

**2012-2013  
PROJECT SUPPORT GRANT  
Program Guidelines & FAQ's**



**DEADLINES**

<b>Workshop</b>	<b>Thursday, February 9, 2012</b>	<b>Mandatory for new Applicants</b>
<b>Letter of Intent</b>	<b>Wednesday, March 7, 2012</b>	
<b>Application</b>	<b>Wednesday, April 4, 2012</b>	<b>Invitational only</b>
<b>Final Report</b>	<b>Thursday, June 14, 2013</b>	

**PROGRAM PURPOSE**

The purpose of Project Support Grants is to increase opportunities for access to arts, cultural and historical programming in Cumberland County. Project Support Grants may be awarded to nonprofit agencies in Cumberland County who demonstrate financial and administrative stability. Grant awards can range from \$500 - \$25,000, depending upon the category. Grant funds support expenses that are directly related to the project. Allowable costs may include qualifying professional program-related fees and contracts, marketing, promotion, travel, rental or purchase of equipment and other project-related costs. Project Support Grant funds must be matched by the applicant.

**FUNDING PARTNERS**

The Project Support Grant program is funded through the generous support of individual donors to the Arts Council of Fayetteville/Cumberland County (Arts Council). These funds are leveraged with a grant from the Grassroots Arts Program of the North Carolina Arts Council, a state agency. Therefore, organizations that receive Project Support Grants from the Arts Council will be accountable for complying with all North Carolina Arts Council requirements and restrictions.

The Project Support Grant program is also supported by the City of Fayetteville, Cumberland County, and the Cumberland County Occupancy Tax. As a steward of public and private funds, the Arts Council is responsible for the compliance of all sub-grantees with the reporting requirements and restrictions of these funds.

The Arts Council is responsible for reporting on the distribution and use of these funds. All grant recipients will be required to provide information on grant activities and expenditures for the purpose of completing these reports.

Failure to comply with all requirements and funding restrictions could result in a loss of funding and ineligibility for future grants.

## FUNDING PRIORITIES

While the mission of the Arts Council of Fayetteville/Cumberland County is to support individual creativity, cultural preservation, economic development and lifelong learning through the arts, the Board of Trustees recognizes the valuable contributions of arts, cultural and historic programming conducted by 501(c) and government agencies whose primary mission is not focused in these areas. However, in order to remain in compliance with restrictions set forth by our funding partners and to maximize our dollars to meet our mission, the Arts Council has set forth these funding priorities:

- 501(c) organizations whose primary mission is arts, culture or history.
- Universities, schools, and government entities with ongoing arts and culture programming.
- Other 501(c) and government agencies that conduct periodic arts and culture programming.

These priorities are taken into consideration by the grants panel along with the criteria set forth in the Project Support Grant guidelines when making funding recommendations to the Arts Council Board of Trustees.

## ELIGIBILITY

The project for which you are applying for funding must occur between July 1, 2012 and June 30, 2013.

Organizations meeting the eligibility requirements listed below can apply for Project Support Grants; however, eligibility does not guarantee funding.

- Nonprofit Organizations
  - Applicant organization is a 501(c) that is in good standing with the Internal Revenue Service (IRS).
  - Applicants must be based in Cumberland County.
  - Organizations must have had their formal tax-exempt status for at least one year (date listed on IRS determination letter).
  - Organizations must be governed by a Board of Directors/Trustees that represents our diverse community.
  - **Note** - Organizations that have delinquent or incomplete paperwork for previously-funded grants are not eligible to apply.
- Fiscal Agents
  - Organizations that have not obtained tax-exempt status (IRS determination letter) or have been active for less than one year, or have not organized a qualifying Board can apply for and receive Project Support Grants through a Fiscal Agent for up to three years. The Fiscal Agent must meet all requirements for eligibility listed above. The Fiscal Agent, as well as the applicant organization, is fiscally and legally responsible for any grant award.
  - For the Letter of Intent the Fiscal Agent must be identified in the narrative.

- The Fiscal Agent and the applicant organization must acknowledge their agreement by completing the Fiscal Agent page of the Project Support Grant application.
- The Arts Council of Fayetteville Cumberland County will not be a fiscal agent for any organization applying for this grant due to conflict of interest.
- **Please Note:** Organizations that currently receive Operating Support Grant funds from the Arts Council may apply for Diversity Enhancement Project Grants only.

## RESTRICTIONS

Project Support Grant funds may not be used for the following expenditures:

- Deficits.
- Contingency funds.
- Food or beverages for hospitality or entertainment functions.
- Interest on loans, fines or litigation costs.
- Indirect cost rate expenses.
- Lobbying expenses.
- Capital expenditures **(with the exception of Cultural Tourism Projects)**.
- Tuition for academic study.
- Internal programs at area educational institutions (colleges, universities, technical colleges).
- Activities concurrent with the project which are not arts, culture or history-related.
- Permanent personnel positions are not a reimbursable expense; however, they may be used as part of the applicant's matching funds **(with the exception of Salary Assistance Grants)**.

## FREQUENTLY ASKED QUESTIONS

### **Q: What are the grant categories?**

A: Five distinct categories exist, and an application will be considered in only one category. Organizations are limited to a total of three Project Support Grant applications each year. There is a checkbox on the application that allows the applicant to select the category of the application. The Arts Council staff or Grants Panel may reclassify an application, if appropriate. The categories are:

1. **General Projects:** All project types are eligible to compete in this high priority category. The development of new arts, culture or history-focused community projects is a priority of the Arts Council's Project Support Grant program. *General Project grants can range from \$500 - \$10,000.*

A sub-category of General Projects is:

- **Diversity Enhancement Projects:** These projects help our community learn about and celebrate Cumberland County's diversity. Applications must demonstrate high community impact and collaborations. This special category of General Project Grants is also

available to Arts Council Operating Support Grantees. The focus of these grants will change annually. *The grant award in this category may range from \$500 - \$3000.*

In an effort to develop highly visible, community-wide cultural celebrations, the Arts Council's Diversity Enhancement Project grants may be awarded for projects that provide the community with opportunities to explore the cultures of the worlds. Applications will be accepted according to the following themes:

2012-2013 Hispanic/Latino American Heritage  
2013-2014 Native American Heritage

2. **Series Support Projects:** These projects will provide a series of opportunities for exposure to arts, culture or history-related programs. There must be a minimum of **3** performances or activities within the series. *Series Support grants can range from \$500 - \$10,000.*
3. **Youth Education Projects:** These projects serve grades K-12 exclusively. Project activities cannot be part of the regular in-class curriculum. *Youth Education Project grants can range from \$500 - \$10,000.*
4. **Cultural Tourism Projects:** These projects increase cultural tourism in the region through the arts, culture or history. Applicants considering this category are encouraged to contact the Arts Council staff well in advance of the application deadline to discuss their proposed project(s). Organizations applying in this category **are not** eligible to use a fiscal agent. *Cultural Tourism Project grant award in this category may range up to \$25,000.*
5. **Organizational Development Grants:** Healthy arts, cultural and history organizations help build vibrant, creative communities throughout Cumberland County. 501 (c) 3 arts, culture or history organizations may use these grant funds for consultancies to strengthen the organization's management. Funds are also available for staff and board members to participate in workshops, conferences or classes. This grant may also be used for the development of new staff positions. *Organizational Development grants can range from \$500 - \$10,000.*

**Q: Am I required to match the grant?**

A: Yes. Project Support grants require at least a 1:1 match from applicant organizations. The award must be spent during the applicable funding period. In-kind contributions cannot be counted as part of the applicant's match. An organization cannot use one Arts Council grant award to match another Arts Council grant award. An organization cannot use the same matching funds towards more than one Arts Council grant.

**Q: What is in-kind support?**

A: In-kind support is defined as anything provided to the project (space rental, supplies, printed materials, volunteer time, advertising space, etc.) at no cost to the applicant. In-kind contributions cannot be counted as part of the applicant's match.

**Q: What is a Fiscal Agent?**

A: A Fiscal Agent is an organization that agrees to accept and be responsible for grant monies on your behalf. The Fiscal Agent must meet all eligibility requirements, and is fiscally and legally responsible for any grant award. (Note – the Arts Council will not be a Fiscal Agent for any applying organization due to conflict of interest).

**Q: What are examples of fundable projects?**

A:

- **Series Support:** the presentation of at least 3 separate performance or residency activities in the funding cycle. The activities must be open to the public.  
*Project Category: Series Support*
- **Touring/Presenting:** the presentation of a single performance or residency activity, or a performance during a community event or festival; provides funds to a presenting organization to strengthen the touring and presenting capabilities of the organization.  
*Project Category: General*
- **Community-Based Residencies:** the engagement of an artist or cultural professional to be in residence in a community from one month to one year.  
*Project Category: General*
- **Outreach Programs:** arts, cultural or historical programs that serve traditionally underserved constituencies. These can include: African-American, Asian-American, Latino and Native American populations, or people with disabilities, older adults, or people in hospitals or residential care facilities.  
*Project Category: General*
- **Literary, Performing, Visual, Cultural, Historic and Media Arts Programs:** innovative arts or cultural programs or programs of historic relevance that promote community awareness of the arts or advance public discussion and understanding of an artist or art form.  
*Project Category: General*
- **Management/Technical Assistance:** the hiring of knowledgeable consultants to strengthen management and programs, help with organizational assessment and planning, or provide design assistance for cultural facilities or public design projects. Issues that consultants may address include: mission development, staff development, board development, program development, artistic development, cultural and racial diversity, arts education, community relations, financial planning, fundraising, marketing, organizational or project planning, audience development, technology, facility and programming for people with disabilities, technical production or exhibit design and installation.  
*Project Category: Organizational Development*

- **Professional Development:** the participation of staff and board members in workshops, conferences, seminars, classes or in-service educational opportunities that focus on management and best practices.  
*Project Category: Organizational Development*
- **Salary Assistance:** the development of new permanent professional positions, either programmatic or administrative. Organizations may apply for up to one half the salary of the position (excluding benefits). Organizations can request funding to support a position for not more than three years total.  
*Project Category: Organizational Development*
- **Cultural Tourism:** the development of new arts, cultural or historical community programs (e.g., festivals, celebrations); community public art; arts, cultural or historical marketing campaigns to develop tourism; capital expenditures for arts, cultural or historic facilities; and permanent banners/signage for facilities and art, cultural or historic trails. Programs that have the potential to attract visitors to our community and enhance their experience while in Cumberland County.  
*Project Category: Cultural Tourism*

**Q: What types of projects receive a higher priority for funding?**

A:

- Programs that develop and employ local artists or cultural professionals.
- Programs of color (programs which employ OR present works by a majority of African-Americans, Asian-Americans, Latinos, Native Americans of other diverse populations).
- Programs that encourage underdeveloped disciplines.
- Programs that broaden participation by attracting more people; diversify participation by attracting audiences different from those the organization is already attracting; deepen participation by increasing current participants' levels of involvement.
- Organizations that demonstrate plans for future funding of the project.
- Programs that target traditionally underserved populations. (See Outreach Programs under examples of fundable programs.)
- Programs that utilize professional artists or cultural professionals in educational and other supplemental activities such as: literary readings, open rehearsals, question and answer sessions, master classes, meet-the-artist/cultural professional receptions, pre-and post-event discussions, workshops and lecture/demonstrations.
- Programs that develop cultural tourism and enhance that visitors experience.
- Programs that include collaborations with other non profit organizations in the community.

**Q: How will my application be evaluated?**

*A: A Grants Panel will review Project Support Grant applications. Please note – it is understood that not every program will meet or embrace every evaluation criteria. Each application will be evaluated on an overall impression of the applicant's strengths in the following areas:*

Artistic/Cultural/Historic Merit and Integrity – 45 points

- A project that is new, creative or unique to Cumberland County
- Programming of high artistic, cultural and/or historic merit defined as consistent, well-executed programming within the context of the applicant's stated mission, goals, environment and history of accomplishment
- Use of professional artists or cultural professionals and appropriate compensation
- Organizational structure must fall within these guidelines:
  - 501(c) organizations whose primary mission is arts, culture or history.
  - Universities, schools, and government entities with ongoing arts and culture programming.
  - Other 501(c) and government agencies that conduct periodic arts and culture programming

Program Impact – 30 points

- Demonstrated knowledge and understanding of community and audience needs: program's are well attended and engage audiences and participants
- Programs that respond to the racial and cultural diversity of the county
- A diversity of participants, including persons or groups who have limited arts or cultural opportunities due to educational, geographic, cultural, physical, economic or other constraints
- Involvement of avocational and/or professional artists, the majority of who are African American, Asian American, Latino or Native American
- Degree to which the organization seeks to work collaboratively and share resources with other community groups
- Degree to which the organization adequately planned with partner organizations and other key participants

Program & Execution Management – 25 points

- Management strength and financial stability/accountability of the applicant organization
- Administrative capacity, resources, budget and program planning and expertise to ensure success
- Effective marketing
- Appropriate evaluation strategies that are matched to program goals
- Applicant organization's past performance as an Arts Council grantee (where applicable)
- Ability to manage and execute deliverable actions (the program) as stated in the application.

**Q: What expenses can I use grant funds for?**

A: Project Support Grant funds can be used for program-related fees and contracts; marketing and advertising expenses; expendable supplies and materials that are related to the project; space rental, etc. If you are unsure of the eligibility of an expense, please contact the Grants Manager at 910-323-1776.

**Q: When is the deadline for application?**

A: The first step in applying for a Project Support Grant is completing and submitting a **Letter of Intent Form**. The deadline for submission of this form is **5:00 pm, Wednesday, March 7, 2012**. These forms are reviewed for eligibility, and applicants are notified if they are eligible to proceed in the process or not. For those organizations that are eligible, the next step is the completion and submission of the full application. **The full application is due Wednesday, April 4, 2012, by 5:00 pm. Late Letters of Intent or applications will not be accepted.** If you plan to mail your application, please mail well ahead of the deadline. The deadline is a “received by” date, NOT a “post-marked by” date. Incomplete applications will not be presented to the grants panel.

**Q: Who decides which applicants receive awards?**

A: Applications will be reviewed by the Grants Panel. The Panel consists of volunteers with professional experience in arts, culture, history, education, grants, finance, and management. The Panel will be representative of our diverse community. Two members of the Panel will be Arts Council Trustees. The written application and attachments are the applicant’s opportunity to present its best case for funding support. The Panel makes funding recommendations based on information provided. The Arts Council staff does not vote on awards. Final approval of awards is voted on by the Arts Council Board of Trustees.

**Q: Are there additional items that I will be required to submit?**

A: Yes. There is a list of required attachments on both the Letter of Intent and the full Application. The Letter of Intent requires the IRS tax determination letter (first time applicants only) and a preliminary budget. The Application requires a narrative (3-page maximum), comprehensive financial information and support materials for use by the Grants Panel in its review of the applicants.

**Q: What is the likelihood that I will receive funding?**

A: This is an extremely competitive process; therefore, applicants are encouraged to develop a strong application and utilize the Arts Council staff and these guidelines. Not every application will receive funding. Last year, the Arts Council funded 71% (27 of 38) of the Project Support applications submitted. However, of those, only four received full funding.

**Q: What assistance does the Arts Council provide to applicants?**

A: An application workshop will be held at the Arts Council on Wednesday, February 9, 2012 at 5:30 for any interested applicants. **This workshop is mandatory for new applicants**; all applicants are encouraged to attend. Guidelines for Letter of Intent and the Application will be reviewed. The Grants Manager of the Arts Council is available to answer questions as needed via telephone, email or appointment.

As a courtesy to the applicant organizations who are invited to submit a full application, the Grants Manager is available to review draft applications up to ten days before the deadline. No drafts will be reviewed after Monday, March 21, 2012.