

PROJECT SUPPORT GUIDELINES

FY25

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PROJECT • • • SUPPORT GRANT

● PROGRAM OVERVIEW

The Mission of the Project Support Grant is to increase Art-, Culture, and/or History-focused programming in Cumberland County. Organizations may request up to \$15,000 per program/project, and may submit up to three (3) applications within the 2024-2025 fiscal year.

Cycle One: March 15, 2024 for projects beginning July 1, 2024 and ending on or before June 30, 2025

Cycle Two: August 15, 2024 for projects beginning December 1, 2024 and ending on or before June 30, 2025.



● ORGANIZATION ELIGIBILITY

Potential Project Support recipients must be located in and primarily serve Cumberland County. Organization types include: 501(c) Organizations, Institution of Higher Education, or a Municipal Entity.

- 501(c) Organizations:
 - Organizations must be based out of Cumberland County and provide cultural activities, programs, and services for the residents of Cumberland County.
 - Federal IRS Tax Exempt Status evidenced by a 501(c) letter obtained by time of award contract.
 - Charitable Solicitation License (where applicable).
 - Organization must be in good standing with the IRS and NC Secretary of State.
 - Maintain a governing Board that is representative of the diversity of Cumberland County.
 - Have completed all prior grant requirements for ACFCC contracts (if applicable).
- Institutions of Higher Education and Municipal Entities:
 - Institution must be based in Cumberland County and provide cultural activities, programs, and services for the general public of Cumberland County.
 - Maintain a governing Board or Committee that is representative of the diversity of Cumberland County.



PROJECT SUPPORT CATEGORIES



Organizations are eligible to submit up to three (3) Project Support requests within a fiscal year. Projects must be unique and contain no duplication of services.

SERIES PROJECTS

This grant category supports Arts-, Culture-, and History-focused projects and programs which provide a series of opportunities for cultural programming. The project must include three (3) distinct activities lasting more than one (1) day.

INCLUSIVE OUTREACH PROJECTS

This grant category supports Arts-, Culture-, and History-focused projects and programs which increase diversity, equity, accessibility, and inclusion for underserved and underrepresented groups in Cumberland County.

EDUCATION PROJECTS

This grant category supports Arts-, Culture-, and History-focused projects and programs which increase extracurricular k-12 and adult educational opportunities.



MILITARY ARTS PROJECTS

This grant category supports Arts-, Culture-, and History-focused projects and programs which engage active-duty service members, veterans, retirees, and military-families.

CULTURAL TOURISM PROJECTS

This grant category supports Arts-, Culture-, and History-focused projects and programs which are uniquely designed to increase cultural tourism to Cumberland County.

COLLABORATIVE

This grant category supports Arts-, Culture-, and History-focused projects and programs led by an professional Cumberland County based artist in partnership with a 501(c) organization who acts as the presenting entity.

INELIGIBLE PROJECTS & PROGRAMS



- Projects and Programs are offered only to segmented populations / are not generally available to the public, ticketed or otherwise.
- Projects and programs have a focus on general wellness/mental health not led by certified therapists.
- Multiple grants requests which contain duplication of services.



ALLOWABLE EXPENSES

- Artist Contracts
- Other Contracted Services & Fees
- Material Needs
- Space Rental (temporary for program/project)
- Travel and Lodging for Artist Contracts or Other Service Contracts (to and from Cumberland County)
- Marketing

INELIGIBLE EXPENSES

- Indirect costs
- Operating Support (general salaries, utilities, rent/mortgage, etc.)
- Payments towards deficits, loans, fines, or litigation costs
- Lobbying expenses
- Fundraising expenses
- Capital expenditures
- Food/beverage (catering, etc.)
- Grants funds may not be subgranted, used for prize/award money, or scholarships

● PROJECT PRIORITIES

The Arts Council’s mission is to connect our communities, embrace diversity, promote individual creativity, advance economic development, and foster lifelong learning through the arts. Therefore, the Arts Council prioritizes funding to projects and programs produced by:

- 501(c)(3) organizations whose primary mission is to proliferate arts, culture, and/or history.
- 501(c)(3) organizations whose primary mission is to promote diversity, equity, accessibility, and inclusion and who do so through projects/programming in
 2. arts, culture, and/or history projects and programming.
- Institutions of Higher Education or Municipal Entities with ongoing arts, culture, and/or history programming.



- Other 501(c) organizations or municipal entities that conduct arts, culture, and/or history programming.

EVALUATIONS

Project Support Grant applications are evaluated by a panel composed of Arts Council Board of Trustees members and additional community members who represent the diversity of Cumberland County and who have professional experience in arts, culture, history, education, grants, marketing/cultural tourism, finance, and project management.

The Project Support panel reviews applications and provides a recommendation for funding to the full Arts Council Board of Trustees who decide on the final awards.

Project Support Grants are competitive. Requests are evaluated based on their own merit and are not compared to other organization's requests. Each grant reader provides each request with a preliminary score of 0-100 pts.

All panel member's scores are averaged to produce an aggregate score of up to 100 points. Funding is recommended to programs who score the highest.

PROGRAM EXCELLENCE & MERIT (50 POINTS – 10 PTS. EACH)

- Program/Project narrative suggests work that is unique to and located in Cumberland County.
- Work Samples show programming of high artistic, cultural and/or historic excellence.
- Program/Project uses innovative Arts, Culture, and/or History-focused approaches to reach underserved and underrepresented populations.
- Project/Program increases awareness of underrepresented artistic disciplines.
- Program/Project utilizes artistic, cultural, and history-focused professionals with detailed experience in their fields.



PROGRAM IMPACT (25 POINTS – 5 PTS. EACH)

- Use of Cumberland County based professionals with adequate and competitive compensation.
- Project/Program details plans to develop Cultural Tourism through travel to and lodging in Cumberland County.
- Programs that respond to the racial and cultural diversity of the county and broaden/diversify the organization's reach.
- Organization seeks to work collaboratively with other community groups and key personnel/professionals.
- Project/Program attracts persons or groups who have limited opportunities due to educational, geographic, cultural, physical, economic, or other constraints.

PROGRAM MANAGEMENT (25 POINTS)

- Organization's financial documents suggest stability.
- The proposed project includes selection of key participants, partner organizations (where applicable) and scope of services prove to be feasible based on organization's history and apparent abilities (staffing, management, etc.).
- Effective marketing and communications strategies for the project.
- Appropriate evaluation strategies that are matched to program goals.
- Applicant organization's past performance as an Arts Council grantee (where applicable), including the ability to manage and execute deliverable actions (the program) as stated in the application.



APPLICATION TIMELINE



| FY25 Cycle 1 | | FY25 Cycle 2 | |
|------------------|---------------------------|------------------|---------------------------|
| Jan 15, 2024 | Application Opens | Jan 15, 2024 | Application Opens |
| Feb 29, 2024 | Application Closes | Aug 15, 2024 | Application Closes |
| March/April 2024 | Arts Council Panel Review | September 2024 | Arts Council Panel Review |
| Mid May 2024 | Awards Announced | Mid October | Awards Announced |
| June 2024 | Contract Period | November 2024 | Contract Period |
| July 1, 2024 | Projects Begin | December 1, 2024 | Projects Begin |
| June 30, 2025 | Projects End | June 30, 2025 | Projects End |



APPLICATION CONTENT



Organization Information:

- Organization Mission
- Organization Type
- Federal & State Tax Status
- Board Composition
- Prior Year 990 / Audit
- YTD Organizational Budget with Budget/Actual variance

Project Information:

- Grant Request Category
- Amount Requested
- Project Dates

Project Narrative:

- Proposed Project
- Community Impact of Program
- Marketing/Promotional Plans
- Project Staff

Project Budget:

- Itemized Project Budget

Work Samples

- Required 3 high quality examples of prior work

Partnership Information (if applicable)

- Resume of proposed contracted professionals/key personnel
- Work samples of proposed contracted professionals/key personnel