



## 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. Johnston County Arts Council serves as the NC Arts Council's partner in awarding subgrants to local organizations for arts programs in Johnston County.

### Eligibility for Application

- All organizations must have been in operation for at least one year. While nonprofit 501(c)(3) status is preferred, organizations that are nonprofit in nature may also apply.
- All organizations must reside and carry out projects within the county they are applying for funds.
- Projects must take place between July 1, 2025 and June 15, 2026.
- Only complete applications received by the due date will be considered
- Subgrants may not be awarded to arts organizations that already receive operating support directly from the NC Arts Council.
- Must include a financial statement and the multicultural sheet

### Application Submission & Deadline

Email a copy to [info@jcartscouncil.org](mailto:info@jcartscouncil.org) and the original should be sent to Johnston County Arts Council, PO Box 2019, Smithfield, NC 27577 or delivered to 1115 Outlet Center Drive, Smithfield, NC. **All applications must be received by Johnston County Arts Council by Thursday- September 4, 2025 at 5pm.**

### What the grant will fund

- Program expenses for projects of high artistic merit including artist fees and travel, space rental, marketing, advertising, costumes, sets, props, and equipment rental.
- Limited operating expenses for arts organizations only

### Examples of arts programs that are commonly supported with Grassroots funds are:

- Performances
- Festivals
- Art exhibitions
- Arts camps and after-school programs
- Artist residencies for K-12 schools
- Artist fees for classes and workshops
- Marketing expenses for art walk and studio tours

- Royalties, props, sets, and costumes for theater performances
- Equipment rental for arts programming
- Space rental for arts programming

### What the grant will not fund

- Individual applicants
- Prizes, competitions, scholarships, tuition, or financial awards
- Art supplies or equipment purchases
- Fundraising events
- Purchase of artwork
- Food or beverages for hospitality or entertainment functions
- Capital expenditures
- Internal school programs such as band activities or equipment or choral activities
- Oral history and history projects
- Interest on loans, fines, or litigation costs

### Additional Funding Policies

1. Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes.
2. 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 activities, equipment purchases).
3. 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.
4. 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.
5. Municipalities (city/county governments) and community organizations may receive grants for arts programs that use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration or operating expenses
6. Because the NC Symphony is a state agency and receives state funds, including funds specifically for its touring and education programs, no Grassroots funds may be granted to the NC Symphony or the NC Symphony Foundation or to pay for performances or education programs of the NC Symphony.

### Racial and Cultural Diversity

To ensure that Grassroots-funded arts program reflect the diversity of our state, a percentage of the grant must be used to hire artists of color (African American, Asian American, Latino, and Native American) or support African American, Asian American, Latino, or Native American led organizations. The organization does not have to be an arts organization, but the funds must be used for arts programming. This requirement is met through supporting arts programming conducted by artists, ensembles, or organizations of color. It is not reached by counting or estimating the percentage of audience members or participants of color.

### Priorities for Funding

1. Applications that support qualified arts organizations, such as theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writer's groups, and arts festival.
2. Applications that support arts learning and arts-in-education programs or projects conducted by qualified artists. These can be artist residencies in schools, after-school programs, summer camps, or adult arts learning classes.

3. Applicants that support community, civic, and municipal organizations that provide high-quality arts experiences for the greater community. These programs must be conducted by qualified artists.

### **Criteria for Evaluation**

A local panel of board members and volunteers will adjudicate the Grassroots Applications based on the following criteria:

- Artistic quality of proposed project
- Community impact of project or program
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

### **Requirement of the Grassroots Grant**

#### **Matching Funds**

The Grassroots Arts Program legislation requires that the grant be matched dollar for dollar with cash from local sources during the applicable fiscal year. Neither Grassroots allocations nor the matching funds may be used to match any other NC Arts Council grant. All matching funds must be documented as part of the final report for the grant at the end of the fiscal year.

#### **North Carolina Arts Council Logo Usage**

All subgrant recipients are required to prominently display the NC Arts Council logo with tagline and credit lines on-site at funded events and in all digital and printed publicity materials including websites, electronic newsletters, and in as many material and places as possible. To access the NC Arts Council logo and branding materials, visit <https://www.ncarts.org/grants-resources/resources/logo-branding-materials>

#### **Reporting and documentation requirements**

Subgrantee awardees must complete a final report to document the use of the funds, share participant statistics and demographics, provide verification of matching funds and demonstrate examples of the use of the NC Arts Council's logo and credit line. Subgrantee must also submit a No Overdue Tax Form. Final report form and documentation will be due on June 18, 2026

#### **Legislative Letters**

All subgrant recipients are required to write their state representatives to thank them for appropriating Grassroots funds. 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 final report materials

#### **Questions and Assistance**

If applicants have questions or need assistance, please contact Darlene Williford, Executive Director at [info@jcartscouncil.org](mailto:info@jcartscouncil.org) or call (919) 738-9622