

2020-2021
MUNICIPAL ARTS ALLOCATION PROGRAM
Program Guidelines & FAQ's

DEADLINES

Application	At Least 60 Days Prior to the Event/Project Start Date
Final Report	Within 60 days of project completion
Project Dates	Projects must occur between July 1, 2020 – June 30, 2021

BACKGROUND INFORMATION

PROGRAM PURPOSE

Cultural arts enrich the lives of our citizens. They educate, inspire, entertain, and can provide significant opportunities for economic development.

The purpose of Municipal Arts Allocations are to increase opportunities for access to arts, cultural and historical programming in municipalities outside the City of Fayetteville that are located in Cumberland County. Allocations can range from \$750.00 - \$3,000.00, depending upon the population of the municipality.

Municipal Arts Allocations are not competitive and do not require a match.

WHAT PROJECTS ARE ELIGIBLE

2020-2021 Municipal Arts Allocations support projects that occur between July 1, 2020 and June 30, 2021.

The intent of the grant is to encourage municipalities to focus on programs that:

1. Produce or present arts, cultural and historical programming.
2. Address or respond to the traditional arts and cultural diversity of the community.
3. Economic development efforts that support the creative economy through arts, culture or history.

Examples of eligible projects include heritage festivals, public art projects, theater, concerts, and educational programs such as workshops, lectures and residencies led by cultural arts professionals.

The Arts Council staff is prepared to assist local officials in defining eligible cultural arts projects, if requested.

FUNDING LEVELS

Municipalities outside of the City of Fayetteville, that are located in Cumberland County, are invited to apply for the following allocations:

1. Population under 1,000 may apply for \$750.00
2. Population from 1,001 – 10,000 may apply for \$1,500.00
3. Population over 10,000 may apply for \$3,000.00

PROJECT EXPENSE RESTRICTIONS

There are some restrictions regarding grant funds.

Municipal Arts Allocation funds may not be used for the following expenditures:

- Activities that are not arts, culture or history-related.
- Deficits.
- Contingency funds.
- Food or beverages for hospitality or entertainment functions.
- Interest on loans, fines or litigation costs.
- Indirect cost expenses.
- Lobbying expenses.
- Tuition, fellowships or scholarships.
- Capital Improvements,
- Grant funds may not be sub-granted; however, contracting for services is appropriate.

The Arts Council staff will address any questions you may have about eligible expenses.

HOW & WHEN TO APPLY

Municipal Arts Allocation Request

Due AT LEAST 60 DAYS PRIOR to the event/project start date

The Municipal Arts Allocation Application is due at least 60 days prior to the event/project start date.

Required Documents for Request:

- Complete Application Form
- Resumes of arts/culture/history professionals and key personnel (if applicable)
- One copy of work sample which demonstrates quality of any cultural professional's work, if allocation funds support an artist fee (if applicable)

NOTIFICATION OF FUNDING & REPORTING

You will be notified of funding within 30 days after submittal of your **completed** Allocation request.

After Funding Notification:

Completion of Contract

Shortly after notification, Arts Council staff will meet with the municipality to review its contract, requirements and accompanying paperwork. After all of the required information is approved and the contract is executed, allocations will be processed.

When the Project is Complete:

Final Report

Recipients of Municipal Art Allocations are required to submit a final report within 60 days of the completion of their project. A final report form will be included in your contract package.

MUNICIPAL ARTS ALLOCATION FREQUENTLY ASKED QUESTIONS

Q: What makes a strong cultural arts program for my community?

A:

- A project that is new, creative or unique to your community
- Programming of high artistic, cultural and/or historic merit
- Use of professional artists or cultural professionals with appropriate compensation
- Programs that respond to the racial and cultural diversity of the community
- 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 cultural arts professionals who represent the diversity of your community including African American, Asian American, Latino or American Indians.
- Working collaboratively and sharing resources with other community groups
- Planning with partner organizations and other key participants
- Effective marketing

Q: What expenses can I use allocation funds for?

A: Municipal Arts Allocations 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 Blanca LaCortiglia at BlancaL@theartscouncil.com or by calling (910) 323-1776.

Q: What assistance does the Arts Council provide to municipalities requesting support?

A: Arts Council staff will be happy to meet with you to discuss any aspect of your project and request. Please make an appointment by emailing Blanca LaCortiglia at BlancaL@theartscouncil.com or by calling (910) 323-1776.

FUNDING PARTNERS

The Municipal Arts Allocation program is supported by Cumberland County and the Cumberland County Occupancy Tax. The Municipal Arts Allocation program is also funded through the 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.

The Arts Council strives to invest its dollars effectively and accountably in our community. Part of the Arts Council's job is to report to our funding partners on the distribution and use of these funds. As a steward of public and private funds, the Arts Council is responsible for the compliance of all funded agencies with the reporting requirements and restrictions of our funding partners. Municipal Arts Allocations are funded through a combination of public and private dollars. Each revenue stream may have specific restrictions and reporting requirements.

The Arts Council staff will assist local municipalities in identifying specific reporting requirements, if needed.