

**THE GEORGIA COUNCIL  
FOR THE ARTS**

**GRASSROOTS  
ARTS  
program**



**FY2010 GUIDELINES  
FOR  
GRANT APPLICATIONS**

THE  
ARTS  
COUNCIL



**THE ARTS COUNCIL, INC  
GRASSROOTS REGIONAL PARTNER  
GAINESVILLE, GEORGIA**

Georgia  
COUNCIL FOR THE Arts  
OFFICE OF THE GOVERNOR

## PROGRAM PHILOSOPHY AND GOALS

The Georgia Council for the Arts Grassroots Arts Program (GAP) was developed in response to two perceived needs. They are: (1) that every county in the state should be served by arts programs which are supported with state funds; and, (2) that the decision making process, whenever possible, should be decentralized, thus empowering the residents of local communities to make their own decisions concerning the expenditure of state tax dollars in support of the arts.

The Grassroots Arts Program Grants (GAP) is a decentralized funding mechanism created by the Georgia General Assembly to

- Ensure that arts-programming funds flow into every county in Georgia, especially small counties with limited resources
- Decentralize decisions about the spending of GCA grant funds
- Build partnerships between arts and non-arts organizations for the addressing of community needs
- Encourage multi-county arts programming
- Expand arts audiences

The Council also is optimistic that this program will be an incentive to the development of new arts councils and the strengthening of existing ones. It is hoped that eventually a local or regional arts council will serve every county in the state.

The Grassroots Arts Program is designed to encourage regional collaborative efforts, which maximize the efficiency and effectiveness of the delivery of arts programs and services. Decision-making at the local or regional level insures that individuals who are most informed and concerned make decisions. It further insures that tax dollars are spent for programs and services which are truly desired and needed, and which are designed to meet the specific needs of each community.

The intent of the program is to support **community-based rather than school-based programs**. Funded programs should create opportunities for community-wide involvement in the arts. Grassroots funding to educational institutions should be considered only when an institution is developing a program to serve as a foundation for broad-based community-wide involvement.

**Funding Philosophy** of the GAP Agency provides funding to support initiatives and programs that seek to encourage and support artistic creativity and preserve the diverse cultural heritage of the areas served, *to encourage projects from new and emerging arts groups*, to make the arts more widely available in the communities served and to develop and maintain partnerships that encourages and advances arts programming on a local level. Funds can be used for arts activities only.

Georgia Council for the Arts requires that sub-grantees receiving GAP funds be incorporated in Georgia, be a not-for-profit, tax-exempt organization certified by the IRS or be a unit of government. Organizations that have not incorporated as a not-for-profit can apply through an umbrella not-for-profit organization or unit of government.

Examples of eligible organizations, in addition to arts organizations and institutions of higher learning, include senior citizen centers, chapters of the Red Cross or Salvation Army, Family Connections, Boys and Girls Clubs, graduate chapters of sororities/ fraternities, civic and social welfare organizations, social and recreational clubs, fraternal societies, churches, and veterans organizations.

## GUIDELINES FOR USE OF GRASSROOTS FUNDS

Guidelines for the use of Grassroots funds are designed to be as flexible as possible and yet guarantee quality and fiscal accountability. Funds will be made available through The Arts Council, Inc. of Gainesville/Hall County Grassroots Arts Program Regional Partner to re-grant to the following ten (10) counties: Banks, Barrow, Cherokee, Dawson, Forsyth, Franklin, Gwinnett, Hall, Hart, and Jackson.

The following guidelines apply for the re-granting of allocated funds:

- A. The intent of the Grassroots Arts Program is to distribute funds for programs which serves as broad an audience as possible and to reach previously underserved populations throughout the region,
- B. **Grant request should not exceed \$1,500,**
- C. Funds must support **arts** activities only,
- D. Funded activities must be accessible and available to the general public or designed as outreach to under-served populations,
- E. Funded activities must be accessible to the culturally diverse population of the region and to people with disabilities,
- F. Funded school projects **must serve a community-wide audience** in addition to the school,
- G. Funded activities must demonstrate need and benefit to the community (the level of local support and partnerships should be identified),
- H. Although funds may be used to expand existing programs to reach new audiences; **they cannot be used to replace funds currently being spent in support of the arts,**
- I. Artistic excellence must always be a major consideration.
- J. Applications should show evidence that the group or population to benefit was engaged in planning the project.
- K. The applicant organization should reside in the county whose funds are being distributed or be involved in a partnership with an organization within that county
- L. Applications should be reviewed in light of the artistic standards and resources of the community

### **FUNDING RESTRICTIONS**

Grassroots funds **may not** be spent on the following:

- 1. To fund the same **project** for more than two years
- 2. To fund individual artists directly
- 3. **To fund organizations receiving General Operating Support (GOS) or Community Arts Programs and Services (CAPS) from the Georgia Council for the Arts (July 1, 2009-June 30, 2010)**
- 4. To support activities currently funded through any other Georgia Council for Arts grant or program, such as Project Grant, Community Partners, Arts in Education Residencies or Folk life projects
- 5. To fund programs, projects, or in-school performances that primarily benefit elementary, high school or college students (Programs must benefit a broader community)
- 6. To replace other funds currently being spent on arts programs or services
- 7. To provide food, beverages or other entertainment
- 8. To purchase building or real estate
- 9. To renovate or make structural changes or any other capital improvements
- 10. To provide prizes or scholarships
- 11. For expenses incurred for fundraising events
- 12. To provide endowment funds
- 13. To support an applicant's out-of-state activities
- 14. To reduce existing deficits
- 15. To support programming of a religious nature

The following "Population by Race and/or National Origin" is from the 2000 Census and is the breakdown for The Arts Council Grassroots Regional Partner region:

| COUNTY        | AMERICAN INDIAN OR ALASKA NATIVE | ASIAN         | BLACK          | HISPANIC       | NATIVE HAWAIIAN OR PACIFIC ISLANDER | WHITE          | MULTI-RACIAL  | OTHER RACE    |  |
|---------------|----------------------------------|---------------|----------------|----------------|-------------------------------------|----------------|---------------|---------------|--|
| BANKS         | 43                               | 87            | 464            | 493            | 9                                   | 13,435         | 102           | 282           |  |
| BARROW        | 139                              | 1,014         | 4,483          | 1,460          | 18                                  | 39,149         | 648           | 693           |  |
| CHEROKEE      | 534                              | 1,141         | 3,525          | 7,605          | 42                                  | 131,128        | 1,831         | 3,702         |  |
| DAWSON        | 59                               | 52            | 57             | 254            | 6                                   | 15,554         | 153           | 118           |  |
| FORSYTH       | 247                              | 785           | 684            | 5,477          | 13                                  | 93,531         | 911           | 2,236         |  |
| FRANKLIN      | 42                               | 51            | 1,792          | 187            | 4                                   | 18,153         | 159           | 84            |  |
| GWINNETT      | 1,638                            | 42,360        | 78,224         | 64,137         | 263                                 | 427,883        | 12,673        | 25,407        |  |
| HALL          | 479                              | 1,876         | 10,126         | 27,242         | 239                                 | 112,470        | 1,895         | 12,192        |  |
| HART          | 35                               | 122           | 4,452          | 106            | 1                                   | 18,188         | 144           | 55            |  |
| JACKSON       | 73                               | 398           | 3,234          | 1,249          | 2                                   | 37,016         | 419           | 447           |  |
| <b>TOTALS</b> | <b>3,289</b>                     | <b>47,886</b> | <b>107,041</b> | <b>108,390</b> | <b>597</b>                          | <b>906,507</b> | <b>18,935</b> | <b>45,216</b> |  |

## MATCHING REQUIREMENTS

The Grassroots Arts Program requires a 50% cash match of the grant amount request. For example if your grant request is for \$200 you must provide a cash match of \$100.

## APPLICANT ELIGIBILITY REQUIREMENTS

The Georgia Council for the Arts requires that, at a minimum, organizations receiving Grassroots funds from their Grassroots Partner Agency are incorporated in Georgia as not-for-profit, tax-exempt organizations certified as such by the IRS, having operated in Georgia for at least one (1) year or be a unit of government. The IRS tax-exempt designation need not, however, be 501(c)(3) however that designation is preferred. For FY2009 GCA GAP Guidelines does not allow third party organizations to serve as a fiscal agent.

New federal legislation requires nonprofits to be active with the IRS-nonprofit status and the annual registration with the Georgia Secretary of State.

Institutions of higher education with access to significant funding from other state sources will be eligible for funding if projects have a strong outreach to the non-student/faculty community. Such projects should be planned and implemented with significant involvement from the community at large.

## ELIGIBLE PROJECT EXAMPLES

Among the types of projects which would be eligible for funding by GA's would be visual arts exhibitions, concerts, theatrical and dance performances, readings, film programs, story telling, folk arts projects, workshops, educational programs for the community, arts festivals, public art programs, technical assistance programs and/or other arts programs.

Eligible organizations are encouraged to collaborate with local artists to develop projects that respond to local interests, needs, and values. Applicants can contract with artists for services that support GAP project implementation.

## PROGRAM YEAR TIMETABLE

**FUNDED PROJECTS FOR FISCAL YEAR 2010 MUST TAKE PLACE BETWEEN  
DECEMBER 1, 2009 AND JUNE 30, 2010**

|                           |   |
|---------------------------|---|
| <b>JULY 14, 2009</b>      | Mandatory GAP Partners Summit   |
| <b>AUGUST 2009</b>        | FY 2010 GAP Review committee nominations & selection<br>FY10 GAP Review committee orientation & guidelines review                                     |
| <b>AUGUST 14, 2009</b>    | Public Notification of availability of Grassroots Arts Programs guidelines and application forms via local and area print and electronic media.       |
| <b>AUGUST 14, 2009</b>    | The Arts Council will provide via USPS and electronically program guidelines and application forms to the 10 county region to potential GAP grantees. |
| <b>AUGUST 28, 2009</b>    | Grassroots Arts Program Information Workshops at the Arts Council Smithgall Arts Center – Gainesville (date tentative)                                |
| <b>SEPTEMBER 10, 2009</b> | GAP Review Committee Teleconference Training and Orientation by GCA Staff   |
| <b>SEPTEMBER 22, 2009</b> | Grassroots Arts Program Information Workshops at the Hudgens Center for the Arts – Gwinnett (date tentative)  |
| <b>OCTOBER 16, 2009</b>   | Deadline for The Arts Council to receive completed applications for re-granting funds.  |
| <b>OCTOBER 30, 2009</b>   | Grassroots Advisory Committee meets to review applications and make recommendations for funding of approved projects.                                 |
| <b>NOVEMBER 19, 2009</b>  | The Arts Council Board of Directors receives recommendations from the Grassroots Advisory Committee and awards re-granted funds.                      |
| <b>NOVEMBER 20, 2009</b>  | The Arts Council notifies applicants of the disposition of their application.   |

|  |   |
|--|---|
| <b>DECEMBER 1, 2009 TO<br/>JUNE 30, 2010</b> | Funded projects take place.   |
| <b>JANUARY 8, 2010</b>                       | Grassroots Arts Program Information Workshops at the Arts Council Smithgall Arts Center – Gainesville (if necessary-date tentative) |
| <b>JUNE 30, 2010</b>                         | Grantee Final Reports Due Upon Completion of Project or no later than July 15, 2010.  |
| <b>On Going<br/>JULY 2009-JUNE 2010</b>      | Arts Council staff provides technical assistance to ten (10) county region  |

## CONTRACTS

A standard grant contract will be signed by the applicant to expend state funds as outlined in the approved project application. Each grantee is required to conduct operations in compliance with applicable federal statutes on nondiscrimination, labor standards and the provision of a drug-free work place. Grantees must comply with the provisions of Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, as amended, and the American Disabilities Act of 1990 which states that no person in the United States shall, on the grounds of race, color, creed, national origin, or disability, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance. Grantees must provide a drug free workplace and not discriminate on the basis of sexual orientation. All funds will be properly accounted for and the applicant's final reporting documents must be filed within 30 days of the completion of the project or no later than The Arts Council's fiscal year end. (June 30)

## ACKNOWLEDGEMENT REQUIREMENTS

The Georgia Council for the Arts must be acknowledged in all publicity related to the Grassroots Arts Program. Grantees must use a camera-ready logo provided by The Arts Council in every grantee publication where the printing process allows. In addition to the logo placement, the following should be included on publications as well as presented verbally at events at which no printed program is used:

***"This Grassroots Arts Program is supported in part by the Georgia Council for the Arts through appropriations of the Georgia General Assembly. The Council is a partner agency with The National Endowment for the Arts. The Grassroots Arts Program is administered by The Arts Council, Inc., Gainesville, Georgia – Grassroots Regional Partner."***



## QUESTIONS

Contact the Region 8 Grassroots Agency (The Arts Council, Inc., Gainesville, Georgia)

Gladys P. Wyant  
Executive Director  
The Arts Council, Inc.  
P. O. Box 1632  
Gainesville, GA 30503-1632  
770.534.ARTS (2787)  
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Dwight S. Hutchins  
Assistant Director

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# PROJECT BUDGET DEFINITIONS

## INCOME

*All income must be clearly identified as having been given for this project. A proportionate share earmarked for this project from other donations, grants and support is acceptable and must be duly explained. **You must identify these sources by name on the Budget page.***

### 1. Admission

Revenue derived from the sale of admissions, tickets, subscriptions, memberships, etc., for events attributable or prorated to the project.

### 2. Contracted Service Revenue

Revenue derived from fees earned through sale of services. Include workshops, fees paid to your organization, tuition for classes, contracts for specific services you provide.

## DONATIONS

**3. Corporate Support** -Cash support derived from contributions given for this project by businesses and corporations. List company and location ex Coca Cola-Atlanta

**4. Foundation Support** -Cash support derived from grants given for this project by private foundations. List foundation and location ex: ABC Foundation-Lawrenceville

**5. Individual or Private Support** -Cash support derived from cash donations by individuals for this project.

### Government Support

Federal/State/Local -Cash support derived from grants or appropriations given for this project by agencies, departments of federal/state/local governments. **List name of agency giving funds.** (Do not include this anticipated GAP grant).

**6. Federal Support**

**7. State Support**

**8. Local Support**

### 9. Other Revenue/Applicant Cash

Revenue derived from sources other than those listed above. Include advertising space sold in programs, concessions, tee-shirt sales, investment income, gift shop income, auctions, etc.

**10. Grant Request** -Amount requested in support of this project

**11. Total Income** - Total of all project income categories (Lines 1-10 must match line 10 below)

## **EXPENSES**

*All must be clearly identified as part of this project*

**PERSONNEL** - Payments to permanent staff, who are on-going in your organization, for salaries, wages and benefits (Directly related to this project)

### **1. Administrative**

Executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund raisers; clerical staff such as secretaries, typists, bookkeepers; supportive staff such as maintenance and security; ushers and other front-of-the house and box office personnel

### **2. Artistic**

Artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, film makers, painters, poets, actors, authors, sculptors, graphic artists, dancers, singers, musicians, teachers, instructors, puppeteers, etc.

### **3. Technical/Production**

Technical management and staff such as technical directors; wardrobe, lighting and sound crew; stage managers, stagehands; video and film technicians, exhibit designers and installers, etc.

**OUTSIDE FEES AND SERVICES** -Payments to firms or persons for services of individuals who are not on the permanent staff of your organization

### **4. Artistic**

Consultants, temporary or short-term employees including artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, film makers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc.

### **5. Other**

Non-artistic services from consultants, instructors or technical/production personnel temporarily employed for this project

## ***ADDITIONAL CATEGORIES***

### **6. Space Rental**

Payments for rental of office, rehearsal, theater, hall, gallery or other such space

### **7. Travel**

Travel including fares, lodging, food, taxis, gratuities, per diem payments, tolls, mileage, allowances on personal vehicles, car rental. For trucking, shipping or hauling, see Item 9.

### **8. Marketing/ Advertising/Printing**

All costs for publicity and promotion, including newspapers, radio, television advertising, printing and mailing of brochures, flyers and posters etc. Although this budget item is not broken down on the budget page it should be discussed in a narrative description.

**9. Other operating expenses** -Attach a detailed breakdown All expenses not entered in other categories, including scripts and scores, lumber and nails, electricity, telephone and telegraph, storage, postage, interest, photo supplies, publication purchases, sets and props, equipment rental or purchase, insurance fees, non-structural renovations or improvements, trucking, shipping and hauling costs. List each item separately with expense amount.

Include state sales tax paid on ticket sales; do not include loan principal payments.

**10. Total Expenses**

Lines 1 –9 (Must match line 11 above)

## PROJECT REVIEW FORM

The Project Review Form attached is for your information. This is the format that the Grassroots Arts Program Project Review committee will be using in its review and evaluation of submitted applications. The applicant can use this form as a guide to write the **Project Description/narrative** to ensure that their application addresses all appropriate areas upon which it will be reviewed. Issues raised on the Project Review Form and not specifically addressed on the Project Application should be addressed in the section for Additional Comments or as attachments. **Do not return the review form with the completed application.**

Use the application check-list below as a guide for the submission of all required materials.

### APPLICATION PROCESS CHECK LIST

- Obtain Grassroots Arts Program Application
- Identify Proposed Project/Event
- Complete Project/Event Application
- Develop Project/Event Budget
- Include IRS Letter of Tax Exemption (501c3), only if first year applicant
- Copy of State of Georgia Incorporation Annual Registration
- Breakdown of Expense Items 1, 2, 3, 4, 5, and 9
- Breakdown of Income Items 1, 2, 3, 4, 5, 6, 7, 8 and 9
- Name/Addresses Board of Directors to include business or community Affiliation and ethnic designation
- Project Description/Narrative addresses areas on Project Review Form
- Submit project support materials i.e. programs, brochures, newspaper clippings of past and/or current programs
- Obtain appropriate legal assurance signatures for application in blue ink
- Submit application by **October 16, 2009**