

# Grassroots Arts Program Orientation



Image Courtesy Arts & Science Council



Image courtesy Arts Council of Winston-Salem and Forsyth County



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# Grassroots Grant Program

Image Courtesy of United Arts Council of Raleigh and Wake County

# Grassroots Grant Program

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- 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

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- 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

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- 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

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## 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

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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

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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



# Grassroots County Allotments

## Grassroots Arts Program - Base County Allotments for Fiscal Year 2022-23 and half of ARPA

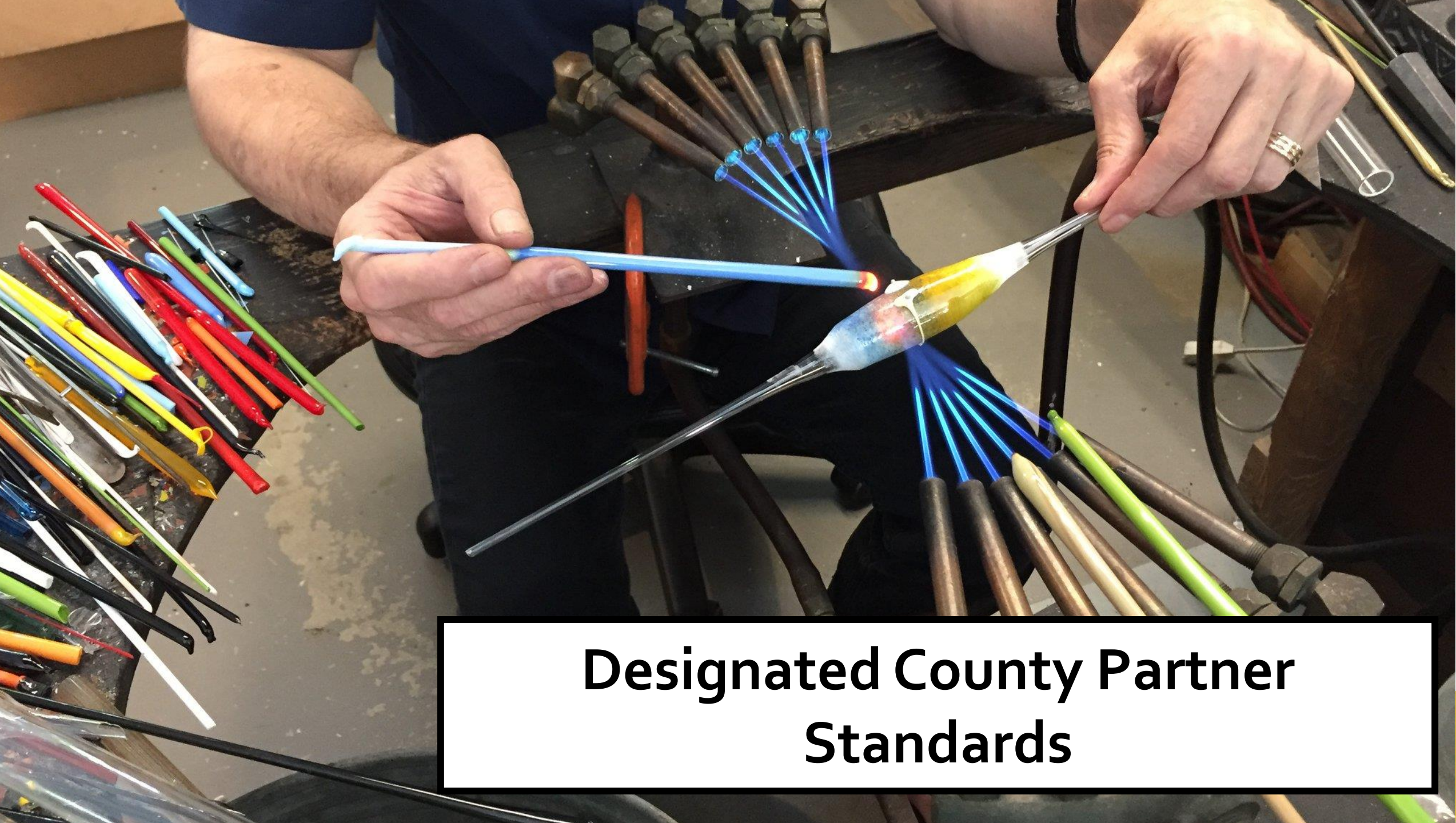
These figures are based on the Grassroots allocation of \$3,803,708 (assigned by formula with 20 percent in equal grants to all counties and 80 percent by population base). The additional amount comes from designated ARPA funds in the amount of \$5 million to be distributed on a per capita basis. The state population of 10,631,667 is determined by the 2022 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	2022-23 State Allocation	2022-23 State Multicultural Requirement	2022-23 Additional \$5M via ARP	2022-23 ARPA Multicultural Requirement
Alamance	174,862	40%	\$57,656	\$22,858	\$82,236	\$32,602
Alexander	35,984	16%	\$17,907	\$2,850	\$16,923	\$2,693
Alleghany	10,815	16%	\$10,703	\$1,747	\$5,086	\$830
Anson	21,814	52%	\$13,851	\$7,147	\$10,259	\$5,294
Ashe	26,346	10%	\$15,148	\$1,495	\$12,390	\$1,223



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**Designated County Partner  
Standards**



# Designated County Partner Standards

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- 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

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- 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

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- Support individual artists in the county through services and opportunities **including appropriately compensating artists for services**. Promote and participate in the Artist Support Grant program (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

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- 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

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- 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

Image Courtesy Arts & Science Council



# Racial and Cultural Diversity

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- 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.



# Racial and Cultural Diversity

## Grassroots Arts Program - Base County Allotments for Fiscal Year 2022-23 and half of ARPA

These figures are based on the Grassroots allocation of \$3,803,708 (assigned by formula with 20 percent in equal grants to all counties and 80 percent by population base). The additional amount comes from designated ARPA funds in the amount of \$5 million to be distributed on a per capita basis. The state population of 10,631,667 is determined by the 2022 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.

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# Racial and Cultural Diversity

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**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.



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A close-up photograph of a person's hands signing a document. The person is wearing a light blue dress shirt and a dark tie. They are holding a silver and gold fountain pen in their right hand, writing on a white document. Their left hand is resting on the document. The document has some text and a signature line. The background is a wooden desk. A laptop is partially visible on the left side of the desk.

# Grant Applications & Review



# Grant Application

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- Grassroots Arts Program applications are always due **March 1**. 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

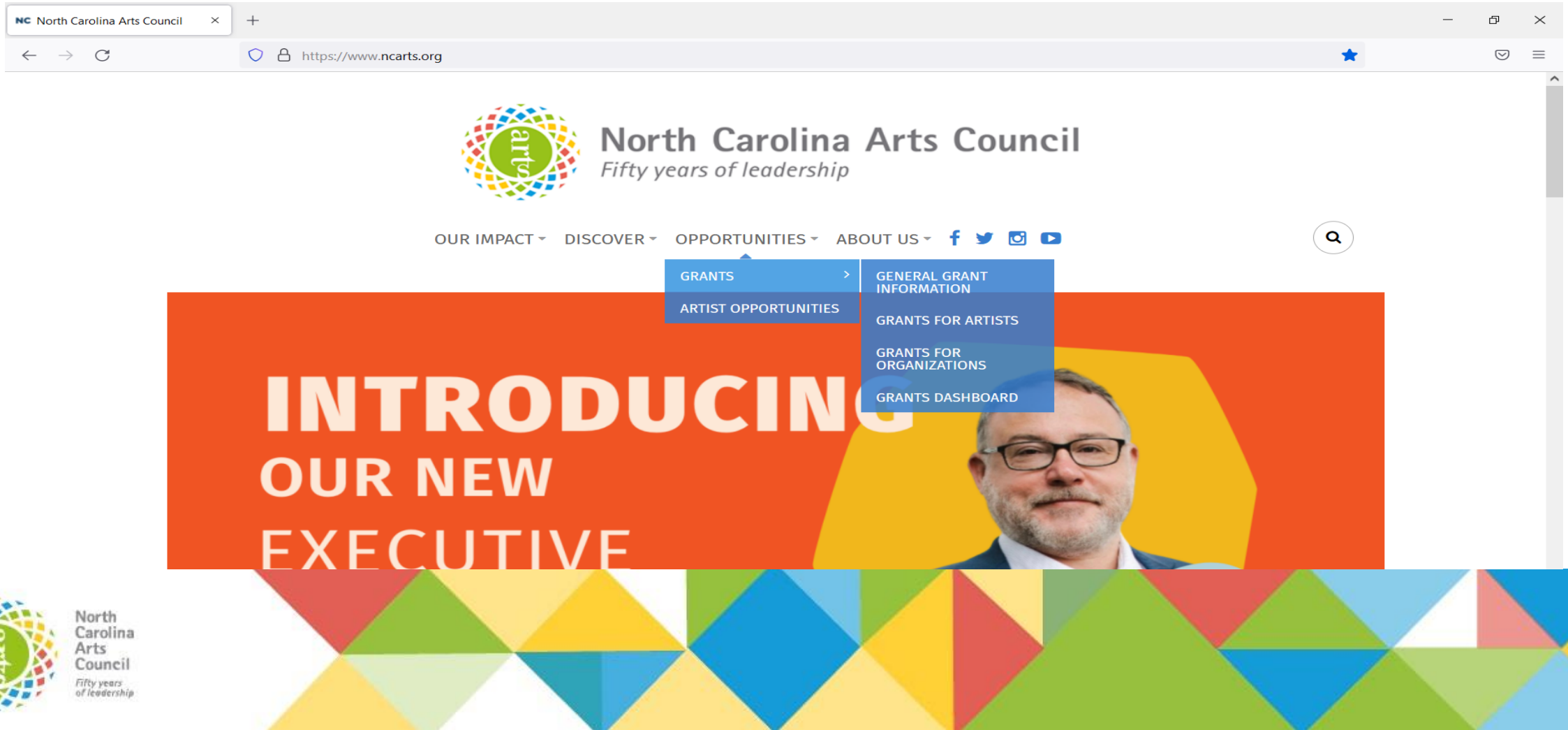
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- N.C. Arts Council staff is in the office most January and February for assistance with your application.
- DCPs – Full application every 3 years, and an update each year in between. DCP application cycle can be found online on the Local Arts Council Resources page.
- PCPs – same application each year



# GoSmart

Starting point: <https://ncarts.gosmart.org> OR you can go to our website, [www.ncarts.org](http://www.ncarts.org) and then click on **Opportunities Tab**, and the drop-down choice of **Grants Dashboard**



GO Smart

NC North Carolina Arts Council Grants Dashboard

← → ↺

https://www.ncarts.org/north-carolina-arts-council-grants-dashboard

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# NORTH CAROLINA ARTS COUNCIL GRANTS DASHBOARD

## Grants Cycle Timeline

APPLICATION PERIOD

APPLICATION REVIEW

GRANTS AWARDED

CONTRACTS DUE

GRANT USE PERIOD

FINAL REPORTING

### Jump to a section

- [Staff contact](#)
- [Apply for a grant](#)
- [Complete your grant contract & documentation](#)
- [Acknowledge your grant funds](#)
- [Submit final reports](#)

### Welcome to the North Carolina Arts Council's grants dashboard! This is your one-stop shop to apply, complete paperwork, acknowledge, and submit reports for grants, so be sure to bookmark this page.

### STAFF CONTACT

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Type here to search

83°F Mostly cloudy

11:47 AM 7/8/2022



# Grant Review and Evaluation

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- 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 Contracts

A stylized, cursive handwritten signature in black ink, positioned above a horizontal line.

Signature

# Grant Contracts & Supporting Documentation


- The Arts in Communities team will connect with your organization if score is below a 3.0
- After May: No news = Good News
- Grant contracts are emailed via DocuSign from the N.C. Arts Council grants office in August. Outlines requirements and stipulations for granting period, July 1-June 30<sup>th</sup> annually.
- Contracts need to be signed, supporting documentation needs to be emailed and mailed back to the N.C. Arts Council to trigger payment.
- Payments are direct deposited from September – May.

## COMPLETE YOUR GRANT CONTRACT & DOCUMENTATION



Have you been notified by email that you've received a grant award? If so, you are in the right place. In addition to signing the general terms and conditions document (instructions to submit via DocuSign were provided in your award email), you must complete the documents we list below in order to receive your grant funds.



 Please make sure to read the [grantee requirements](#) to ensure you are in compliance with our policies.

**NOTE: All forms can be completed and emailed in a bundle to the grants manager UNLESS otherwise noted.**

- ☐ [State of NC W9 Form](#)
- ☐ [Conflict of Interest policy template](#) (for non-government organizations; signed and dated within the last year)
- ☐ [No overdue tax debt form for individuals or non-government organizations](#)  
(MUST BE NOTARIZED AND MAILED. If sending via US Postal Service, mail to N.C. Arts Council, attn:



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# Administering Grassroots Funds



Image Courtesy Toe River Arts Council

# Three Primary uses of Grassroots funds

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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



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

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- Performances
- Festivals
- Art Exhibitions
- Arts camps and after-school programs
- Artist Residencies for schools
- Artist fees for classes and workshops
- Marketing for arts programs



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# Grassroots money may not be used for the following:

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



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# Matching the Grassroots Grant

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# Matching the Grassroots Grant

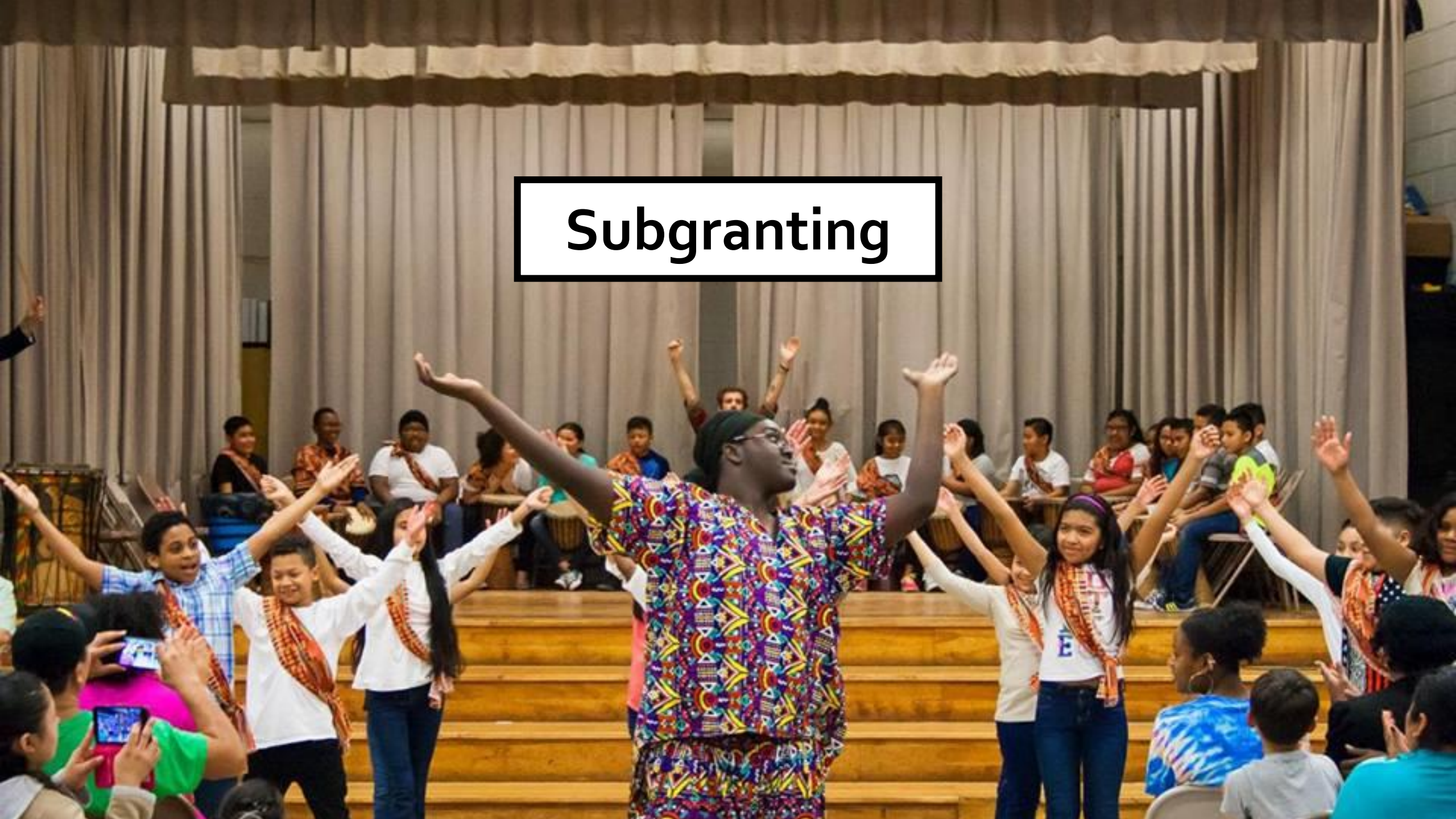
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- Legislation stipulates each grant must be matched *dollar for dollar* with cash from local sources during the fiscal year
  - Matching ensures that there is an investment in the project and in your community
- Partners may either match the county allotment with their own budget or by using the cash match from subgrantees
  - Subgrantees also must match their grant
- School PCPs should match with staff and teacher salaries





# Subgranting





# Subgranting Grassroots Funds

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- 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 Toolkit  
<https://www.ncarts.org/resources-local-arts-councils>



# N.C. Arts Council Logo Use & Credit Line

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- 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:



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This project was supported by the N.C. Arts Council, a division of the Department of Natural & Cultural Resources.  
[www.NCArts.org](http://www.NCArts.org).



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# Legislative Letters

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- DCP and PCP partners are required to write letters of appreciation for Grassroots Arts Program grants to your legislators
- Legislators love hearing the impact happening in their communities
- A selection of these letters will be requested in your final report





# Final Reports



# 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<sup>st</sup>** annually
- N.C. Arts Council staff holds a webinar in June for Final Reports
- Reports must be submitted online and emailed by the deadline



# Final Reports

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- Narrative describing how grant funds were used and how your organization met the multicultural requirement.
- Participation statistics for all programs, including subgrantees
- 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
- Information on subgranted programs



A photograph of various pottery items. On the left is a large, white, bulbous vase with a small, light-colored, leaf-shaped mark on its side. To its right, on a dark wooden shelf, are several smaller terracotta pieces: a wide-mouthed bowl, a small cup, and a small, flared vase. The background is dark, and the lighting highlights the textures of the pottery.

## Local Arts Council Resources

Image courtesy Chatham Arts Council

# Local Arts Council Resources Page

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- Found on the N.C. Arts Council website under Our Impact>Community & Economic Development>Local Arts Council Network & Grassroots Grant>Resources For Local Arts Councils
  - <https://www.ncarts.org/resources-local-arts-councils>  
**Bookmark this page!**
- Grassroots Arts Program Guidebook & Subgranting Toolkit
- Forms and tools for subgranting





# RESOURCES FOR LOCAL ARTS COUNCILS

The N.C. Arts Council's Arts in Communities team works with arts councils and community arts partners in all 100 counties to create and sustain innovative arts programs. In addition to individual consultations with arts councils by N.C. Arts Council staff, a variety of resources for local arts councils are available.

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## [North Carolina Local Arts Councils Directory](#)

Provides contact information for arts councils across North Carolina.

## [Grassroots Arts Program Guidebook & Subgranting Toolkit](#)

The Program Guide and Toolkit provides Arts Councils with guidelines and instructions, as well as examples of forms, letters, and contracts, and reports.

## [Amendments to Grassroots Arts Program Guidebook for 2022-2024](#)

## [Grassroots Arts Program Orientation 2022](#)

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Allotment Table  
&  
Guidebook



## GRASSROOTS ARTS APPLICATION TOOLS

### **NEW!** [Grassroots Arts Program Allotment Table: 2022-2023](#)

The allotment table lists the upcoming granting period Grassroots allotment, including multicultural funding requirement per county.

### **NEW!** [Amendments to Grassroots Arts Program Guidebook for 2022-2024](#)

### [Grassroots Arts Program Allotment Table: 2021-22](#)

### **NEW!** [Grassroots Arts Program 2022-2023 Application Webinar](#)



## Everything Subgranting



### GRASSROOTS ARTS SUBGRANTING TOOLS

#### **NEW!** [Subgranting PowerPoint](#)

Provides training to potential applicants for Grassroots subgrants. The PowerPoint can be customized by local arts councils and utilized in grant workshops.

#### [FY 2021-2022 Subgrant Final Report Form \(DOC\)](#)

#### [FY 2021-2022 Subgrant Final Report Form \(PDF\)](#)

#### **NEW!** [FY 2022-2023 State Grassroots Subgrant Application Form \(DOC\)](#)

#### **NEW!** [FY 2022-2023 State Grassroots Subgrant Application Form \(PDF\)](#)

#### **NEW!** [FY 2022-2023 ARPA Federal Funding Subgrant Application Form \(DOC\)](#)

#### **NEW!** [FY 2022-2023 ARPA Federal Funding Subgrant Application Form \(PDF\)](#)

#### [Customizable Grassroots Arts Subgrant Award Packet with Contract \(doc\)](#)

#### [Logo Requirements](#)

#### [No Overdue Tax Form](#)

#### [Subgrant Panel Meeting Materials](#)

## In-School Artist Residencies Resource Guide



### OTHER RESOURCES

#### [Arts Accessibility Resources](#)

According to ADA Guidelines, Local Arts Councils must ensure their facilities and programs are accessible to all individuals.

#### [The Life Cycle of a Residency: A Teaching Artist Resource Guide](#)

Developed by Teaching Artists Connect NC, this resource packet provides helpful information regarding best practices for developing in-school artist residencies and collaborative partnerships with teaching artists.



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A conceptual image featuring a clear incandescent lightbulb resting on a dark chalkboard. A white chalk-drawn thought bubble is centered around the lightbulb, with three smaller circles leading down from it. The word "Questions?" is written in a bold, black, sans-serif font inside a white rectangular box with a black border, positioned in the lower-middle part of the image.

**Questions?**

# Questions?

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