

**The ARTS COUNCIL** of Macon County  
Fostering the arts in our community since 1975!  
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## What is ARTReach?

The Arts Council of Macon County developed ARTReach to offer funding plus planning and marketing assistance to Macon County non-profit organizations and schools producing arts programs. ARTReach awards serve as start-up (launch new programs) or step-up (expand existing programs) money for participatory arts projects such as a community chorus or dance troupe; in-school instructive performances or artist's residencies, or school-related arts projects that happen outside the school day; one-time arts events such as a concert, festival, or workshop. Our Board of Directors considers ARTReach proposals on artistic merit, level of community involvement, outreach to under-served populations, applicant's financial responsibility/need, and applicant's ability to carry out the project successfully.

**Who can apply for ARTReach support?** Arts organizations, schools, and any Macon County non-profit group producing an arts program for the community are eligible. ARTReach doesn't award funds to individual artists. (*Ask us about NC Arts Council and RAP Grants for individual artists.*)

**How large are awards? Are there restrictions on how they're spent?** Awards typically range from \$250 to \$2500, can't be used for staff positions, deficit funding, or capital expenditures, and are paid on receipt of the final report. (*If this poses a hardship, we can make other payment arrangements.*)

**When and how does my organization apply?** The Arts Council makes ARTReach awards year-round on a funds-available basis. The process begins when an organization submits a "Dream" letter answering these questions:

1. What is your arts dream?
2. Why do you want to do this?
3. Who will be involved in carrying out your project?
4. Who are you doing this for?
5. Where will your project take place?
6. What do you need to bring your project to fruition? If your answer is money, how much will the project cost and how much ARTReach funds will you need? If it's assistance other than or in addition to money, please describe.

Do this as early in your planning process as possible - at least eight weeks before starting your promotion - to allow time for a Board decision. (*See Acknowledgment requirement below.*)

**If my group gets an award, what is required of us?**

**MATCH:** ARTReach awards typically cover up to 50% of the project costs.

**ACCOUNTABILITY:** Spend the funds as outlined on your budget and be prepared to document.

**ACKNOWLEDGMENT:** Prominently display a Council-provided sign at your event; use the credit line below and Arts Council logo on printed and digital publicity materials, and submit samples with your final report.

***"This project is supported by the Arts Council of Macon County's ARTReach Program."***

FINAL REPORT instructions are provided with your ARTReach contract.

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The Arts Council serves Macon County as a presenter, promoter, and resource for artists, cultural organizations, and schools working to meet their goals.