



2019-2020 PROJECT SUPPORT GRANT *Program Guidelines*

DEADLINES

Workshops

Open to all applicants

Saturday, February 2, 2019, 10:00 am

Open to all applicants

Tuesday, February 5, 2019, 5:30 pm

Open to returning applicants only

Thursday, February 7, 2019, 5:30 pm

Application Deadline

Monday, March 18, 2019

All applications must be submitted using the Arts Council's online application portal

Final Report

60 days after completion of project or June 15, 2020, whichever is earlier

ATTENDANCE AT A WORKSHOP IS MANDATORY FOR ALL NEW APPLICANTS AND
HIGHLY RECOMMENDED FOR RETURNING APPLICANTS

OVERVIEW

PROGRAM PURPOSE

The purpose of Project Support Grants is to increase opportunities for access to cultural arts programming in Cumberland County. Cultural arts are defined as: arts, science, history and heritage. Project Support Grants may be awarded to nonprofit agencies in Cumberland County that demonstrate financial and administrative stability. Grant requests range from \$1,000 - \$30,000, 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 and other project-related costs. Project Support Grant funds must be matched 1:1 by the applicant with the exception of Series Organizational Support Grants which must be matched 2:1.

FUNDING PARTNERS

The Project Support Grant program is supported locally by the City of Fayetteville, Cumberland County and the Cumberland County Occupancy Tax. State funds are provided through a grant from the Grassroots Arts Program of the North Carolina Arts Council. Additional funds are provided through the generous support of individual donors to the Arts Council of Fayetteville/Cumberland County (Arts Council).

All grant documentation is made available to public funding partners.

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 required to report on the distribution and use of these funds. All grant recipients are, therefore, required to provide information on grant activities and expenditures for the purpose of completing these reports. Failure to comply with all requirements, deadlines and funding restrictions will result in a loss of funding and/or ineligibility for future grants.

I. APPLICANT INFORMATION

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

- **Any Nonprofit Organizations that:**

- Are 501(c) and in good standing with the Internal Revenue Service (IRS).
- Are based in or have an on-going physical presence in Cumberland County.
 - *An “on-going physical presence” is defined as an agency whose primary area of service is Cumberland County or who functions in other communities but who maintains an office/program site that is open and functioning in Cumberland County. The scope of service in Cumberland County must be equal to or more than the scope of service in any other county.*
- Are tax-exempt for at least three years (date listed on IRS determination letter), or use a fiscal agent (please contact Arts Council staff for more information regarding fiscal agency).
- Are governed by a Board of Directors/Trustees that represents the community it serves.
- Has a current Charitable Solicitation License or Exemption, issued by the Secretary of State of North Carolina.
- **Note - Organizations that have delinquent or incomplete paperwork for previously funded grants are not eligible to apply.**

- **Universities, schools or government entities that:**

- Produce external programs that are community-based or generate regional cultural arts involvement.
- Are governed by a Board of Directors/Trustees that represents the community it serves.
- Are based in or have an on-going physical presence in Cumberland County.
 - *An “on-going physical presence” is defined as an agency whose primary area of service is Cumberland County or who functions in other communities but who maintains an office/program site that is open and functioning in Cumberland County. The scope of service in Cumberland County must be equal to or more than the scope of service in any other county.*

II. APPLICANT PROCESS

If your organization and project meet the aforementioned requirements, you are eligible to apply for a 2019-2020 Project Support Grant. If you have any questions about eligibility, please contact grants@theartscouncil.com.

The full application and required attachments are due by the deadline listed below. **All applications must be submitted using the Arts Council’s online application portal. The Guidelines set forth in this document are to help you build a strong Project Support application.**

The online portal can be found at: <http://www.theartscouncil.com/grants/project-support-grants> Once you click on “Apply Online” line, new users are encouraged to watch the video on how to set up your account. **We strongly encourage you to sign in (or create) an account and review the entire application to determine if you are interested in applying.**

DEADLINE TO SUBMIT – Monday, March 18, 2019

This is the deadline for submission of all project support applications. No additional materials will be accepted after this date and no edits will be able to be made to your online submission.

III. WHAT PROJECTS ARE ELIGIBLE

In order to be eligible, a Project Support grant must have 1:1 matching funds with the exception of Series Organizational Support Grants which require 2:1 matching funds. The project must occur during the applicable funding period of July 1, 2019-June 30, 2020.

Applicants who apply in the Series Organizational Support category may apply for one grant annually. All other applicants may apply for up to three project support grants each year. All projects must fall into one of the following seven distinct categories.

Applicants and those considering applying are strongly encouraged to log on to the online portal at <http://www.theartscouncil.com/grants/project-support-grants> where you can view the application in its entirety.

GRANT CATEGORIES

There are seven distinct grant categories, and each application will be considered in only one category. The Arts Council staff or Grants Panel may reclassify an application, if appropriate. The categories are:

1. **Series Organizational Support Grants:** This grant category is open only to cultural arts non-profit 501(c) organizations who deliver high quality cultural services to the citizens of Cumberland County. (Colleges, Universities and government entities may apply under Series Project Support Grants) Organizations who apply in this category must:
 - a. Present a minimum of four performances or activities which occur in a minimum of four different months of the year.
 - b. Have been funded for three immediate past consecutive years, meeting all grantee requirements and reporting deadlines. (Please contact Arts Council staff to determine eligibility)
 - c. Have at least one half-time paid professional staff member who is responsible for the administrative day-to-day operations of the organization.
 - d. Have the ability to provide quarterly financial statements according to generally accepted accounting principles.
 - e. Be tax-exempt for at least three years (date listed on IRS determination letter).

Series Organizational Support grant requests range from \$10,000 - \$30,000.

2. **Series Project Support Grants:** These projects will provide a series of opportunities for exposure to cultural arts programs. There must be a minimum of **three** performances or activities within the series.

Series Project Support grant requests range from \$1,000 - \$10,000.

3. **Cultural Tourism Grants:** These grants increase cultural tourism through programs that have the potential to attract visitors to our community through the cultural arts.

These grants fund the development of **new** cultural arts programs (e.g., festivals, celebrations); public art; cultural arts marketing campaigns to develop tourism; capital expenditures for cultural arts facilities; and permanent banners/signage for facilities or historic trails.

Cultural Tourism Project grant requests range from \$1,000 - \$15,000.

4. **Organizational Development Grants:** Healthy cultural arts organizations help build vibrant, creative communities throughout Cumberland County. 501(c) cultural arts organizations may use these grant funds to strengthen the organization's management. Examples of fundable projects are:
 - a. **Management/Technical Assistance:** the hiring of consultants to strengthen management and programs, help with organizational assessment and planning, or provide design assistance for cultural facilities or public design projects.
 - b. **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.

- c. **Salary Assistance:** the development of **new** permanent professional positions (positions that have never existed within the organization), either programmatic or administrative. Organizations may apply for up to one half the salary of the position (excluding benefits). Organizations may request funding to support a position for no more than three consecutive years total.

Organizational Development requests range from \$1,000 - \$10,000.

5. **Youth Education Projects:** Youth Education Projects primarily serve populations under 18 years of age. However, project activities cannot be part of regular in-class curriculum.

Youth Education Project requests range from \$1,000 - \$10,000.

6. **Other Projects:** All project types are eligible to compete in this category. The development of new cultural arts community projects is a priority of the Arts Council's Project Support Grant program. Examples of fundable projects are:

- a. **Touring/Presenting:** the presentation of a single performance or residency activity, or a performance during a community event or festival.
- b. **Community-Based Residencies:** the engagement of an artist or cultural professional to be in residence in a community.
- c. **Outreach Programs:** cultural arts programs that serve traditionally underserved constituencies. These can include but are not limited to: African-American, Asian-American, Latino and American Indian populations, or people with disabilities, older adults, or people in hospitals or residential care facilities.
- d. **Innovative cultural arts programs:** programs that address community issues and challenges.

Other Project requests range from \$1,000 - \$10,000.

7. **Creative Arts & Military Projects:** The category supports new or a new component of existing programming that specifically engages active duty service members, veterans, retirees, and family members.

Creative Arts & Military Project requests range from \$1,000 - \$10,000

IV. FUNDING PRIORITIES

Applicant Prioritization

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 cultural 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 in order of priority:

1. 501(c) organizations whose primary mission is arts, culture or history.
2. Universities, schools, and government entities with ongoing arts and culture programming.
3. 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.

Project Prioritization

The following projects receive funding prioritization set forth by the Arts Council's Board of Trustees:

- New programming or previously funded programs with new components, elements or arts/culture/history professionals.

- Programs developed specifically for a military population (e.g., active duty service members, veterans, retirees, and/or family members).
- 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, American Indians and 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; or, 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, such as at-risk youth, older populations and individuals with disabilities.
- 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 the visitor's experience.
- Programs that include collaborations with other non-profit organizations in the community.

V. PROJECT EVALUATION

A Grants Panel will review Project Support Grant applications. 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. At least one member of the Panel will be an Arts Council Trustee. 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.

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 with appropriate compensation.
- Use of local artists or cultural professionals.

Program Impact – 30 points

- Demonstrated knowledge and understanding of community and audience needs: programs 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.
- Utilizing 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.
- Involvement of avocational and/or professional artists, the majority of whom 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.
- If project was previously funded: degree to which project goals were met, evaluation of new components and levels of participation.

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.
- Feasibility of proposed project.
- 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.
- Ability to meet deadlines.

VI. FINANCE AND BUDGET INFORMATION

Organization Finance: All applicants, with the exception of public schools, colleges, universities and governmental agencies must provide **organization** finance information 2017/2018, 2018/2019 and 2019/2020. Please note that all applicants, including public schools, college, universities and governments agencies, are required to submit an itemized **project** budget with their application.

Allowable Expenditures:

Series Organizational Support Grants: Series Organizational Support Grant funds may support program, operating and administrative costs. These applicants do not need to provide a Project Budget.

All Other Grant Categories: All other project support grant categories can fund program-related fees and contracts; marketing and advertising expenses; expendable supplies and materials that are related to the project; space rental, etc.

PROJECT BUDGET

Expenses

- a. **Personnel/Staff**- expenses allocated for permanent staff salaries specifically related to the project. May only be used as a match with the exception of Salary Assistance Grants.
- b. **Outside Fees & Services** – expenses paid to contracted labor, technical production or any others not employed by your organization.
- c. **Space Rental** – fees related to the use of a facility. May include rental and security.
- d. **Travel** – fees for artists and/or cultural professional travel which are related to your project. May use gas receipts **or** IRS mileage rates. Please refer to IRS per diem rates for food, lodging and hotel (if applicable). All other travel fees related to your project may only be used as a match.
- e. **Marketing** – includes, but is not limited to, the cost of ads (print, radio, internet, etc.), design fees, web site costs, flyers, billboards and banners which are directly related to your project.
- f. **Remaining Project Costs** – all other allowable expenses not included in the above.
- g. **Capital Expenditures** – for Cultural Tourism Grants only.
- h. **Total Cash Expenses** – total of expense lines a-g above.

Income

- a. **Admissions** – ticket price or estimated income from ticket sales.
- b. **Other Revenue** – other income such as souvenir sales, books sales, t-shirts and other promotional items.
- c. **Private Support** – corporate sponsorships, other grants (foundations, corporate) and individual donor income.
- d. **Government Support** – support received from Local, State or Federal sources.
- e. **Applicant Cash** – the amount required to balance your income with expenses. You should not submit an application which reflects less income than you are spending.
- f. **Grant Amount Requested** – the amount of your grant request.
- g. **Total Cash Income** – total of income lines a-f above.

In-kind support is defined as anything provided by another entity 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. However, we encourage applicants to include this information as it can better express the full scope of their project as well as demonstrate community collaboration within your project.

GRANT RESTRICTIONS

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

- Deficits.
- Interest on loans, fines or litigation costs.
- Lobbying expenses.
- Capital expenditures for non-cultural arts organizations.
- Tuition for academic study.
- Expenses concurrent with the project which are not cultural arts related.
- Internal programs at area educational (colleges, universities, technical colleges) and religious institutions, including any internal programming that is available only to students or a specific membership of individuals.
- Grants funds may not be sub-granted.

Project Support Grant funds may not be used for the following expenditures, however, these expenditures may be used by the applicant as matching funds:

- Permanent personnel positions, with the exception of Series Organizational Support Grants and Salary Assistance Grants.
- Food or beverages for hospitality or entertainment functions.
- Travel Expense not related to the hiring of artist/cultural professionals.

If you have any questions about eligible expenses, please contact the Arts Council at 910-323-1776.

VII. NARRATIVE

Please compose your narrative addressing each question in the space provided. When composing your narrative, keep in mind that the panel members are probably not familiar with your organization. Be specific and avoid using acronyms (unless spelled out previously) and industry jargon. Be sure to proofread prior to submitting. You must provide a response to all questions. If the question does not apply to your project please indicate N/A with the reason it does not apply. The questions asked in the narrative portion of the application are below. **Applicants and those considering applying are strongly encouraged to log on to the online portal at <http://www.theartscouncil.com/grants/project-support-grants> where you can view the application in its entirety.**

1. Briefly describe your *organization* including mission, board composition, current cultural arts programming and the number and kinds of people served.
2. Describe your *project/programs* in the context of your organization's mission and goals. Clearly describe the project activities, location, schedule, target audience, and how this project/programs increases opportunities for access to cultural arts programming.
3. Provide a brief description of your organization's experience presenting projects/programs of this type in the past (if applicable).
 - a. If this project has been previously funded include: most recent participation/attendance numbers and what, if anything, influenced attendance; if this year's project will include any new components, elements or arts/culture/history professionals.
4. Describe the project/program's measurable goals.
5. How you will measure the project/program's success.
6. Generally describe the arts/culture/history professionals in the project/programs, including any personnel. Resumes and work samples are required as attachments.

7. Describe the selection process of cultural arts professionals (if applicable).
8. Why is this project needed/what problem will it address? If there are similar projects available in the community, what makes this project unique or different?
9. Describe any collaboration with other organizations in the community who are involved in the planning process or implementation of your project/program.
10. Describe the specifics of your marketing/public information plan for this project. If applicable, describe how cultural tourism in Cumberland County will be impacted as a result of your project.

VIII. FREQUENTLY ASKED QUESTIONS

Q: How can I apply if I haven't had my 501(c) status for three years?

A: Non-profit organizations who have not had their 501© status for three years (date listed on IRS determination letter) may apply using a Fiscal Agent. 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 outline in the Guidelines, 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). Please contact staff for a fiscal agent application.

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

A: Application workshops will be held at the Arts Council on the below dates. Applicants need only attend one of the workshop dates.

| | |
|--------------------------------------|--|
| Saturday, February 2, 2019, 10:00 am | open to all applicants |
| Tuesday, February 5, 5:30 pm | open to all applicants |
| Thursday, February 7, 5:30 pm | open to returning applicants only |

This workshop is mandatory for new applicants but all returning applicants are encouraged to attend. The Guidelines and the Application will be reviewed. Arts Council staff is available to answer questions as needed via telephone, email or appointment.

Q: Do I have to complete a Letter of Intent?

A: The Arts Council has streamlined our application process and no longer requires a Letter of Intent form. Please remember that if you are a first-time applicant, **you must attend a workshop**.

Q: How do I know if I qualify for Series Organizational support?

A: If your organization feels that it complies with all the requirements for this category stated in the guidelines, please **contact staff to confirm eligibility**.

Q: What expenses can I use grant funds for?

A: With the exception of Series Organizational Support, 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 Arts Council at 910-323-1776.

Q: What is in-kind support?

A: In-kind support is defined as anything provided by another agency 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. However, we encourage applicants to include this information as it can better express the full scope of their project as well as demonstrate community collaboration within your project.

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. In the last cycle, the Arts Council funded approximately 80% of the Project Support Applications submitted. However, approximately 2% of those awarded received full funding.