ASC Culture For All.

CULTURE BLOCKS

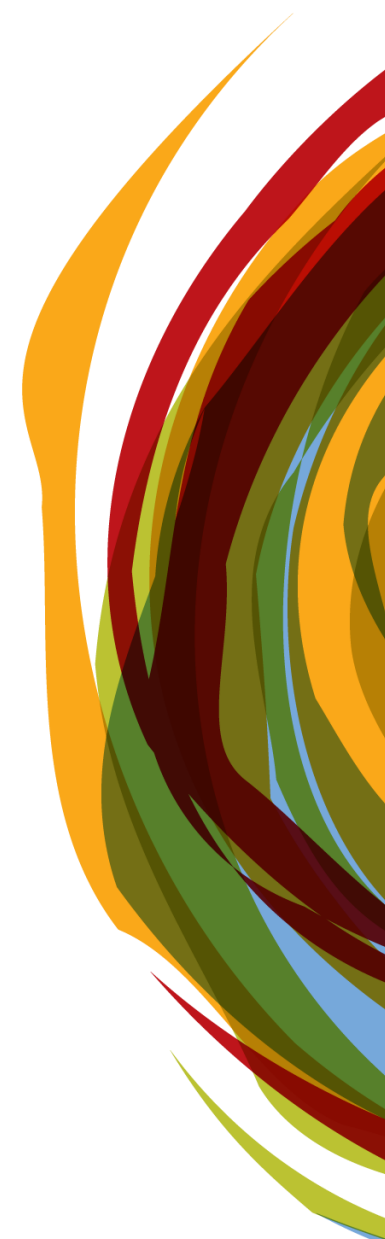**FY24 Providers Info Session Meeting**

About ASC

Since 1975, a **Public-Private Partnership**
- North Carolina Arts Council
- City of Charlotte
- Mecklenburg County
- Towns
- Private Donors – Corporate, Foundation & Individuals

Fund – Arts, Science, History organizations, Non-profit organizations and Creative Individuals

Mission: Investing in people, programs and ideas that move us to a more equitable, sustainable and innovative creative ecosystem.

Vision: An equitable, connected community where creativity is central, celebrated and supported.
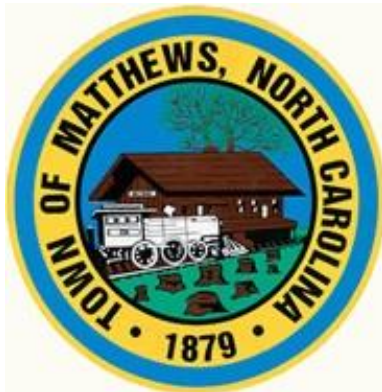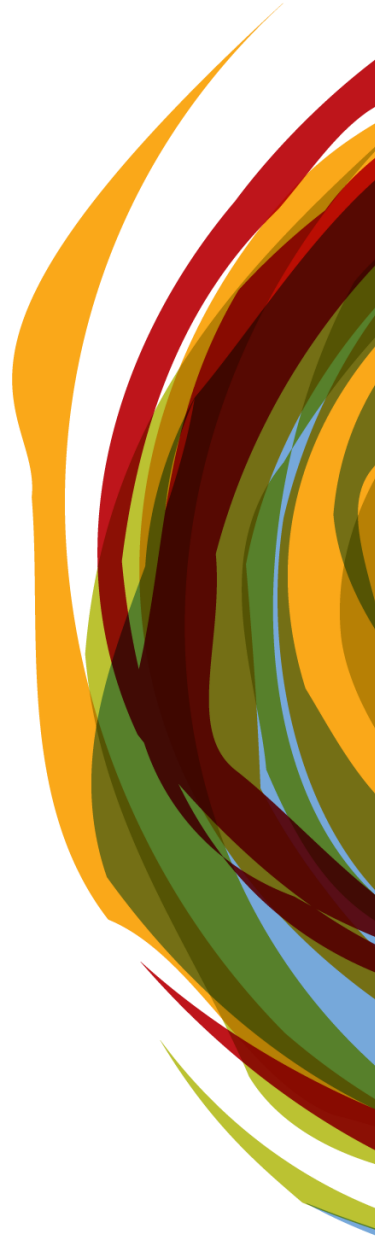
Our Donors

Our Donors

Wells Fargo
Lowe's
Moore & Van Allen
Harris Teeter
Barnhardt Manufacturing
Canopy Realtor Association

Our Donors – Workplace Giving Campaigns

Wells Fargo

Atrium Health

Duke Energy

Bank of America

Moore & Van Allen

Parker Poe

Harris Teeter

Novant Health

UNC Charlotte
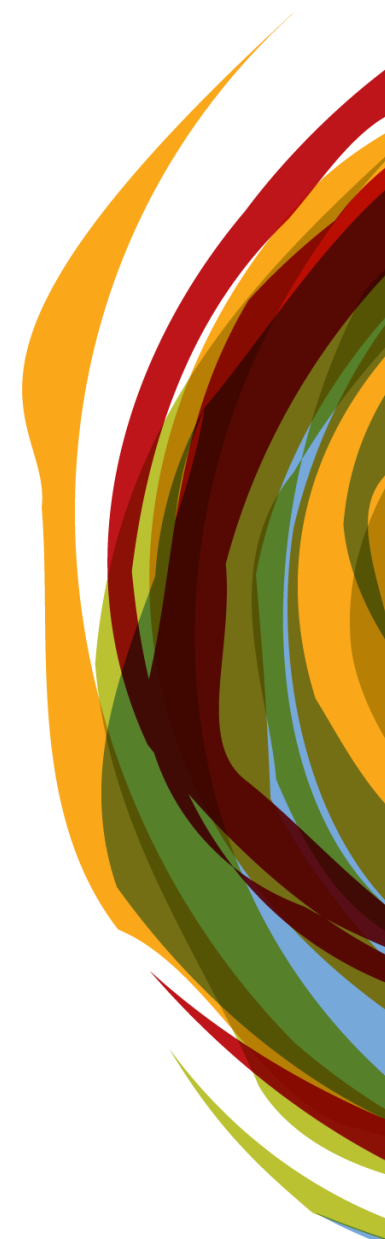
Our Commitment to Equity

TO TRULY ACHIEVE ASC'S VISION OF "CULTURE FOR ALL," ALL CHARLOTTE-MECKLENBURG RESIDENTS MUST HAVE EQUITABLE OPPORTUNITY TO PARTICIPATE IN THE CULTURAL LIFE OF OUR REGION AS AUDIENCES, VOLUNTEERS, ARTISTS, ADMINISTRATORS, BOARD MEMBERS AND DONORS.

Equity in ASC's Grant Making

- ✓ Increase support for individual artists
- ✓ Community Panel Review
- ✓ Provide support through info sessions, office hours, and draft reviews
- ✓ Feedback loop

FY22 & FY23: $3.2 Million Invested in Creative Individuals

- ✓ **COMMUNITY PROGRAMS**

- ✓ **CULTURAL EDUCATION IN SCHOOLS**

- ✓ **DIRECT INVESTMENT IN THEIR CREATIVE PRACTICE**

$1,247,943.34

$1,497,051.35

$490,194.18

- Community Programming

- Cultural Education

- Capacity Building

7
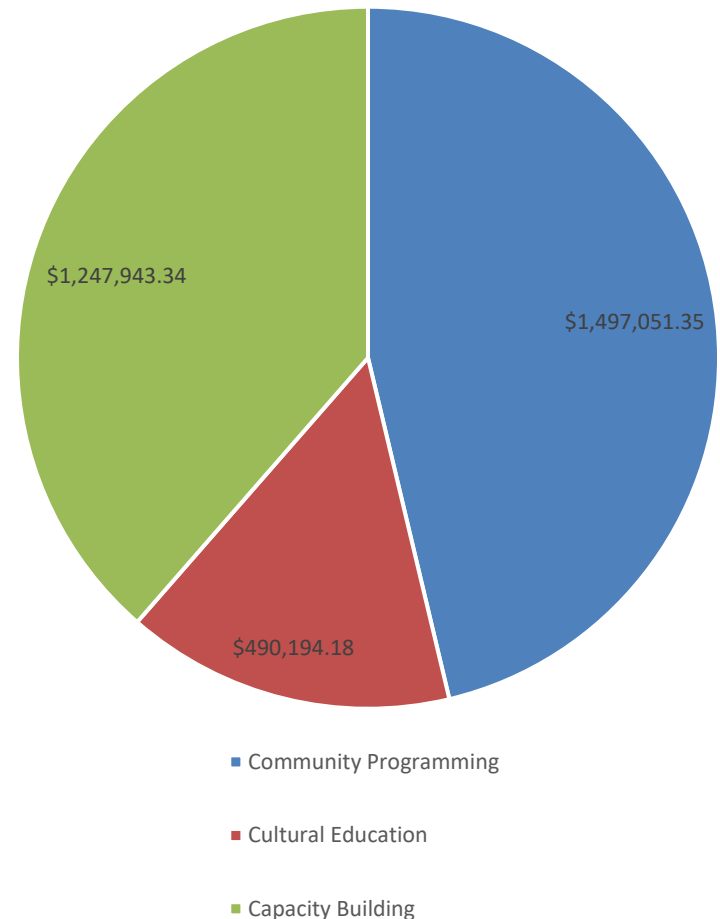
FY22 & FY23: $3.6 Million Invested in Organizations

$170,788.31

$1,485,968.00

$1,978,278.75
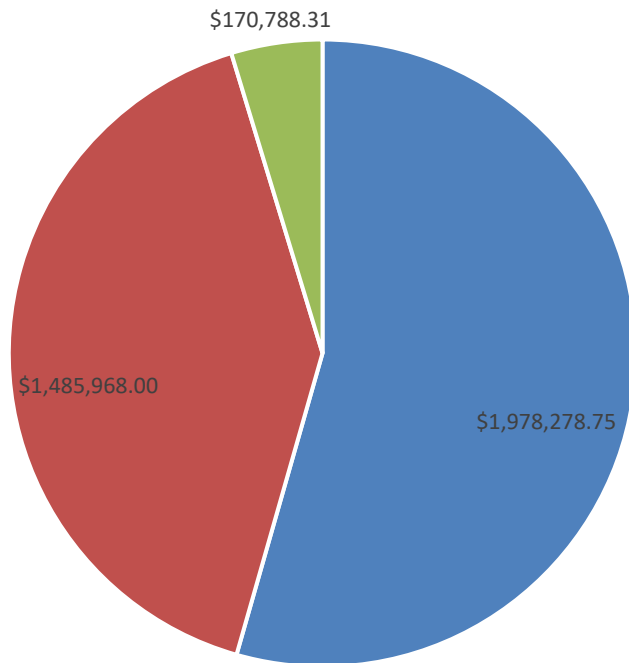
- Community Programming
- Capacity Building
- Cultural Education

✓ **COMMUNITY PROGRAMS**

✓ **CULTURAL EDUCATION IN SCHOOLS**

✓ **CAPACITY BUILDING OPPORTUNITIES**

FY22 & FY23 Investments

Individuals

✓ 73% of funds invested in BIPOC* Creatives

✓ 53% of funds invested in Black Creatives

✓ 11% of funds invested in LGBTQIA+ Creatives

Organizations

✓ 33% ALAANA** Organizations

✓ 12% have a mission Science, Nature, History

✓ 13% of recipients are Social Services/Community Organizations

*Acronym that references Black, Indigenous, and People of Color.
**Acronym that references people of African, Latin-a/o/x/e, Asian, Arab, and/or Native American descent and organizations whose primary intentions, practices and missions are by, for and about ALAANA artists, cultures and communities.

FY22 Public Art: 35 projects, $8.97m investment

- ✓ **CITY OF CHARLOTTE**

- ✓ **MECKLENBURG COUNTY**

- ✓ **CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT**

Excelsior | Stacy Utley & Edwin Harris
Five Points Plaza

CULTURE BLOCKS

WHAT IS CULTURE BLOCKS?

Culture Blocks, a community partnership funded by Mecklenburg County, supports cultural experiences that are planned with resident involvement and take place at libraries, recreation centers, parks, and relevant community spaces. The program engages with creative individuals and organizations with a primary mission of arts, science, and/or history, to present programs in 10 specific geographic areas.

ASC Culture For All.

CULTURE BLOCKS

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ASC
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Mecklenburg County Park and Recreation

CHARLOTTE MECKLENBURG LIBRARY

MECKLENBURG COUNTY NORTH CAROLINA

CULTURE BLOCKS TEAM

Claudia
Gonzalez Griffin
Program Director

Brooklyn Miller
Program Manager

Giovanna Torres
Marketing Liaison

CULTURE BLOCKS

- **Block 1: Northwest**
- **Block 2: North End/Sugar Creek/Hidden Valley**
- **Block 3: East**
- **Block 4: West**
- **Block 5: Southwest**
- **Block 6: Mallard/University/Prosperity**
- **Block 7: Pineville**
- **Block 8: Steele Creek**
- **Block 9: Matthews/Mint Hill**
- **Block 10: Cornelius/Davidson/Huntersville**

Programming must be geared toward residents living in one or more of the designated [geographic areas](#) and increase access to creative experiences.

Scale: 1 Inch = 1 Mile

CULTURE BLOCKS

COMMUNITY FEEDBACK

Culture Blocks program staff learn more about what is happening within the community and what additional cultural activities the community wants to see through conversations with residents and area leaders to compile Community Feedback. All applications must align with these themes.

Neighborhood meetings & events
ASC hosted gatherings & facilitated discussions
Individual conversations
Virtual Block Parties

Culture Blocks supports the scaling of existing cultural infrastructure and augments existing happenings through a fee-for-service funding opportunity.

Culture Blocks Program Investment Application

APPLICATION INSTRUCTIONS

CULTURE BLOCKS

PROGRAM SUBMISSION PLAN

- Program submissions should be planned with details (including timeline/dates, staff/team, budget, etc.). Ideas without accompanying details will not be funded.

- Panelists need to have a clear understanding of what the participant experience will look like.

- Applications submitted without a virtual delivery contingency plan will not be considered for funding.
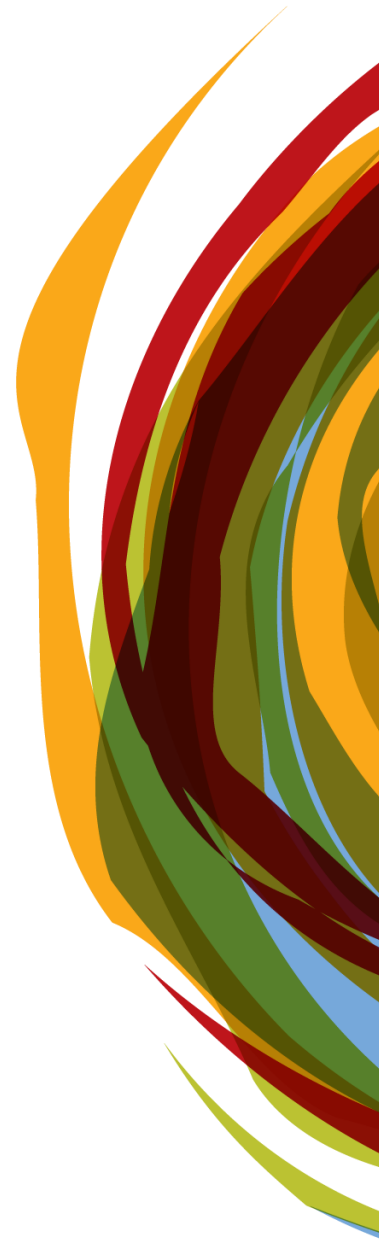
CULTURE BLOCKS

HOW TO APPLY TO CULTURE BLOCKS

ARTSANDSCIENCE.ORG →
APPLY FOR FUNDING → CULTURE BLOCKS Website Link

- Timeline, Application Link, Technical Questions
- Who can apply
- Eligibility
- Criteria
- Restrictions
- Budget
- Marketing Requirements
- Application instructions
- Relevant documents to download

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CULTURE BLOCKS

TIMELINE

**The deadline to apply for Culture Blocks funding is
Monday, October 30, 2023, at noon EST.
Late Applications will not be accepted!**

- Programming taking place between January 16 – June 30, 2024

- All applications must be submitted online.

- Begin an application by visiting this Link

- Applicants will be notified of approval or declination around the week of December 4, 2023.

    Email grants@artsandscience.org with technical questions.

CULTURE BLOCKS

WHO CAN APPLY

- Creative individuals

- Organizations

- Collaborative programming is welcomed. Organizations working together must identify a single organization to serve as the applicant.

- Religious organizations and institutions of higher education can apply provided the programming reaches a broader audience (not only church membership or faculty/student body) and does not contain proselytizing religious content.

- Neighborhood organizations are welcome to apply.

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CULTURE BLOCKS

ELIGIBILITY

- Programing should take place between January 16 - June 30, 2024.
- The program provider is a creative individual (sole proprietor or LLC) or a 501(c)(3) organization in good standing with the IRS.
- The program provider has a recent history of successful public programming (a minimum of twelve months preferred).
- One-time programs and/or recurring programs are eligible.
- An applicant can offer programming in multiple blocks or in one culture block location.
- The program is an art, science, history, or heritage project that takes place in Culture Blocks designated **geographic areas** and increases access to creative experiences for residents living in one or more of the Culture Blocks.

CULTURE BLOCKS

ELIGIBILITY

- ☐ Programming should align with Culture Blocks [Community Feedback](#).
- Programs must be free and open to the public.
- A contingency plan is required or will not be considered for funding.
- Program providers must secure space for Culture Blocks programming at libraries, Recreation Centers, and parks by contacting the appropriate staff person listed in each location [Link](#).
- Program providers should include the appropriate Culture Blocks liaison in all email communication to the library branch, park, or recreation center staff. Please contact the respective liaison person directly included in the document.
- Program providers must submit the Facility Host Agreement signed by the liaison staff from the library branch, park, or recreation center. See next page.

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Park and Recreation

LiBRARY

Facility Host Agreement

This document confirms the below listed facility/venue has agreed to serve as the program location for the below listed Culture Blocks program (pending funding approval).

Applicant Name: _____

Program Title: _____

Program Dates: _____

Facility Name and Address: _____

Facility Space: _____

Notes: _____

Facility Contact Signature: _____ Date: _____

Applicant Signature: _____ Date: _____

FACILITIES HOST AGREEMENT

You must submit the facility host Agreement with the application.

Applications submitted without this form will not be considered for funding. No exceptions will be made.

Find it in this link

CULTURE BLOCKS

AVAILABLE FUNDING REQUEST AMOUNTS

Your budget and program scope should align with your funding request.

- **$5,000**
- **$10,000**
- **$15,000**
- **$25,000**
- **$50,000**

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SELECTION CRITERIA

- There is compelling evidence that participants will have a meaningful arts, science, or history experience as a result of this program.

- There is compelling evidence that the organization and/or artist can carry out this program effectively.

- There is compelling evidence that this proposed program aligns with the interests of the community that it seeks to serve.

- There is compelling evidence that this applicant has a clear marketing plan to reach the community their program intends to serve.

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CULTURE BLOCKS

RESTRICTIONS

- Programming that involves work with PreK-12 children during the school day is not eligible.
- Programming designed to serve as a fundraiser is not eligible.
- Programming that occurs outside of Culture Block's Blocks is not eligible.
- Organizations or individuals with delinquent paperwork for a previously funded ASC grant in the last five (5) years are not eligible to apply.
- Requests for capital expenditures are not eligible (e.g., property, plants, buildings, technology, or equipment such as laptops, digital cameras, or kilns, etc.). Reasonable exceptions for virtual programming will be considered on a case-by-case basis.
- Culture Blocks does not fund mileage or mileage reimbursement. Rental of a vehicle to transport large items (e.g., equipment, props, etc.)
- Requests to support an organization's ongoing staff or faculty salaries are not eligible.
- Costumes and props are not generally funded. However, reasonable exceptions may be considered up to 10% of the total program budget request on a case-by-case basis.
- Food and beverages are not generally funded. However, reasonable exceptions may be considered such as snacks for afterschool youth programs or water for a movement-based experience such as dance.

CULTURE BLOCKS

BUDGET

- Get estimates ahead of application submission:
    - Fees for contracted work (teachers, graphic designers, etc.)
    - Marketing materials
    - Costs to put on virtual programming
    - Supplies

- After your program ends, you are required to submit a final budget. If your final budget #'s come in under the requested amount, ASC will pay out the actual monies spent. If the final budget is over the requested amount, ASC will not cover those additional expenses.

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CULTURE BLOCKS

APPLICATION QUESTIONS

- Please state the mission and/or vision of the Organization.

- Please describe any public programming you have offered.

- Provider County District Number

- Provider City District Number

- Demographic Profile
Leadership Contact Information

- Primary Contact Person

- Program Title
Please use this format: To support Org's Program Title on Date at Location/Block /Virtually. OR
To support Org's Program Title from (mm/yyyy) - (mm/yyyy) at Location/Block #/Virtually.

- Please indicate the Culture Block where your program will occur.

- Please indicate the community theme(s) to which your program responds. You may select up to 5.

- Programming that also addresses the County Identified Critical Access needs listed below is encouraged. If your project aligns with the County Critical Access needs, please identify which ones below.

APPLICATION QUESTIONS 2

- Program Start Date
- Program End Date
- Please list the dates, times, locations and/or virtual delivery platforms for the programs. You may list as bullet points.
- Which age groups are your programs suitable for?
- Who does the project/program specifically intend to serve/include? (Examples: a dance program for seniors, music classes for youth in Block 2, a festival that celebrates a particular culture while inviting the full community to share the experience.)
- Provide a list of the administrative and creative staff involved in the program and a brief description of their contributions to this program. This should include any paid or volunteer leaders responsible for executing the program. Name each individuals, provide a brief description of the experience/expertise they are contributing, and their connection to the audience you are serving.
- Marketing Overview: Outline the communications and promotions plan and timeline for the program.
- Should the Stay at Home order be in place during the time of your program, what is your contingency plan? Please share that below with full details for how the program would be delivered virtually. Applications not containing a contingency plan will not be considered for funding.
- Facility Host Agreement
- Budget Information

CULTURE BLOCKS

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Mecklenburg County Park and Recreation

CHARLOTTE MECKLENBURG LiBRARY

MECKLENBURG COUNTY NORTH CAROLINA

MARKETING REQUIREMENTS

If you are approved for funding, there are marketing requirements for you to use to promote your program/event. New and previous providers will/must attend a marketing session. You must acknowledge Culture Blocks as a sponsor.

- Culture Blocks Logo
- Charlottecultureguide.com
- Text-free image
- Example of marketing materials (flyers, social media images, virtual flyers, etc.)

CULTURE BLOCKS

Upon Funding Approval:

- Read the Memorandum of Understanding (MOU), Marketing Toolkit, and Funding Schedule.
- Upload signed MOU to an online account.
- Upload signed W-9 to an online account.
- Upload a copy of the marketing materials with the correct logo.
- Upload a text-free image.
- Submit programs to Charlotte Culture Guide (note ASC Culture Blocks sponsorship)

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CULTURE BLOCKS

PAYMENTS

- If elected, your payments will be given in installments.
- Payment schedules will vary, depending on both the scope and duration of the contracted programming.
- Submission of initial paperwork will be required for a first installment.
- Final report submission will be required before final payments are made.
- For organizations applying to partner with a creative individual or cultural organization, ASC will provide the fees and payment schedule to the program provider.

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PARTICIPATION REPORTS

You must track the participation #s for each of the events/programs.

Participation Reports: *A key is provided at the top of the template.*

- Program Title/Name of Program
- # of days activated/# of times offered and location
- # of attendees/views
- How the program was delivered (Eg. Zoom, Facebook Live, etc.)
- Quotes from participants and/or providers
- List of participants registered with contact information

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CULTURE BLOCKS

FINAL REPORT AND BUDGET REPORT

Upon Program Completion: Submit Final Report & Budget

- Actual expense budget
- Final reflection on program execution
- Quotes from participants and/or providers
- List of participants registered with contact information
- Program Photos/Screenshots

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Light Factory Program (2023)
West Charlotte Recreation Center in Block 1.

CULTURE BLOCKS

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THANK YOU