

"Black Asheville Renaissance - BAR"

RFP for Coronavirus State and Local Fiscal Recovery Funds

Eagles' Wings Community Development Corporation

Rev.. Ronald Gates
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Application Form

Question Group

Buncombe County requests proposals for projects to help the community recover from and respond to COVID-19 and its negative economic impacts.

Buncombe County has been awarded \$50,733,290 in Coronavirus State and Local Fiscal Recovery Funds (Recovery Funding), as part of the American Rescue Plan Act. To date, Buncombe County has awarded projects totaling \$23,093,499, leaving a balance of \$27,639,791 available to award.

Visit <http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding> for details.

This infusion of federal resources is intended to help turn the tide on the pandemic, address its economic fallout, and lay the foundation for a strong and equitable recovery.

Buncombe County is committed to investing these funds in projects that:

- Align to county strategic plan and community priorities
- Support equitable outcomes for most impacted populations
- Leverage and align with other governmental funding sources
- Make best use of this one-time infusion of resources
- Have a lasting impact

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

[Click here for the full terms and conditions of the RFP](#)

Organization Type*

Nonprofit

Nonprofit documentation

If nonprofit, attach IRS Determination Letter or other proof of nonprofit status.

EWCDC - 501c3 Determination Letter.jpeg

Name of Project.*

"Black Asheville Renaissance - BAR"

New/Updated Proposal*

Is this a new project proposal or an updated version of a proposal submitted during the earlier (July 2021) Recovery Funding RFP?

New project proposal

Amount of Funds Requested*

\$300,000.00

Category*

Please select one:

- Affordable Housing
- Aging/Older Adults
- Business Support/Economic Development
- Environmental/Climate
- Homelessness
- K-12 Education
- Infrastructure and/or Broadband
- Mental Health/Substance Use
- NC Pre-K Expansion
- Workforce

Affordable Housing

Brief Project Description*

Provide a short summary of your proposed project.

The Black Asheville Renaissance (BAR) project involves start-up funds for Eagles' Wings Community Development Corporation (EWCDC) to begin the "Due Diligence" phase of acquiring Urban Renewal lots which the City owns on Asheland Avenue. There will be 47 units of permanently affordable mixed income/mixed use rental and owner occupied housing, along with 3,200 sf of commercial/community space, Asheville Minority Business Development Center (MBDC) will also be established to provide outcome-based, competent technical assistance with performance metrics to ethnic minority business firms, as well as financial literacy education. Home and business ownership represent the most effective ways of creating generational wealth. Unlike other "programs" which have been funded, EWCDC will focus on the African-American community in Buncombe County, because based on data, all of the previously funded programs and entities which have been funded to re-build our capital base, have failed.

Project Plan*

Explain how the project will be structured and implemented, including timeframe.

The affordable housing project has three Phase 1 Activities for which EWCDC requests funding: (1) Pre-development/Due Diligence (2) Construction/Development and (3) Lease-up

The predevelopment or "due diligence" period began March 2022 -December, 2022. This involves the "Due Diligence" by EWCDC meeting with the COA Community & Economic Development Department and the City Manager, neighborhood groups in the contiguous area, First Citizens Bank, and other funders. EWCDC has applied to the national LISC Strategic Fund - Black Empowerment Fund to obtain their sponsorship as a Co-guarantor for pre-development and Construction... LISC has asked EWCDC to request that the City, Dogwood Health Trust or another entity become a Co-guarantor with LISC through the project. Eagles' Wings Community Development Corporation will also work with the City of Asheville's Economic Development office and the Chamber of Commerce to recruit an Aldi's or a Publix to this project area.

The project will begin building development/ construction in January 2023 to January 2024. Thirty-seven (37) rental units will be built. Of those, 26 will be subsidized rental units which range from 30% to 80% AMI, and 11 market rate rentals along with the commercial/community space of 3,200 sf. We will work with our partners at the City Economic Development Division and the Asheville Chamber of Commerce to help EWCDC to attract a food retailer, like Aldi's, etc., to build a store with parking/loading dock on Asheland Avenue. Stores like Aldi's do lease the land on which they build their grocery stores. In addition, they have the capability of building a functioning store within 100 days. This is vital since this area is a certified Opportunity Zone, Transit-Oriented Development, and designated by the U. S. Department of Agriculture as a "food desert."

February 2024 - October 2024 will be lease up of the rental and owner-occupied homes and commercial spaces.. This is the third and final activity for Phase 1 of this project,

This "renaissance" or re-birth will use the remaining Urban Renewal parcels on Asheland Avenue which were taken from the Black community by eminent domain to help re-build the African American community in Asheville, NC which was part of the East Riverside Urban Renewal area. According to the U.S. Department of Housing & Urban Development (HUD), this was the largest taking of land, businesses, and homes in the Southeastern USA. This "taking" destroyed the capital and wealth base of the Black community in Asheville and Buncombe County. This "Renaissance", repair, or re-investment into the Black community 'will help to reduce the wealth gap for Blacks in Buncombe County by providing them with affordable,, safe convenient housing/,home ownership opportunities, and business ownership,

The requested funding for the start-up of the Minority Business Development Center will begin early as July 1, 2022 and end on June 30, 2023.

Statement of Need*

Describe the need that this project will address. Include data to demonstrate the need, and cite the source of the data.

It will address the need for permanently affordable housing which is mixed use, mixed income in Buncombe County. According to the Bowen report, there is a need for 13,000 rental housing units in WNC,

and for people who earn 50% and below Average Median Income. Wages have remained relatively flat while rents have increased to the highest in the state. According to the publication, "Apartment List", Asheville's rents make it the most expensive place to live in North Carolina. Rents have increased over 25%, year over year. In December 2021, Asheville made the list of "worst places to live" according to National Public Radio's Planet Money show. This was documented in a recent Stanford University study about livability and income, Asheville was among five places nationwide with the lowest standard of living for college graduates, those with only a high school diploma, and for those who don't finish high school.

According to the Bowen report, from information taken from 18 WNC counties, including the Cherokee Boundary, 125,000 live in poverty and many live in substandard housing. Low wage workers would need to work 50-80 hours/week to afford a two bedroom apartment. The rental housing gap is wide, as demand far exceeds available supply. The largest gap was for low income households. Buncombe has the widest gap, with 40.4% of the total number of units. By 2025, the region will need 20,000 more units. 48.5% of Buncombe residents spend more than 30% of their income on housing.

This project would build 37 units of rental apartment homes and of those, 26 rental homes would be affordable - 30% AMI - 80% AMI. There will be 11 market rate rental apartments. There will also be 10 owner occupied town homes/condominiums which will be permanently affordable.

According to City of Asheville Data from Finance, in FY 2017, only \$206.698, or 3/10th of 1% went to Black firms of a total of \$67.4million dollars in "spend"..Buncombe County keeps no statistics. .

[Link to COVID-19*](#)

Identify a health or economic harm resulting from or exacerbated by the public health emergency, describe the nature and extent of that harm, and explain how the use of this funding would address such harm.

The Social Determinants of Health, according to the Centers for Disease Control, 80% of any health outcome is determined by non-clinical factors and, at the top are economic factors like housing, poverty, etc. The basis for wealth in this county is determined by home and business ownership, leading the top two sectors..

According to the Census Bureau', 2011-2015 five year estimates, black households represent 44% of those making under \$20,000/yr. in Buncombe County, which makes home ownership a distant possibility for many, especially African-Americans. As far as business ownership is concerned, according to 2017 data, Blacks fared no better in business.

Despite the funding which local governments have extended to CBO's which profess to help the cause of home and business ownership by African-Americans in Buncombe County and the City of Asheville, Black business revenues of \$40,000 per year for Black-owned firms in Buncombe County is a fact. Black homeownership grows further away from Black people because they are among the lowest paid wage earners who were on "the front lines" during COVID. Nationally,, 41% of all black businesses closed during COVID. The COVID 19 Pandemic exacerbated the harm to the Black community, since most businesses had revenues of only \$40,000/yr. compared to those owned by whites, with \$400,000 in gross revenues - according to the US Census Bureau..

Laser-focused" targeting is needed to bring economic opportunity back to the Black community in Buncombe County. Much of the funding that has been given to mainstream and previous CBO's have delivered few tangible results in increasing Black home ownership or Black business development.

These funds would enable a cognizant and trusted Black led non-profit to effectuate affordable housing, home ownership, and business ownership, with cultural competency, and with technical precision which will offer economic reinvestment to the Black community of Asheville and Buncombe County.

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Population Served*

Define the population to be served by this project, including volume and demographic characteristics of those served.

According to the 2011-2015, Census Bureau's statistics, Black households in Buncombe represent 44% of those families making under \$20,000 per year, and only 19% of those making over \$50,000 per year. Just these wage/income figures, alone make home ownership and qualifying for any mortgage, impossible in the Asheville Metropolitan Statistical Area. Blacks comprise 9% of Buncombe County's population and 11% of the population of Asheville City. There is no other entity which provides affordable housing and business development which delivered tangible results to lift Black people out of poverty, based on data. They simply do not know how technically, nor do they have the social capital to put together resources and targeted programs which will deliver tangible results for this population.

The results of urban renewal, red-lining, and other Jim Crow policies which successfully removed the wealth and economic opportunity from Blacks in Buncombe County and the City of Asheville, still have a deleterious affect on the Black community in all aspects of the Social Determinants of Health .Other programs which attempt to insert an " equity" position into Black-owned businesses, have yielded very little since these " subsidized investors" do not have the requisite skill sets to help Black owned businesses to grow from micro businesses into employers which pay a living wage and which provide " portals of advancement and ownership" for other Blacks.

Many of the CBO's which provide " affordable" housing have capital structures which are inflated by development fees, and as a result, the affordability of certain units " sunset" at some point in time, and such " sun-setting" either requires loan forgiveness/ by the affected public entity , or reverting all units to market rates, causing those persons with low incomes to have to leave their homes because they cannot afford market rates. Eagles' Wings aims to change the algorithms of affordable housing and business development.

Results*

Describe the proposed impact of the project. List at least 3 performance measures that will be tracked and reported. If possible, include baselines and goals for each performance measure.

- (1)The project will impact the housing of at least 47 families with over 100 individual members.
- (2) Of those 47, 10 will become condominium homeowners with equity.. This equity can be translated into wealth for them, despite the fact that there will be an equity split to keep the units affordable, upon sale with a ground lease which runs with the life of the condominium/townhouse association.
- (3) According to data from FY 2017, the City of Asheville Finance Department spent \$206,698 with Black-owned firms in all categories. This represents 3/10ths of 1% of over \$67.4Million dollars which the City spent on professional services, procurement, Construction, and general services. Over 40 minority owned businesses will be serviced during the first year by the Minority Business Development Center (a) they will have received at least 1,000 tangible hours(contact) of services from the Minority Business Development Center Staff on a " one-on-one basis, and the return will be in dollar amounts of executed contracts per firm (aggregate total of \$300K- minimally in Year 1, and \$300K dollars in the amount of loan packages and bonding approved,
- (4) We will also work with Buncombe County, just as we did with the City to set up/establish data systems which report the participation by ethnic minority owned firms to increase the number of <BE firms which contract on a prime or sub-contractual basis on all County funded procurement and contracts. We ill also encourage the County to participate in a joint Disparity Study with the City to establish " race conscious contracting/procurement while satisfying the requirements for such " race-conscious programs to satisfy Richmond vs. Croson.

Evaluation*

Describe the data collection, analysis, and quality assurance measures you will use to assure ongoing, effective tracking of contract requirements and outcomes.

Each client family who rents will have a "continuum" of services which includes credit counseling and orientation to living in the Eagles' Wings Homes Community as tenants initially, and then on, if practical/eligible, on to condominium ownership. We have evidence based programs which existed in e in which public housing residents became condo/townhomes owners with a concept which uses "continuum of housing. Demographic data will be collected re: race/ethnicity, sex (heads of household), ages, primary sources of income, number of people in household, educational levels, etc. This data will be compiled on an on-going basis, and it will be analyzed and reported on a quarterly basis.

In the Minority Business Development Center, each client will sign a "consultant-client service agreement, so that we may collect demographic, industry, and financial information and to share it with City/County governments to properly gauge the results of our program for MBE Development. Our MBDC will begin the client intake process with individual and business assessments and work plans for each client. Each client contact hour will be charted in the client file for the following areas: Intake/Assessment, Business Plan Development, Financial Management, Procurement/Contracting. The goal is "to meet each client right where they are and to take them where they need to go." We will use a "skills transfer" process to, "tel, teach, and show" our clients how to run their businesses and how to make money. This is usually one-on-one process, but is evidenced based and proven to be the best way to achieve tangible and performance based outcomes that bring a larger than average dollar return on investment, than "teaching using a cohort" methodology.

A performance /quarterly audit will be conducted by the President each quarter for the housing and the business development programs, respectively.

Equity Impact*

How will this effort help build toward a just, equitable, and sustainable COVID-19 recovery? How are the root causes and/or disproportionate impacts of inequities addressed?

The root causes of poverty in Black home and business ownership was fomented by systemic racism and the policies which federal, state, and local governments used to deprive African-Americans of economic opportunity - from Slave Codes, to redlining,, zoning, and outright denial of credit using the FHA, GI Bill, denial of Social Security benefits by employment class to domestic household workers, all the way to present day requisites for equity thresholds from banks and lenders which can only be met through generational wealth, which the majority of Black borrowers, developers, do not have.

This effort will help the largest Black led economic development coalition in WNC to actually gain access to the capital base which the Black community lost in Asheville and Buncombe County during Urban Renewal. We will begin the rebirth of Black owned businesses which were lost when the City used Redevelopment to take "The Block", Southside, and East End, where most Black owned businesses were located in this region.

This re-investment of funds would allow infusion into the process of a Black led coalition of over 70 predominantly African-American churches and organizations in leadership, management, and leading in the re-building of permanently affordable mixed use, mixed income housing, along with development of a commercial area which totals 12 acres of Urban Renewal property. This property will become a bustling Transit Oriented Corridor (TOC), and a place o great opportunity for African-Americans in Buncombe County.

This effort will be a just, equitable, and sustainable one since the housing will be permanently affordable - both rentals and the condominiums which will be owner occupied.

Project Partners*

Identify any subcontractors you intend to use for the proposed scope of work. For each subcontractor listed, indicate:

- 1.) What products and/or services are to be supplied by that subcontractor and;
- 2.) What percentage of the overall scope of work that subcontractor will perform.

Also, list non-funded key partners critical to project.

There are no subcontractors.

Some non-funded partners include: City of Asheville Housing & Community Development Division, First Citizens Bancshares, the Land Initiative Support Corporation (LISC), - Black Economic Development Fund, the Dogwood Health Trust, the Asheville Chamber of Commerce - Workforce Development Division, and Leslie Anderson

Capacity*

Describe the background, experience, and capabilities of your organization or department as it relates to capacity for delivering the proposed project and managing federal funds.

Dee Williams is the Executive Director of Eagles' s Community Development Corporation. She holds degrees in Accounting, Business Administration, and Political Economics, respectively. She is the first African-American professional to have successfully packaged SBA direct and guarantee loans in WNC for the Charlotte regional SBA office. She also managed Economic Development Administration Funds/Payrolls while managing two crews on the City of Asheville's auditor for performance audits of the demolition of the the National Weather Service Building to convert it to the Grove Arcade Public Market. e. She also managed the Minority Business Development Center in Asheville.under the auspices of the U.S. Department of Commerce/MBDA. She was a top performer in achieving tangible goals, based on " dollar" outcomes as evidenced by the performance audits which were conducted quarterly by he U.S. Department of Commerce.

Williams was also Field Operations Manager for Census 2010 for all counties in Western North Carolina. She is the first Black woman ever hired in this position in this region. During her tenure Williams won cash awards and commendations for finishing census operation first in the nation. Williams' background in Accounting and performance auditing/reporting by OMB standards which makes it possible for many programs under her direction to operate with tangible results - on time and within the budgets as prescribed. She is adept at establishing quality standards and performance metrics for most federally funded projects. Eagles Wings" CDC will hire a Bookkeeper who is entirely familiar and experienced in governmental accounting standards, including recorded documents which includes time sheets, bank statements, etc. which conform to OMB requirements.

These programs which are begun in Asheville/Buncombe County will be replicated across the region in other cities and counties in Western North Carolina.

Budget*

Provide a detailed project budget including all proposed project revenues and expenditures, including explanations and methodology. For all revenue sources, list the funder and denote whether funds are confirmed or pending. For project expenses, denote all capital vs. operating costs, and reflect which specific expenses are proposed to be funded with one-time Buncombe County Recovery Funds.

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Recovery-Funds-budget-EWCDC - Buncombe County ARPA Funding.xlsx

Special Considerations*

Provide any other information that might assist the County in its selection.

Eagles' Wings Community Development Corporation is the largest Black led economic development organization in the history of Western North Carolina. We believe, based on the data and track records of our leadership, that no other organization in this region is as competent, nor will it be as effective as EWDC to carry out reinvestment, repairs, and repatriation to the Black community via housing, business development and other economic development activities.

This is only Phase 1, as we will develop 5 star childcare facilities, assist with hiring/job training of African-Americans through our vital partnerships with the Chambers of Commerce, our HUD funded sub-recipient partners in City and County governments.

We look forward to working with you to help our community in tangible ways.

Regards,

Dee Williams, President/CEO
Eagles' Wings Community Development Corporation

File Attachment Summary

Applicant File Uploads

- EWCDC - 501c3 Determination Letter.jpeg
- Recovery-Funds-budget-EWCDC - Buncombe County ARPA Funding.xlsx



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

EAGLES WINGS COMMUNITY DEVELOPMENT
CORPORATION
C/O DEROTHEA WILLIAMS
25 FORSYTHE STREET
ASHEVILLE, NC 28801

Date:
06/30/2021
Employer ID number:
85-2925676
Person to contact:
Name: Jamie Heitbrink
ID number: 31644
Telephone: (877) 829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
September 14, 2020
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053566002311

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Letter 947 (Rev. 2-2020)
Catalog Number 35152P

Total	\$ 300,000.00		\$ 300,000.00		\$300,000 in Buncombe County ARPA Funds
			Total	\$ 1,147,360.00	