



GRASSROOTS SUBGRANT INSTRUCTIONS

Please read the following information carefully and use it as a checklist in fulfilling your obligations for the Grassroots Arts Program subgrant. If you have questions about any of this material, contact the Arts Council of Wilmington/NHC at 910-343-0998 or by email at info@artswilmington.org.

1. Sign and return grant contract and No Overdue Tax Debts Form

Please review your grant notice. If your grant was not funded at the level you requested, you may need to revise your project budget. Before you begin, note any stipulations contained in the grant notice. If you cannot implement your project at the reduced grant amount, please notify the Arts Council of Wilmington/NHC immediately.

Please sign the Grant Contract and return two copies along with the No Overdue Tax Debts form to the Arts Council at 221 N. Front St. Please return these forms by November 30, 2019 for processing.

2. Make sure you have matching funds in place.

All grantees are required to match grant amounts dollar for dollar. The funds must come from other public or private sources. One Arts Council of Wilmington/NHC or North Carolina Arts Council grant may not be used to match another. Matching funds may not come from another State or Federal grant.

3. Use the North Carolina Arts Council credit line and logo

The N. C. Arts Council is the steward of state and federal tax-supported public funds for the arts. In acknowledging the N.C. Arts Council's role in your event or project, you are recognizing the part that public funds play in promoting the arts.

Logo Use and Credit Line

The North Carolina Arts Council logo must be prominently displayed on-site and in all publicity and printed materials. You are welcome to display the NEA logo at any time, but if the source of funds on your grant says "federal funds," you must display the NEA logo.

Credit Line

Printed material and publicity regarding North Carolina Arts Council grants, funded activities, and/or partnerships must contain the following language with the appropriate logo(s):

For those who receive State funding only:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

Donor Recognition

If your organization lists donor participation in printed materials or on your website, you must list the N.C. Arts Council in the appropriate category (i.e. Benefactors \$25,000 – \$49,000, Directors \$10,000 – \$24,999, Sponsors \$5,000 – \$9,999, etc.). For radio, television and nonwritten announcements, please use the credit line language above.

In written communication, North Carolina Arts Council should always be written out on first reference. The use of NCAC is internal nomenclature for the arts industry so please do not use this on materials for the public. We prefer North Carolina Arts Council or N.C. Arts Council on second reference.

Reproducing the Arts Council Logo



Grantees may download a print quality logo from the N.C. Arts Council’s website at <http://ncarts.org/resources/grants/logo-use>. Do not reproduce the logo from faxed or photocopied images. The logo must be reproduced as a unit without alteration. The logo may be no smaller than 1” wide. The circle with the word “ARTS” must be at least the size of a nickel, although the size of a quarter is preferable. Please see the Visual Guide.

We encourage you to place the N.C. Arts Council logo on your website and in your e-newsletters and link it to <http://www.ncarts.org>.

Web and Social Media USAGE:

Please make sure that digital versions of the North Carolina Arts Council logo link to our primary website www.NCArts.org. Join our social media network and tag NCArts.

Facebook: <https://www.facebook.com/ncarts>

Twitter: <https://twitter.com/ncartscouncil>

Instagram: <https://www.instagram.com/ncartscouncil/>

YouTube: <https://www.youtube.com/user/NCArts>

Approved Boilerplate

If you have additional room in your playbill or publication to promote the North Carolina Arts Council beyond the credit line, please use the approved language below with our logo:
The North Carolina Arts Council builds on our state’s longstanding love of the arts, leading the way to a more vibrant future. The Arts Council is an economic catalyst, fueling a thriving nonprofit creative sector that generates \$2.12 billion in direct economic activity. The Arts Council is also a cultural pathfinder, sustaining diverse arts expression and traditions and investing in new innovative approaches to art-making. The North Carolina Arts Council has also proven to be a champion for youth by cultivating tomorrow’s creative citizens through arts education. www.NCArts.org

Questions about Logo Use? North Carolina Arts Council Director of Marketing at (919) 807-6530.

4. Thank your Legislators

The Arts Council of Wilmington/NHC requires all subgrantees to write their Legislators to thank them for appropriating funds for their grants and to inform them of the project activities and community impact. A copy of all letters to legislators must be attached to your final report. We hope you will also invite Legislators to attend any performances, exhibitions, or other project-related activities.

5. Keep the Arts Council of Wilmington staff informed

Please keep the Arts Council of Wilmington staff informed about your project activities. Please invite them to attend any performances, exhibitions, or other grant-related activities. If your program or project changes significantly and you need to revise your project budget by more than 10-percent of the total, you must submit a written request in advance. Call the Arts Council of Wilmington staff to discuss any revisions before submitting a written request.

Grantees must inform the Arts Council of Wilmington no later than March 31, 2020 if you will not be able to spend all your grant funds. Refunds should be returned to the Arts Council of Wilmington as soon as possible and no later than May 31, 2019.

6. Submit your Final Reports by May 31, 2020.

At the end of the project period, all grantees are required to report on how grant funds were used. Please complete the enclosed Report Form, following all instructions carefully and return the form no later than May 31, 2020.

Failure to complete your final report by the deadline renders the grantee ineligible to apply for the Grassroots Arts Program funds the next fiscal year.