadlines for applications, fulfilling the subgranting and multicultural requirements and completing final reports.

- Track economic impact and actively participate in county tourism and economic development efforts.
Racial and Cultural Diversity
Racial and Cultural Diversity

- Grassroots partners are required to spend a percentage of their grant on programming that reflects African American, Asian American, Latino, and Native American cultures.

- The minimum amount of investment is included on the County Allocation chart annually.

- Requirement is met through supporting arts programming conducted by artists, ensembles, or organizations of color. It is **not** met by the multicultural percentage of audiences participating.
### Grassroots Arts Program - Tentative Schedule of County Allotments for Fiscal Year 2021-22

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Racial and Cultural Diversity

The requirement can be met in several ways:

1. DCP can hire artists or ensembles of color to conduct arts programs
2. The DCP can award subgrants to multicultural organizations. The organization does not have to be an arts organization, but the funds must be used for arts programming.
3. The DCP can award subgrants to other organizations to hire artists or ensembles of color to conduct arts programs.
Grant Applications & Review
Grant Application

• Grassroots Arts Program applications are always due March 1. *This year, we are looking at a May deadline.* Grant is submitted online through our grant system, GoSmart.

• Grant guidelines are posted on the N.C. Arts Council website in January with all the grant questions. Questions are also included in Grassroots Arts Partner guidebook.

• N.C. Arts Council staff conduct a webinar on the application with an overview of the content and submission process each year in January.
Grant Application

• N.C. Arts Council staff is in the office most January and February for assistance with your application.

• DCPs – Full application every 3 years, and an update each year in between. DCP application cycle can be found online on the Local Arts Council Resources page

• PCPs – same application each year
Grant Review and Evaluation

• N.C. Arts Council staff performs a preliminary review of each Grassroots grant application to check for completeness and compliance. Our staff works with your organization for corrections and clarity.

• Grants are presented at a formal panel in May each year. Panelists include N.C. Arts Council Board members and Arts professionals from across the state. They conduct an evaluation of each application using a scoring rubric that mirrors the DCP standards. All applications above a 3.0 are re-authorized as partners.
Grant Contract & Payments

• The Arts in Communities team will connect with your organization’s score is below a 3.0

• After May: No news = Good News

• Grant contracts are emailed from the N.C. Arts Council grants office in August. Outlines requirements and stipulations for granting period is July 1-June 30th annually.

• Contracts need to be signed and mailed back to the N.C. Arts Council to trigger payment.

• Payments are direct deposited from September – May.
Administering Grassroots Funds

Image Courtesy Toe River Arts Council
Three Primary uses of Grassroots funds

1. Provide Operating Support to Local Arts Councils

2. Provide Program or Operating Support through Subgrants to Arts Organizations that do not receive Operating Support from the N.C. Arts Council

3. Support quality arts programs that reach and impact a broad cross-section of the county’s citizen 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
- Marketing for arts programs
Grassroots money may *not* be used for the following:

- Art, music, and dance therapists
- Purchase of artwork
- Capital expenditures
- Fundraising events
- School band activities or equipment
- Tuition for academic study
Matching the Grassroots Grant
Matching the Grassroots Grant

• Legislation stipulates each grant must be matched *dollar for dollar* with cash from local sources during the fiscal year
  • Matching ensures that there is an investment in the project and in your community

• Partners may either match the county allotment with their own budget or by using the cash match from subgrantees
  • Subgrantees also have to match their grant

• School PCPs should match with staff and teacher salaries
Subgranting Grassroots Funds

- DCPs in counties with 50,000+ population must subgrant 50% or more of their Grassroots allocation to other organizations in their counties to conduct arts programs.

- By subgranting Grassroots funds, you are investing in your community, and ensuring that organizations and programs throughout the county are supported.

- Check the arts council resources page to download our subgranting guide [https://www.ncarts.org/resources/local-arts-council-resources](https://www.ncarts.org/resources/local-arts-council-resources)
• Printed material and publicity regarding North Carolina Arts Council grants, funded activities, and/or partnerships must contain the following language with the appropriate logo:

This project was supported by the N.C. Arts Council, a division of the Department of Natural & Cultural Resources. www.NCArts.org.
Final Reports
Final Reports

• A final report for each application is due on **July 31st** annually.
• Reports must be submitted online and mailed by the deadline.
• Report documents how the Grassroots grant money was spent, and how racial and cultural diversity requirements were met.
• Participation statistics for all programs, including subgrantees, is required.
Final Reports

- Information on subgranted programs
- Marketing materials with North Carolina Arts Council credit line and logo, including those from subgrantees.
- Copies of letters or e-mails sent to thank legislators for their support of the Grassroots Arts Program
- We hold a webinar in early June for Final Reports and are here to support you
Local Arts Council Resources
Local Arts Council Resources Page

• Found on the N.C. Arts Council website under Resources>Organizations>Local Arts Council Resources

• [https://www.ncarts.org/resources/local-arts-council-resources](https://www.ncarts.org/resources/local-arts-council-resources)
  • Bookmark this page!

• Grassroots Arts Program Guide & Subgranting Toolkit

• Forms and tools for subgranting
Questions?
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