Martin Marietta Center for the Performing Arts

www.martinmariettacenter.com

PAC COMMUNITY GRANT

PAC Program Support Grants

Guidelines & Instructions

Submission Deadline:

May 10, 2027 4pm

CONTACT INFORMATION

ADDRESS:
Martin Marietta Center for the Performing Arts
2 E. South Street
Raleigh, NC 27601

PHONE:
919-996-8700

CONTACT:
Michelle Bradley
General Manager
919-996-8709
Michelle.bradley@raleighnc.gov

GENERAL ELIGIBILITY REQUIREMENTS

Financial assistance may be requested by an organization for event activities if it meets all applicable requirements in these guidelines.

1. **Raleigh Headquarters:** The organization must be located within the City of Raleigh.

2. **Not-for-Profit Status:** City of Raleigh PAC Community Grants may be awarded only to not-for-profit organizations, chartered by the State of North Carolina, that have federal and state tax-exempt status. Copies of the letters of determination from the Internal Revenue Service and the State of North Carolina's Department of Revenue recognizing the applicant organization as a not-for-profit corporation must be on file with the City of Raleigh. Each year, to ensure continued status as a tax-exempt organization, City staff will review each organization's IRS Form 990 for its most recently completed fiscal year. (The IRS automatically revokes the tax-exempt status of any organization that does not submit a Form 990 for three years in a row.)

3. **Individuals:** Individuals are not eligible to apply directly for funding.

4. **Serving the General Public:** The use of City of Raleigh funds to serve only the applicant organization's membership is deemed inappropriate. Requests from membership organizations must emphasize service to the general citizens of Raleigh. When participation in activities is based on invitation or jury process, the means to ensure systematic, unbiased selection should be delineated. In summary, all programs to be funded by the City must be open to the general public, whoever the sponsor is or wherever the program is presented.

5. **Affirmative Action**: PAC Community Grants may be awarded only to organizations that certify they will comply with the City's nondiscrimination policy, a clause in the license agreement.

6. **Accessibility:** Applicants must demonstrate that events will be accessible to people with disabilities.

7. **In Good Standing:** The organization must have had an event that has taken place at least once in the Martin Marietta Center for the Performing Arts (PAC) and the organization must be in good standing with regards to no past payment issues or license agreement breaches. Organization may also be considered if they have held an event for the same purpose booked with the City of Raleigh Office of Special Events and experienced no event permit issues. Event must be in at least it's second year to prove positive community support.

8. **Political Rallies/Fundraisers:** Political rallies or fundraisers are exempted from this grant program.

FUNDING REQUIREMENTS

Except for extraordinary cause, The City of Raleigh restricts the PAC Community grant funding as follows:

1. Organizations may apply for only one grant per year. Any funding awarded must be used towards an event booked at the Martin Marietta Center within one calendar year of the award date.

2. **Total grant support will be limited to no more than $10,000 of an applicant's total costs and money must be used in the grant year. Excess money not used will be forfeited.**

3. All Program support can only be used for costs expended at the Martin Marietta Center and for uses that would customarily be billed by the center. Not inclusive of any third-party expenses.

4. All events sponsored must be free and open to the public.

5. Applications from colleges or universities or other institutions of higher learning must emphasize non-academic community involvement in planning and implementation. The final product, if any, must include members of the community.

6. Applicants should be aware that applications are reviewed on their merits and in competition with other applications. An award granted one year does not imply support in subsequent years. Grants are not renewable.

Any questions about eligibility or funding requirements should be directed to the Martin Marietta Center Assistant General Manager before the application is made.

UNIVERSAL ACCESSIBILITY

The City of Raleigh is committed to making sure the application process is accessible to people with disabilities. Guidelines and application forms can be made available in large print or recorded format. People with disabilities are welcome to meet with staff virtually, or in the center's office, which is wheelchair accessible, or in another location that may be more convenient. Sign language interpretation and/or other meeting accommodations can be arranged as well.

SUBMITTING A GRANT APPLICATION

- It is important that potential applicant organizations carefully review the guidelines of the grant to determine the most appropriate request when submitting funding requests.

- The deadline for submitting grant application packets is **May 10, 2027 at 4pm.**
  Applications received after the deadline date will be ineligible.

- PAC Community Grant application forms can be obtained in two ways:
  - Electronic versions can be downloaded and completed from the Martin Marietta Center website
    https://www.martinmariettacenter.com/rental-info-1/rental-application
  - Paper copies can be requested from Melanie Margarum
    melanie.margarum@raleighnc.gov

- An incomplete or inaccurate application will jeopardize funding.

ONCE A GRANT APPLICATION IS RECEIVED BY MARTIN MARIETTA CENTER

From February through May, the Committee reviews each proposal and may interview each applicant in a panel process. Applicants may bring a maximum of four people to their grant panel interview.

In May, the committee makes its funding recommendations to the applicants.

Applicants are strongly discouraged from commencing operation in anticipation of City of Raleigh funding prior to formal notification.

APPEALS PROCESS

An applicant has a right to appeal any decision denying an application for a grant in whole or in part and/or to request an exception to the guidelines. Any appeal must be in writing, addressed to the Assistant General Manager at the Martin Marietta Center, and shall specifically state reason(s) for the appeal.

- Any request for an exception to the guidelines must be filed no later than 45 days prior to the grant deadline.

- Any appeal that contests the denial of a grant, in whole or in part, must be filed within 10 working days of the notification of the grant recommendation. An applicant may appeal an award decision if there is a question regarding the application of policy or guidelines during the evaluation process. Dissatisfaction with the denial of an award or with the award amount is not grounds for appeal. An ad hoc Appeals Committee is formed to review the appeal.

- Decisions for the funding recommendations will be final.

GRANT EVALUATION

The City of Raleigh views evaluation as an ongoing process throughout the funded period. As part of the application process, applicants are required to state clearly the desired outcomes for their event. Evaluations will affect recommendations for subsequent funding.

CONTRACTUAL REQUIREMENTS

Upon approval of grant awards, a license agreement for the venue is sent to the grant recipient (an amendment to original agreement will be sent to applicants who already have an executed license agreement on file) specifying the terms of the grant and procedures for payment of other expenses incurred. A deposit may be required. The recipient organization must sign and return the agreement by the deadline, signifying agreement to the terms. Should the recipient's expenses be fully recovered by the grant value the deposit will be refunded. Should the cost of the event exceed the grant total the extra costs incurred will be due by recipient. Should the event be cancelled deposit will become non-refundable.

Contractual Requirements for All Grants:

- Assurance of compliance with
    - The City's nondiscrimination policy,
    - NC Companies Boycotting Israel Divestment Act,
    - NC Iran Divestment Act,
    - Federal E-Verify program;
- Demonstration that the grant recipient
    - Meets City insurance coverage requirements,
    - Has an organizational conflict of interest policy,
- Grant payments made on a reimbursement basis with verification of expenses paid required.

For a full description of the contractual requirements, see below.

GENERAL FUNDING CRITERIA

As the grant panelists review each application, they consider, score, and allocate with the following general criteria in mind:

1. Administrative and managerial quality of the applicant.
2. Community involvement and outreach.
3. Financial accountability.
4. For past recipients, panelists will review grant compliance.
5. Previous experience in producing said event at the center and being in good standing with regards to payments and license agreement adherence.

In addition, the event(s) of the applicant organization must meet most of the following criteria, which are considered during the evaluation processes:

- **The event will benefit the citizens of Raleigh.** The event will contribute to the cultural opportunities made available to the public, enhancing the quality of life.
- **The event has qualified personnel.** The administrators have sufficient training and experience directly related to the needs and objectives of the event.
- **The event has community support.** This is demonstrated by volunteer efforts; contributions of cash, goods or services; participation and attendance – especially from those not directly involved in the event.
- **The event is accessible.** Program planning and implementation are addressed by those sensitive to (or who are themselves) people with disabilities, senior citizens, members of diverse racial and ethnic groups, and/or those who are disadvantaged. The Americans with Disabilities Act also regulates event accessibility.
- **The event has had adequate planning.** Planning was systematic over a sufficient period of time, addressing each facet of the event, including the method of evaluation and the event's continuation.
- **The event is well promoted and publicized.** To ensure full participation, there is a systematic plan to reach the targeted recipients of the event's benefits through a variety of avenues.
- **The organization is financially sound and has a realistic budget.** Income and expense projections are reasonable for event and operating budgets.
- **The applicant organization has the resources necessary to implement the event successfully**. Resources include sound finances, adequate and accessible facilities, and sufficient staff and board.
- **Organization has a racially/ethnically diverse board of directors.** Every effort is made to ensure commitment to racial and cultural equity issues as appropriate to meet the needs of the City of Raleigh community.

PLEASE SEE FOLLOWING PAGES FOR INFORMATION PERTAINING TO SPECIFIC GRANT CATEGORIES.

APPLICATION

Clearly address all the evaluation criteria above through your answers to the questions below. Each answer should be labeled by inserting the full question above it as a header. Narratives may not exceed **4 pages**.

1. Organization Name:
2. Proposed Event Dates:
3. Requested Space: ☐ Raleigh Memorial Auditorium ☐ Meymandi Concert Hall ☐ Fletcher Opera Theater ☐ Lichtin Plaza
4. Expected Attendance:
5. Past Event Dates and Locations:
6. **Event Description:** Please provide a detailed description of your proposed programming, including a breakdown of activities and/or components, such as shows, concerts and/or exhibitions planned. For education programs, include types of classes, workshops, and/or events planned.
7. **Community Need:** Briefly describe the value of your event to the community and how it fulfills a community need. How does it benefit the Raleigh community as a whole and how does it benefit the individuals who participate?
8. **Participants:** Who is this event for? Please describe the intended participants/audience. How will the general public, and Raleigh residents in particular, be involved in this event?

9. **Planning:** Provide a brief timeline for the event (planning, implementation, and evaluation).

10. **Personnel:** Describe the leadership to be involved in the event, including how and why they were chosen. Also provide this information for event directors/administrators.

11. **Goals:** How will you know if this event has been successful? State two or three SMART goals you will have achieved by its conclusion.

12. **Evaluation:** What mechanisms will you use to track progress during the event? What tools will you use to evaluate whether or not goals were achieved? How will you capture lessons learned and next steps to take, particularly if goals were not achieved?

13. **Event Marketing:** Briefly describe how the event will be publicized and promoted to reach intended participants, as well as the general public as a whole.

14. **Community Support:** Describe the extent of community support for this event, including financial and in-kind contributions, volunteers, collaboration/partnerships, etc.

15. **Finance:** How can the center be sure that your organization will be a good steward of the awarded grand funds? Briefly describe your organization's financial management, including oversight, internal controls, and any long-term financial initiatives.

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APPLICATION SIGNATURE FORM

The applicant assures the City of Raleigh that:

1. The activities and services for which assistance is sought will be administered by or under the supervision of the applicant.
2. The filing of this application has been duly authorized by the governing body of the applicant.
3. The applicant will expend funds received as a result of this application solely for the described event.

By signing this application, the applicant hereby assures and certifies that it will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq.), Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.), the Americans with Disabilities Act of 1990 (42 U.S.C. 12101-12213) and, where applicable, Title IX of the Education Amendments of 1972 (20 U. S.C. 1681 et seq.) as well as all regulations of the National Endowment for the Arts issued pursuant to these statutes and that it immediately will take any measures necessary to comply.

This application will not be accepted without three original signatures (two of these can be the same person).

Board President

Signature _____ Date _____

Name/Title _____

Executive Director or Chief Fiscal Officer

Signature _____ Date _____

Name/Title _____

Event Director

Signature _____ Date _____

Name/Title _____

COMPLETING AND SUBMITTING THE GRANT APPLICATION PACKAGE

The deadline for submitting grant applications is **May 10, 2027 at 4pm. Applications submitted after the deadline date will be ineligible.**

WHAT TO SUBMIT

A complete grant application package consists of a combination of required documents, forms, and attachments. See the "Application Package Components" section below for the complete list of required documents and attachments to submit for a complete PAC Program Support grant application package.

Do not submit any materials that have not been requested by the Martin Marietta Center. To maintain an equitable funding process, extra materials will be excluded from the application package review and evaluation.

HOW TO SUBMIT THE GRANT APPLICATION PACKAGE

2027-2028 grant applications will be submitted electronically.

- **Submitting Application Documents:** Organizations should email or hand deliver all grant application forms and other documents as individual files in their original file formats. Do not combine files or process them in any way. File names should include both the applicant organization's name and the name of the application form/document.

- **Uploading Application Attachments:** Organizations may upload application attachments as individual files or combine them, whichever is easiest. For example, support materials may include brochure, playbill, poster, postcard and/or news article files. It is the grant applicant's choice whether or not to combine everything into a large PDF file or submit them individually. File names must include both the applicant organization's name and the name/type of the application attachment.

- **Application Deadline:** A complete grant application package must be completed and submitted no later than May 10, 2027 at 4pm. **Applications submitted after the deadline will not be accepted.**

APPLICATION PACKAGE COMPONENTS

The following application forms and documents are required to create a complete grant request submission:

- **Application Forms**
  - Application Form
  - Application Signature Form
  - Historical Attendance Data

- **Application Attachments**
  - Support Materials- Submit representative samples of publicity and marketing/public relations materials such as press clippings, brochures, advertisements, etc. Materials should demonstrate the quality of the applicant's marketing of the event for which funding is being sought and the quality of the event itself.

- **Proof of Eligibility Documentation**
  - NOTE: This documentation is only required if it is not already on file with the Martin Marietta Center or if it has been revised since May 2027.
  - Federal Letter of Tax Exemption from IRS recognizing applicant as 501(c) (3) public charity
  - State Letter of Tax Exemption from North Carolina Department of Revenue
  - Articles of Incorporation
  - Bylaws
  - Conflict of Interest Policy