

A. Organization & Contact Information

Case Id: 10759
Name: Southeastern Center for Contemporary Art -
Address: *No Address Assigned

Completed by devon.mackay@secca.org on 11/22/2019 4:17 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

Southeastern Center for Contemporary Art

A.2. Project/Program

Public Programming and Education

A.3. FY 2020-21 Funding Request Amount

\$25,000.00

A.4. Agency's Total Operating Budget

\$1,081,883.00

A.5. Mailing Address

750 Marguerite Drive Winston-Salem, NC 27106

A.6. Project/Program Location Address

750 Marguerite Drive Winston-Salem, NC 27106

A.7. Organization Website

www.secca.org

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

1962

A.9. Organization Fiscal Year

2020

A.10. Federal Tax ID Number

A.11. Federal DUNS Number

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

Bill Carpenter, Executive Director

A.13. Email

william.carpenter@ncdcr.gov

A.14. Phone

(336) 397-1000

CONTACT

A.15. Name, Title

Devon MackAY, Director of Development

A.16. Email

devon.mackay@secca.org

A.17. Phone

(336) 397-2106

BOARD CHAIR

A.18. Name

Jennifer Woodward

A.19. Term Expiration

06/01/2020

A.20. Email

jennifer.woodward@wakehealth.edu

A.21. Phone

(336) 403-7147

B. Project Overview

Completed by devon.mackay@secca.org on 11/22/2019 4:27 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

Address: *No Address Assigned

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?

The Southeastern Center for Contemporary Art (SECCA) was founded in 1956 to provide a gallery in the southeast to celebrate and highlight contemporary artists living and working in the southeast. 73 years later, SECCA has expanded its scope to include visual art exhibitions, music, dance, and theater by contemporary artists from around the world, including the southeast, that help facilitate our community's exploration of aesthetics, values, identity, and to commemorate events significant to community members' experiences. For this reason, we have updated our mission, which is to create inclusive, revelatory, and educational experiences with outstanding contemporary arts. In addition to our artistic programming, our 22-acre grounds are free and open to the public for outdoor recreation, including walking, trail running, fishing, and biking, or just enjoying the meditative effects of our galleries coupled with our gardens. Building and grounds together, we want SECCA to be a vibrant artscape for celebrating human expression.

We are requesting funding from the City specifically to help increase the amount of marketing we are doing throughout the region to attract more visitors to SECCA. We are already helping to attract visitors to the area by providing major exhibitions of world-class international, national and regional contemporary art housed within beautiful modern and historic buildings and grounds. North of Charlotte's Bechtler and west of Raleigh's NCMA and CAM, there are no other museums presenting curated exhibitions of contemporary art. SECCA is alone in serving a stretch of nearly 150 miles of western North Carolina with a contemporary art museum experience. We are committed to ensuring North Carolinians of all backgrounds have access to a high-quality museum experience. One important way we serve this goal is by offering free admission, but they will not come if they don't know about us.

According to the Cultural and Heritage Traveler Report done by Mandala Research, 76% of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60% more on average than other leisure travelers. We already know that our City is attracting visitors in growing numbers according to the 2016 Arts and Economic Prosperity Study, but 65% of arts attendees are still only from Forsyth County. With the development of hospitality assets downtown, it's more important than ever to help unique destinations like SECCA develop their regional audiences.

In addition to the hotels, restaurants, small businesses and taxpayers, this would also benefit working artists for whom the reputation of Winston-Salem as a place to see the best southeastern art, is critical to their ability to sell their work.

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

SECCA is already open to the public for free Wednesday, Friday, and Saturday from 10-5 pm, Thursdays from 10-8 pm, and Sundays from 1-5 pm. We host two major group exhibitions a year in our main gallery, three to four solo exhibitions a year in the Potter Gallery, and nearly monthly exhibitions of Winston-Salem artists in the Preview Gallery. Beginning in 2020, we will be exhibiting work from the Wake Forest University Collection in the Hanes House's Living Room. In

addition to simply visiting the galleries and grounds, we host 200 events a year including concerts, gallery talks, dance performances, festival, readings, children's activities, and so forth, designed to facilitate our community's exploration of aesthetics, values, identity, and to commemorate events significant to community members' experiences.

Two examples that we are particularly proud of from 2019:

- In March, we hosted Archives Aflame: Voices from the World War II Pacific Engagement, a staged reading of veterans' stories. This staged reading was developed specifically in response to our exhibition Archives Aflame: Works by Kei Ito and Andrew Paul Keiper in the Potter Gallery. The reading was directed by Cyndi Briggs, PhD, from transcripts of oral history narratives she has collected from World War II veterans from around the state. It was performed by professional actors who worked with the veterans to create vignettes. The goal of this project was for our community to have a greater understanding of the bombings of Hiroshima and Nagasaki and to contemplate the wide-reaching effects that nuclear warfare continues to have on our society.

- We also have a long-standing relationship with Authoring Action serving as a venue for performances and their summer intensive. This past spring, during our Lonnie Holley: Somewhere in A Dream I Got Lost exhibition in the main gallery, several Authoring Action students staged a performance of new work inspired by the exhibition. The exhibition presented a selection of the artist's prolific work over the last five years, including things he finds in the world, presented honestly and imbued with many layers of meaning. The carefully selected objects tell many stories, some that are personal to the artist and some that reflect universal experiences. His work expresses the shared history of black men and women in the American South while examining civil and human rights.

We hope that individuals like and appreciate our exhibitions, but we really hope that these individual experiences have a collective impact on the public. We believe that the social bonds built among individuals when they have shared arts experiences can be powerful and lasting, and that these ties are crucial for the flourishing of a diverse community. Children especially are enriched by visiting museums like SECCA. We are proud to offer regular free children's art activities at the museum through our Second Saturdays program, which 986 children attended in 2019, and free experiences to schools that visit. In 2019, we hosted 53 school visits for 2,000 children.

B.3. How many participants on average will be served at any one time? What is the maximum number that can be served at any one time? What is the unduplicated total number of participants to be served during the program year? SECCA has 23,638 visitors each year. Our parking is limited to 290, but is rarely full except for events. We could easily accommodate three times as many visitors a year. In 2020, we plan on increasing mission adjacent events by 40%, which would optimize the number of evenings and weekends that we are animated with the staff that we currently have. An increase in marketing could take visitation even further and is the most likely method for attracting out-of-town visitors.

NEED (7 POINTS)

B.4. Describe the population(s) to be served. Describe the key demographic and economic characteristics of the clients to be served.

Of the roughly 20,000 visitors we already serve, 18% are children under 18 years of age and 6% are over the age of 65. The walk-in visitors are 90% Caucasian, 6% African-American, 3% LatinX, and 2% Asian-American. Youth, as a sub-segment, is more diverse with only 70% Caucasian, 20% African-American, 7% LatinX, and 2% Asian-American.

Additional marketing support this year would allow us to increase awareness of audiences beyond the 27106 and 27101 zip codes with information about our exhibitions, which incidentally feature many artists-of-color (sometimes a majority of artists of color). Additional marketing support would also free up staff time to develop relationships with more WS/FCS schools for museum visits, develop SECCA led programming in the schools, and programming in corners of the

community that are more rural and remote, where transportation impedes the ability to visit the museum.

B.5. Describe the unmet need that the proposed project/program seeks to address. Why does the population described above need the proposed assistance? Include data supporting the need.

For every direct job at a museum, an additional job is supported elsewhere in the economy. This is higher than many other industries. Museums and other nonprofit cultural organizations return more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government. Arts and Economic Prosperity V, 2017, Americans for the Arts.

In addition to adding to the tax revenue of the City through increased tourism and spending, museums play a very important role in health and well-being of the population they serve. Students who attend a field trip to an art museum experience an increase in critical thinking skills, historical empathy and tolerance. For students from rural or high-poverty regions, the increase is even more significant. The Educational Value of Field Trips, Education Next, 2014. Children who visited a museum during Kindergarten had higher achievement scores in reading, mathematics and science in third grade than children who did not. This benefit is also seen in the subgroup of children who are most at risk for deficits and delays in achievement. The Effect of Informal Learning Environments on Academic Achievement during Elementary School, presented to the American Educational Research Association, Swan, 2014.

COLLABORATION (6 POINTS)

B.6. 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?

The leadership at SECCA is still very new. Our executive director, Bill Carpenter, has only been in his position for six months. The Director of Development, Devon MacKAY, has only been in her position for a little over a month. Its clear that in order to accomplish greater regional notoriety as being a destination for visual arts, we will need to partner closely with Winston-Salem's other visual arts assets, including our close neighbor Reynolda House & Gardens, Piedmont Craftsmen, Sawtooth School for Visual Arts, MESDA, Old Salem, Delta Fine Arts Center, and the university galleries. We also are aware that we need to be collaborating with Visit Winston-Salem. It is our intention to partner as much as we can, although those partnerships have not yet been cemented.

C. Strategy and Performance

Completed by devon.mackay@secca.org on 11/22/2019 4:30 PM

Case Id: 10759

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Address: *No Address Assigned

C. Strategy and Performance

Please provide the following information

STRATEGY (5 POINTS)

C.1. The City of Winston-Salem adopted the [2017-2021 Strategic Plan \(2019 Update\)](#) as a guiding document 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. Explain the plan for monitoring and evaluating the project/program. Also include the steps that will be taken if original goals provided in C.5. are not achieved.

Our stewards currently track visitors as they enter the building noting their age, gender, and race. We track the demographics and zip codes of our donors and members, and ask visitors to fill out a digital survey at our front desk, which in addition to demographics, also asks for qualitative feedback about our exhibitions. In order to keep pace with our overall visitation goal for 2020, we will be setting quarterly goals and programming accordingly.

C.4. 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.

The digital survey at our front desk, which in addition to demographics, also asks for qualitative feedback about our exhibitions is our best tool in collecting project and program feedback.

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.

- Include at least three goals and performance measures.

- One of the performance measures must include the unduplicated number of participants served.

Stated Program Goals	Program Activities in Support of Goals	FY 18-19 Previous Year Results	FY 19-20 Current Year Projected Results	FY 20-21 Next Year Anticipated Results
Increase activation of SECCA facilities	Staff is planning more mission-adjacent events in 2020	75/year when we had 2 FT employees focused on programming	54 events/year with 1 FT employee focused on programming	75 events/year with 1 FT employee focused on programming
Increase marketing	Increase spending in paid advertising	\$12,000	\$12,000	\$25,000
Increase overall visitation	Planning more events with more partnerships, bringing in more school visits, increasing marketing, and membership.	19,030 visitors/year	20,823 visitors/year	24,000 visitors/year

C.6. FY 18-19 Program Accomplishments

Currently, in the main gallery we have Furnished, a group exhibition that examines furniture as sculpture and sculpture made using furniture. Featuring 15 artists from North Carolina, South Carolina, Virginia and Tennessee, the exhibition builds upon this region’s strong ties to the furniture industry and showcases its translation from craft to the world of contemporary art. In September, SECCA opened the groundbreaking traveling exhibition peter campus: video ergo sum in the Potter Gallery. This exhibition was organized by the Jeu de Paume in Paris, with stops in Seville, Spain, Lisbon, Portugal, the Bronx Museum of Art, and three presentations in Winston-Salem. The works by peter campus, a seminal video artist, are on display at SECCA, the Charlotte and Philip Hanes Gallery at Wake Forest University, and Reynolda House Museum of American Art. These partnerships have been instrumental in bringing in new and diverse audiences and artists to SECCA. We have also partnered with The Arts Council and the Arboreal Gallery of the Milton Rhodes Center to curate the exhibition Paper-Thick: Art, Books, Paper, timed with the annual Bookmarks Festival and featuring three Winston-Salem artists.

SECCA has also continued the exhibition series Southern Idiom, which offers dedicated gallery space to Winston-Salem artists. Since the start of the fiscal year, we have presented solo exhibitions from the artists Leo Rucker, Marianne DiNapoli-Mylet, Jessica Singerman and Owens Daniels, and will continue through the end of the year with exhibitions by Alix Hitchcock, Julian Semilian, Amy Funderburk and others. This series, in particular, is a vital part of our current mission. It provides opportunities to connect with the local artistic community in a direct and meaningful way, provides needed exhibition and sales opportunities for local artists, and encourages artistic growth and risk-taking for local artists in a way that only a museum environment can make possible.

As a part of our education programming, we have a junior K “Museum School” program with our neighbor the Summit School every other Friday during the school year. As a part of our partnership with the WS/FCS, we work with middle and high schools, specifically Meadowlark, Reynolds, and Wiley, on an hour-long gallery experience and art project.

We also have an intensive second grade program at various schools that includes a deep dive into a single artist. All of these programs include both thinking about art and the making of art, and even the opportunity to curate and make your own exhibition. We also host three days a year of professional development for WS/FCS visual arts instructors. Finally, we host the Arts -Based School for student performances and exhibitions. Altogether, we have hosted 53 visits from the schools serving 2,000 kids.

For local colleges and universities, we host on-going guided tours throughout the year and serve as a gallery classroom for professor's lectures. More specifically, we worked with UNCSA this year on an exhibition that attracted over 200 visitors in April. Forsyth Tech and Salem College both used the Furnished exhibition to study design and engineering principles. Forsyth Tech going as far as filming the tour to use in future classes after the exhibition comes down.

C.7. FY 20-21 Key Objectives

Our key programmatic objectives are to increase events and diversity of events, increase our K-12 school visits, increase our college and university visits, and increase our free and low cost children's programming. We are also looking to plan more exhibitions off-site (a modest one per year) and do more (perhaps several) pop-up installations around the community. We also hope to add bilingual gallery labels and improve our gallery experience for visitors with disabilities. Overall, we want to increase visitation and achieve greater financial sustainability.

D. Organizational Capacity

Completed by devon.mackay@secca.org on 11/22/2019 3:51 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

Address: *No Address Assigned

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?

SECCA was founded in downtown Winston-Salem in 1956 to create exhibitions highlighting regional artists. Sixteen years later, in 1972, James G. Hanes willed his 32-acre estate to the gallery creating the SECCA campus of today. In 1976 and then again in 1990, the building was renovated to include a 24,500 square foot addition. These expansions allowed SECCA to expand its scope from eleven southeastern states to national and international artists. The building's expansion also included the 300-seat McChesney Scott Dunn Auditorium, which allowed SECCA to expand its programming offerings from exhibitions to include film, dance, lectures, concerts, and theater.

In 2007, the SECCA Foundation Board of Directors and the James G. Hanes Foundation proposed the transfer of the SECCA building, operations, and a portion of its grounds, to the State of North Carolina. Upon the transfer's acceptance, the NC Department of Cultural Resources made SECCA an independent entity operating as an affiliate of the North Carolina Museum of Art (NCMA) with its own advisory board, the SECCA Foundation Board of Trustees. SECCA has continued to retain its 501(c)3 status under the SECCA Foundation, which exists to fundraise for the programming and operations of the facility.

Today, SECCA hosts two major group exhibitions in the main gallery, three to four smaller exhibition in our Potter Gallery, and nearly monthly exhibitions of Winston-Salem artists in solo shows in our Southern Idiom series. As a part of those exhibitions, we program tours, gallery talks, concerts, performances, and children's activities. Our education department facilitates and creates programming for school visits, and plans free or low-cost children's programming, including a new summer camp that we are beginning this summer.

Our mission is to engage our communities by creating inclusive, revelatory, and educational experiences with outstanding contemporary arts.

our vision is that SECCA will be a vibrant artscape for celebrating human expression.

Increased marketing support would help more community members enjoy these exhibitions and programming. More visitors from outside the City would help stimulate spending within the City, and develop Winston-Salem's reputation as a destination for visual art, which would especially aid in the careers of Winston-Salem's visual artists.

FUNCTION (5 POINTS)

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

1956

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

SECCA is important to the City's economy by helping to attract visitors to the area and by providing major exhibitions of world-class international, national and regional contemporary art housed within beautiful modern and historic buildings and grounds. SECCA provides critical support to the careers of local artists by providing them with CV enhancing solo exhibitions side by side with our other major exhibitions, and by serving as a gallery for art sales. SECCA provides regional educational opportunities for the creative and cultural industry.

SECCA aids in health and well-being of the residents of Winston-Salem by opening up for free our 22-acre grounds for outdoor recreation, including walking, trail running, fishing, biking, and boating, or just enjoying the meditative effects of our galleries and gardens. We serve populations with the therapeutic benefits of art that are frequently overlooked or especially in need, like veterans, the elderly, and at-risk youth.

SECCA helps our local culture by exhibiting contemporary art, which has a special ability to facilitate a community's exploration of aesthetics, values, identity, and to commemorate events significant to community members' experiences. We believe that the social bonds built among individuals when they have shared arts experiences can be powerful and lasting, and that these ties are crucial for the flourishing of a diverse community.

SECCA helps the education of Winston-Salem residents by providing free admission and high-quality free or low cost programming to 2,000 students every year, and over 20,000 visitors.

STRUCTURE (5 POINTS)

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

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Marketing and Events Coordinator	<ul style="list-style-type: none"> • Help to develop and oversee a communications and marketing calendar • Help to develop channel strategy and implementation for branding and events • Provide support and assistance in planning, developing, producing, and delivering marketing materials • Develop, design, and manage the production and distribution of promotional and marketing collateral • Develop social media strategy, calendar and implementation • Design and produce digital assets, including photography, video, infographics, graphic design, etc. • Use contact management system to create and send emails, newsletters, etc. • Write and distribute press releases • Manage web site and online presence • Ensure accuracy in information and proofreading • Analyze marketing and communications programs and make recommendations to adjust strategy and tactics to increase effectiveness 	20	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
Bill Carpenter	Executive Director	\$128,125.00	0.00 %

D.6. Attach an organizational chart

Organizational Chart *Required

Organizational Structure.pdf

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.

We recognize that it’s our responsibility to be a welcoming cultural and social space that provides opportunities for everyone in the community to find relevance in contemporary art. We understand that our ability to do this ultimately hinges on whether we advance diversity, equity and inclusion at every level of the institution including our leadership, staff, volunteers, members and visitors.

Our strength has been our exhibitions and programming that have featured nationally and internationally recognized artists of colors but has fallen short on representing those same diverse demographics on the staff and board. In response to this, we have formed a Diversity and Inclusion Oversight Committee on SECCA Foundation’s Board of Trustees. They are developing a Diversity and Inclusion Statement, as well as new policies regarding mandatory diversity training, board nominations, and open hiring practices.

Please enter the total number of Full-Time Positions and Employees you have in the table below

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers	1					
Professionals	2	1		3		
Technicians				1		
Office/Clerical				1		
Laborers/Service Workers						

Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers						
Professionals						
Technicians						
Office/Clerical						
Laborers/Service Workers	1			4		

D.8.



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

SECCA Board Roster 2019-2020.pdf

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

6

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

0

ABILITY (5 POINTS)

D.11. Describe the implementation or operational plan to get the proposed project/program up and running in a timely manner. Describe any key contingencies on which the startup depends. Please upload any maps, milestones, etc. to "F. Required Documents."

We are currently hiring for a part-time marketing and events coordinator help us organize and execute SECCA's marketing and public relations. This person will be helping to develop and oversee a communications and marketing calendar, SECCA's channel strategy and implementation for branding and events, and helping to analyze SECCA's marketing and communications programs to make recommendations that adjust our strategy and tactics to increase effectiveness. With appropriate funding, we will be expanding our paid advertising regionally and developing partnerships with other City cultural partners, regional Arts Council and cultural partners, schools, youth programming, social" influencers", and so forth to expand awareness and drive visitation to SECCA.

D.12. How do your policies and procedures (including marketing, outreach, eligibility determination and appeals) ensure fair and equal access to the benefits of the program to all persons who seek to participate?

SECCA is free and open to the public five days a week and open late on Thursday for those who work during the day or on weekends. Our marketing currently is very basic focused mainly on local news, social media, posters, and e-newsletters.

E. Cost Effectiveness

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

Address: *No Address Assigned

Completed by devon.mackay@secca.org on 11/22/2019 4:05 PM

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 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
Program Services	\$695,675.00	\$692,405.00	\$780,097.00
Fundraising	\$119,569.00	\$119,007.00	\$132,016.00
Management and General	\$271,748.00	\$270,471.00	\$288,037.00
	\$1,086,992.00	\$1,081,883.00	\$1,200,150.00

Expenditures by Category	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
Employee Salaries and Wages	\$437,360.00	\$447,502.00	\$541,000.00
Employee Benefits	\$153,848.00	\$171,650.00	\$176,390.00
Facility Rent and Utilities	\$81,975.00	\$88,000.00	\$87,500.00
Training and Conference Registration	\$2,500.00	\$2,500.00	\$5,000.00
Membership and Dues	\$5,700.00	\$9,000.00	\$6,200.00
Travel and Transportation	\$20,800.00	\$19,200.00	\$24,000.00
Grants to Individuals and Organizations	\$12,000.00	\$12,000.00	\$15,000.00
Contracted Fundraising Services	\$0.00	\$0.00	\$0.00
Goods Purchased for Resale	\$0.00	\$0.00	\$10,000.00
Other Contracted Services	\$142,650.00	\$122,430.00	\$150,000.00
Other Operating Expenditures	\$230,159.00	\$209,601.00	\$185,060.00
Capital Outlay	\$0.00	\$0.00	\$0.00
	\$1,086,992.00	\$1,081,883.00	\$1,200,150.00

Revenues by Category	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
City of Winston-Salem	\$0.00	\$0.00	\$25,000.00
Forsyth County	\$0.00	\$0.00	\$0.00
State of North Carolina	\$348,000.00	\$351,804.00	\$405,000.00
Federal Government	\$0.00	\$0.00	\$0.00
Admissions/Program Revenues/Sales	\$124,700.00	\$116,087.00	\$135,500.00
Memberships	\$3,000.00	\$3,000.00	\$10,000.00

Donations	\$115,300.00	\$115,000.00	\$160,000.00
Foundation Grants	\$385,992.00	\$385,992.00	\$349,992.00
Interest and Investment Income	\$2,000.00	\$2,000.00	\$6,658.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$108,000.00	\$108,000.00	\$108,000.00
	\$1,086,992.00	\$1,081,883.00	\$1,200,150.00

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

The Arts Council of Winston-Salem & Forsyth County

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
2019		\$0.00

E.3. Please complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program.

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Marketing	\$25,000.00	\$25,000.00	SECCA Foundation
	\$25,000.00	\$25,000.00	

E.4. 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.

If the funding request is not funded at the full amount, we would either reduce the amount of paid advertising or reduce the hours of the new marketing position.

SUSTAINABILITY (7 POINTS)

E.5. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.

We believe that increased regional marketing will result in more visitation, which will in turn increase contributed revenue and memberships. We are not asking the City to pay for all the marketing that we feel SECCA needs in order to achieve our objectives. We have also raised funds for these operations from the James G. Hanes Foundation, The Arts Council of Winston-Salem & Forsyth County, the State of North Carolina, and from the individuals that support us.

BARRIERS (3 POINTS)

E.6. Describe any potential barriers to the project implementation and how you plan to overcome them.

The number of people that visit us in 2020 and where they come from is not entirely within our control, but can be influenced by the amount of advertising we do and where we place that advertising. It can be influenced by planning diverse events and partnering with other groups to drive attendance. It can be influenced by attempting to schedule more school visits. The factors outside our control are whether the schools can afford to bus their students to SECCA and whether they feel it is an important curricular activity. These are possibilities that we need to investigate. Regarding marketing, we expect that even with increases in marketing, we will learn about additional barriers in our visitors surveys. Our plan is to increase the number of surveys that we have filled out and assess them regularly. These

insights will also help us plan better programming to keep pace with our quarterly visitation goals.

AVERAGE COST (5 POINTS)

E.7. 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:	\$25,000
Number proposed to be served for the year:	24,000
Average City funds per beneficiary:	\$1.04/per beneficiary
Proposed funds from all sources:	\$1,200,150
Number proposed to be served for the year:	24,000
Average total funds per beneficiary:	\$50.01/per beneficiary

F. Required Documents

Completed by devon.mackay@secca.org on 11/22/2019 1:24 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

Address: *No Address Assigned

F. Required Documents

Please provide the following information

Documentation

- Code of Conduct/Conflict of Interest Policy *Required**
Conflict of Interest Policy.pdf

- Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. *Required**
SECCA 2017 990 Public Disclosure Copy.pdf

- Organization By-Laws *Required**
SECCA - Restated Bylaws.pdf

- Articles of Incorporation *Required**
Articles of Incorporation.pdf

- Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) *Required**
SECCA Employee Handbook.pdf

- IRS 501(c)3 Designation Letter *Required**
IRS 501(c)3 Designation Letter Original.pdf
IRS 501(c)3 Designation Letter_Reinstated.pdf

Audited financial statements or a third-party review ***Required**

audit 2018.final.pdf

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

***Required**

Secretary of State.pdf

Other

***No files uploaded*

G. Community Development Only

Completed by devon.mackay@secca.org on 11/22/2019 4:16 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

Address: *No Address Assigned

G. Community Development 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."

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.

Ranges of Income	# 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

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

3. Explain how services will assist participants in reaching objectives of the proposed project/program. Describe the policies or procedures for follow-up after participants leave the proposed project/program.

H. Construction/Rehab Only

Completed by devon.mackay@secca.org on 11/22/2019 4:16 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

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."

1. Describe the proposed project, including any plans. If the project is approved, we will need a detailed work write-up.
2. Provide a projected timeline for the proposed work.
3. Describe how the project will be managed, including the contractor procurement process.
4. Describe the target market, including any special populations to be served.
5. Describe the services or program you plan to provide.
6. Describe the property management plan.
7. List the development team members.
8. Describe the financial capability of the sponsor/owner organization, including submission of the organization's operating budgets, agency audits, and Form 990s for the prior three years, unless already submitted to the City.
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	Govmt Funding
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Documentation

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

***No files uploaded*

Development costs 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*

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

***No files uploaded*

Operating Budget

***No files uploaded*

Form 990

***No files uploaded*

I. Emergency Shelter Only

Completed by devon.mackay@secca.org on 11/22/2019 4:16 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

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 devon.mackay@secca.org on 11/22/2019 4:16 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

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

Completed by devon.mackay@secca.org on 11/22/2019 4:30 PM

Case Id: 10759

Name: Southeastern Center for Contemporary Art -

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.

Devon MacKAY

Electronically signed by devon.mackay@secca.org on 11/22/2019 4:30 PM