



Deadline: December 27, 2019 11:00 P.M.
Support Period: January 1, 2020 – June 30, 2020

ArtsGreensboro Overview

The mission of ArtsGreensboro is to provide leadership and service in advancing the arts as a transformational force for Greensboro. Our core values include working to mitigate any barriers in participation and support activities that increase access to the arts for all citizens; embracing inclusion and diversity and cultural programming that is representative of Greensboro's multi-cultural community; elevating the work of local artists and organizations, enhancing and expanding the artistic vitality of our city; and advocating for arts and culture as catalysts to economic development in Greensboro. We know that creative communities thrive and help to make our city a more attractive place to live and work. Further, the arts play a vital role in our children's education and development. Providing access to the arts, supporting arts integration in our schools, and strengthening economic vitality through the ripple effects of the arts are ArtsGreensboro's highest priorities.

ArtsGreensboro grant portfolio includes Mission Support, Project, Teacher Art projects, and Regional Artist Grants. Funding for the grant program comes from many sources, including the North Carolina Arts Council, Guilford County, corporate philanthropy, foundation support, and the ArtsFund.

Through competitive grant programs like the Project Support Grant, ArtsGreensboro invests in high-quality arts experiences that further its strategic priorities of access, inclusion and equity. Funded in part by the North Carolina Arts Council's Grassroots Program and by the generosity of foundations, corporations, and individual donors through the ArtsGreensboro's Annual Campaign the Project Support Grants are intended to support the creation and/or presentation of programming with high artistic merit that demonstrate defined and measurable outcomes, including impact on the community. Programs that increase access to the arts, engage the community, and enrich the varied cultural vitality of Greater Greensboro. Arts education experiences that inspire and engage students (including life-long learning), enhance curriculum, and result in increased knowledge and skills in the arts. Multicultural project grants are encouraged.

Project Support Grants

An organization is eligible to apply for a Project Support Grant if it meets all of the following criteria:

- Has its principal office in the Greater Greensboro region
- Delivers an arts product or program in the Greater Greensboro region
- Has existed for at least one year
- Can demonstrate nonprofit 501(c)3 tax exempt status from the U.S. Internal Revenue Service and a current charitable solicitation license from the State of North Carolina. Under certain circumstances, those not meeting this requirement may apply through a nonprofit organization that will serve as a fiscal sponsor.

Grant-making organizations, and entities that receive a majority of their operating budget from a unit of government, or college/university programs are NOT eligible to apply for Mission Support or Project Grants. Organizations receiving or applying for a Project Support Grant may not apply for Mission Support Grants.

Support Period

2020 Short Cycle Project Support Grants support arts activities taking place between January 1, 2020 and June 30, 2020.

Project Support Grant Questions

Provide a brief overview of your organizations history and mission, role of staff and the board of directors in executing programs.

Provide an overview of your proposed project. Outline the artistic and educational components and how you may partner/collaborate with outside entities.

Describe how artists are involved in the project and how are they selected. What will you pay artists associated with the project?

Describe your organization's goals around inclusion and access and how this proposed project will promote your goals. Describe the community your organization serves (audiences, supporters, artists, volunteers, demographics, etc.) Describe new audiences your organization hopes to attract, and methodology to do so.

Describe how you will evaluate the success and impact of your proposed project. What and how data is collected to support outcomes.

If applicable, detail how your organization and those directly served by your proposed project will help promote economic development or are drivers to economic development (e.g., enhancement of neighborhoods, attracting artist and other creatives to the community).

Describe the financial position of your organization for the past year, current year, and planned year, as well as the budgeting process. Provide notes on financial information such as significant changes or plans, deficits, accumulated debts, and any actions being taken to address these items.

Other Materials

- Project Budget
- Work samples
- Letters of intent to collaborate (if applicable)
- Board of Director's with affiliations and zip code
- Staff list and roles

Financials and Governance

Financial information is an essential part of your application. You must submit the following documents:

- Project Budget
- Year-To-Date Income Statement / Statement of Activities (for the most recent period available)
- Organization's Financial Information (One of the following):
 - *Organizations with annual budgets of \$500,000 or more must submit a formal independent audit by a CPA, unless waived by ArtsGreensboro*
 - *Organizations with annual budgets between \$100,000 and \$500,000 must submit a reviewed or compiled financial statement prepared by a CPA*
 - *Organizations with annual budgets below \$100,000 must submit year-end financial statements signed by the Treasurer*
- IRS tax-exempt determination letter
- List of your current Board of Directors with their affiliations, contact information, and email addresses.
- For artists or arts projects using a fiscal sponsor: please provide a description of your primary supporters and advisors.
- Signed Letters of commitment from key partners, collaborators, artists, etc.

Artistic Support Materials

Some of the panelists may not be familiar with your work; good supporting materials that showcase your project are an essential part of the application. Applicants must provide evidence to demonstrate their ability to deliver a high-quality artistic product. Samples should represent your best work and should be no more than three years old.

Label ALL samples with applicant name, the title of work, and date of work. Sample guidelines for each artistic medium:

- Visual Artists: Six (6) to ten (10) images (at least 300 dpi). Labels for visual art should also include dimensions and media of work.
- Visual Arts Organizations: Information/flyers/brochures on recent exhibits, programs, collaborations, etc.
- Film/Video: Single video no longer than 10 minutes in duration.
- Dance: Two (2) samples (each sample no longer than 5 minutes)
- Drama: Two (2) samples (each sample no longer than 5 minutes)
- Music: Two (2) samples (each sample no longer than 5 minutes)
- Literature: Two (2) representative writing samples up to 5 pages total. Poets may submit up to 5 poems as long as they do not exceed 5 pages.
- Arts Education projects: Must submit lesson plans and other educational materials relating to the project.

- OPTIONAL: Artist resumes or bios reflecting experience, education, awards, etc.

Samples must be provided in digital format.

Grant Awards

Project Support Grants generally will range between \$2,000 and \$18,000, depending on the size of the grant pool, merit of projects, and available funding. Total funds granted by ArtsGreensboro will not exceed 50% of the project budget.

Project Support grants may be awarded in full or in part, with contingencies, or declined. Applicants should be prepared to modify their project if their full-funding request is not recommended. If an applicant does not receive full funding, they must submit a revised project and receive approval on the changes based on the funded amount before any use or commitment of grant funds.

ArtsGreensboro reserves the right to make a final decision on an organization's funding.

Anticipated Report Questions 2020 Cycle (JULY 2020)

Organization, Programming and Inclusion

1. Provide a brief overview of your project goals, and did they achieve their intended outcomes, highlighting both in-house and outreach. How did you collaborate with outside organizations, artists, or others to deliver realize the project?
2. Was the project open and accessible to members of the community? What barriers did the community face in participating in the project (ticket cost, travel, etc.) and how did you mitigate them if possible? (This may not directly relate to all project grants, it is a required question but the answer may be NA.)

Impact, Evaluation, and Economic Development

3. What impact data did you collect, and how have you used this information to inform decision making?
4. Detail how your project helped to promote economic development (e.g., tourism, sales, enhancement of neighborhoods, attracting artist and other creatives to the community, etc.)

Other Information

5. Demographic questions
 - a. Staff
 - b. Board
 - c. Audiences
 - d. Artist or others who are critical to program delivery
6. Participants
 - a. Top 6 zip codes served
 - b. # Adults served
 - c. # Children served
 - d. Demographic profile
 - i. American Indian/Alaskan Native
 - ii. Native Hawaiian/Pacific Islander
 - iii. Black/African-American
 - iv. Hispanic/Latino
 - v. White, not Hispanic
 - vi. Asian
7. Financial
 - a. June 2020 Balance Sheet

- b. June 2020 Budget to Actual
- c. Project Budget to Actual

Notification

All applicants will receive notification by mail or email of their grant award or denial in January or February 2020.

Review Process

The Grant Review Panel will use the following criteria to evaluate and score Project Grant applications on a scale of 1 to 100. An organization’s commitment to each criterion should be apparent throughout the entire application. By demonstrating this commitment, organizations of any size and discipline can achieve a rating of “Exemplary.”

Score	Rating	Definition	Recommended % of Maximum
90 to 100	Exemplary	The applicant has provided OVERWHELMING evidence throughout the application demonstrating the organization has the capacity and programming to drive impact, provide quality programming, and supports ArtsGreensboro’s goals of access, inclusion, and cultural equity.	90 to 100%
80 to 90	Strong	The applicant has provided STRONG evidence throughout the application demonstrating the organization has the capacity and programming to drive impact, provide quality programming, and supports ArtsGreensboro’s goals of access, inclusion, and cultural equity.	80 to 90%
70 to 80	Good	The applicant has provided SUFFICIENT evidence throughout the application demonstrating the organization has the capacity and programming to drive impact, provide quality programming, and supports ArtsGreensboro’s goals of access, inclusion, and cultural equity.	70 to 80%
50 to 70	Needs work	The applicant has provided LITTLE evidence throughout the application demonstrating the organization has the capacity and programming to drive impact, provide quality programming, and supports the goals ArtsGreensboro’s goals of access, inclusion and cultural equity.	80 to 70%
1 to 50	Weak	The applicant has provided VERY LIMITED evidence throughout the application demonstrating the organization has the capacity and programming to drive impact, provide quality programming, and supports ArtsGreensboro’s goals of access, inclusion, and cultural equity.	Not eligible to be funded