



**ORANGE COUNTY
ARTS COMMISSION**

GRASSROOTS ARTS PROGRAM
2020 Guidelines & Information



ABOUT OUR GRANTS

Grassroots Program Grants Funded by the NC Arts Council (NCAC) and Orange County, these grants fund arts programs, projects, and services through area nonprofits, schools, and municipal organizations.

Artist Project Grants Funded by Orange County, these grants fund artist-led projects and programs that positively benefit the greater community.

ABOUT OUR GRANTS

AVAILABLE FUNDS

- Fiscal Year 2020-21 Funds: approximately \$65k for both programs
- Suggested request range: \$1,000 - \$3,000
- Average GAP grant in 2019: \$1,529

TIMELINE

- All grant applications due by midnight Friday, August 14
- Applicants will be notified no later than Friday, September 18
- Tuesday, October 6: Check presentation at Board of County Commissioners meeting, Hillsborough (tentative)

ELIGIBILITY

- All projects/programs must take place in **Orange County**
- Projects/programs must take place between **July 1, 2020 – June 30, 2021**
- Applicant must be
 - **Nonprofit** organization OR group sponsored by nonprofit organizations (fiscal agent)
 - Public or private **school** in Orange County; parent/teacher organizations for Orange County schools.
 - Entity of town or county **government**
- Must have been in operation for **one year**
- Must not receive general support funds through **NC Arts Council OR NC Department of Natural & Cultural Resources**

WHAT THE GRANTS WILL FUND

- **Program expenses** such as professional **artists' fees** and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and theater equipment rental.
- **Operating expenses** for qualified **arts** organizations. These can include salaries, office supplies, printing, postage, rent, utilities, insurance and equipment rental.

WHAT THE GRANTS WILL NOT FUND

- Art, music, and dance therapists
- Artifacts
- Purchase of artwork
- Capital expenditures
- Contingency funds
- Deficit reduction
- **Fundraising events**
- **Food or beverages** for hospitality or entertainment functions
- School band activities or equipment
- **Internal school activities or supplies**
- Lobbying expenses
- Oral history and history projects
- Tuition for academic study
- Interest on loans, fines or litigation costs
- **Scholarships**
- Religious content

GUIDELINES

- **Artistic merit** is extremely important!
- Matching Requirement: One-to-one cash match **REQUIRED.**
- Provide proof of partnerships, community support and responsiveness to community needs, such as **letters of support** from anyone or any organization mentioned in your application.
- **Operations requests** are encouraged (arts organizations only)
- Clear contingency plan in light of **COVID-19.**

PRIORITIES FOR FUNDING

For Grassroots Applications

1st Priority: **Arts organizations** like symphonies, galleries, theaters, art guilds, choral societies, dance companies and music presenters who are not receiving any other funding through the N.C. Arts Council or N.C. Department of Natural and Cultural Resources

2nd Priority: Arts learning and **Arts in Education programs** conducted by qualified artists.

3rd Priority: Civic, municipal or **community-based organizations** providing quality art experiences for the greater community.

HOW APPLICATIONS ARE EVALUATED

- Three review panels (visual, literary, performing arts) with OCAC Advisory Board members + guest artists will review each grant
- Panels must base funding decisions on the **quality of the grant application**, not on their relationship with, or knowledge of, the organization
- Panelists review each grant application and **score applications** on specific criteria
- Full OCAC Advisory Board will be presented scores and decide funding decisions

HOW APPLICATIONS ARE EVALUATED

Considerations...

- **Artistic quality** of the proposed project or program
- **Community impact** of project or program
- **Multicultural aspect** of the program
- **Educational impact** of the program
- Ability to **plan and implement** project
- Stability and **fiscal responsibility** of the organization
- Integration into **curriculum and/or enrichment** (schools only)
- **Need** (schools only, based on percentage FRL%)

HOW APPLICATIONS ARE EVALUATED

Scoring rubric:

Nonprofits, municipalities:

1. Artistic Merit – 35%
2. Community Impact – 30%
3. Program Management – 15%
4. Financial Review – 10%
5. NCAC Priority of Funding – 10%

Schools:

1. Artistic Merit – 40%
2. Integration in curriculum and/or enrichment – 40%
3. Need (FRL%) – 20%

IF YOU GET FUNDED...

- Grant **Contract**
- **Final report** with audience numbers + demographics
- Demonstrated use of proper **NC Arts Council logo and credit line and OCAC logo** on promotional materials and programs

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



- **Letters** to local legislators and commissioners
- **Willingness to participate** in activities that showcase your project, or contribute to the betterment of the arts community of Orange County.

EXAMPLE: Demonstration at a Board of County Commissioner's meeting, or participation in Americans for the Arts' Arts & Economic Prosperity Survey

F.A.Q.'s

Q: I received a grant last cycle. Can I apply again this cycle?

A: Yes, unless you have not yet submitted a prior cycle's report that is past due, or you failed to execute a formerly funded program. If this is case, please contact us at 919-245-2335.

Q: What about COVID-19?

A: Contingency! If your program involves public gathering, the utilization of space that may not be available, or any other unknown variables, make sure you have a Plan B. Panelists will want to see that you have thought about alternative plans in the event that COVID sticks around.

F.A.Q.'s

Q: Is there a limit on how much funding I can ask for?

A: Technically, no. However, there is a finite pool of funds and Orange County has 177 arts and cultural organizations plus artists who may apply for funding. We want to fund as many high-quality arts programs as possible. We recommend your requests range from \$1,000-\$3,000.

Q: I need funding for multiple projects or programs. Should I compile all requests into one application, or submit multiple applications?

A: For the sake of clarity, we would prefer for you to submit one application per program. Be as clear as possible with your request; we never want the grants panel to ask, "What exactly are they asking for?"

F.A.Q.'s

Q: What about matching funds? Can artists' time count towards an in-kind match?

The dollar value of in-kind donations of goods and services MAY be used for matching funds; however, a “donation” of artists' time may not be used as matching funds. Artists' time is a valuable resource and we want artists to be paid.

Q: Why must my project expenses equal my income?

If your project income was more than your expenses, then it would be a revenue-generating project, which is not the intention of this grant program.

If your expenses were more than your income, questions arise regarding the project and if it was well thought-out. You don't want to plan – and our board doesn't want to fund – a project that results in financial loss.

F.A.Q.'s

Q: What are the main tips you can offer to help me submit a great application?

A: First, understand the purpose of the N.C.Arts Council Grassroots Arts Program: to ensure that every citizen has access to **quality arts experiences**. Your grant should help fulfill this goal, either through programming or through operational support that allows your arts organization to serve the public.

Second, be **clear and concise**. Quality is much more important than quantity!

Third, **try new things**. Generally, the OCAC board prefers to fund changing, innovative projects each year rather than the same project multiple times or in multiple forms.

Fourth, focus on the identified needs of our arts community: **space** and **equitable access**.

F.A.Q.'s

For Grassroots Applications

Q: What role does multicultural programming play in your grant decisions?

A: The N.C.Arts Council requires Orange County to use at least 33% of grant funds to support multicultural programs. Note that this is reference to who is **being hired**, not the population being served. Priority will be given to programs hiring high quality artists who are black, Asian American, Latinx, or Native American.

Q: How do I find high quality artists, performers or instructors for my arts program?

A: Several organizations can help you find performers, including the OCAC. Local schools are encouraged to work with The ArtsCenter's Arts in Education/School Show Series Program to secure high quality, vetted, performers. Other resources include Durham Arts Council's CAPS Program, and United Arts Council of Raleigh & Wake County's Artists in Schools Program.

WHEN
to submit your application

Applications due
Friday, August 14 by midnight

www.artsorange.org/grants

QUESTIONS?

Need help? Have questions? Confused?

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