



RESIDENCY GUIDELINES

Revised August 2024

ABOUT

GROW (Greensboro Residency for Original Works) is an open flex space for Guilford County-based creative individuals and organizations to produce new and original works that encourage visitation and engagement by the public. The space, managed by Creative Greensboro, is made available at no charge by competitive review for residencies of 1-12 weeks. Individuals, collaborative groups, or non-profit organizations with a history of producing and presenting creative programming are encouraged to apply.

GROW is located on the 2nd floor of the Greensboro Cultural Center, overlooking Davie Street. This centrally and prominently located space is extremely versatile and can be used for various mediums, multi-disciplinary projects, and intimate performances. The space is approximately 800 square feet (31' x 25' with 9' ceilings) and includes 3 large exterior windows as well as a glass storefront facing the 2nd floor central atrium. The space is equipped with dimmable track lighting, locally controlled HVAC, WiFi, and ample standard electrical outlets.



GROW is a direct response to strategies included in the Greensboro Cultural Arts Plan:

2.2 “Identify culturally specific, and emerging arts and cultural organizations and develop initiatives supporting their organizational growth, resilience, and programmatic reach.”

2.5 “Examine existing policies and procedures for residency and usage of space in the Greensboro Cultural Center and refine to create opportunities for more equitable access.”

2.5.1 “Set aside a percentage of square footage in the GCC for a designated residency program with a defined period of use and that includes access to co-working facilities and the arts-incubator.”

3.4 “Support greater access to facilities for artists, creative businesses, and arts organizations for rehearsals, performances, exhibitions, and work space.”

PROGRAM PRIORITIES

GROW will host residencies for a broad range of creative people, organizations, and projects. We are especially interested in providing residency opportunities for:

- Applicants that demonstrate a track record of successful work and a well-designed plan for use of the space and public engagement during their proposed residency.
- Applicants who do not have regular access to other space(s) to present their work.
- Work that centers the voices and experiences of communities of color, low-income communities, and/or people who are disabled.
- Projects that are programmatically diverse when compared to other activities already occurring in the Greensboro Cultural Center.

ELIGIBILITY AND TIMELINE

ELIGIBILITY

To be eligible to apply for the GROW space, applicants must:

1. Be a Guilford County-based individual, group of unincorporated individuals, or non-profit organization in good standing with Creative Greensboro and with a history of producing and presenting creative programming.
2. Propose an original creative project that will encourage visitation to and engagement in the space by the public.

Creative programming is defined as activities that fall within one or more of the disciplines listed below and that are designed for public engagement:

- literature, poetry, theater, music, dance, ballet, movement
- painting, sculpture, drawing, ceramics, glass, fiber-arts, photography, film
- architecture, archaeology, history, natural history, natural sciences, technology

Other forms of creative programming may also be considered eligible, especially those occurring in a performing arts center, theater, concert hall, museum, and other property or facilities used in connection therewith.

RESTRICTIONS

We are unable to consider or approve residencies that:

- Include activities that may cause physical damage to the facility.
- Include lewd acts or nudity.
- Are political or religious in focus or nature.
- Require large machinery, running water, specialty electric, spray paint, airborne materials, or toxic odors.

TIMELINE

GROW is available for residencies of 1-12 weeks. **Residencies are available for January – December 2025.**

Access to the space will be made available during normal operating hours for the Greensboro Cultural Center.

- Monday-Friday: 8am-10pm
- Saturday: 9am-6pm
- Sunday: 1-6pm

HOW TO APPLY

1. Review the program guidelines and develop a project.
2. Complete the [GROW application](#) with full details on the proposed project. The application will be open **September 3-October 16, 2024**. Proposed projects should take place between January and December 2025.
3. A committee of Creative Greensboro staff, Cultural Affairs Commission members, and select individuals representing various arts disciplines will review applications and notify applicants regarding a decision by **November 25, 2024**.

APPLICATION AND REVIEW PROCESS

Applicants are encouraged to attend an in-person [information session](#) on September 16, 2024, at 5:30pm, and schedule a one-on-one [online consultation](#) with Creative Greensboro staff prior to submitting an application. If you are unable to find a time that suits your needs, please call (336) 373-2661 or email naomi.woods@greensboro-nc.gov.

APPLICATION REVIEW PROCESS

A team of Creative Greensboro staff, Cultural Affairs Commission members, and select individuals representing various arts disciplines will meet to review applications, which will be evaluated and scored using the following rubric. An average score of 2 must be achieved for a residency to be considered. Residencies will be awarded to the highest-scoring applicants with decisions being communicated by November 25, 2024.

	0	1	2	3
Previous Work	Applicant does not demonstrate a successful track record of previous work.	Some details of past work have been included, but may represent other areas of focus.	Sufficient details of past work have been included. Proposed residency will help to maintain practice.	Applicant has clearly outlined past creative work and residency will clearly help to advance their practice.
Community Connections	Project does not clearly outline a focus on communities of color, low income communities, or people with disabilities.	Project includes some consideration of one of the previously listed communities, but demonstrates a limited connection to community members.	Project is inclusive of at least one of the previously listed communities and demonstrates a sufficient connection to community members.	Project specifically focuses on some/all of the previously listed communities and demonstrates a consistent, thorough connection to the community.
Public Engagement	Insufficient details provided about the schedule and content of proposed public engagement programming.	Some details have been provided about the schedule and content of proposed programming, but further clarity is required.	Sufficient details have been provided about the schedule and content of proposed programming.	Proposed programs are clearly outlined and provide a diverse array of participatory offerings.
Program Diversity	Many similar activities are currently offered in the Cultural Center.	Some similar activities are currently offered in the Cultural Center.	Few similar activities are currently offered in the Cultural Center.	No similar activities are currently offered in the Cultural Center.
Access to Space	Applicant currently has consistent access to a space to present their work.	Limited information has been provided about the applicant's access to space.	Applicant does not have regular access to a space and proposed project could benefit from GROW.	Applicant does not have regular access to a space and proposed project would clearly benefit from GROW.

ADDITIONAL DETAILS

RESOURCES & SUPPORT PROVIDED TO CREATIVES IN RESIDENCE

Creative Greensboro will offer the following additional support to creatives in residence:

- Marketing support through Creative Greensboro social media, e-newsletter, and other City-sponsored communication channels
- Access to chairs, 6' rectangular tables, cabaret style high-top tables, and music stands
- Access to floating walls and pedestals for exhibition use
- Access to pipe & drape to black out windows/storefront
- Access to a PA system and a small projector

ACTIVATION REQUIREMENTS

Creatives in residence will be expected to offer public engagement/activation of GROW with their work over the course of their residency. The residency should include the equivalent of at least six hours of free weekly programming. Specific details of activation must be confirmed prior to the residency.

Should a First Friday event occur during your residency, a public engagement activation of the space will be required on this evening.

Public engagement activations should be an intentional sharing of your work/product that is designed for an audience.

**Note that the creative in residence is responsible for staffing the space during any time that GROW is open to the public.*

RESIDENCY COMPENSATION AND REVENUE GENERATION

GROW is made available to residents at no charge. To support the cost of required public activation, residents will be compensated at a rate of \$300 per week of the residency. Additionally, a \$500 materials budget will be provided to residents upon receipt of an itemized invoice.

Donations may be accepted during the course of the residency. Residents may also sell work or charge admission for additional events beyond the six required hours of public engagement. Residents keep all proceeds of any donations and/or fees.

CLEANING

Residents are expected to leave the GROW space in the condition it was found. Vacuums, brooms and other cleaning supplies will be made available to all applicants for each session.

Residents are responsible for all damage to property and equipment caused during their residency. They are also responsible for immediately reporting any damage made to the space.

INSURANCE

The Greensboro Cultural Center will not be held liable for any injury or accidents caused by partners occurring within the Greensboro Cultural Center building. Partners are required to have proof of a one million dollar comprehensive/general liability policy. Copy of insurance must be turned in with signed contract, no later than 1 week prior to the start of the residency. Residents will be given a stipend to cover a liability insurance policy.

I DON'T LIVE IN GUILFORD COUNTY. CAN I STILL APPLY FOR GROW?

- No; at this time, GROW residencies are only available for residents of Guilford County.

CAN I USE EXISTING WORK FOR A RESIDENCY IN GROW?

- Yes; residencies should be centered around the development of new and innovative works, but residents may use existing work in support of their residencies, especially works that have not previously been showcased in the area.

WHAT ARE PUBLIC ENGAGEMENT OPPORTUNITIES?

- Public engagement opportunities are any activations of the space in which community members can participate. This might look like a workshop series, classes, performances, open gallery hours, a Q&A, or other various offerings. Residents are asked to produce six hours of public engagement per week of the residency. These public engagement opportunities must be free to attend.

CAN I COLLABORATE WITH OTHER PEOPLE ON A RESIDENCY?

- Yes! Contact Naomi Woods at 336-373-2661 or naomi.woods@greensboro-nc.gov to discuss your options for applying as a collaborative group.

WHAT IS INVOLVED IN THE APPLICATION PROCESS?

- Applicants will be asked to submit information about their project proposal, including specific examples of the public engagement offerings. Questions will also be asked about what work will be developed while the creative is in residence. Additionally, applicants will be asked to submit a portfolio of previous work samples.

HOW DOES COMPENSATION FOR RESIDENTS WORK?

- Residents will be compensated at a rate of \$300 per week of the residency. The payment schedule will be determined based on the length of the residency.

I WAS PREVIOUSLY AWARDED A GROW RESIDENCY. CAN I APPLY AGAIN?

- Residency awardees must wait one calendar year from their residency year before reapplying.

