

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 program distributes funds for the arts in all 100 counties of the state primarily through partnerships with local arts councils. The Rutherford County government serves as the N. C. Arts Council's partner in awarding subgrants to local organizations for arts programs in Rutherford County.

Eligibility for Application

- All 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 apply.
- All organizations must reside and carry out projects within Rutherford County.
- Organizations that receive general support funds through the N. C. Arts Council are not eligible for Grassroots funds.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be complete and received by the due date.

Application Submission & Deadline

Application forms may be downloaded from Rutherford County's Web site at <http://www.rutherfordcountync.gov/dept/recreation/Grassroots.php>. All projects should take place between July 1, 2010 and May 15, 2010.

All applications must be received by Rutherford County by *September 24, 2010*. Please include one printed and signed original and one digital copy of your application. The printed and signed applications must be mailed or hand delivered, fax submissions will not be considered. The digital copy can be e-mailed and does not need to be signed as long as it is identical to the signed application.

The mailing and physical address is:

Jerry Stensland
Rutherford County
174 Fairground Rd.
Spindale, NC 28160

What the Grassroots Arts Program Funds

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs, or operate an arts organization. Typical uses of Grassroots money include:

- Program 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 or purchase
- Operating expenses such as salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase

Priorities for Funding

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers 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 General Support Program.

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

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. 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 or including scholarships and financial awards.
- 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.

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

- Art, music and dance therapists
- Fundraising events

- Artifacts
- High School band activities or equipment
- Artwork
- 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

Matching Requirement

All subgrantees are required to match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N. C. Arts Council funds cannot be used as a match.

North Carolina Arts Council Recognition

Subgrantees must 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. The N. C. Arts Council's Web site offers information and downloadable logos, at www.ncarts.org.

Reporting Requirements

Each subgrantee is 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. The Subgrant Report form can be downloaded from the N. C. Arts Council Web site at http://www.ncarts.org/freeform_scrn_template.cfm?ffscrn_id=256. Final reports must be mailed or hand delivered to Rutherford County by June 15, 2011.

Legislative Letters:

Applicants are encouraged to write their state representatives 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.

How Subgrant Applications are Evaluated

Subgrant applications are reviewed by a diverse panel of community members including artists, county and public officials among others. The panel evaluates each application based on the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

Panelists discuss and score the grant using an established rating system and a consensus is reached as to the grant awardees and amounts.

Questions and Assistance

If applicants have questions or need assistance, please contact:

Jerry Stensland
Recreational, Cultural & Heritage Planner
174 Fairground Rd.
Spindale, NC 28160
828-287-6074
E-mail: jerry.stensland@rutherfordcountync.gov