

## Program Overview

Completed by devon.mackay@secca.org on 4/18/2022 1:07 PM

**Case Id:** 15218

**Name:** SECCA Application ARPA City of Winston-Salem -

**Address:** \*No Address Assigned

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### Program Overview

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Please provide the following information.



City of Winston-Salem  
ARPA Transformational  
Non-Profits Application

City of Winston-Salem  
P.O. Box 2511  
Winston-Salem, NC 27102  
336-727-8000  
[ARPA@cityofws.org](mailto:ARPA@cityofws.org)

This application portal is to request funding from the City of Winston-Salem as part of the Transformational Non-Profits Application Process. Applications received through this portal will only be reviewed by the City of Winston-Salem. Other jurisdictions may have separate application processes. Please contact other jurisdictions (e.g., Forsyth County) for instructions regarding requests to those jurisdictions.

Submitting an application does not guarantee funding. Please see the section below regarding the scoring process. The Mayor and City Council will have final decision-making authority regarding program funding requests.

Non-profit organizations may submit funding requests for capital or operating costs.

#### Minimum Criteria

- Must be registered non-profit organization (includes faith-based organizations providing a public purpose)
- Must have been incorporated as a non-profit for at least one year

#### Scoring Process and Matrix

All completed applications will undergo a review to ensure required documents are attached. Fully completed applications will be reviewed by selected City staff members and scored based on the scoring matrix approved by the Mayor and City Council. [Click here](#) to view the scoring matrix. Scored applications will be reviewed by the City's Management Team for potential recommendation to the Mayor and City Council who will have authority to appropriate funding for programs.

Staff reserves the right to contact any applicant to request clarification or additional details regarding application responses and materials.

## Defining Performance Measures

Sections of the application will reference performance measures and outcomes as required by the U.S. Department of Treasury. Specifically, the application will request workload and effectiveness/outcome measures. Please see this video (<https://www.cityofws.org/2809/Performance-Measures-Video>) for general information on performance measures.

## Upcoming Application Orientation Session

The City will host a virtual application orientation session on April 1, 2022 at 10:00 am. The meeting will take place virtually via the Zoom platform and will also have a live simulcast on the City's YouTube page. The link for that meeting will be posted the morning of the meeting to the website: [www.cityofws.org/clfrf](http://www.cityofws.org/clfrf)

## Contact Information

For any questions or concerns, please email [ARPA@cityofws.org](mailto:ARPA@cityofws.org) or call City Link at 336-727-8000.

## A.Contact Information

Completed by devon.mackay@secca.org on 4/18/2022 2:38 PM

**Case Id:** 15218

**Name:** SECCA Application ARPA City of Winston-Salem -

**Address:** \*No Address Assigned

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### A.Contact Information

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Please provide the following information.

#### ORGANIZATION/AGENCY INFORMATION

##### A.1. Organization/Agency Name

Southeastern Center for Contemporary Art (SECCA)

##### A.2. Mailing Address

750 Marguerite Drive Winston-Salem, NC 27106

##### A.3. Organization Website

www.secca.org

##### A.4. Year 501 (c)(3) Status Obtained

1,962

##### A.5. Organization/Agency Fiscal Year

2,022

##### A.6. Federal Tax ID Number

##### A.7. Federal DUNS Number

##### A.8. Federal SAM Registered?

Yes

#### ORGANIZATION/AGENCY CONTACT INFORMATION

##### EXECUTIVE DIRECTOR

##### A9. First Name

Bill

##### A10. Last Name

Carpenter

##### A11. Title

Executive Director

##### A12. E-mail

william.carpenter@ncdcr.gov

##### A13. Phone Number

(336) 397-1000

##### BOARD CHAIR

##### A14. First Name

Lindsey

##### A15. Last Name

Schwab

##### A16. E-Mail

lyarboro@wakehealth.edu

##### A17. Phone Number

(336) 686-5756

##### A18. Term Expiration Date

09/14/2022

## B. General Project Information

Completed by *devon.mackay@secca.org* on 4/18/2022 2:40 PM

**Case Id:** 15218

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## B. General Project Information

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Please provide the following information.

### PROJECT INFORMATION

#### B.1. Project/Program Title

SECCA Creative Jobs Internship Program

#### B.2. Project Location/Address

750 Marguerite Drive Winston-Salem, NC 27106

### PROJECT CONTACT/MANAGER

#### B3. First Name

Alex

#### B4. Last Name

Brown

#### B5. Title

Director of Audience Engagement

#### B6. E-Mail

alexander.brown@ncdcr.gov

#### B7. Phone Number

(336) 397-2109

## C. General Project Narrative

Completed by devon.mackay@secca.org on 4/25/2022 11:17 AM

**Case Id:** 15218

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### C. General Project Narrative

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Please provide the following information.

#### C.1. Provide description of project and how funds will be used

Inspired by the ARTIVA program that The Arts Council of Winston-Salem managed in partnership with the City of Winston-Salem and The Urban League in the late 1990's/early 2000's, SECCA is interested in reprising a similar program wherein talented high school students are given paid jobs in creative industries.

SECCA would serve as both the home-base for each cohort of students, as well as the administrator of this program, selecting students in partnership with the City of Winston-Salem and The Arts Council, paying them for their part-time jobs with participating creative employers, like architects, graphic designers, landscape designers, film and video producers, fashion designers, etc., and providing training and support for their creative careers as they move into higher education.

The funding that we are requesting would be used to support the administrator's salary and benefits, the students pay, and program expenses. One of the anticipated program expenses would be an arts event entirely planned and programmed by the cohort of students. We would like to offer them a modest budget to fund this event. We would also be investing in equipment for the students as needed. For example, to assist a photographer, students may need to have their own camera or laptop with editing software. SECCA would like to support them and the employer by making tools available to borrow.

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

When Artiva was in existence, The Arts Council worked with the City's Summer Employment program to identify students with the qualifications to participate. Although we intend for this program to provide training and support, we need to make sure that students have an aptitude for the arts and basic skills to help their employer. If a partnership like working with the City's Youth Summer Employment program is possible, we would prefer it. If not, we would administer our own application process and promote it through The Arts Council and our relationships with art teachers. After applying online with basic information and listing one teacher to contact for a reference, students would be selected to be a part of the cohort and assigned to participating employers. One of the considerations of who we bring into the cohort would be their suitability for participating employers (i.e. if we have an architect participating and a student is interested in architecture). Participants would interview with employers and work out a final schedule based on mutual availability.

The program would be year-long and made up of three terms – Spring, Summer, and Fall. We have designed it for second semester Juniors to begin and end after the fall of their Senior year. The support that we have in mind, we hope, will help with the networking, writing, and skill development necessary for college admissions. They would work no more than 10 hours a week at \$10/hour. Considering 48 work weeks a year, 39 of which the schools are actively in session, we would aim for a minimum of 80 hours and up to 135 hours per term.

Our program would provide pay, job skill training, experience with a creative career, mentorship, networking in the state arts community, a prestigious byline on their resume and college applications, and the social benefits of a creative cohort experience.

**C.3 Total estimated number of unique participants to be served annually**

20

**C.4. Will program beneficiaries be only residents of Winston-Salem?**

No

**Describe the other areas (counties) that will benefit**

Forsyth County

**Estimate the percentage of beneficiaries that will be residents of Winston-Salem**

90.00 %

**TOTAL FUNDING REQUEST**

**C.5. Total Operating Funding Request**

\$1,312,875.00

**C.6. Total Capital Funding Request**

\$0.00

**SPENDING TIMEFRAME**

**C.7 Capital Spending Timeframe**

0

**C.8 Operating Spending Timeframe**

5 years

## D. Project Budget Categories

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### D. Project Budget Categories

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Please provide the following information.

Use templates below to input **the total** Project Budget (**only requested expenses and estimated revenues related to the program or project for which you are requesting funding**) by clicking **Add Column**. Please include all funding from the City and other sources.

Operating Costs	Total
Student Participant Compensation	\$972,000.00
Administrator Salary and Benefits	\$265,875.00
Programming Costs	\$50,000.00
Events	\$25,000.00
	\$1,312,875.00

Capital Costs	Total
N/A	\$0.00
	\$0.00

### PROJECT/PROGRAM REVENUE CATEGORIES

Please fill out the revenue estimate table. **Note: operating revenues and expenses must be balanced (be equal).**

Operating	Total
City	\$1,312,875.00
	\$1,312,875.00

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

**Note: capital revenues and expenditures must be balanced (be equal)**

Capital	Total
N/A	\$0.00
	\$0.00

## E. Demographic and Geographic Distribution

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### E. Demographic and Geographic Distribution

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Please provide the following information.

Demographic distribution is an assessment of the level of the project funds spent on a program or service provided at a physical location in a Qualified Census Tract (QCT), OR where the primary intended beneficiaries live within a QCT, OR whether the program benefits residents that earn less than 60 percent of median income for the City, OR whether over 25 percent of program beneficiaries are below the federal poverty line.

E.1 Is this project/program located in a QCT or serve residents that live in a QCT?

Yes

If yes, what percentage of clients served are estimated to be residents of QCTs? ([Click here](#) to view the QCT mapping tool)

50.00 %

E.2 If the project or program is not a QCT or specifically serve residents in a QCT, will residents meet the follow criteria:

25% or more of participants below the federal poverty line or participants served make less than 60% of the Area Median Income

The project/program does not operate in a QCT, and beneficiaries neither reside in a QCT nor meet the income thresholds mentioned above.



## F. Alignment to Strategic Plan

Completed by devon.mackay@secca.org on 4/25/2022 11:18 AM

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## F. Alignment to Strategic Plan

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Please provide the following information.

Strategic planning is a process in which organizational leaders determine their goals and objectives, and allocate needed/limited resources to successfully achieve those goals and objectives. [Click here](#) to view Winston Salem's Strategic Plan. The Strategic Plan includes three (3) tiers of priorities:

### Tier 1:

- Focus on job creation/sustainability and workforce development
- Collaboration and funding for pre-K opportunities
- Funding for affordable housing
- Funding for economic development

### Tier 2:

- Poverty reduction/cessation
- COVID reopening plan
- Community engagement (Power of connections)
- Funding for arts

### Tier 3:

- Community Fundraising
- Environmental initiatives
- Address digital divide
- Address childcare needs
- Neighborhood maintenance
- Organization efficiency and public-private partnerships
- Law enforcement reform

**F.1. Please select the primary priority from the list above addressed by your project/program.**

Tier 1

**F.2. Please select the secondary priority from the list above addressed by your project/program.**

Tier 2

**F.3. Please describe how the workload or outcomes from your project/program addresses the primary priority you**

**selected.**

In the City of Arts & Innovation, the arts can and should be doing much more to prepare our youth for jobs in creative fields. There are too few opportunities for young people to be engaged regularly in an art program outside of the schools or expensive summer camp programs. SECCA wants to step up and serve as a nexus for our city's most promising young creatives to expand their horizons and skill set during a pivotal point in their lives, the year they apply for college. Our goal is to create after school school youth arts enrichment, job training (much of it will involve digital skills), and career support (writing, financial, networking) for the most talented and most needy young people in the City. At least 50% of the students would be required to be from qualified census tracts.

## G. Collaboration

Completed by devon.mackay@secca.org on 4/25/2022 11:18 AM

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### G. Collaboration

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Please provide the following information.

**Collaboration is when an organization is partnering or proactively working with one or more external stakeholders to achieve the same goal.**

**G.1. How many other external partners, organizations, stakeholders will you be collaborating with to provide the project/program?**

3+

**G.2. Please provide the names of the organizations and the roles they will serve in the project/program?**

The Arts Council of Winston-Salem & Forsyth County - co-sponsor and support in promoting opportunity

North Carolina Museum of Art - help in providing opportunities for statewide networking

Department of Natural and Cultural Resources - help in providing opportunities for statewide networking

Winston-Salem Urban League - hopeful co-sponsor and support in promoting opportunity

Greater Winston-Salem, Inc. - hopeful co-sponsor and support in promoting opportunity

WS/FCS - support in identifying and recommending students

Area Creative Businesses - provide employment opportunities

## H. Administration/Reporting

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### H. Administration/Reporting

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Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

#### H.1. Please clearly define the workload and outcome measures that are associated with your project/program

Workload	Number of participating students Number of participating employers Number of participating schools
Effectiveness/Outcome	Student satisfaction Employer satisfaction Skills learned % of participants who pursue creative jobs after year and/or college majors in creative fields Follow-up surveys four and eight years after participating, evaluating effectiveness of job training and opportunities that grew out of experience. Do the participants have satisfying jobs four years out? Do participants possess markers of economic mobility (income to debt ratio, increase in income over time)?

#### H.2. Does the project/program use evidence-based interventions?

No

H.3. For transparency purposes, the risk matrix is attached. This is NOT required, however, you can self-assess if you wish. Please fill out and upload the [Risk Matrix](#).

Risk Matrix

Risk Assessment\_SECCA.xlsx

## I. Capacity

Completed by devon.mackay@secca.org on 4/25/2022 11:23 AM

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### I. Capacity

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Please provide the following information.

**An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.**

#### **I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.**

SECCA's mission is to engage our communities by creating inclusive, revelatory, and educational experiences with outstanding contemporary arts. Its vision is to be a vibrant art-scape for celebrating human expression.

SECCA has served the educational pillar of our mission by offering free museum field trip experiences to the schools for decades, usually about 55 trips a year. SECCA also offers free family art activities the second Saturday of every month. Recently, we have begun to redevelop programming that we feel is within SECCA's purview as a contemporary art center and state cultural institution. After more than a decade, we have brought back summer camp programs and in part, due to the pandemic, we started a Portable Gallery where we take commissioned work by regional professional artists into the schools and conduct our field trip experiences in the classroom. The Portable Gallery has allowed us to more than triple the number of students that we reach with museum education every year.

We have felt for some time that we would like to be doing more for high school students on the verge of adulthood and that we wanted to offer some cohort arts experience afterschool that was not costly to participants. The SECCA Creative Jobs Internship Program fits nicely into that unmet niche. We are excited to use our relationships with the schools (we are home to WSFCS professional development for art instructors) and The Arts Council to reach talented young people across the community. Our large campus, galleries and grounds provide ample space for training and gathering participants to develop the cohort experience. Our relationships with area creatives will not only help us identify job opportunities for students, they will also strengthen how area businesses - big and small - support the arts. Our position as a state cultural asset gives us the opportunity not just to broaden horizons to the students through work experience, but also offer new contacts, experiences, and opportunities within the arts across the state. SECCA's executive director, Bill Carpenter, is an educator by training. He served as the Chair of the English Department at High Point University and Director of their Honors Program. His experience coupled with the experienced arts educators on staff put us in a great position to support small groups of talented students as this pivotal moment before graduation.

#### Summer 2022

- If awarded, we would immediately hire a staff person to manage this program under the support of our Director of Community Engagement, Alex Brown.
- Staff would recruit area business to participate and design experiences for the students across the state.

#### Fall 2022 (September, October, November)

- Applications for the experience would need to be released by early-fall 2022 with interview conducted with employers

before the holidays.

#### Winter and Spring 2023

- Students would begin with a weekend orientation in January at SECCA that would include job preparation workshops at SECCA and a trip to our sister institution, the North Carolina Museum of Art in Raleigh.
- After orientation, they would begin their part-time work with their employers.
- From this point on, the cohort would be gathered once a month on a Thursday evening at SECCA for social time and an education program, including networking with arts professionals, book discussions, writing and technology workshops, and informational sessions on financial planning for creative careers.

#### Summer 2023

- With school on break, the cohort would meet more regularly and be offered exclusive arts and cultural opportunities across the state, including visiting state museums and meeting with staff and artists, visiting Penland, etc.

#### Fall 2023

- Students would begin planning a community event. Each cohort would receive \$5,000 to plan an event somewhere in the community that reflects their curiosity, passion, and values. These events could be concerts, art fairs, exhibitions, pop up events, etc. The point is to empower them to use art as a force of social activism to show loyalty and care for their community and demonstrate that the creative energy of our young adults can be a powerful catalyst for economic and community development.

We plan to assess success by surveying students and participating businesses about their satisfaction with the experience and what skills were learned to what level of proficiency. We will be tracking participants over time checking the percent of participants who pursue creative jobs after a year and/or college majors in creative fields. Four and eight years after participating, we will evaluate effectiveness of job training and opportunities that grew out of experience. Do the participants have satisfying jobs currently? Do participants possess markers of economic mobility like their income to debt ratio and/or increase in income over time?

### **I.2. Describe the organization's current infrastructure and capacity to deliver the program services or complete the project. Include any relevant current programming and experience providing similar services.**

SECCA has full-time staff of nine and only five part-time employees. Without hiring support for this program, we would not be able to take on the additional labor of the program in addition to the exhibitions, programming, and education work that we are already doing. Without City funding through this program, we are not in the position to move ahead with this project at this time.

We are however passionate about this idea and have expertise on our staff that would help us lead this program uniquely well. Bill Carpenter, our Executive Director, is an educator with extensive experience working with cohorts through the honor program at High Point University and teaching writing to undergraduates. His experience within higher education makes him an excellent mentor to students headed for college. Devon MacKAY, our Director of Development, ran workplace campaigns and corporate giving for The Arts Council of Winston-Salem & Forsyth County for eight years. Her contacts with creative businesses will be very useful in establishing partnerships. Alex Brown, our Director of Community Outreach, is a seasoned museum educator with a talent for organization and management. In his time at SECCA, he has already established a summer camp program, a Portable Gallery program in the schools, and an ArtBites artist dinner program for adult arts education. He has worked with students as young as five through college. His department of one runs on average 55 student field trips and art activities a year.

### **I.3. Describe the program/project implementation plan. Include any known barriers to success and how those will be**

## overcome

### Summer 2022

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- Staff would recruit area business to participate and design experiences for the students across the state.

### Fall 2022 (September, October, November)

- Applications for the experience would need to be released by early-fall 2022 with interview conducted with employers before the holidays.

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### Fall 2023

- Students would begin planning a community event. Each cohort would receive \$5,000 to plan an event somewhere in the community that reflects their curiosity, passion, and values. These events could be concerts, art fairs, exhibitions, pop up events, etc. The point is to empower them to use art as a force of social activism to show loyalty and care for their community and demonstrate that the creative energy of our young adults can be a powerful catalyst for economic and community development.

### Potential Barriers to Success –

One potential challenge might be access to equipment. We anticipate that some of the most fruitful internships might be with creatives running very small businesses or working freelance. In those cases, they may only be willing to take on interns that have their own equipment – laptops, cameras, software subscriptions, etc. We have built program expenses like these into our budget and will devote space at SECCA to making this equipment available for long-term loan.

### **I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.**

We will use surveys mid-way through the internship, immediately after the internship, a year out from the internship, four years out, and then eight years out. We will be measuring their satisfaction with the experience and what skills were learned to what level of proficiency. Over time, we will be tracking the percent of participants who pursue creative jobs and/or college majors in creative fields. Four and eight years after participating, we will evaluate effectiveness of job training and opportunities that grew out of experience, whether the participants have satisfying jobs four years out, and whether participants possess markers of economic mobility like their income to debt ratio and/or increase in income over time. To make sure that we receive this survey feedback, we will use small gift card incentives.

## J. Impact/Community Need

Completed by devon.mackay@secca.org on 4/25/2022 11:25 AM

Case Id: 15218

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## J. Impact/Community Need

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Please provide the following information.

**Impact/Community needs concern whether or not the proposed project will address an identified need within the community and what the short term (One year) and long term (3 years) impact of this project will be**

**J1. Describe the identified community need for this project/program. Cite specific data or studies/reports that have identified this as a community need.**

SECCA's proposed program is addressing the need for high-quality no cost afterschool opportunities in the arts. Our program is designed to give talented students without resources or connections a competitive advantage when it comes to job skills, statewide contacts, and exposure to different creative workplaces.

In response to a recent spate of school and gang violence among teens, Sheriff Bobby Kimbrough has been pushing for more after-school opportunities for kids. With the exception of Authoring Action and NC Black Repertory's Teen Ensemble, the arts community does not offer any accessible low or no cost opportunities even though the arts are a proven tool for reaching the most hard to reach young people.

According to the American for the Arts, after-school arts programs save cities money. For every \$1 spent on after-school programs, \$9 is saved by reducing welfare and crime costs, improving academic performance, and increasing kids' earning potential. The arts help people succeed. Low-income students who are highly engaged in the arts are more than twice as likely to graduate college than their peers with no arts education. Students excited by school stay in school. Low-income students who participate in the arts, both in school and after school, have a dropout rate of just 4 percent—five times lower than their peers. Arts programs reduce crime levels. Participation in after-school arts programs causes juvenile crime to fall by 4.2 percent on average, and slightly more (5.4 percent) in lower-income cities.

<https://spectrumlocalnews.com/nc/triad/news/2021/09/22/combating-gun-violence->

<https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/arts-programs-for-at-risk-youth-how-us-communities-are-using-the-arts-to-rescue-their-youth-and>

**J2. Describe the short-term impacts of the project/program and how they align with the community need identified above.**

Participating students who cannot afford costly arts enrichment and/or must work part-time jobs will be able to simultaneously earn money, receive arts enrichment, gain on-the-job experience, earn references, make contacts in the arts, and learn new skills. Our cohort-model will include regular social opportunities with other young creatives that, we hope, will reinforce the growth of their identity as an artist and professional leading to self-esteem.

We hope these students will be more competitive in the job market because they have more skills and are more valuable to employers, and that they will be bold in bringing their ideas forward and going to work for themselves. We hope that they come out more informed of the opportunities available to them in the arts and in business, and we



would like to be a part of the community that pushes them to be the best and, at the same time, make smart choices with the investment of their time, talent, and treasure along the way.

**J3. Describe the long-term impacts of the project/program and how they align with the community need identified above.**

Long term, we hope that city's arts resources make a measurable impact in the number of young people from neighborhoods in the qualified census tracts who seek and find successful careers in the arts and in creative industry. We hope that in tracking these young people's careers that these early opportunities to gain skills and broaden horizons translate into earning more over time and taking on less debt. Additionally, we hope that early experiences with the arts contribute to sense of pride and loyalty in our community that over time strengthens the social and civic underpinnings of Winston-Salem.

**J4. Referencing previous section on outcomes, describe how the impacts noted above will be measured.**

Short and long-term impacts will be measured by surveys as previously noted.

## K. Funding Stability

Completed by devon.mackay@secca.org on 4/25/2022 9:52 AM

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### K. Funding Stability

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Please provide the following information.

**Funding stability is an assessment of both the organization's annual funding and the planned funding mechanism for the project/program from grants, donations, sales, and other income generators. To the extent possible, the City wishes to ensure applying entities have sustainable funding sources outside the City's ARPA allocation. An entity will be deemed as having superior funding stability if it demonstrates at least three years of sustainable grant, contribution, and/or fee-based revenues to cover operating costs. The entity must also demonstrate commitments from other organizations to cover the full cost of project deficits or future-year operating costs (in combination with realistic fee-based revenue assumptions).**

**K.1. Have your organization's operating revenues covered operating expenses the last three years?**

Yes

**K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?**

5.00 %

**K.3. What percentage of your project/program's budget is covered by City ARPA funds as part of this request?**

100.00 %

**K.4. Please provide narrative on funding for this program after City ARPA funding has been exhausted.**

We are committed to sustaining this program for the long-term. The City's ARPA funds would give us a head start and a proof of concept that would enable us to do the following:

- Seek corporate sponsorship support
- Seek individual support and local family foundation grants
- Apply to the National Endowment for the Arts
- Apply to large arts education foundations (Wingate, Kresge, Knight Foundations)
- Advocate for the State of North Carolina to help with staff compensation
- Ask participating businesses to match student compensation
- Establish endowment to pay for program

**K.5. Please attach commitment letters from other organizations showing financial support for the project/program.**



Commitment Letters

*\*\*No files uploaded*

## L. Representation

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Address: \*No Address Assigned

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### L. Representation

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Please provide the following information.

**Representation deals with how diverse an organizations leadership is compared with community demographics, which includes Winston-Salem's race/ethnic backgrounds as well as gender. Local non-profit organizations should reflect the communities they serve. Since organizations are requesting to receive ARPA funding through the City, we must ensure these entities hold themselves accountable to having diverse staff and leadership panels**

**L.1. Provide a list of board members including the race, ethnicity, and gender identification for each member.**

Name	Race	Ethnicity	Gender Identification
Lindsey Schwab	White	White	Female
Mason Freeman	White	White	Male
Frank Champion	White	White	Male
Gloria Ysasi-Diaz	Hispanic	Hispanic	Female
Pete Fala	White	White	Male
Amy Lanning	White	White	Female
Nikita Wallace	Black	African-American	Female
Tripp Greason	White	White	Male
Lisa Fox	White	White	Female
Forrest Staton	White	White	Female
Monike McCrae	Hispanic	Hispanic	Female
Jane Clarke	White	White	Female
Sheldon Moser	White	White	Female
Jennifer Woodward	White	White	Female
Redge Hanes	White	White	Male

## M. Required Documents

Completed by devon.mackay@secca.org on 4/25/2022 10:02 AM

Case Id: 15218

Name: SECCA Application ARPA City of Winston-Salem -

Address: \*No Address Assigned

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### M. Required Documents

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Please provide the following information.

For North Carolina Secretary of State - Current and Active Status, [Click Here](#)

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### Documentation

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**Code of Conduct/Conflict of Interest Policy \*Required**

Conflict of Interest Policy.pdf

**Copy of the agency's latest 990 Form as submitted to the Internal Revenue Service \*Required**

SECCA 2018 990 Public Disclosure.pdf

**Organization By-Laws \*Required**

SECCA Board of Directors Bylaws.pdf

**Articles of Incorporation \*Required**

Articles of Incorporation.pdf

Articles of Incorporation\_Name Change to SECCA Foundation.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

**Most recent audited financial statements or a third-party review \*Required**

2020 Audit.pdf

**North Carolina Secretary of State - Current and Active Status \*Required**

SECCA-Charity License-2022.pdf

## N. Submit

Completed by devon.mackay@secca.org on 4/25/2022 11:25 AM

**Case Id:** 15218

**Name:** SECCA Application ARPA City of Winston-Salem -

**Address:** \*No Address Assigned

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## N. Submit

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Please provide the following information.

I certify that all information entered into this application is true.

Devon MacKAY

Electronically signed by devon.mackay@secca.org on 4/25/2022 10:02 AM

04/25/2022