



Sustaining Creativity: Community Partnerships Grant Program Guidelines

About Creative Greensboro: Creative Greensboro, the City’s office for arts and culture, provides support for, ensures access to, and drives awareness of Greensboro’s creative community. Through a range of programs, services, and partnerships, we support the development of a vibrant city.

Purpose of Sustaining Creativity Grants: This program expands Creative Greensboro’s support of nonprofit organizations with a primary focus on creative programming and that are not already recipients of significant resources from the City of Greensboro. The program provides general operating support (as opposed to project specific funding) for qualifying nonprofit organizations.

Grant Amounts: Organizations approved for support will receive grant awards between \$25,000- \$10,000 Up to \$300,000 is available to be awarded. Funding amounts are tiered and are capped according to organizational budget size. It is expected that the application process will be competitive. Some applicants may not be funded.

Tiered award amounts listed below:

Organizations with operating budgets between \$20,000 - \$100,000	\$25,000
Organizations with operating budgets between \$100,001- \$500,000	\$15,000
Organizations with operating budgets above \$500,000	\$10,000

Timeline	
Program Announcement	Monday, July 15 2024
In person info session	Wednesday July 24 th at 5:30pm In-person at the Greensboro Cultural Center. Register HERE
One-on-One Consultations w/ Creative Greensboro staff	Aug 7 th - 9th. Request appointment here. 1 consultation per applicant, virtual meetings only.
Application Deadline & How to Apply	Sunday August 11, 2024 at 5pm. APPLY HERE. Late or incomplete applications will not be considered. All applications must be submitted using the online form.
Grant Panel Review	On or before Friday, Aug 30 2024



Notification of Funding	On or before Friday, Sept 6 2024
Grant Period	July 1, 2024 – June 30, 2025

Eligibility: To be eligible, the following statements must be true and verifiable for the organization at the time of application and for each of the past 3 completed Fiscal Years.

- Organization is a Guilford County-based 501c3 non-profit in good standing with the IRS.
- Organization operates under a Board-approved mission statement that supports and results in at least 75% of the organization’s annual budget and work being principally dedicated to creative programming (inclusive of staffing required to carry out such programs) as outlined herein.
 - **Creative Programming, Defined:** programming that is designed for public engagement in the fields of archeology/natural sciences, architecture, film/photography, history/natural history, literature, performing arts (ballet, dance, music, theater), technology, and visual arts (ceramics, fiber arts, glass, painting, sculpture). Other forms of creative programming may also be considered eligible, especially those that commonly occur in a performing arts center, theater, concert hall, museum, or gallery.
- At least 51% of creative programming occurs within the city limits of Greensboro, NC.
- Organization operates with an annual budget including total cash revenues of at least \$20,000 for at least 1 of the past 3 completed Fiscal Years.



Restrictions to Eligibility: The following types of organizations are not eligible to apply:

- Organizations previously confirmed for, or anticipating, cash support of \$20,000 or more through the City of Greensboro’s Fiscal Year 2023-2024 Budget
- Organizations currently receiving in-kind space allocation at the Greensboro Cultural Center through the Sustaining Creativity: GCC Tenant Partnerships program valued at \$10,000 or more
- Organizations that primarily focus on capacity building, technical assistance or advocacy
- “Friends of...” organizations whose primary purpose is to support government agencies, nonprofits or other initiatives
- Units of government, preK-12 schools (including parent-teacher associations and similar groups), colleges, universities, public broadcasting stations
- Religious institutions without a separate 501c3 organization that specifically administers non-sectarian public programming
- Organizations that operate as a legal subsidiary of a non-qualifying organization

Creative individuals and organizations that do not qualify for this opportunity are encouraged to explore other forms of support offered by Creative Greensboro.

About the Application: The application is a web-based form that includes a combination of fill-in-the-blank style responses, a budget and data metrics template, and requests for user-created attachments. Applicants may find it helpful to use this Application Worksheet for reviewing questions and preparing responses.

Funding Criteria: The following criteria are the principles that anchor the Sustaining Creativity Grants program:

Creative Vibrancy (up to 30 points): the organization creates mission-driven creative programming that inspires and challenges the community.					
Application questions provide opportunity for applicant to demonstrate:	Panelist score:				
	Lacks	Fair	Good	Strong	Exceeds
experienced and knowledgeable creative leadership.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10
commitment to innovation and creative excellence.	0 – 3	4 – 6	7 – 9	10 – 12	13 – 15
recognition for work through earned media, awards, etc.	0 – 1	2	3	4	5

Community Benefit (up to 40 points): the organization meaningfully and respectfully engages the community to achieve its mission.					
Application questions provide opportunity for applicant to demonstrate:	Panelist score:				
	Lacks	Fair	Good	Strong	Exceeds
creation and support of administrative and creative workforce jobs.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10
a variety of ways and places are offered for participants to engage in the creative work of the organization.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10
an understanding and respect of community is used to inform creative programming choices.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10
commitment to and progress toward anti-racism and equity building practices.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10



Organizational Capacity (up to 30 points): the organization successfully manages resources to their best use.					
Application questions provide opportunity for applicant to demonstrate:	Panelist score:				
	Lacks	Fair	Good	Strong	Exceeds
leadership by an engaged and diverse board/ staff/ volunteers qualified to carry out mission.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10
active practices for planning, goal and measurement setting, and learning informed evolution.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10
financial support from an appropriate range of contributed/earned revenue sources and performance to budget and within revenue capacity.	0 – 1	2 – 3	4 – 6	7 – 8	9 – 10

Application Review: Creative Greensboro staff will receive applications and perform an initial review to verify eligibility and completeness. Eligible applicants with a complete application will be advanced to the Panel Review.

The Panel Review will be led by Greensboro Cultural Affairs Commission members. Panelists who are not Commission members will be appointed by the Commission’s Impact & Investment Committee. Panelists are chosen to represent a cross-section of professionals qualified to provide expert knowledge of specific arts or cultural disciplines, as well as for their management experience, and knowledge of the sector and community. The Review Panel should reflect population demographics for the City of Greensboro. All panelists will attest to a Conflict of Interest Policy and will not participate in the discussion or scoring of any application where a conflict exists.

During the Panel Review meeting, panelists will discuss and score each application individually. Creative Greensboro staff will serve as the moderator and secretary for the Panel Review meeting but will not offer any scores or opinions. Panelists will offer specific remarks (affirmative and constructive) relative to each applicant’s response to the 3 Funding Criteria (Creative Vibrancy, Community Benefit, Organizational Capacity). At the conclusion of remarks for each applicant, panelists will submit a score for each criteria. The scores will be totaled and averaged and a composite score announced to the panel.

Comments and scores from the Panel Meeting will be recorded in written format and available for applicants to review following the announcement of funding decisions.

Funding Decisions: This is an open and competitive process, and prior support through the City of Greensboro does not guarantee future support. The composite scores from the Panel Review meeting will be forwarded to the Greensboro Cultural Affairs Commission for consideration. While the exact minimum score required to receive funding will depend on the total applicant pool and available funds, it is expected that applicants who receive a composite score of less than 50 will not be considered for support. The Cultural Affairs Commission will recommend a slate of awards for implementation by Creative Greensboro staff.



Funded Partner Requirements: In an effort to demonstrate the impact of Sustaining Creativity Grants and advance Creative Greensboro and City of Greensboro goals, funded partners will be required to:

- Return a signed grant agreement outlining the terms and conditions of the award.
- Submit quarterly reporting that demonstrates impacts of funding and success toward organization's scope of services.
- Acknowledge Creative Greensboro and the City of Greensboro on all organizational websites, printed materials, and advertising for any public facing programs where other funders are acknowledged.
- Demonstrate compliance with insurance requirements, including proof of following coverages:
 - Commercial General Liability: \$1,000,000 per occurrence for injury/property damage, \$2,000,000 aggregate
 - Workers Compensation: \$500,000 per accident/employee, \$500,000 aggregate
 - Business Auto Policy: \$1,000,000 per occurrence for injury/property damage (a waiver of this requirement will be considered upon request)
- Complete and submit an annual External Audit by a CPA if organization budget is more than \$500,000.
- Complete and submit an annual Financial Review if organizational budget is less than \$500,000.
- Participate with City of Greensboro Internal Audit and Compliance Review, which may include, but is not limited to, review of: Board of Directors roster and meeting minutes, 990 tax form, General Ledger, Bank Statements, and External Audit or Compilation for last completed Fiscal Year.

For additional information, contact:

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