

PROPOSED GUIDELINES FOR FORMALIZING A TOWN OF CHAPEL HILL ARTS & CULTURE AWARD PROGRAM

PROGRAM GOALS & PRIORITIES

The Town of Chapel Hill's Arts & Culture Award Program aims to advance the following:

- The Town Council's goal of Vibrant & Inclusive Community
- The Community Arts & Culture Division's mission to inspire creativity and celebrate community for a better Chapel Hill.
- The Community Arts & Culture Divisions' values of inclusion, experience, and understanding

The program accepts proposals for the following types of projects/programs:

- Community festivals and special events
- Public art (e.g. murals, sculptures, installations)
- Arts experiences (e.g. workshops, classes, performances, exhibits)

The program accepts proposals that advance these community priorities:

- Community health and well-being (e.g. music engagement, visual arts therapy, movement-based creative expression, expressive writing)
- Social justice (e.g. art centered on language justice, racial equity, LGBTQ+ rights)
- Climate action/environmental justice
- Youth engagement and education

ELIGIBILITY

- Nonprofit organizations that reflect the diverse people, perspectives, and traditions of our community are eligible to apply, especially those whose missions focus on serving BIPOC, LGBTQ+, and other historically marginalized communities.
- Nonprofits do not have to have an explicit arts & culture-focused mission, but the proposed project must be arts/cultural focused and have a working artist attached to the project and compensated as part of the project budget.
- Nonprofits must be based in Orange County. The program or project must take place in Chapel Hill and have direct benefit to Chapel Hill residents.
- UNC affiliates are not eligible to apply.
- Chapel Hill - Carrboro City Schools affiliates are not eligible to apply.

FUNDING AMOUNTS, TIMELINES, ETC.

- Applicants may apply for one of four award amounts: \$2,500, \$5,000, \$7,500, \$10,000.
- In the interest of reducing administrative burden & potential barriers to access, awardees will receive funds up front upon completion of an Award Performance Agreement, rather than as a reimbursement.
- Awardees will be required to submit a final report describing program impacts, including feedback from program participants. Awardees who fail to complete a final report will be ineligible for future awards.

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- Total funds available for this annual award program will be based on the amount approved in the annual operating budget.

APPLICATION SUBMISSION, REPORTING REQUIREMENTS

- Applications and final reports will be submitted online.
- The application review team will include Community Arts & Culture Advisory Board members, Town staff, a local artist, and representative(s) from local arts agencies and historically marginalized communities.
- Council must approve the review team's funding recommendations prior to award announcements and fund distribution.
- Applicants must provide
 - Mission/values of organization
 - Project/program summary
 - Statement linking proposed project/program to mission, values, and community priorities or iniquities
 - Evidence that they have conducted outreach efforts or have relationships with the community
 - Primary audience of the proposed project/program
 - Proposed timeline
 - Amount requested and proposed total project budget [portion of budget paid to artist (visual, musical, dramatic, poetic, etc); % funding from other revenue sources]
 - Desired outcomes and/or outputs
 - Information about the make-up of the NPO's Board and staff/ volunteers
 - Final report required upon completion of project
 - Outputs and outcomes achieved
 - Participant feedback
 - Awardee lessons learned

FY24 AWARD PROGRAM - PROPOSED TIMELINE

- July '23 Adopted FY24 budget funds available
 - Aug – Sep '23 Outreach to potential applicants
 - Sep '23 Application period opens
 - Oct '23 Information sessions for potential applicants
 - Dec '23 Application period closes
 - Jan – Mar '24 Application review period
 - Apr '24 Council review of recommended awards
 - May-Jun '24 Complete Performance Agreements & distribute FY24 funds to awardees
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- May 2025 Awardee final reports due