

Grassroots Arts Program Orientation



Image courtesy of Arts & Science Council



*Image courtesy of Arts Council
of Winston-Salem and Forsyth County*



North
Carolina
Arts
Council

Grassroots Grant Program

- Established in 1977 to ensure that every North Carolinian 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



Image courtesy of United Arts Council of Raleigh and Wake County

Grassroots Partners in 100 Counties



Largest network of local arts councils in the nation.

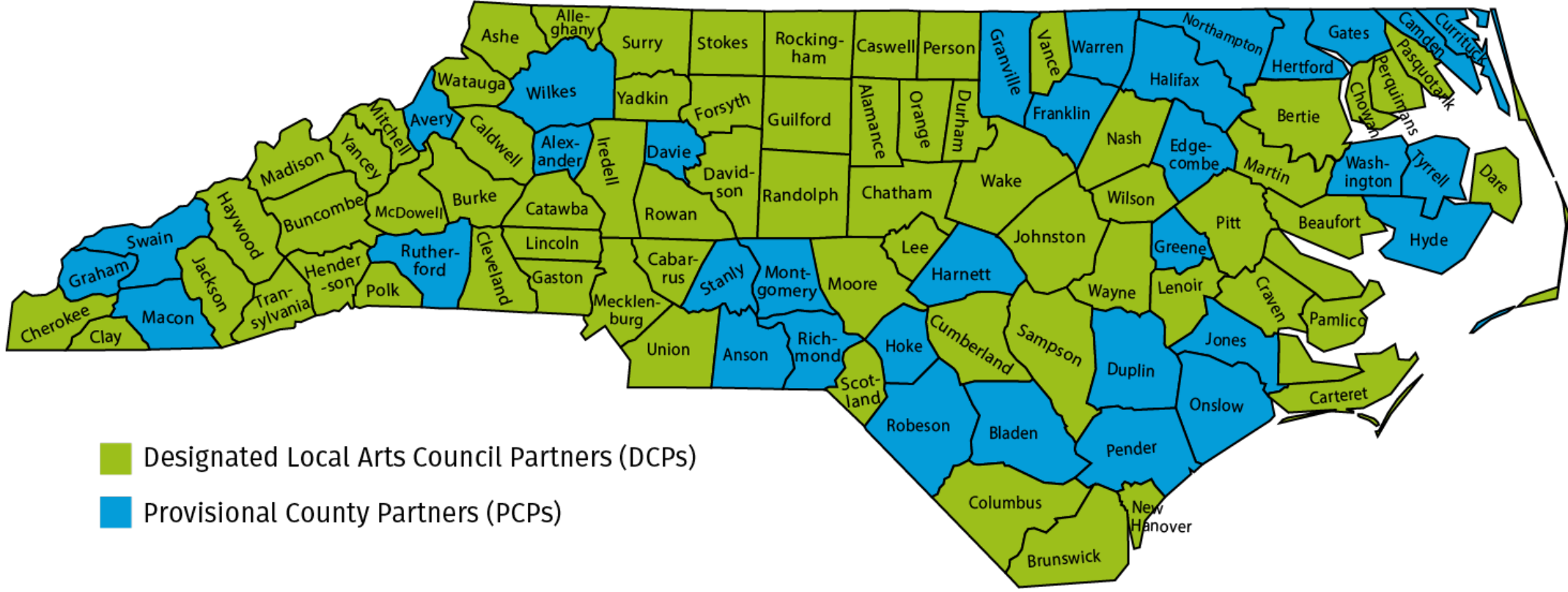


If the county does *not* have an arts council, the Grassroots partner is usually the local school system, or another arts organization.

Partnership with N.C. Arts Council

- Your organization = steward of the Grassroots grant and partner of the North Carolina Arts Council.
- N.C. Arts Council support includes organizational development, best practices in Community Arts Development, and capacity building for staff and board of directors.

Grassroots Partners in 100 Counties



- Designated Local Arts Council Partners (DCPs)
- Provisional County Partners (PCPs)

Levels of Partnership with N.C. Arts Council

1. Designated County Partner (DCP)

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 a local arts council. DCPs can spend up to 50% of their grant on operating expenses.

2. Provisional County Partner (PCP)

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. PCPs can spend up to 20% of their grant on operating expenses.

Local Arts Councils Standards of Practice

- Administering Grassroots funds requires partners to uphold standards to maintain their partnership with the N.C. Arts Council
- Grant evaluation is linked to standards during annual panel meeting.
- Standards are monitored through N.C. Arts Council staff site visits and technical assistance.

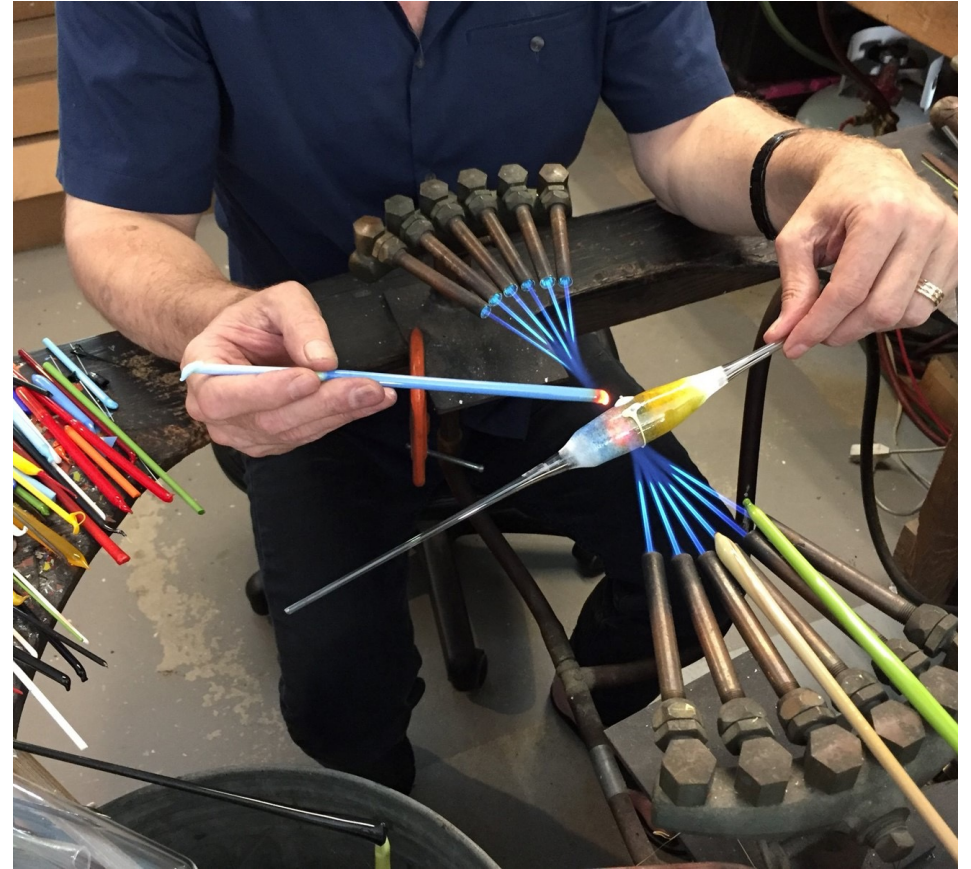


Image courtesy of Toe River Arts Council

Local Arts Councils Standards of Practice

- 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 to county arts organizations and other arts resources.

Local Arts Councils Standards of Practice

- Support individual artists in the county through services and opportunities and compensate artists appropriately for their work. Promote and participate in the Artists Support Grant program.
- Conduct or support arts in education programs led by qualified artists for pre-K-12 students. Grassroots partner shows commitment to comprehensive arts education opportunities for county's youth.

Local Arts Councils Standards of Practice

- Demonstrate a commitment to diversity, equity, accessibility, and inclusion (DEAI) 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.

Local Arts Councils Standards of Practice

- Demonstrate leadership in the arts by actively participating in tourism, economic development, and community development efforts in the county that the local arts council represents.
- 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.

Grassroots County Allotments

The N.C. Legislature allocates a portion of the state budget for the Grassroots Arts program. Roughly a \$6.3 million investment in the arts, \$3.8 million for all counties and an additional \$2.5 million for Tier 1 and Tier 2 counties, and Tier 3 counties with populations of less than 250,000 people.

- 20% in equal grants to all eligible counties
- 80% distributed per capita

Grassroots County Allotments

Grassroots Arts Program - Base County Allotments for Fiscal Year 2024-25

These figures are based on the Grassroots allocations of \$3,803,708 million for all counties and an additional \$2,500,000 for Tier 1 and Tier 2 counties, and Tier 3 counties with populations of less than 250,000 people (assigned by formula with 20 percent in equal grants to all eligible counties and 80 percent by population base). The state population of 10,984,106 is determined by the 2024 population projection prepared by the State Data Center. The multicultural columns show the amount of the allotments that each county must spend on programming that reflects African American, Asian American, Native American, Latino, and Hispanic cultures. Percentages and allotments are rounded to the nearest whole unit.

| County | Total Population | Multicultural Percentage | 2024-25 State Allocation | 2024-25 State Multicultural Requirement |
|-----------|------------------|--------------------------|--------------------------|---|
| Alamance | 184,114 | 40% | \$111,718 | \$44,290 |
| Alexander | 36,464 | 16% | \$32,447 | \$5,164 |
| Alleghany | 11,464 | 16% | \$19,025 | \$3,106 |
| Anson | 22,059 | 52% | \$24,714 | \$12,752 |

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.



Image courtesy of Arts & Science Council

Racial and Cultural Diversity

The requirement can be met in several ways:

1. The Grassroots partner may hire artists or ensembles of color* to conduct arts programs.
2. The Grassroots partner may 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 Grassroots partner can award subgrants to other organizations to hire artists or ensembles of color* to conduct arts programs.

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

Grant Application and Review

- Applications are due on the **first business day of March**. Applications are submitted online through the N.C. Arts Council's grant portal, [GO Smart](#).
- Grant guidelines are posted on the N.C. Arts Council website in January.
- N.C. Arts Council staff conduct a webinar on the application with an overview of the content and submission process each year.



Grant Application Schedule

- Designated County Partners submit a full application every 3 years, and update applications in between. The application schedule can be found on the Local Arts Council Resources page.
- Provisional County Partners submit the same application each year.

Navigating the N.C. Arts Council's Grant Portal

A digital tutorial on the N.C. Arts Council's website provides detailed information on the Go Smart grant portal including how to:

- Start a new application
- Create a new account
- Edit your account profile
- Manage work samples

Review our tutorial at bit.ly/ncac-grant-forms-tutorial

Grant Review and Evaluation

- N.C. Arts Council staff performs a preliminary review of each Grassroots grant application to check for completeness and compliance. Staff works with Grassroots partners to strength their application prior to panel review.
- Full applications are presented at a formal panel each year. Panelists include N.C. Arts Council board members and arts professionals from across the state. The panel evaluates each application using a scoring rubric that mirrors the local arts council standards of practice.
- Applicants must meet a certain scoring threshold to continue as a DCP. If an applicant receives a low rating the N.C. Arts Council staff will provide technical assistance and work with the partner to address the panel's concerns.

Grant Contracts & Supporting Documentation

- The N.C. Arts Council's grant office emails grant contracts via DocuSign upon annual approval of the State budget (usually in August). The grant contract outlines requirements and stipulations for the granting period, July 1-June 30 annually.
- In addition to the contract, supporting documentation is required to secure payment. Supporting documentation is uploaded into the GO Smart portal.
- Payments are distributed from September – May.



Grants Dashboard Webpage

The Grants Dashboard webpage on the N.C. Arts Council website ncarts.org/grants-dashboard provides guidance and information for grantees at every stage of the grant cycle, including:

- N.C. Arts Council Grant office contacts
- Key steps in applying for a grant
- Grant contract process and links to required documentation
- Links to N.C. Arts Council logo and acknowledgement instructions
- Key steps on submitting final reports

Administering Grassroots Funds

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



Image courtesy of Toe River Arts Council

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

Performances

Festivals

Art Exhibitions

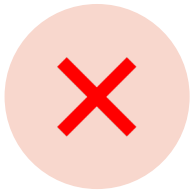
**Arts camps and
after-school
programs**

**Artist Residencies
for schools**

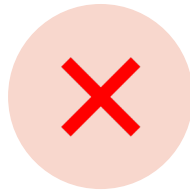
**Artist fees for
classes and
workshops**

**Marketing for arts
programs**

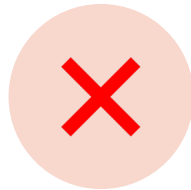
Grassroots money may not be used for the following:



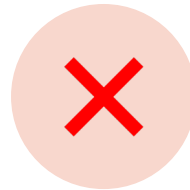
Art, Music, And
Dance Therapists



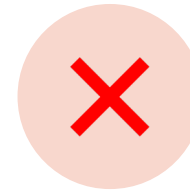
Purchase Of
Artwork



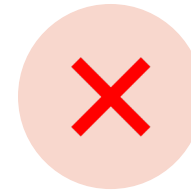
Capital
Expenditures



Fundraising
Events



School Band
Activities Or
Equipment



Tuition For
Academic Study

Additional funding policies are listed in the Grassroots Arts Program Guidebook on pages 9 and 10.

Matching the Grassroots Grant

The matching requirement ensures that there is local investment in the arts.

- The Grassroots legislation stipulates each grant must be matched dollar for dollar with cash from local sources during the fiscal year
- Partners may either match the county allotment with their own budget or by using the cash match from subgrantees
- Subgrantees are also required to match their grant



Subgranting Grassroots Funds

Grassroots partners may subgrant a portion of their funds to support other arts organizations, or art projects in their county.

- Partners in counties with populations of 50,000 or more are required subgrant at least 50% of their Grassroots allocation to other organizations that conduct arts programs in their county.
- A subgranting toolkit provides step-by-step instructions, and digital forms on the local arts council resources page: ncarts.org/resources-local-arts-councils



Image Courtesy of Arts Council of Wilson

N.C. Arts Council Logo Use & Credit Line

N.C. Arts Council partners and their subgrantees must include the N.C. Arts Council logo and credit line in all printed material, online advertising and/or social media posts for funded activities:



North
Carolina
Arts
Council
www.NCArts.org

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

Legislative Letters

Legislators love hearing about the impact of public funding in their communities.

- Grassroots partners are required to write letters of appreciation for Grassroots Arts Program grants to your legislators
- A selection of these letters will be requested in your final report
- Sample letters are available on the local arts council resource page.

Final Reports

The final report documents how the Grassroots grant money was spent, and how racial and cultural diversity requirements were met.

- A final report for each application is **due on July 31 annually**
- N.C. Arts Council staff holds a webinar in June for final reports
- Reports must be submitted online through the N.C. Arts Council's grant portal



What is Included in Final Reports?

- Narrative describing how grant funds were used and how the Grassroots partner met the multicultural requirement.
- Participation statistics for all programs, including subgrants
- Marketing materials with North Carolina Arts Council credit line and logo, including those from subgrantees.
- Copies of letters or e-mails sent to legislators thanking them for their support of the Grassroots Arts Program
- Detailed information on organizations that received subgrants

Local Arts Council Resources

Bookmark this page!

ncarts.org/resources-local-arts-councils

- Local Arts Council Directory
- Grassroots Arts Program Guidebook
- Application Forms and Tools
- Subgranting Toolkit
- Final Report Forms and Tools
- Other Resources



Image courtesy of Chatham Arts Council

Questions?

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