



PITT COUNTY  
**ARTS**  
COUNCIL AT  
**EMERGE**

July 2020

Dear Potential Grassroots Applicant:

**The Pitt County Arts Council at Emerge is now accepting applications for the Grassroots Arts Program Grants for 2020-2021 in Pitt County.**

Enclosed you will find the grant guidelines and application for the Grassroots Arts Program funded by the North Carolina Arts Council.

**The deadline for submitting your grant online is Friday, September 4, 2020 by 11:59PM.**

The Pitt County Arts Council at Emerge is pleased to work with your organization as you develop programs, projects or services to promote the cultural arts in Pitt County.

Please see the enclosed application form, and tip sheet to help you with this process. **Please be advised that the Grassroots Grants cannot fund equipment purchases for schools, any food/reception costs, or any scholarships or scholarship funds.**

Also please be advised that 40% of the total Pitt County Grassroots funds must be used for multicultural programming to reflect the multicultural percentage of our county. Please think about this when applying for your specific arts program, as priority is given to applications that will be contracting or funding multicultural artists and/or groups, however it is not required.

We look forward to reviewing your application. You may submit your application to the Pitt County Arts Council at Emerge through our website,  
<http://pittcountyarts.org/artists/grants/grassroots-grants>.

All applications must be submitted online by Sept. 4, 2020 by 11:59PM.

Thanks to all of you for making the arts a priority in Pitt County and all of the countless hours you have put into making the arts great!

Please feel free to contact me at [holly@pittcountyarts.org](mailto:holly@pittcountyarts.org) or at 252.551.6947 if you have any questions.

Sincerely,

Holly M. Garriott  
Executive Director





PITT COUNTY  
**ARTS**  
COUNCIL AT  
**EMERGE**

GRASSROOTS ARTS PROGRAM GRANT  
INFORMATION BOOKLET

PITT COUNTY

2020-2021

Administered by  
The Pitt County Arts Council at Emerge

Funded by  
The North Carolina Arts Council



North  
Carolina  
Arts  
Council  
*Fifty years  
of leadership*

## **Guidelines for Grassroots Arts Program Subgrants**

Since 1977, the N. C. Arts Council's Grassroots Arts Program has provided North Carolina citizens access to quality arts experiences. The program distributes funds for the arts in all 100 counties of the state primarily through partnerships with local arts councils. The Pitt County Arts Council at Emerge serves as the N. C. Arts Council's partner in awarding subgrants to local organizations for arts programs in Pitt County.

### **Eligibility for Application**

- All organizations must have been in operation for at least one year, and must be a 501(c)3 non profit organization.
- All organizations must reside and carry out projects within Pitt County.
- Organizations that receive general support funds through the N.C. Arts Council are not eligible for Grassroots funds.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be complete and received by the due date.

### **Application Submission & Deadline**

Application may be submitted on the PCAC at Emerge's Web site at <http://pittcountyarts.org/artists/grants/grassroots-grants>

All projects must take place between July 1, 2020 and May 31, 2021 (this means you may apply for a project that has already happened). Grant amounts range from \$500 - \$3,500. (Recommended, but not required.)

All applications must be completed by September 4, 2020 by 11:59PM.

### **What the Grassroots Arts Program Funds**

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs, or operate an arts organization. Typical uses of Grassroots money include:

- Program expenses such as artists' fees and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and equipment rental or purchase.
- Operating expenses such as salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase are sometimes funded but rarely. We do not fund overhead or facilities and administration expenses.

### **North Carolina Arts Council Priorities for Funding**

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals, among others. Grassroots funds are not generally awarded to arts organizations that receive funding through the N.C. Arts Council's General Support Program.

The second priority of the Grassroots Arts subgrant program is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in schools, after school summer camps or adult arts learning classes.

The third priority of Grassroots Arts subgrants is to support community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists.

## **Funding Policies**

- Tribal organizations that receive grassroots funds must represent state or federally recognized tribes.
- Colleges, universities and libraries may receive grants for arts programs that are community based or generate regional arts involvement. Grants may not support their internal programs, administration or operation expenses (library books, band boosters, equipment purchases).
- Subgrants may not be awarded to individuals or to organizations for prizes, including scholarships and financial awards.
- Religious organizations or churches may not receive grassroots funds unless the programs are presented outside regular church services, engage the larger community, and do not contain religious content.
- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.

## **Grassroots Arts Program money may not be used for the following kind of expenditures:**

- Fundraising events
- Artifacts
- High School band activities or equipment
- Purchase of artwork
- Interest on loans, fines or litigation costs
- Capital expenditures
- Lobbying expenses
- Contingency funds
- Oral history and history projects
- Deficit reduction
- Tuition for academic study (scholarships)
- Food or beverages for hospitality or entertainment functions

## **Matching Requirement**

All subgrantees are encouraged to match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N.C. Arts Council funds or state funds (i.e. public university dollars) cannot be used as a match. The Pitt County Arts Council may be willing to work with an applicant on alternatives to the matching requirement. Contact Holly Garriott at 252.551.6947 or [holly@pittcountyarts.org](mailto:holly@pittcountyarts.org) with questions.

## **Meeting the Racial and Cultural Diversity Requirement**

The NCAC works to provide a representative portion of grant funds for arts programming that reflects the racial and cultural diversity of the state. As a central strategy for achieving this objective, we require that each Grassroots partner spend a percentage of its annual county allotment for programming that reflects African American, Asian American, Latino, and Native American cultures. The percentage is determined by calculating the portion of each county's population made up of African American, Asian American, Latino, and Native American people.

### **North Carolina Arts Council Recognition**

Subgrantees must acknowledge the N. C. Arts Council's support of their event or projects by including the N.C. Arts Council's logo, and funding credit line in all print and promotional materials related to the grant. The N.C. Arts Council's website offers information and downloadable logos, at [www.ncarts.org](http://www.ncarts.org).

### **Reporting Requirements**

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N. C. Arts Council credit line and logo, and copies of their legislative letters. The Subgrant Report form can be downloaded from the N. C. Arts Council website at [www.ncarts.org](http://www.ncarts.org). Final reports must be mailed or hand delivered to the Pitt County Arts Council at Emerge by June 4, 2021.

**Legislative Letters:** Applicants may be required to write their state representatives to thank them for appropriating Grassroots funds. If required, the letter should provide information about how Grassroots funds were used to support your program or project, and the community impact of the event. A copy of all letters to legislators must be included in the subgrantee's final report.

**State Auditor Report:** Non-government subgrantee organizations must also submit a state auditor's report to the Pitt County Arts Council at Emerge no later than six months after the end of their fiscal year. For more information, visit [www.ncauditor.net/NonProfitSite/forms.aspx](http://www.ncauditor.net/NonProfitSite/forms.aspx).

### **How Subgrant Applications are Evaluated**

Subgrant applications are reviewed by a diverse panel of community members including artists, county and public officials and board members of the PCAC at Emerge among others. The panel evaluates applications based on the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Multicultural aspect of the program, if applicable
- Educational impact of the project
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

Panelists discuss and score the grant using an established rating system. The subgrant panel's funding decisions are then presented as recommendations to the Pitt County Arts Council at Emerge's board of directors. The board of directors votes and gives final approval to the subgrant panel's recommendations.

### **Questions and Assistance**

If applicants have questions or need assistance, please contact Holly Garriott at 252.551.6947 or [holly@pittcountyarts.org](mailto:holly@pittcountyarts.org)



**Pitt County Grassroots Grant**  
**Application Requirements**

**Grant Request Amounts:**

Most Grassroots Grants range from \$500 - \$3,500.

**Matching Requirement:**

All Grassroots funds must be matched 1:1 by the subgrantee.

This cannot be matched with in kind support, it must be a cash match.

**Application Form**

Please complete attached application form and submit with supplemental materials. This application can also be found at our website at <http://pittcountyarts.org/artists/grants/grassroots-grants>

**Supplemental Material**

Applicants must submit the following items online:

1. Completed Typed Application Form
2. Organization's Last Year's Actual Income/Expense Statement
3. Organization's Current Projected Income/Expense Budget or Statement
4. Organization's Next Year's Projected Income/Expense Budget
5. Narrative including all items that are asked for. Do not exceed 3 pages.
6. Additional Itemized Project Budget specifically explaining all expenses
7. Any co-signed artist contracts or letters of intent including the agreed upon fee if available
8. Brief biographical information on the key personnel and on artists involved in the project
9. IRS 501(c)(3) tax-exempt determination letter
10. List of the organization's current board of directors and their occupations

**Application Deadline and Submission**

Your complete application and supplemental materials must be received by the Pitt County Arts Council at Emerge by Friday, September 4, 2020 via the online application.

**Questions and Assistance**

If applicants have any questions or need assistance, please do not hesitate to e-mail or call Holly Garriott at [holly@pittcountyarts.org](mailto:holly@pittcountyarts.org) or 252.551.6947.

## **GRASSROOTS GRANT** **APPLICATION TIP SHEET**

### **CHOOSING A PROJECT**

Please choose one specific project, or a consistent project series for your application.

### **PRIORITIES FOR FUNDING**

The first priority for awarding subgrants is to provide program or operating support to qualified arts organizations including theaters, symphonies, galleries, museums, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals, among others.

The second priority for subgranting grassroots funds is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in the schools, after school summer camps or adult arts learning classes. Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications. Priority will be given to contracting multi-cultural artists.

The third priority includes grants made to other community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists. Priority will also be given to the following:

- Programs that have a multicultural theme, artists, or events.
- Programs that target a multicultural audience.
- Programs that employ or develop local artists.
- Programs that broaden, diversify, and encourage future participation.
- Programs that target traditionally underserved populations.
- Programs that include an educational component.

### **COMPOSING YOUR NARRATIVE**

The application narrative is one of the required attachments to the Project Support Grant application. Organize your narrative so that it addresses as many of the following items as possible if applicable. Your narrative cannot exceed three pages.

Please make sure to include ALL of the following information

1. Project title or summary description (Please state a title!)
2. Project goals
3. Description of intended participants/audience, including estimated numbers and racial/cultural composition
4. Location where project will take place
5. Description of project activities
6. Description of the artists to be involved in the project, how and why they were chosen and, if appropriate, the rate of payment for their services. (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)
7. Description of how the project will be publicized and promoted to reach intended participants
8. Description of how you will evaluate the project

### **DEVELOPING A SPECIFIC AND COMPLETE ITEMIZED PROJECT BUDGET**

You should attach a separate project budget sheet that specifically outlines how you will be spending the money. Please be as specific as you can be with this.

### **BE COMPLETE AND ON TIME**

No applications will be accepted after 11:59PM on Sept. 4, 2020. Also incomplete applications will not be submitted to the grants panel. If you have questions or concerns, or would like the staff at the PCAC at Emerge to look over your proposal earlier, please do so. We are here to help you!