

A. Organization & Contact Information

Case Id: 16140
Name: Arts Council Community Funding - 2023/24
Address: *No Address Assigned

Completed by sbrittain@intothearts.org on 11/18/2022 4:07 PM

A. Organization & Contact Information

The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

A.1. Organization Name

The Arts Council, Inc.

A.2. Project/Program

Access to Arts and Culture

A.3. FY 2023-24 Funding Request Amount

\$250,000.00

A.4. Agency's Total Operating Budget

\$2,993,800.00

A.5. Mailing Address

251 N. Spruce Street Winston-Salem, NC 27101-2735

A.6. Project/Program Location Address

251 N. Spruce Street Winston-Salem, NC 27101-2735

A.7. Organization Website

intothearts.org

A.8. Year 501(c)(3) status obtained

1953

A.9. Organization Fiscal Year

October 1 - September 30

A.10. Federal Tax ID Number

56-0526856

A.11. Federal DUNS Number

ELA5AUVQQXS4

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

Chase Law, President & CEO

A.13. Email

claw@intothearts.org

A.14. Phone

(336) 747-1410

CONTACT

A.15. Name, Title

Susan Brittain, Director of Grants and Special Projects

A.16. Email

sbrittain@intothearts.org

A.17. Phone

(336) 747-1426

BOARD CHAIR

A.18. Name

Rick Moss

A.19. Term Expiration

12/31/2022

A.20. Email

rickdmoss@gmail.com

A.21. Phone

(336) 682-2252

B. Project Overview

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B. Project Overview

Please provide the following information.

APPROACH (7 POINTS)

B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?

Arts Council of Winston-Salem and Forsyth County (Arts Council) respectfully requests a total of \$250,000 of City of Winston-Salem grant funds for FY24. These funds will support our grant making, community initiatives, and facilities programs. Additionally, City funds will support a new music/performing arts series that will be offered free to the public in Winston Square Park.

Our grant making, community initiatives, and facilities programs are aimed at serving the citizens of Winston-Salem and Forsyth County by providing them high-quality arts and cultural programming and facilities. On a typical year, the arts reach up to 800,000 people of all ages and demographics through these programs including over 31,000 Winston-Salem/Forsyth County School students.

In FY24, depending on City funding and rights to use Winston Square Park, we will produce a new music/performing arts series free to the public with a minimum of 10 outdoor concerts featuring a diverse lineup of high-caliber entertainment in late spring through early fall. We will seek grant funding to support this new series. Our goal would be to reach over 10,000 attendees, aid in economic development for downtown businesses, and employ over 60 local musicians, stagehands, and production workers through this new series.

B.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?

Participants access Arts Council's programs by attending one of our 25 grantee supported programs that range from attending, volunteering, or performing in various arts performances, festivals, events, or activities. We bring our Arts-In-Education programs directly into the classrooms and assembly performance spaces in the Winston-Salem Forsyth County Schools (WSFCS) to reach the K-12 youth with arts programs that enhance the WSFCS' curriculum and support their goals, thus eliminating cost and transportation barriers for all students to access the arts. In addition, we typically reach over 100,000 people who utilize our arts campus that includes three performance spaces (Hanesbrands Theatre, Reynold Place Theatre, and Mountcastle Forum/Theatre), two galleries (Main Gallery and Every Corner Gallery), Sawtooth School for Visual Art, and Arts Council Extension building at 419 N. Spruce Street.

NEED (7 POINTS)

B.3. Describe the unmet need that the proposed project/program seeks to address. Include data supporting the need.

The arts and cultural sector has been greatly affected by the COVID-19 pandemic. We have estimated that local arts and cultural organizations have lost approximately \$20M in revenues with over 5,000 cancelled events and an audience loss of over 500,000. Now that the arts and cultural sector is fully open and operating again, we will need to continue to rebuild. It's critical to have funding to support organizations and artists as they rebuild their programs, services, offerings, etc.

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In addition, we will work to respond to our community's most pressing needs through our new community initiatives programs that will work in partnership with our arts organizations and individual artists to expand access to the arts and cultural programs in neighborhoods, community centers, and surrounding towns. In March 2022, Winston-Salem/Forsyth County was selected to participate as one of eighteen municipalities across the United States in the Improving Community Health and Resilience through the Arts: No Place Like Home pilot cohort through the National League of Cities and One Nation/One Project (ONOP). This initiative is being funded through the City of Winston-Salem ARPA grant. No funding for this project will be used from this grant. Key partners in our local cohort include the following: Arts Council of Winston-Salem & Forsyth County, City of Winston-Salem Department of Community Development, the Thomas S. Kenan Institute for the Arts at the University of North Carolina School of the Arts (TSKIA), Forsyth County Department of Public Health, and United Health Centers. Our goal is to leverage existing strengths of the healthcare community, artists, and other innovators to enhance the creative community, promote the recovery and growth of the city and county, improve health outcomes for residents in underserved areas, and build social cohesion in communities.

COLLABORATION (6 POINTS)

B.4. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?

In addition to the ONOP partners listed above, Arts Council utilizes collaboration within all facets of its operations including its grantmaking, community initiatives, and facilities programming.

First and foremost, we have a partnership network of more than 4,000 individuals, companies, foundations, and government donors that help us raise funds so we can serve as a leader in lifting up, creating awareness and providing support to grow and sustain the arts and cultural offerings throughout our region, ultimately bringing our community together and making it a great place to live, work and play.

Second, our arts and cultural partners and individual artists produce year-round programming that keeps our city vibrant with a rich array of programmatic offerings. Those funded partners include: 40+ Theatre Company, a/perture cinema, Authoring Action, Associated Artists of Winston-Salem, Bookmarks, Downtown Arts District Association, Hispanic League, Kernersville Little Theatre, Korner's Folly, North Carolina Black Repertory Company, Old Salem Museums and Gardens, Piedmont Craftsmen, Piedmont Opera, Reynolda House Museum of American Art, RiverRun International Film Festival, Sawtooth School for Visual Art, Southeastern Center for Contemporary Art, The Little Theatre of Winston-Salem, Triad Cultural Arts, Triad Pride Performing Arts, Winston-Salem Delta Fine Arts, Inc., Winston-Salem Festival Ballet, Winston-Salem Theatre Alliance, and Winston-Salem Symphony. We have many community partners as well across different sectors

Third, our long-standing partnership with the Winston-Salem/Forsyth County School System that assists us in bringing arts programming into our schools that supports the standard course of study and engages students in arts curriculum.

Fourth, our partnership with Forsyth County that supports our annual Summer Parks Concert Series in Triad and Tanglewood Parks. Since 2016, we have jointly hosted 32 free community events reaching approximately 30,000 attendees.

C. Strategy and Performance

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C. Strategy and Performance

Please provide the following information.

STRATEGY (5 POINTS)

C.1. The City of Winston-Salem's strategic priorities, adopted most recently in the [2017-2021 Strategic Plan \(2019 Update\)](#) and under review for adoption by City Council for FY 2022 - FY 2025 Strategic Plan, are used as guiding principles to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council.

Indicate which of the City's strategic focus areas your program aligns with best (select one):

Economic Vitality and Diversity

C.2. Select the service area(s) that your project/program relates to:

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

PERFORMANCE (15 POINTS)

C.3. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.

Arts Council contracts with each of our grantees to support their operations or programmatic efforts. All are required to submit either a quarterly or final reports to us including data on number of participants and number of classes offered. Additionally, our theatre and community impact departments collect data on our events and attendance figures and submits them quarterly. Data is compiled by our Director of Community Impact and Programs and our Director of Theatre Operations and Programming in our participant/program report.

C.4. Explain the steps that will be taken if the stated program goals provided in C.3. are not achieved.

If quarterly or final reports are not submitted in a timely manner from grantees, Arts Council reserves the right to hold grant payments until reports are received.

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C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.

Applicants will be reimbursed funds based upon timely submissions of eligible invoices. These invoices should describe services rendered and should align with the goals and objectives cited here. Where outcomes do not align with goals, please be prepared to provide a written summary of shortcomings.

Stated Program Goals	Program Activities in Support of Goals	FY 21-22 Previous Year Results	FY 22-23 Current Year Projected Results	FY 23-24 Next Year Anticipated Results
Fundraising: To strengthen and develop sustainable annual fundraising for the arts through the community fund for the arts	Fundraising appeals to workplaces, corporation, foundation, and individual donors	\$2.6 million	\$2.5 million	\$2.5 million
Grant making: To provide support for the arts and cultural programming for the community	Offer grant funding opportunities to individual artists and arts organizations to support arts programming	50 awards	75 awards	75 awards
Community Initiatives: To provide arts and cultural events and performances in the community	Provide arts and cultural events and performances in the community	New goal	40 events and performances	40 events and performances
Arts Facilities: To provide and manage cultural arts facilities for public use	Provide diverse program offerings for the community	371 events	400 events	400 events
Arts Facilities: To provide and manage cultural arts facilities for public use	To attract community attendees to its diverse programmatic offerings	25,000 attendees	28,994 attendees	30,000 attendees

	Total Unduplicated Number Served	Total Number Served
FY 20-21 Previous Year Results	0	38,000

FY 21-22 Current Year Projected Results	0	152,000
FY 22-23 Next Year Anticipated Results	0	200,000
FY 21-22 Previous Years Results	0	152,000
FY22-23 Current Year Projected Results	0	200,000
FY 23-24 Next Year Anticipated Results	0	225,000

C.6. FY 21-22 Program Accomplishments

For FY22, Arts Council raised \$2.6 million including \$1.94 million in annual campaign funding. We invested \$1.5 million in grants, programs, and services and gave out 75 grant awards to artists and arts organizations. On the Arts Council campus, we offered 371 events with 28,994 in attendance. Overall, 196,429 attended performances and/or participated in programs offered by Arts Council and other arts organizations.

C.7. FY 22-23 Key Objectives

FY 23 key objectives are similar to our FY 22 key objectives. We have set a goal of raising \$2.5 million in funding, awarding at least 75 awards to artists and arts organizations, hold 40 events and performances in the community, and hold 400 events on our campus with up to 30,000 attendees.

D. Organizational Capacity

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D. Organizational Capacity

Please provide the following information.

MISSION (5 POINTS)

D.1. Provide an overview of the organization. Include the organization's mission statement and the major services, programs, and activities provided. How does the proposed project/program help advance the mission of your organization?

Arts Council of Winston-Salem and Forsyth County (AC) is the chief advocate of the arts and cultural sector in Winston-Salem and Forsyth County. Our goal is to serve as a leader in lifting up, creating awareness and providing support to grow and sustain the arts and cultural offerings throughout our region, ultimately bringing our community together and making it a great place to live, work and play.

We do so because studies have shown that arts benefit all sectors of the community including education, health and wellness, safety, and economic development. We provide a variety of support services including direct and indirect funding to assist individual artists, arts organizations and the community-at-large. The need is universal, as we believe that equitable access to arts and cultural programming enhances quality of life and opportunity for all residents and businesses, especially in times of crisis.

Grant Programs:- Operational Support Grants ensure that our community's arts and cultural organizations will have equitable access to both operational and programmatic support for them to navigate through the effects of COVID-19. Collectively, these organizations' programming reaches over 800,000 people annually.- Arts-In-Education Grants are in partnership with the Winston-Salem Forsyth County Schools and bring artists and arts organization directly into the classrooms providing over 31,000 arts experiences and 200 arts teacher professional development workshops, annually.- Artist Support Grants fund individual artists projects that promise to advance their careers. From the purchase of needed equipment to the development of marketing materials, these grants are designed to support professional and artistic growth.- Arts Event and Sponsorship grant supports community art events, performances, and festivals. Arts Facilities: Arts Council is unique to our county in that we own and operate three arts facilities. They include the Milton Rhodes Center for the Arts located at 251 N. Spruce Street, Hanesbrands Theatre located at 209 N. Spruce Street, and The Arts Council Extension (ACE) Building located at 419 N. Spruce Street. These facilities lie in the heart of the downtown's theatre district and typically reach over 100,000 people annually via hundreds of public events and performances. Our facilities are "home" for the Sawtooth School for Visual Art, The Little Theatre of Winston-Salem, North Carolina, and the Black Repertory Company.

Our facilities provide key venues for the staging and hosting of numerous cultural festivals and series and other major community events. The long and growing list of such major events includes The National Black Theatre Festival; the River Run International Film Festival; the Hispanic League's Fiesta; and Bookmarks' annual Festival of Books and Authors.

FUNCTION (5 POINTS)

D.2. How long has your organization been in operation?

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Arts Council of Winston-Salem and Forsyth County was the first arts council in the nation and has been in operation since 1949 years and continues to serve as a national model for other local arts agencies.

D.3. How does your organization benefit and serve the City of Winston-Salem and its citizens?

Arts Council is working to ensure that the cornerstones of our economic future; jobs, education and community vitality; are supported by a vibrant, contributing arts community.

Creating JOBS and ECONOMIC IMPACT. The arts create new products and services and start small businesses that provide jobs. A study shows that the number of arts-supported, full-time equivalent jobs in Winston-Salem/Forsyth County rose from 2,765 in fiscal year 2000, to 4,769 in fiscal year 2010. In this same time span, total economic impact of our local, nonprofit arts community rose from \$76.6 million to \$156.6 million and state and local tax revenue rose from \$6.8 million to \$13.7 million. In fact, in 2015 every dollar of public support of the arts created a return of over twenty-three dollars in local and state tax revenues. Thus, despite an economic recession, the arts have found ways to continue to thrive and make significant contributions to our community’s financial health and future.

Helping OUR CHILDREN. Arts Council’s Arts-In-Education initiatives provide more than 31,000 arts experiences for children within our public schools. We know that the arts have been proven to lower the dropout rate and transform the lives of young people. Exposure to the arts can improve self-esteem and problem-solving skills as well as foster creative development and appreciation for the diversity of our community. Students enriched with arts education score higher on standardized tests and go on to bring creativity and diverse thinking into the workplace.

Ensuring a VIBRANT COMMUNITY. Benchmarking studies have shown that over a period of five years, we’ve tripled the number of festivals and, likewise, tripled the number of arts, cultural and music events in our downtown. This increased arts and entertainment vitality has gone hand-in-hand with a doubling in the number of downtown restaurants and a 500% increase in the number of businesses.

Enriching experiences like these contribute to the wellbeing of our community and make us an attractive place to live, work and play. The arts not only recruit and retain the types of companies that will lead our community into a new economic future, but they will also ensure that these businesses have a skilled, diverse workforce to support their operations.

STRUCTURE (5 POINTS)

D.4. In the chart below, list key personnel and executive staff involved in the proposed project/program.

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
President & CEO	Provides overall organizational guidance and strategic direction, executive leadership, and management of staff	60	0.00 %
Chief Operating Officer	Provides internal and financial oversight and manages technology and theatre/facilities departments	40	0.00 %
Director of Community Impact and Programs	Oversees grant-making programs and community initiatives	50	0.00 %
Director of Theatre Operations and Programming	Oversees theatre management and programming	50	0.00 %

Chief Marketing Officer	Oversees external marketing and communications	40	0.00 %
Facilities Manager	Provides maintenance of all properties owned by Arts Council	40	0.00 %

D.5. List all executive staff and their compensation (other than per diem).

Executive Staff Name	Title/Role	Compensation	% of Hours Proposed to be Funded
Chase Law	President & CEO	\$170,000.00	0.00 %
Rebecca Bender	Chief Operating Officer	\$70,000.00	0.00 %
Katie Hall	Chief Marketing Officer	\$90,000.00	0.00 %

D.6. Attach an organizational chart

Organizational Chart *Required

AC Organizational Chart - current FY23[62] - Read-Only.pptx

D.7. Please complete the Diversity of Employment and the Employment Profile below. See the [Request for Proposals \(RFP\)](#) for definitions of position types used in the Employment Profile.

Describe the hiring process and how it is structured to provide the most diverse candidate pool. Best practices for accessing a diverse hiring process and candidate pool include:

Arts Council includes its Diversity and Inclusion Statement in all its job postings in order to let all applicants know about our values in regard to creating a diverse workplace that is representative of the community. We share our job postings on several job posting sites, with our arts partners, and on our social media channels encouraging people to share with their networks. Diversity along with a variety of other knowledge and skill sets is taken into consideration as we seek new employees within our workplace

Please enter the total number of Full-Time Positions and Employees you have in the table below, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers				3		
Professionals				2	1	
Technicians	1	1		1		
Office/Clerical						
Laborers/Service Workers						
Total Full-Time	1	1	0	6	1	0

Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers						

Professionals						
Technicians	5		1	3	1	
Office/Clerical						
Laborers/Service Workers	4	2		4	2	
Total Part-Time/Temp	9	2	1	7	3	0

D.8.

Attach a list of all Board Members AND compensation (other than per diem) *Required

2022 Board of Trustees list.docx

D.9. Number of full Board meetings held during the last twelve months

4

D.10. Number of Board's Executive Committee meetings held during the last twelve months

5

ABILITY (5 POINTS)

D.11. If this is an application for new funding, please describe the steps your organization will take to establish an action plan for successful program launch, including appropriate stakeholder training and coordination. Articulate a clear methodology for service delivery within the context of established goals and include a timeline of key action items and approximate dates for delivery.

In FY24, depending on City funding and rights to use Winston Square Park, we will produce a new music/performing arts series free to the public with a minimum of 10 outdoor concerts featuring a diverse lineup of high-caliber entertainment in late spring through early fall. We will apply for grant funding to support this new series. Our goal would be to reach over 10,000 attendees, aid in economic development for downtown businesses, and employ over 60 local musicians, stagehands, and production workers through this new series.

Our facilities team is well equipped at producing outdoor concerts and coordinating with partners on delivering successful programming. In addition, our marketing team will work to ensure that the series is adequately marketing community programs and works with a number of news outlets to get the word out.

D.12. Describe your organizations' past success with flexibly responding to unforeseen events, which had the potential to negatively impact deliverables. What were best practices learned, if any? How would you successfully use these practices with the proposed program, if necessary?

Arts Council has managed the recent pandemic and re-opening venues well in respects to its operations and programs. We have a policy that all employees are required to be vaccinated. We also required masks and proof of vaccination from audiences. We studied best practices from peer cities and organizations to come up with these policies and requirements We worked alongside our arts partners as we pivoted to virtual programmatic offerings. In addition, we found new partnerships with UNCSA who needed additional theatre spaces to safely socially distance and film productions. Thankfully, our performance spaces were able to be utilized in creative and different ways during the pandemic.

We had three shows that had to close down early due to COVID. Patrons were encouraged to donate their tickets rather than seek a refund. While having to close their shows was a loss to the theatre companies, they were able to

recoup some of their losses due to donations.

D.13. How does your program's policies/procedures ensure fair treatment, equitable access, and utilization of benefits for all persons, particularly marginalized and underserved groups and communities (i.e., marketing, outreach, eligibility determination and appeals)?

Arts Council is an equal opportunity employer. In accordance with anti-discrimination law, Arts Council prohibits any form of discrimination and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, national origin, disability, age, sexual orientation, gender identity, genetic information, veteran status, or any other status protected by applicable national, federal, state, or local law. Arts Council conforms to the spirit as well as to the letter of all applicable laws and regulations. (Arts Council Personnel Policy Manual)

E. Cost Effectiveness

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Address: *No Address Assigned

E. Cost Effectiveness

Please provide the following information.

BUDGET AND FUNDING (10 POINTS)

E.1. Please complete the table to show the organization's operating budget.

Expenditures by Program	Budgeted FY 22-23	Projected Actuals FY 22-23	Proposed Budget FY 23-24
Program Services	\$2,005,890.00	\$2,005,890.00	\$2,085,996.00
Fundraising	\$344,723.00	\$344,723.00	\$344,723.00
Management and General	\$661,334.00	\$661,334.00	\$661,334.00
Total Expenditures by Program	\$3,011,947.00	\$3,011,947.00	\$3,092,053.00

Expenditures by Category	Budgeted FY 22-23	Projected Actuals FY 22-23	Proposed Budget FY 23-24
Employee Salaries and Wages	\$1,052,453.00	\$1,052,453.00	\$1,082,453.00
Employee Benefits	\$176,868.00	\$176,868.00	\$182,000.00
Facility Rent and Utilities	\$235,160.00	\$235,160.00	\$240,000.00
Training and Conference Registration	\$4,500.00	\$4,500.00	\$5,000.00
Membership and Dues	\$8,450.00	\$8,450.00	\$8,500.00
Travel and Transportation	\$500.00	\$500.00	\$500.00
Grants to Individuals and Organizations	\$1,040,900.00	\$1,040,900.00	\$1,080,000.00
Contracted Fundraising Services	\$0.00	\$0.00	\$0.00
Goods Purchased for Resale	\$8,500.00	\$8,500.00	\$8,600.00
Other Contracted Services	\$79,400.00	\$79,400.00	\$80,000.00
Other Operating Expenditures	\$405,216.00	\$405,216.00	\$405,000.00
Capital Outlay	\$0.00	\$0.00	\$0.00
Total Expenditures by Category	\$3,011,947.00	\$3,011,947.00	\$3,092,053.00

Revenues by Category	Budgeted FY 22-23	Projected Actuals FY 22-23	Proposed Budget FY 23-24
City of Winston-Salem	\$217,360.00	\$217,360.00	\$250,000.00
Forsyth County	\$100,000.00	\$100,000.00	\$170,000.00
State of North Carolina	\$156,980.00	\$156,980.00	\$156,980.00
Federal Government	\$182,588.00	\$182,588.00	\$0.00
Admissions/Program Revenues/Sales	\$491,800.00	\$491,800.00	\$500,000.00

Memberships	\$0.00	\$0.00	\$0.00
Donations	\$1,843,072.00	\$1,843,072.00	\$2,000,000.00
Foundation Grants	\$0.00	\$0.00	\$0.00
Interest and Investment Income	\$0.00	\$0.00	\$0.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00
Total Revenues by Category	\$2,991,800.00	\$2,991,800.00	\$3,076,980.00

Describe any amounts listed under "Other Operating Expenditures" or "Other Revenues." Provide details on any specific federal government revenue sources.

Other Operating Expenditures includes interest, fundraising, and marketing expenses.

E.2. Has the City of Winston-Salem provided funding in the past? If so, provide a funding history of the most recent five years of City contributions in the table below.

Year	Funding Source	Funding Amount
2020	Community Grants	\$217,360.00
2019	Community Grants	\$217,360.00
2018	Community Grants	\$217,360.00
2017	Community Grants	\$217,360.00
2016	Community Grants	\$217,360.00

E.3. Complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program. List each additional funding source for the program.

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Program Services (Grant-making, Community Initiatives, and Arts Facilities)	\$250,000.00	\$2,581,220.00	Private Individuals, Companies, Foundations, Earned Revenue, County, State
New Music/Performing Arts Series	\$25,000.00	\$25,000.00	City's Community Grant
	\$275,000.00	\$2,606,220.00	

E.4. For each activity and line item above, please provide a short but detailed description of how City resources will be used to carry out proposed programming.

Program Services (Grant-making, Community Initiatives, & Arts Facilities) - City funds will go towards our grant-making, community initiatives, and arts facility programs which make up the core of our programming that supports the local arts & cultural sector by providing programming grants that serve the community-at-large and keep our city vibrant with rich arts and cultural activities. Our community initiatives support year-long visual arts exhibits and our gift shop featuring local artists and craftsmen in the Milton Rhodes Center for the Arts, as well as to support our expansive programming efforts that will bring arts programming into neighborhoods, recreation and community centers, and towns. Our arts facilities program three performance spaces, galleries, a gift shop, hosts festivals, house local arts organizations including Arts Council, Sawtooth School for Visual Arts, NC Black Repertory Co., and The Little Theatre of Winston-Salem.

New Music/Performing Arts Series - In FY24, depending on City funding and rights to use Winston Square Park, we will produce a new music/performing arts series free to the public with a minimum of 10 outdoor concerts featuring a diverse lineup of high-caliber entertainment in late spring through early fall. We are seeking a matching grant to support this new program.

E.5. Where another stakeholder or agency is providing non-monetary assistance with a particular aspect of your programming, please provide a short description of those activities and how they will supplement the use of City funds.

We are not partnering with an agency that provides non-monetary assistance with activities.

E.6. If this year's request is different in any way (amount, activities, etc.) from a prior year's request, explain how and why. If you are a new applicant, please describe how you would adjust your project/program if your funding request is not funded at the full amount.

We have asked for additional funding in this grant to support the music series in Winston Square Park. In FY24, if the new music/performance series for Winston Square Park is not funded, we will be unable to conduct the programming on our own.

SUSTAINABILITY (7 POINTS)

E.7. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.

For 73 years, Arts Council has been successful at raising funds to invest in arts programming for the community at-large. We continue to do so by leveraging City funds with our annual campaign, which comprises 86% of our revenues from individual donors, business and corporate contributions, foundations, and government entities, and 16% from earned revenue on our facilities. This model is unique when compared to other communities within NC. Here, we own and operate arts facilities on behalf of our entire community adding to the overall quality of life, where as other communities art centers are owned by the local government and leased to an arts organization for \$1 a year to operate and provide the community with a place to engage with the arts.

As corporate and workplace giving continues to decline, in addition to changes in individual giving patterns. To that end, we are expanding our work to remain relevant for new generations of donors, so we may continue to serve the community through the arts for future generations. We are committed to finding new donors and business who value the arts as an essential piece of our community and will continue to focus on planned giving with those who have a personal connection and affinity for preserving the arts and cultural sector of the community.

BARRIERS (3 POINTS)

E.8. Describe any potential programmatic barriers to project implementation (e.g. recruitment or outreach challenges, etc.) and your plans for overcoming them.

In regard to the new music series, potential programmatic barriers include the inability to secure the rental of Winston Square Park or market to draw in audiences. If funded, we will work with the City's Parks and Recreation Department to secure dates well in advance. In addition, we will work with Capture who manages our marketing/public relations on a project basis.

E.9. Describe any institutional barriers to project implementation (e.g. staff vacancies, pending departures, etc.) and your plans for overcoming them.

Potential barriers for Arts Council are driven by the market, certainly another recession can and will affect the ability for individuals and corporations to give to the annual fund. In addition, natural disasters, such as hurricanes or

tornadoes, could pose significant damage to our arts facilities and greatly impact our programming, as well as the arts programming for our supported arts organizations who use our facilities.

Arts Council Board has standing executive, finance, development (fundraising), facilities/capital projects, public support and community relations, partner relations and services, and nominating and governance committees that meet regularly to ensure the organization is running efficiently and effectively, in addition to monitoring potential risks and barriers to our operations and programs.

AVERAGE COST (5 POINTS)

E.10. Use the table below to show the average amount of City funds requested per beneficiary to be served during the year and the average total cost of the service per beneficiary to be served during the year (including all funding sources)

Proposed funds from the City for this project:	250000
Number proposed to be served for the year:	400000
Average City funds per beneficiary:	\$0.70
Proposed funds from all sources:	\$2,581,220
Number proposed to be served for the year:	400,000
Average total funds per beneficiary:	\$6.45

F. Required Documents

Completed by sbrittain@intothearts.org on 11/14/2022 2:28 PM

Case Id: 16140

Name: Arts Council Community Funding - 2023/24

Address: *No Address Assigned

F. Required Documents

Please provide the following information.

Documentation



Code of Conduct/Conflict of Interest Policy *Required

AC Conflict of Interest Policy[69].docx



Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. *Required

The Arts Council, Inc. 2020 990 Public Disclosure Copy[70].pdf



Organization By-Laws *Required

Amended and Restated Bylaws (as revised Dec. 5, 2018).pdf



Articles of Incorporation *Required

Articles of Incorporation.pdf



Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) *Required

Arts Council Handbook -- 02-02-2022 Revision[52].docx



IRS 501(c)3 Designation Letter *Required

IRS Letter.pdf

Audited Financial statements or third-party review from 2020 and 2021 *Required

Arts Council Audit20_Final.pdf

North Carolina Secretary of State - Current and Active Status (<https://www.sosnc.gov/search/index/corp>)

***Required**

Solicitation License 2022.pdf

Other

***No files uploaded*

G. Income Based Projects/Services Only

Case Id: 16140

Name: Arts Council Community Funding - 2023/24

Address: *No Address Assigned

Completed by sbrittain@intothearts.org on 11/14/2022 2:28 PM

G. Income Based Projects/Services Only

** Complete this section only if you are requesting funds for a Community Development project (for CDBG, HOME and/or ESG funding).**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

G.1. In the right-hand column below, indicate the number of participants to be served by the proposed project/program within each income category during the year. Click [here](#) to see Winston-Salem income limits by household size.

Income Range	# to be served
0 to 30% of median	0
31% to 50% of median	0
51% to 80% of median	0
Greater than 80% of median	0

G.2. Describe policies, procedures, and criteria for determining who is eligible. Describe the procedures for screening, eligibility determination, intake, assessment and orientation of participants

H. Construction/Rehab Only

Completed by sbrittain@intothearts.org on 11/14/2022 2:28 PM

Case Id: 16140

Name: Arts Council Community Funding - 2023/24

Address: *No Address Assigned

H. Construction/Rehab Only

** Complete this section only if you are requesting funds for a Housing Construction or Rehabilitation project.**
If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

H.1. Describe the proposed project and provide plans. If the project is approved, we will need a detailed work write-up.

H.2. Provide a projected timeline for the proposed work.

H.3. Describe how the project will be managed, including the contractor procurement process.

H.4. Describe the target market, including any special populations to be served.

H.5. Describe the services or program you plan to provide.

H.6. Describe the property management plan.

H.7. List the development team members.

H.8. Describe the financial capability of the sponsor/owner organization.

H.9. Listing of projects undertaken by principals over the past ten years, identifying project name and address, type of project, and number of units; please note any projects for which local government funding was received.

Project Name	Address	Type of Project	No. Units	Govt Funding
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Documentation

Development budget that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet.

***No files uploaded*

Participant/program data sample report

***No files uploaded*

Market study or other analysis to verify the need for the project.

***No files uploaded*

Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format.

***No files uploaded*

I. Emergency Shelter Only

Completed by sbrittain@intothearts.org on 11/14/2022 2:29 PM

Case Id: 16140

Name: Arts Council Community Funding - 2023/24

Address: *No Address Assigned

I. Emergency Shelter Only

** Complete this section only if you are requesting funds for an Emergency Shelter project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Emergency Shelter: Essential Services

Activity	Total Budget (\$)
Case Management	\$0.00
Child Care	\$0.00
Education Services	\$0.00
Employment Assistance	\$0.00
Job Training	\$0.00
Outpatient Health Services	\$0.00
Transportation	\$0.00
Legal Services	\$0.00
Services to Special Population	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

Emergency Shelter: Operating Costs

Activity	Total Budget (\$)
Rent	\$0.00
Shelter Security	\$0.00
Fuel	\$0.00
Equipment	\$0.00
Insurance	\$0.00
Utilities	\$0.00
Food	\$0.00
Furnishings (limited to less than \$500 per item)	\$0.00
Supplies	\$0.00
Maintenance or Minor Repairs	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

J. Rapid Rehousing and HMIS Only

Completed by sbrittain@intothearts.org on 11/14/2022 2:29 PM

Case Id: 16140

Name: Arts Council Community Funding - 2023/24

Address: *No Address Assigned

J. Rapid Rehousing and HMIS Only

** Complete this section only if you are requesting funds for a Rapid Rehousing project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Rapid Rehousing Financial Assistance

Activity	Total Budget (\$)
Rent Assistance	\$0.00
Rental Application Fees	\$0.00
Security Deposits	\$0.00
Last Month's Rent	\$0.00
Utility Deposits	\$0.00
Utility Payments	\$0.00
Moving Cost Assistance	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

Rapid Rehousing Services

Activity	Total Budget (\$)
Case Management	\$0.00
Housing Search and Placement	\$0.00
Mediation	\$0.00
Legal Services	\$0.00
Credit Repair	\$0.00
Counseling	\$0.00
Information and Referral	\$0.00
Monitoring/Evaluation of Progress	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

HMIS/Data Collection Budget

HMIS Activity	City ESG Request	State ESG Request
Staff Costs	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
User Fees	\$0.00	\$0.00
	\$0.00	\$0.00

Submit

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Case Id: 16140

Name: Arts Council Community Funding - 2023/24

Address: *No Address Assigned

Submit

I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

Susan Brittain

Electronically signed by sbrittain@intothearts.org on 11/18/2022 4:16 PM

IDIS Setup

No data saved

Case Id: 16140

Name: Arts Council Community Funding - 2023/24

Address: *No Address Assigned

IDIS Setup

Please provide the following information.

Project Name

National Objective

Activity Number ID

HUD Activity Code

Project Description

Accomplishment Type

Initial Application Date

Service Area

Ward

Census Tract(s)

Block/Group

MWBE