

**2021-2022**  
**PROJECT SUPPORT GRANT**  
*Program Guidelines*

**IMPORTANT 2021-2022 PROJECT SUPPORT DATES/DEADLINES**

**WORKSHOPS OPEN TO ALL APPLICANTS**

Tuesday, February 2 @ 5:30PM Location: In-Person (Arts Council Gallery)  
Wednesday, February 10 @ 5:30PM Location: ZOOM  
Saturday, February 13 @ 10:00AM Location: ZOOM

**WORKSHOPS OPEN TO RETURNING APPLICANTS ONLY**

Monday, February 8 @ 5:30PM Location: ZOOM  
Thursday, February 25 @ 5:30PM Location: In-person (Arts Council Gallery)

Application Deadline: NOON - Monday, March 15, 2021

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

Final Report: 60 days after completion of project or June 15, 2022 - whichever is earlier

**PRE-REGISTRATION IS REQUIRED FOR ALL WORKSHOPS. CONTACT  
BLANCAL@THEARTSCOUNCIL.COM TO PRE-REGISTER.**

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

**OVERVIEW**

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**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 grant 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.

**MATCH REQUIREMENT WAIVED FOR 2021-2022 PROJECT SUPPORT GRANTS**

**THE ARTS COUNCIL ANTICIPATES RETURNING MATCHING FUND REQUIREMENTS IN  
THE 2022-2023 GRANT CYCLE.**

**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.

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, reporting requirements and restrictions for all grant funds that support the Project Support grant initiative.

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

## **I. APPLICANT INFORMATION**

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Organizations meeting the eligibility requirements below can apply for Project Support Grants. 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 greater than or equal to 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 diversity of the community it serves.
- Has a current Charitable Solicitation License or Exemption, issued by the Secretary of State of North Carolina. ([N.C. Secretary of State](#))
- **Note - Organizations that have delinquent or incomplete paperwork or reports for previously funded grants from the Arts Council are ineligible 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 diversity of 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 greater than or equal to the scope of service in any other county.*

## **II. APPLICANT PROCESS**

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If your organization and project meet the eligibility requirements above, your agency may apply for a 2021-2022 Project Support Grant. If you have any questions about eligibility, please contact the Arts Council.

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 intended to help build a strong Project Support grant application.**

The online portal can be found at: <http://www.theartscouncil.com/grants/project-support-grants>. Click on “Apply Online.” New users are encouraged to watch the video on how to set up a new account. We strongly encourage you to sign in (or create) an account and review the entire application to assure you meet all minimum requirements and can complete a full application.

### **DEADLINE TO SUBMIT: NOON - Monday, March 15, 2021**

This is the deadline for submission of ***ALL*** project support applications and materials. No additional applications, materials, or application edits will be accepted after the deadline.

**Application Workshops:** **PRE-REGISTRATION IS REQUIRED FOR ALL WORKSHOPS.** Contact [BlancaL@theartscouncil.com](mailto:BlancaL@theartscouncil.com) to pre-register or call (910) 323-1776 ext. 228.

The Arts Council will offer a series of application workshops to assist new and returning applicants. These workshops provide insight into the application process and answer applicants' questions. The workshops **DO NOT** provide guidance on program design, implementation, or evaluation.

### III. WHAT PROJECTS ARE ELIGIBLE

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Project Support grants require a 1:1 match of grant funds. Series Organizational Support Grants require a 2:1 match of grant funds. The project must occur during the funding period of July 1, 2021 to June 30, 2022.

#### **MATCH REQUIREMENT WAIVED FOR 2021-2022 PROJECT SUPPORT GRANT THE ARTS COUNCIL ANTICIPATES RETURNING MATCHING FUND REQUIREMENTS IN THE 2022-2023 GRANT CYCLE.**

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 during the funding cycle. All projects must fall into one of the following distinct categories.

**Applicants are strongly encouraged to log on to the online portal in advance at <http://www.theartscouncil.com/grants/project-support-grants> to view the application in its entirety.**

#### GRANT CATEGORIES

There are seven (7) distinct grant categories. 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 only open 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 from the 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 \$1,500 - \$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 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 \$5,000 - \$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/or 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 curriculum (in-person or virtual).

*Youth Education Project requests range from \$1,500 - \$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 \$1,500 - \$10,000.*

7. **Military Arts Project (MAP):** The category supports new or a new component of an existing program that specifically engages active duty service members, veterans, retirees, and/or their family members.

*Military Arts Project requests range from \$1,500 - \$10,000*

## IV. FUNDING PRIORITIES

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### Applicant Prioritization

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 necessarily focused in these areas. However, to remain compliant with restrictions set forth by our funding partners and to maximize opportunities to further the mission, the Arts Council has set forth these funding priorities in order of importance:

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.

## Project Prioritization

The following projects receive funding priority as set forth by the Arts Council's staff and 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 artistic 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 (i.e., sustainability).
- 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

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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. The panel makes recommendations for funding based on information provided in the application packet. Arts Council staff do not vote on awards. Final grant awards are approved by the Arts Council Board of Trustees.

*Please note – it is understood that not every program will meet or embrace all evaluation criteria. Applications will be evaluated on an overall impression of the applicant's strengths and weaknesses 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.

- Organization seeks to work collaboratively and share resources with other community groups.
- 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 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*).
- Ability to manage and execute deliverable actions (the program) as stated in the application.
- Ability to meet deadlines.

## **VI. FINANCE AND BUDGET INFORMATION**

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**Organization Finance:** All applicants, **EXCEPT FOR** public schools, colleges, universities and governmental agencies, must provide **organization** finance information for three years: 2019/2020, 2020/2021 and 2021/2022. 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 Grants 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**

- Personnel/Staff**- expenses allocated for permanent staff salaries specifically related to the project. May only be used as a match except for Salary Assistance Grants.
- Outside Fees & Services** – expenses paid to contracted labor, technical production or any others not employed by your organization.
- Space Rental** – fees related to the use of a facility. May include rental and security.
- 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.
- Marketing** – includes, but is not limited to, the cost of ads (print, radio, internet, *etc.*), design fees, web site costs, flyers, billboards, and banners that are directly related to the project.
- Remaining Project Costs** – all other allowable expenses not included in the above.
- Capital Expenditures** – for Cultural Tourism Grants only. (see Arts Council staff)
- Total Cash Expenses** – total of expense lines a-g above.

#### **Income**

- Admissions** – ticket price or estimated income from ticket sales.
- Other Revenue** – other income such as souvenir sales, books sales, t-shirts, and promotional items.
- Private Support** – corporate sponsorships, other grants (foundations, corporate), and individual donor income.
- Government Support** – support received from Local, State or Federal sources.
- Applicant Cash** – the amount required to balance your income with expenses. Your application should reflect an “Income” that is greater than or equal to your project “Expenses.”

- f. **Grant Amount Requested** – the amount of your grant request.
- g. **Total Cash Income** – total of income lines a-f above.

**In-kind Support:** Anything provided by another entity to the project (space rental, supplies, printed materials, volunteer time, advertising space, etc.) at no cost to the project. In-kind contributions cannot be counted as part of the project matching funds. Arts Council staff encourage applicants to include this information in their application as it provides additional detail about the scope of the project and/or demonstrates community collaboration.

### **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 that are not related to cultural arts.
- 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 (*i.e.*, not open to the general public).
- 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, except for 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 staff at 910-323-1776.*

## **VII. NARRATIVE**

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Please compose your narrative addressing each question in the space provided. When composing your narrative, keep in mind that panel members are most likely not familiar with your organization or programs. Be specific and avoid using acronyms and/or industry jargon. **THOROUGHLY PROOFREAD YOUR APPLICATION.** You must provide a response to each question. If the question does not apply to your project, please indicate 'N/A' and the reason the question does not apply. Each narrative question is listed below. **Applicants are strongly encouraged to [log on to the online grant portal](#) to view the application in its entirety.**

1. Briefly describe your **organization** including its mission, board composition, current cultural arts programming, and the number/types 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;
  - b. 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. 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 and/or 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 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**

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**Q: How can I apply if my agency has not had its 501(c) status for three years?**

A: Non-profit organizations who have not had their 501(c) 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 organization's behalf. The Fiscal Agent must meet all eligibility requirements outlined in the Guidelines and is fiscally and legally responsible for any Project Support grant award to your organization from the Arts Council. (Note – the Arts Council cannot serve as a Fiscal Agent for an organization who is applying for a Project Support grant due to the conflict of interest). Please contact Arts Council staff for additional information or a Fiscal Agent application.

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

A: Application workshops will be held via Zoom. Two workshops are scheduled to be held in-person at the Arts Council – guidelines permitting. A pre-recorded workshop tutorial will also be available via the Arts Council's website.

**YOU MUST PRE-REGISTER** for the workshop you plan to attend. Please contact Blanca LaCortiglia at [BlancaL@theartscouncil.com](mailto:BlancaL@theartscouncil.com) to pre-register.

Only **ONE REPRESENTATIVE PER ORGANIZATION** can pre-register for an in-person workshop. A maximum of **TEN PARTICIPANTS** will be allowed for in-person workshops. Applicants need only attend one of the workshop dates.

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**WORKSHOPS OPEN TO RETURNING APPLICANTS ONLY**

Monday, February 8 @ 5:30PM	<u>Location:</u> ZOOM
Thursday, February 25 @ 5:30PM	<u>Location:</u> In-person (Arts Council Gallery)

**Attendance at a workshop is mandatory for new applicants.** Returning applicants are encouraged, but not required, to attend. Arts Council staff are available to answer questions as needed by telephone and/or email.

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

A: No. No Letter of Intent is required. If your organization meets the eligibility requirements, you may apply for a Project Support grant directly through the Arts Council's grants portal.

**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 Arts Council staff to confirm your eligibility BEFORE APPLYING.**



**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 entity to the project (space rental, supplies, printed materials, volunteer time, advertising space, *etc.*) at **NO COST** to the project. In-kind contributions cannot be counted as part of the project matching funds. Arts Council staff encourage applicants to include this information in their application as it provides additional detail about the scope of the project and/or demonstrates community collaboration

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

A: Project Support grants are extremely competitive; 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.

**Q: Does a past award from the Arts Council guarantee future funding?**

A: No. Arts Council staff expect each applicant to submit an application that relies on its own merit. Staff and Grants Panel members **DO CONSIDER** past performance of previous Arts Council grantees when making recommendations for funding.