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. Cleveland County Arts Council serves as the N. C. Arts Council’s partner in awarding subgrants to local organizations for arts programs in Cleveland 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 Cleveland County.
• Organizations that receive general support funds through the N. C. Arts Council are not eligible for Grassroots funds.
• Individuals are not eligible to apply for Grassroots Arts funds.
• Applications and support materials must be complete and received by the due date.

Application Submission & Deadline
Application forms may be downloaded from the Cleveland County Arts Council Web site at www.ccartscouncil.org. All projects must take place between July 1 and May 15. All applications must be received by Cleveland County Arts Council by July 31. Applications must be mailed or hand delivered.

What the Grassroots Arts Program Funds
Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs, or operate an arts organization. Typical uses of Grassroots money include:
• Program expenses such as artists’ fees and travel, space rental, advertising, marketing and publicity, Web site and electronic media, scripts, costumes, sets, props, music and equipment rental or purchase
• Operating expenses such as salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase.