



Greater Augusta Arts Council
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TO: All Parties Interested in Applying for Grassroots Arts Funding in FY2008

FROM: Virginia Colflesh, Project Director
CSRA Grassroots Arts Program

RE: Grassroots Arts Program Guidelines & Application Materials



The Georgia Council for the Arts (GCA), through appropriations from the Georgia General Assembly, will continue to support the Grassroots Arts Program (GAP) in FY2008. This statewide program, aimed at making the arts available to a broad range of Georgia's citizens, will sponsor activities from October 1, 2007, through June 30, 2008. The Greater Augusta Arts Council serves as the re-granting agency for 2 counties in our region: Columbia and Richmond. A Grassroots Advisory Board (GAB) with representatives from each of the counties is responsible for making final funding decisions*.

Due to increased participation in the GAP program, the Grassroots Advisory Board in each county will be strictly adhering to GCA's Guidelines for Eligibility – please take time to read over this section. The programs supported through GAP cannot have appeared on any other GCA funded application. **Organizations receiving General Operating Support from the GCA will not be eligible.*

Enclosed are the following FY2008 GAP materials:

- ✓ An overview sheet ("What is the Grassroots Arts Program?")
- ✓ **Grassroots Arts Program Guidelines (Please read carefully!)**
- ✓ Grassroots Arts Program Application
- ✓ GAP Project Budget Glossary
- ✓ Application Evaluation Form (for information purposes only)



We encourage all interested parties to apply for funding by the postmark deadline of **August 24, 2007**. If you do not plan to apply, please pass this information along to another party that you believe may be interested. If needed, you may make additional copies of the application.

WHAT IS THE GRASSROOTS ARTS PROGRAM?

Since 1993, the Georgia General Assembly has appropriated funds for arts programs in each of the 159 counties in the state. The Georgia Council for the Arts directs the **Grassroots Arts Program (GAP)** through regional arts organizations such as the Greater Augusta Arts Council (GAAC).

The GAAC oversees the GAP grant process for **2 counties in our region: Columbia and Richmond.**

GAP is a proven success...

Providing an opportunity for every county in the state to be served with state arts dollars.

Encouraging arts organizations, service clubs, schools, civic groups, churches, scout troops, libraries, or any tax-exempt organization to apply for these funds.

Promoting collaboration through the creation of a regional Grassroots Advisory Board composed of representatives from each county.

Supporting community development by strengthening existing arts councils or fostering the creation of new councils.

Each fiscal year, one-half of the available GAP funds from the state legislature are distributed equally among all 159 counties. The balance is divided on a per capita basis, county by county. The GAP allocations for the counties in our region are listed in the *Grassroots Arts Program Guidelines*.

The Grassroots Arts Program in our region is supported by the Georgia Council for the Arts through the appropriations of the Georgia General Assembly. The Council is a Partner Agency of the National Endowment for the Arts. The program

is administered by the Greater Augusta Arts Council, the GCA-designated Grassroots Agency for the region.

Grassroots Arts Program Guidelines

Who Can Apply for Grassroots Funds?

The Grassroots Arts Program is designed to encourage local collaborations between artists, arts organizations and non-arts organizations (civic, human service, religious, business, etc.). Qualified applicants would include:

- An arts group incorporated in the State of Georgia as a non-profit, tax-exempt organization.
- An arts group not incorporated as a non-profit, tax-exempt organization, partnering with a non-profit organization incorporated in the State of Georgia.
- A non-arts group incorporated in the State of Georgia as a non-profit, tax-exempt organization. Examples of such organizations include
Municipalities
Civic Organizations
Libraries
Historical Societies
Boys/Girls Clubs
Senior Citizen Centers
4-H Clubs
Schools

FUNDING RESTRICTIONS FOR GRASSROOTS ARTS PROGRAM FUNDS

Grassroots Arts funds must not exceed \$2,000 per grantee. These funds may not be used for the following:

- **To fund the same project for more than two years**
- To fund individual artists
- **To fund organizations receiving General Operating Support or Partner Institution awards from the Georgia Council for the Arts**
- To support activities currently funded through any other Georgia Council for the arts grant or program, such as Fast Track/Quick Benefits, Arts in Education Residencies, or Folk life Projects.

- To fund programs, projects, or in-school performances that primarily benefit elementary, high school, or college students
- To replace other funds currently being spent on arts programs or services
- To provide food, beverages or other entertainment
- To purchase buildings or real estate
- To renovate or make structural changes or any other capital improvements
- To provide prizes or scholarships
- For expenses incurred for fundraising events
- To provide endowment funds
- To support an applicant's out-of-state activities
- To reduce existing deficits
- **To fund out-of-county activities**

How Does It Work?

- Funds can be used to support arts activities only.
- An organization may provide services in more than one county.
- Projects must take place between **October 1, 2007 and Jun 30, 2008**.
- Activities must be accessible and available to the general public or designed at outreach to underserved populations.
- Projects involving underserved populations may have priority.
- Programs must demonstrate need and benefit to the community.
- Funds may be used to expand existing programs to reach new audiences; however, they may **not** be used to replace funds currently being spent in support of the arts.

What Kinds of Arts Projects are Eligible for Funding?

Funds must be used to support arts activities that are accessible and open to the general public. Programs must demonstrate a benefit to the community or be designed as outreach to targeted populations. Although funds may be used to expand existing programs to reach new audiences they should not be used to replace funds currently being spent in support of the arts.

Consider spending your funds on:

Concerts

Film Programs

Murals

Readings

Storytelling

Public Art

Art Exhibitions

Dance Performances

Folk Art Projects

Theater Presentations

Visiting Artists*

or ...

Arts events and projects involving special audiences

Outreach performances for underserved communities

** Should not duplicate GCA Artist-In-Education Program*

What Are the Matching Requirements?

At least fifty percent (50%) of the GAP grant amount must be matched with cash. This means that if an organization receives a grant of \$1,000, it must provide an additional \$500 in cash and show project expenses of at least \$1500.

What Are the GAP Allocations for Our Region?

Throughout the fall and winter of 2006 Georgia Council for the Arts staff met with a GAP Senate Study Committee, initiated and chaired by Senator Jack Hill. As a result of the Committee's work and commitment to the Grassroots Arts Program an additional \$200,000 has been added to the county allocations budget for FY2008. The Greater Augusta Arts Council is pleased to announce a projected increase of over \$6,000 is to be awarded to the County Allocation Budget.

The **projected** GAP allocations in our region are listed below.

Columbia \$5,198.38

Richmond \$9,278.32

These are the **anticipated** county allocations for FY2008.

***Note:** Grants to any one organization may not exceed \$2,000 per county served.*

What is the timeline for GAP activities?

July 2007	Applications available for distribution
August 24, 2006	Postmark deadline for GAP applications.
August 27- September 28, 2007	GAP applications processed and reviewed by: <ol style="list-style-type: none">1. GAAC, for eligibility, completeness, accuracy;2. County subcommittees, rating against published evaluation criteria; and3. Grassroots Advisory Board, for final approval.
October 1 – October 7, 2007	GAP grant applicants notified of approval/rejection. Contracts sent to grantees.
October 26, 2007	Signed contract and initial request for project funding (90% of allocated funds) due to GAAC.
October 1, 2007- June 30, 2008	Funded GAP activities take place.

July 31, 2008

Final reports due to GAAC.

(Grantees receive final 10% of allocated funds within 30 days of final report approval.)

GRASSROOTS ARTS PROGRAM APPLICATION

(Postmark Deadline – August 24, 2007)

Grant Amount Requested (per county): _____

County/ies Applied: _____

Applicant Organization: _____

County of Applicant: _____

Street/P.O. Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Contact Person: _____ Title: _____

Email: _____

Are you applying as fiscal agent on behalf of another individual or organization which will actually be providing the services? If yes, please provide the following information about that individual or organization. Yes _____ No _____

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

I certify that the information in this application is true and correct to the best of my knowledge.

Name: _____ Title: _____

Telephone (W) _____ (H) _____ Date : _____

Send signed original, and 5 copies per county applied to, along with required attachments to:

Greater Augusta Arts Council

P.O. Box 1776

Augusta, Georgia 30903

Questions? Please call (706) 826-4702 ext. 3

APPLICATION NARRATIVE

I. Project Description (Tell us about your project.)

In two pages or less, be sure to include:

- County (or counties) you will be serving
- Description of your project activities
- Proposed date(s) and location(s) of activities (for each county served)
- Number of artists participating
- Estimated number of individuals served (per county)
- Artistic mission of your project (What need does it address?)
- Description of any special constituencies to be served
- How you will enable special needs people to experience your program, including facility accessibility
- How you will measure the success of the project

II. Project Publicity (Tell others about your project.)

In no more than one page, describe your publicity plan including:

- Mass Media (radio, newspaper, television, magazine)
Speeches (civic clubs, etc.)
- Flyers, posters
- Specific outreach to special audiences such as economically disadvantaged, elderly, ethnic groups, physically challenged, etc.

III. Organization Background (Tell us about your organization.)

- Brief mission statement
- Summary of any previous arts projects

V. Attachments (Only 1 copy of these items is required. You do not need to include these with the additional copies of your application.)

___ Proof of not-for-profit status for your organization (or the organization submitting on your behalf)

___ List of Board of Directors or committee in charge of this project
(Remember, cultural diversity is vital.)

___ Key leaders and their responsibilities for this project

___ Current year budget for your organization, including income and expenses

If you like:

Submit supporting documents and materials, such as programs, reviews, newspaper stories, flyers, etc., from previous arts programs your organization has sponsored.

PROPOSED PROJECT BUDGET

(Please use this form or format, referring to the GAP Project Budget Glossary as needed. If your proposed project is to serve more than one county, make copies and complete one per county.)

PROPOSED BUDGET FOR _____ COUNTY

Estimated number of county residents to be served _____

EXPENSES

Cash Expenses

- 1. Personnel - Administrative \$ _____
- 2. Personnel – Artistic _____
- 3. Personnel - Technical/Production _____
- 4. Outside Fees & Services - Artistic _____
- 5. Outside Fees & Services - Other _____
- 6. Space Rental _____
- 7. Travel _____
- 8. Marketing _____
- 9. Other Operating Expenses--Attach itemized breakdown. _____

10. TOTAL EXPENSES--Subtotal of Lines 1-9. \$ _____

(MUST EQUAL TOTAL INCOME - LINE 7 BELOW.)

INCOME

Description

- 1. Revenue – Admission \$ _____
- 2. Revenue – Contracted Services _____
- 3. Donations
 - Individual _____
 - Corporate _____
 - Foundation _____
- 4. Government Support
 - Federal _____
 - State _____
 - Local _____
- 5. Revenue - Other _____
- 6. This Grant Request _____

(CAN NOT EXCEED 2/3 of LINE 10 ABOVE.)

7. TOTAL INCOME

(Must match line 10 above) _____

GAP PROJECT BUDGET GLOSSARY

This glossary is intended to assist you in filling out your Proposed Project Budget. The numbers for each entry correspond to the lines on the budget page.

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

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, food, drink and space rental when directly connected to promotion.

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, food consumed on premises, equipment rental or purchase, insurance fees, non-structural renovations or improvements, trucking, shipping and hauling, fund-raising costs.

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

10. Total Expenses

Lines 1 –9 (Must match line 7 below)

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.

3. DONATIONS

Corporate Support -Cash support derived from contributions given for this project by businesses and corporations.

Foundation Support -Cash support derived from grants given for this project by private foundations.

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

4. 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 grant).

5. Other Revenue

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

6. Grant Request -Amount requested in support of this project.

7. Total Income - Total of all project income categories (Lines 1-6 must match line 10 above)

GRASSROOTS ARTS PROGRAM APPLICATION CHECK LIST

Applicant Organization: _____
 Co-applicant (if applicable): _____

1) Original and complete # of copies enclosed? Yes No
Action needed:

2) All pages, all questions completed? Yes No
Action needed:

3) Budget:

Within Guidelines	Yes	No
Accurate?	Yes	No
Balanced? (Lines 10 and 7 match)	Yes	No

Action needed :

4) Required Attachments: Yes No

1. Proof of not-for-profit status of your organization or the one submitting on your behalf
2. List of Board of Directors or committee in charge of this project. Remember, cultural diversity is vital.
3. Key leaders and their responsibilities for this project
4. Current year's TOTAL budget for your organization (including income and expenses)

Action needed :

5) Project reflects GAP philosophy Yes No

GRASSROOTS ARTS PROGRAM COUNTY CONTACTS – To Be Updated

GREATER AUGUSTA ARTS COUNCIL GAP CONTACTS

Virginia Colflesh (706) 826-4702 ext. 3 – artsed@augustaarts.com

Brenda Durant (706) 826-4702 ext. 1 – arts@augustaarts.com