The Asheville Area Arts Council Regranting and Buncombe Cultural Alliance

FY 2017 Buncombe County Community Funding

Asheville Area Arts Council

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Application Form

Project Name*
Name of Project

> The Asheville Area Arts Council Regranting and Buncombe Cultural Alliance

Amount Requested*
Amount Requested

> $70,000.00

Service Area*
Which Commissioner Districts are served by this program?

Access a map of Buncombe County Commissioner districts **here**.

> District 1
> District 2
> District 3

Which county sustainability goal aligns best with the goals of this project?*
Based on the Buncombe County Sustainability Plan, select a <u>Category</u>, <u>Goal</u> & <u>Objective</u> that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan **here**.

> Economy > Sustainable Localized Economy > Support small business development

If applicable, select a second sustainability goal that aligns with project goals.
Result 2 is optional - Select if project aligns with more than one Sustainability Category, Goal & Objective.

> Economy > Workforce Development > Provide robust job training that fits present and anticipated workforce demand

If applicable, select a third sustainability goal that aligns with project goals.

Result 3 is optional - Select if project aligns with more than one Sustainability Category, Goal & Objective.

> Economy > Workforce Development > Identify and reduce barriers to employment (e.g., childcare, transportation, housing, insurance)

Project Description

Project Description*

Description of Project

   The Asheville Area Arts Council seeks Buncombe County's partnership on important support for the development of the workforce in creative industry occupations, including all fine art, craft, and performing disciplines, as well as design occupations that produce digital media assisted products and associated services. The AAAC mission promotes the perspective that creativity in the community is the strength behind the area's economic power, providing a vibrant quality of life that is attractive to new business. Cultural workers are at the heart of this vibrancy. The AAAC requests support for two aspects of its work: A) The AAAC's regranting program, which provides immediate annual assistance for 1) professional development for artists, 2) operating support for arts presenters, and 3) the enhancement of quality of life through creative placemaking projects, and B) the Buncombe Cultural Alliance, which is leading the community forward through a comprehensive assessment of the county's cultural resources, through the Cultural Resources Asset Inventory project. The BCA, a strong cross sector collaboration of the arts and related partners, has worked for two years to understand the creative sector, and has endorsed the project as its lead effort. The Land of Sky Regional Council's GroWNC Plan states that enhancement and protection of cultural resources, which includes creative professionals, depends upon the acquisition of data that will help us create strategic support. The Cultural Resources Asset Inventory looks at scores of creative occupations, and captures information such as export of creative product, numbers of jobs by category, and gaps in supply chain, in order to enhance incubation opportunity and make feasible arts-based development, incubation of creative industry, and job growth. The AAAC sees this project as the first step toward the implementation of robust workforce development strategy, and the ability to benchmark its success.

How many people will this project serve?*

State the number of individuals or households in Buncombe County that will be served by this project. Also state the number of people that will experience the desired result. For example, if dropout prevention services are being delivered to 100 students, how many will successfully graduate from high school?

   The AAAC regranting program delivers funds directly to arts presenters, artists, and community organizations immediately impacting working artists, cultural workers, educators, arts administrators and others involved with the delivery of programming. Last year, regranting connected funds to 34 recipients directly. As projects are implemented, multiple hundreds of others are served including school children, disadvantaged populations of all ages and races, children and families experiencing illness, tourists, theater audiences, and more. LEAF Community Arts alone serves hundreds through its events and after school programs. Through the Asset Inventory, the potential to improve quality of life for all Buncombe County residents increases exponentially, as the power of the data unlocks the ability to apply strategic support for the development of arts, culture, and entertainment in Buncombe County, guided by the BCA partner organizations.

Describe the people this project will serve.*

Characterize the demographics of the project's target population in terms such as age, gender, income, race, ethnicity, geographic area, etc. Include information about method of referral/recruitment of the target population.

The AAAC's serves Buncombe County. Support of Buncombe County's creative occupation entrepreneurs means support of arts organizations, arts presenters, education, vibrant neighborhoods, tourism, and better quality of life. The geographic scope of the Asset Inventory is Buncombe County, with focus on Asheville, Weaverville, Woodfin, Black Mountain, and Biltmore Forest. Workforce development strategy informed by the project supports the addition and expansion of jobs and the use of professional services, and a general increase in economic activity. This increase directly affects the lives of creative industry professionals by moving them into a higher socio-economic status. Current data shows that 7 of 14 core creative occupations in Buncombe fall below 80% of the area median hourly earnings, including craft artists, fine artists, painters, sculptors, and illustrators. The AAAC's diligent outreach, enhanced by partnerships recruited through BCA efforts, ensures broad participation.

What key steps will you take to achieve the results of this project?*

Describe the core elements of your implementation plan, including milestones that will take place within the funding timeframe.

2016-17 brings a third successful cycle of AAAC led dissemination of state funding. The AAAC will be engaging in development planning for the first time since its mission was renewed in recent years, enabling us to grow the regranting program and grow capacity. The AAAC has partnered with The Americans for the Arts "Arts & Economic Prosperity 5" study of arts presenters and their audiences, which will be in high gear during the grant period. Outreach and data acquisition for the Asset Inventory happens spring and summer of 2016. The strategy will include a branding and marketing component that is presented as an arts census, "The Arts Count in Buncombe County." Once the data is acquired, the consultancy team will receive and manage data, working with UNCA's National Environmental Modeling and Analysis Center. The inventory report will include a compilation of the data, explanation of methodology, an analysis of cultural resources ecology, and perspective of the local creative economy.

Describe the evidence of success that backs this project's approach.*

What evidence of success (i.e. evidence-based research, practice model, accreditation, industry standards, and/or other framework) are you using as a basis for your project design?

The projects we manage utilize successful methods for applying the power of the arts to community and economic development, each with a history of evidence and national best practice proving the success of the approach. Nationally, organizations like Americans for the Arts and the National Endowment for the Arts constantly conduct studies, such as Arts and Economic Prosperity 5, which demonstrate how investment in arts produces economic impact. National best practices perfected by these groups through years of implementation and study, guide local arts councils through their expertise to reproduce success locally. As we follow these leads we become eligible to bring these funds to Buncombe County, especially for innovative and successful methodologies like mapping cultural assets. Our related grants support these three important aspects of workforce development in creative industries: artists in their careers, arts organizations and cultural institutions, and the arts in communities.

Describe your data collection, tracking, and reporting procedures.*

Explain your methods for documenting project, service and client information. Include a description of any software or other tools utilized.

Regranting reports are required of all recipients for funding, including demographic information, images, PR materials and collateral, demographics and numbers served, and successful adherence to guidelines. All AAAC processes are digital. Grassroots grant are posted on the NCAC website, and reports are submitted

through the online system. We post highlights of grantee projects on the arts council website, in our newsletter, and through social media. The methodology used for the Asset Inventory involves the synthesis of tools, representing a range of capture methods. These include online surveys, and the acquisition of data through the Creative Vitality Suite tool, as well as through partnership with the Americans for the Arts "Arts & Economic Prosperity 5" study that surveys arts presenters, and audience members in person at events.

Explain your technological resources and capacity.*

Explain your current technological strengths and barriers and how this impacts your ability to track data and report outcomes. Who is responsible for adaptation and use of technology within your organization?

The successful implementation of the program requires no more technological support than we currently have. Our website, software, and digital working tools are fairly standard for an agency of our kind, and sufficient to conduct the project. AAAC staff, primarily the Operations Manager, is responsible for the management of our technology, with contracted support. Our communications Plan has enabled us to reach a broad audience, 100,000 annually and growing. The website is new in 2015, and we have utilized outside expert design and logistic support, with a resulting increase in web reach. We currently utilize data management software internally, and the AshevilleArtsAlive.com database through a partnership with the Asheville Convention and Visitor's Bureau.

Organizational Profile

How does the proposed project support your mission and strategic plan?*

State your mission and the date of your most recent strategic plan, and explain how the proposed project helps advance your organizational goals.

The AAAC's Strategic Plan for 2014 - 2018 was released in December of 2014. The AAAC's mission: The Asheville Area Arts Council is the collective voice for the arts, advancing Buncombe County by delivering resources, developing innovative collaborations, and fostering creativity in the community. Disseminating funds through a guided process, informed by comprehensive strategy, is a key role for a 21st century arts council. As the area's cultural amenities have grown, it has become crucial for an axis organization to develop strategy and manage data on behalf of thousands of cultural workers, and to coordinate development support tailored to need. Quantifying the scope and qualifying the nature of the creative sector of the economy has emerged as a crucial need, and one for which only the AAAC mission, with its unique economy of scale, can successfully provide. It is the AAAC's ideal role to dovetail partner efforts, and provide core expert support for county wide cultural planning.

What expertise/accomplishments do you have that are relevant to the proposed project?*

List your organization's strengths as well as accomplishments from the past 3 years that position the organization to be successful with the proposed project.

The regranting project is managed by arts council staff, and overseen by the board of directors. The grant guidelines are created by the state in the case of the Regional Artist Project Grant, and the Grassroots Grant. In the case of the AAAC's creative placemaking grant, guidelines are created in partnership with the granting partner, and informed by national best practices in relationship to local need and trend. The expertise of the BCA is a valuable guide. The AAAC is the convener of the BCA, and directed its two-year+ work. The AAAC has

emerged as the area's expert in cultural activity data, assisted by the NC State Dept of Cultural Resources. The project scope for the Asset Inventory includes national and local expertise, and the support of participating arts presenters and partnering service organizations. The application for funding submitted to the National Endowment for the Arts was accompanied by the support of no less than ten leading organizations in Buncombe County.

Describe partners that are critical to the success of your organization.*

List any external partners, intermediaries or advisors important to your success, and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

The AAAC's regranting program is supported through funds from the North Carolina State Arts Council, as well as neighboring arts councils. In 2014, Buncombe joined 76 other counties in the state whose counties help match funds. Also contributing is Asheville Art in the Park, a local arts event, providing 10% of sales for the development of local creative placemaking projects. The BCA, supporting the Asset Inventory, is made up of representatives from City of Asheville, Chamber, CVB, River Arts District, independent creative business, music industry, arts organizations, and artists, and Buncombe County government. The City of Asheville, Town of Black Mountain, and Community Foundation of Western North Carolina have all pledged cash matches for the Asset Inventory; the Chamber in kind staff time. The NC Arts Council, advising on AAAC role, and Dept of Cultural Resources advising on Asset Inventory. National Environmental Modeling and Analysis Center (NEMAC): Data management.

Financial Information

Nonprofit financial assurance requirements:

Financial statements, prepared using a recognizable basis of accounting (i.e., modified accrual) and IRS Form 990s must be submitted to Buncombe County annually.

- Organizations with annual revenues of $300,000 or greater must submit financial statements <u>audited</u> in accordance with generally accepted auditing standards.
- Those with revenues between $100,000 and $300,000 must submit financial statements <u>reviewed</u> in accordance with SSARS 19.
- Those with revenues of less than $100,000 must submit non-disclosure financial statements <u>compiled</u> in accordance with SSARS 19.

All financial statements must be reported on by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

These requirements are considered minimum requirements. Organizations may submit a higher level of assurance than is required.

IRS Form 990 - Upload Here

Click Choose File to upload a copy of the 990 form you most recently completed.

AAAC 2013 Form 990 Final - for Public Inspection.pdf

If your organization does not have a 990, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

13 -14 990 submitted, 14-15 still in draft form. Awaiting 14-15 Review by accounting firm to be completed before the 14-15 990 can be finalized. The 14-15 990 can be submitted when complete.

Financial Statements - Upload here

Click Choose File to upload a copy of the most recently completed financial statements (audit, compilation or review).

AAAC 2014 Review Report Final.pdf

If your organization does not have financial statements, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

Balance sheet, YTD P&L available upon request.

Complete Budget Worksheet - Upload Here*

Download the budget form **Here.**
Complete the budget form for this project/program and the overall agency. Save it to your computer, then upload it by clicking Choose File.

AAAC fy17-community-funding-budget Community Funding Budget Form.pdf

Budget Narrative*

Describe all differences between current year and proposed year. List all pending funding sources with expected date of notification. Please detail any other information that may help clarify the budget.

The proposed year shows the Cultural Resources Asset Inventory implemented with funding from the following sources: National Endowment for the Arts $80,000 (requested, notification April 2016) City of Asheville $25,000 and $25,000 from the Community Foundation of Western North Carolina, and Town of Black Mountain $5,000 (pledges contingent upon NEA funding) and additional funds to be raised from private sector sources. The proposed year regranting program shows full funding as requested from Buncombe County Community Granting, whereas the current year award was just under half of the requested amount.

What (if any) portion of requested funds will be used to support capital expenses?*

Capital projects are defined as those used to acquire or upgrade physical assets such as property, buildings, or equipment. Please detail.

> Not applicable

Employee Wages

Please provide information about the wage breakdowns of your employees. Living wage for Buncombe County has been identified as $11.00 per hour for employees with employer-provided health insurance and $12.50 per hour for employees without.

Employees with employer-provided health insurance*

List the number of employees in your organization with employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

$7.25 - $10.99 per hour

$11.00 - $14.99 per hour

$15.00 - $19.99 per hour

$20.00 - $24.99 per hour

$25.00 - $29.99 per hour

$30.00 - $34.99 per hour

$35.00 - $39.99 per hour

$40.00+ per hour

> One at $20.00 - $24.99 per hour

Employees without employer-provided health insurance*

List the number of employees in your organization without employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

$7.25 - $12.49 per hour
$12.50 - $14.99 per hour
$15.00 - $19.99 per hour

$20.00 - $24.99 per hour
$25.00 - $29.99 per hour
$30.00 - $34.99 per hour
$35.00 - $39.99 per hour
$40.00+ per hour

Three at $15.00 - $19.99 per hour, one at $12.50 - $14.99 per hour