

## **Grassroots Arts Program – General Information**

### **Background**

In 1977, the North Carolina General Assembly established the Grassroots Arts Program to ensure that every citizen had access to quality arts experiences. The program distributes funds for the arts, primarily through local arts councils, to all 100 counties using a per capita based formula. The creation of the Grassroots Arts Program increased the state's already growing number of local arts councils and helped establish North Carolina as a leader in the national community arts movement. Today we have one of the largest networks of local arts agencies in the country, including the nation's oldest arts council in Winston-Salem. Grassroots funds support hundreds of arts activities every year including community festivals, choral society concerts, community theater productions, art guild exhibitions, arts in education programs in schools, Native American powwow celebrations, classes and workshops, African drumming circles, and craft fairs.

### **How Grassroots County Allotments are Determined**

20% of the total Grassroots budget is distributed in equal amounts to all 100 counties, and the remaining 80% is distributed using a per capita formula. A representative portion of each county's Grassroots allotment must be spent to support arts programming that reflects the racial and cultural diversity of the county.

[A schedule of county allotments](#) is prepared in January using the most recent population estimates provided by the State Data Center. Each county's racial/ethnic population percentages are included in the schedule.

### **Matching Requirements**

Annual Grassroots Arts Program county allotments must be matched dollar for dollar with cash from local sources spent for the arts during the applicable fiscal year. This matching requirement was designed to assure that citizens in each county committed at least as much money for the arts each year as did the state. Therefore, the Grassroots program allows any arts expenditures made with money raised within the county to be identified as a match.

Grassroots partners may match the entire county allotment from within its own budget, it may use subgrantees' cash match to fulfill the requirement, and, if necessary, it may ask another organization in the county to allow its arts expenditures to be designated as a match. In the latter case, the Grassroots partner must obtain a letter from that organization stating the source, amount, use, and fiscal year of the expenditures, and giving approval to designate it as a match for the Grassroots allotment. The organization should be aware that its records become part of the Grassroots contract, and should there be an audit of the Grassroots award it must be willing to allow its records to be reviewed. All matching funds must be documented in the Grassroots report at the end of the fiscal year.

Neither the Grassroots money nor the matching funds may be used to match any other North Carolina Arts Council grant.

### **[Grassroots On Hand](#)**

NCAC staff have developed several program packages that can be purchased with Grassroots funds. The cost of these range from \$2,500 - \$10,000. They are designated for rural counties that lack adequate organizational infrastructure. NCAC staff has oversight for these projects. [Click here for more information.](#)

## Meeting the Racial and Cultural Diversity Requirement

The NCAC works to provide a representative portion of grant funds for arts programming that reflects the racial and cultural diversity of the state. As a central strategy for achieving this objective, we require that each Grassroots partner spend a percentage of its annual county allotment for programming that reflects African American, Asian American, Latino, and Native American cultures. The percentage is determined by calculating the portion of each county's population made up of African American, Asian American, Latino, and Native American people. [ [more...](#) ]

## Reporting Requirements

Grassroots partners are required to submit a final report at the end of each fiscal year documenting how Grassroots Arts Program money has been spent. The final report must be submitted online through the NCAC eGRANT system. The report is due by July 15 each year. [ [more...](#) ]

## How Funds are Distributed

Grassroots funds are distributed by county by the following 3 types of Grassroots partners.

- **[Designated County Partners](#)**: In most counties, local arts councils have been nominated by their county governments and approved by the NCAC as Designated County Partners to manage the Grassroots allotment.
- **[Provisional County Partners](#)**: In counties without DCPs, the NCAC has selected an organization to serve as the provisional partner to oversee the distribution and management of Grassroots funds on a temporary (year-to-year) basis.
- **[Regional Arts Partners](#)**: Regional Arts Partners are DCPs that are responsible for overseeing the distribution of Grassroots funds in neighboring rural counties.

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