

# Community Wellness and Promotion Through Sporting Events

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*FY 2017 Buncombe County Community Funding*

## ***Asheville Buncombe Regional Sports Commission***

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# Application Form

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## Project Name\*

Name of Project

Community Wellness and Promotion Through Sporting Events

## Amount Requested\*

Amount Requested

\$75,000.00

## 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 Category, Goal & Objective that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan [here](#).

Community > Healthy People > Decrease rates of childhood and adult obesity

## 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 > Sustainable Localized Economy > Support small business development

## 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.

*[Unanswered]*

## **Project Description**

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### **Project Description\***

#### **Description of Project**

The Asheville Buncombe Regional Sports Commission (ABRSC) requests that the County reestablish support of the efforts of the Board and staff while maintaining support of the Southern Conference Championship Weekend. The ABRSC works to recruit new sporting events to our community, attracting many of our local residents as participants and spectators. These events range from youth gymnastics, soccer, lacrosse, running, cycling, and CrossFit events, to name a few--challenging athletes of all abilities at all ages, as well bringing sports fans together. The ABRSC continues its efforts by working with event organizers at local businesses, such as the Biltmore, to make sure the events are engaging both the local community as well as visitors to our beautiful region.

Those partnerships, along with others including our local school systems and agencies such as Eblen Charities, the ABRSC works to calculate the economic impact that these events have on our community, as well as the impact on the quality of life for Buncombe County residents.

This work is most evident in the lengthy partnership with the Southern Conference to host the Men's and Women's Basketball Championships along with the Wrestling Championships. The ABRSC works year around with the SoCon staff to provide a suite of programs designed not only for SoCon fans but largely for our local communities enjoyment. We team up with local agencies such as the YMCA of WNC and businesses like Asheville Downtown Association to promote a quality experience for all participants of the Southern Conference Championships.

### **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?

Over the past year, the ABRSC has served nearly 10,000 local residents, ranging from young children who receive their first basketball at the SoCon Downtown Dribble to the adventurous athletes who tackle events like the Spartan Race, to world-class cyclists who compete locally in events such as the USA Cycling National Cyclocross Championships. We aim to continue to serve more participants, fulfilling our mission to enhance the health, wellness, and quality of life of our Buncombe County neighbors with sporting events.

### **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.

Participants in our events range from children to seniors, with a wide range of experience, abilities, interests, and backgrounds. We want to continue to serve members of our region from all walks of life, and we work hard to provide opportunities to members of our community who may not otherwise have the chance to experience health, wellness, and quality of life. Through partnership with various businesses and organizations, the ABRSC is able to engage a diverse set of participants, building a stronger community for our growing population. For example, our relationship with the 5Point Film Festival has proven to attract a large audience of outdoor adventure seekers such as paddlers, climbers, mountain bikers, and weekend

warriors who enjoy Buncombe County's natural resources, as well as bringing nation-wide attention to our beautiful backyard.

### **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.

We rely on strategic recruitment of diverse events to our region that will have significant financial and wellness contributions to the greater Buncombe County community. Additionally, we strive to attract events that bring awareness to the diverse riches of this community, and offer opportunities through events to serve the people of our county.

We partner with key businesses, venues, agencies, event directors, civic leaders, vendors, and volunteers to produce and promote health and wellness to the local residents through management of quality sporting and sports-related events. Without partnership with local entities such as Asheville Buncombe Youth Soccer Association, our events lack the support they need to be meaningful to the participants and spectators.

Additionally it is vital that we engage the private sector to provide sponsorship funding to allow for the financial support needed to host these events.

### **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?

We measure our success by the quantity of events we recruit, produce, and manage, as well as the the size and scope of the events we host. To add, it is very important that we maintain goals for sustainable growth, quality performance, so that our events serve the needs of the community best year after year.

The ABRSC monitors closely the events with which we are involved, making sure that we promote events that fit this region the best, prioritizing local engagement, active participation, support back to local organizations, and increased quality of life overall.

### **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.

We partner with event producers to track the participation of their events by athletes, spectators and volunteers. We track the origin of each participant through the registration process so we can monitor the mix of local and out of town participation. This information is tracked annually to monitor event performance over time.

### **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?

We utilize economic impact tools provided by the Destination Marketing Association International to determine the financial impact each event has on our community. We also utilize the latest social media and various online networking tools to engage the local community and promote our community to out of town visitors. Working with fellow agencies such as the Economic Development Coalition helps to increase our capacity and gauge our effectiveness.

## ***Organizational Profile***

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### **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.

Mission Statement: Asheville Buncombe Regional Sports Commission will identify and attract sports events and related meetings to enhance the health, wellness and quality of life for area residents and sports enthusiasts and will generate a positive economic impact by promoting our region as a recognized sporting destination.

The ABRSC board completed a strategic plan process in the fall of 2014. This funding is critical to the continued growth of the organization and achievement of our mission in the community.

### **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.

Since it's founding in 2010 the Sports Commission has shown consistent growth in the recruitment of new sporting events. The ABRSC's largest project, the Southern Conference Championship Weekend has been extended through 2021, the longest commitment from the Southern Conference in its history.

### **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.

- Asheville Area Chamber of Commerce
- Asheville Buncombe Youth Soccer Association
- Asheville Citizen-Times
- Asheville City Schools
- Asheville Convention and Visitors Bureau
- Asheville Downtown Association
- Asheville Independent Restaurant Association
- Asheville Police Department
- Big South Conference
- Biltmore Estate
- Biltmore Farms Hotels
- Blue Ridge Bone and Joint

Boys and Girls Club of America  
 Buncombe County  
 Buncombe County Schools  
 City of Asheville  
 Eblen Charities  
 Economic Development Coalition for Asheville-Buncombe  
 I Heart Media  
 Ingles Markets  
 Mission Health  
 Outdoor Gear Builders of WNC  
 Southern Conference  
 The Cliffs Communities  
 UNC-Asheville  
 US Cellular Center  
 US Tennis Association  
 USA Cycling  
 USA Gymnastics  
 Warren Wilson College  
 Western Carolina University

## ***Financial Information***

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### **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 audited in accordance with generally accepted auditing standards.
- Those with revenues between \$100,000 and \$300,000 must submit financial statements reviewed in accordance with SSARS 19.
- Those with revenues of less than \$100,000 must submit non-disclosure financial statements compiled 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.

FY1314\_990.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.

Our FY14/15 audit and 990 are being reviewed by our board on 12/8/15. I will send copies of these updated documents upon completion.

**Financial Statements - Upload here**

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

063014 Final FS.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.

Our FY14/15 audit and 990 are being reviewed by our board on 12/8/15. I will send copies of these updated documents upon completion.

**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.

county\_funding\_financials.xlsx

**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 ABRSC is asking Buncombe County to return to its previous level of funding. This funding will allow the Sports Commission to increase its capacity to support additional events within the community and encourage healthy habits within our community.

**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.

None

### 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

n/a

#### 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

\$15.00 - \$19.99 per hour = 1

\$30.00 - \$34.99 per hour = 1