



**ORANGE COUNTY
ARTS COMMISSION**

GRASSROOTS ARTS PROGRAM
2022 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 2022-23 Funds: approximately \$120k for both programs (approximately \$96k for GAP)
- Suggested request range:
 - Programmatic Requests: \$1,000-\$3,000
 - Operations Requests: \$1,000-\$8,000

TIMELINE

- All grant applications due by 11:59PM on Friday, June 10
- Applicants will be notified in August
- Fall, 2022: Check presentation at Board of County Commissioners meeting (tentative)

ELIGIBILITY

- All projects/programs must take place in **Orange County** for **the benefit of Orange County residents**
- Projects/programs must take place between **July 1, 2022 – June 30, 2023**
- 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**

ELIGIBILITY

- Organizations serving multiple counties can only apply to the Grassroots program in the county where they are **physically located**.
- Must have been in operation for **one year**
- **NEW:** Organizations with an annual operating budget of **over \$2M** may only request programmatic support, not operations.
- **NEW:** Recipients may also receive general support funds through **NC Arts Council or NC Dpt 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.
- **NEW:** GAP funds MAY be used for **capital expenditures** and **equipment purchases**

WHAT THE GRANTS WILL NOT FUND

- Art, music, and dance therapists
- Artifacts
- Purchase of artwork
- 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 allowed from arts organizations only
- Clear contingency plan regarding **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

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

- A Financial Review panel will review organization's financial documents (**NEW:** Form 990 required for operations requests)
- Three review panels (visual, literary, performing arts) with OCAC Advisory Board members + guest artists will review apps
- Funding decisions are based on the **quality of the grant application**, not panelists' 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.



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- **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: Presentation 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 just in case!

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 for programmatic requests and \$1,000-\$8,000 for operations requests.

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: Can we submit applications for BOTH operations and programmatic support?

A: Yes, but depending on the applicant pool, both requests may not be funded. We suggest picking your highest priority need and submitting only that request.

F.A.Q.'s

For Grassroots Applications

Q: How do I answer “organization race”

A: This is a National Standard for Arts Information Exchange data collection project to document state arts agency grantmaking activities. This information is not used in making grant decisions. Organizations should choose the one code that best represents 50 percent or more of their staff, board and membership (if applicable).

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

A: Several organizations, including the OCAC, can help you find performers. Local schools are encouraged to work with the Durham Arts Council’s CAPS Program and United Arts Council of Raleigh & Wake County’s Artists in Schools Program to secure high quality, vetted teaching artists.

F.A.Q.'s

For Grassroots Applications

Q: Does the zero-based budget apply to my organization's financials?

A: This applies to programming requests and applies only to the budget you submit for the program/project. We do not expect your organization's income to exactly match your expense, but make sure you explain in your application if your organization has a significant deficit or surplus.

Q: Can I request funds for scholarships for classes or camps?

A: No. While we understand there are costs associated with your educational programs, often times these costs are subjective and hard to determine. Grants should cover the hard costs of your programs or organization, rather than offset revenue. We suggest requesting funding to cover the salary of your instructor, allowing your organization to offer more scholarships.

WHEN

to submit your application

Applications due

Friday, June 10 by 11:59PM

www.artsorange.org/grants



QUESTIONS?

Need help? Have questions? Confused?

Katie Murray, Director

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919-245-2335