

# Accessibility and Immersion in the Arts

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*FY 2017 Buncombe County Community  
Funding*

## ***Asheville Community Theatre***

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# Application Form

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## Project Name\*

Name of Project

Accesibility and Immersion in the Arts

## Amount Requested\*

Amount Requested

\$15,000.00

## 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 > Equity in Access > Increase quantity and quality of recreational activities

## 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.

Community > Educational Resources that Match the Needs of the Community > Promote programs that supplement equitable educational opportunities for all ages

## 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.

Community > Healthy Environments > Improve and increase opportunities for safe, active living

## **Project Description**

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### **Project Description\***

#### **Description of Project**

Asheville Community Theatre (ACT) has been involved in youth theatre education for over 50 years. Our desire is to be able to include all who want to participate. We request funding to address two specific challenges:

- 1) The challenge faced by low income families to participate in the arts
- 2) The challenge to provide a high school internship program to provide on-the-job training in the theatrical arts

County funding will enable us to meet these two challenges. In addition to being fun, theatre education has been proven to increase self confidence, help develop imagination, teach empathy, cooperation and collaboration, improve communication skills, teach problem solving and self discipline as well as improve memory and provide an emotional outlet. Research cited by the American Alliance for Theatre and Education indicates that participating in drama courses and performances have a positive effect on at-risk youth and students with learning disabilities.

### **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?

This project will serve 30-70 children from low income families in Buncombe County. The number depends on the subsidy required. It will change the demographics of all children's programming at Asheville Community Theatre by opening the programs up to those who cannot afford them and who will benefit greatly from theatre education. Over the period of a year, 300-350 children will participate in camp and classes. Audiences will number in the thousands. Research by the American Alliance for Theatre and Education indicates that participating in drama courses and performances has a positive effect on at-risk youth and students with learning disabilities.

The internship program will serve up to 15 high school students. It will provide in-depth experience in theatre operations from shop management to set construction, sound and lighting technology and design, costume design and maintenance, box office operations and administration.

### **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 target participants are the children (age 5-18, any ethnicity) of Buncombe County living in poverty who cannot otherwise attend ACT's programs. "More than 1 out of every 5 Buncombe County children live in poverty. The percent of children living in poverty has been slowly rising for the past 3 years. Children who live in poverty often lack the basic necessities such as adequate food, stable, safe homes and healthcare. (2010

Buncombe County Community Health Assessment, page 98). We seek to serve children in Buncombe County who could not participate otherwise.

Our approach combines small groups of children with professional theatre teachers and highly motivated teaching assistants. Theatre education increases self confidence, develops imagination, teaches empathy, cooperation and collaboration, improves communication skills, teaches problem solving and self discipline, improves memory and provides an emotional outlet.

### **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.

ACT's education programs have been in place for years. Summer camp is a day camp teaching all aspects of theatre – set design, character development, technical theatre – lighting, sound, etc and culminates in a public performance for family and friends. The youth production classes meet over 12 weeks during the year and are structured around the development of a musical. Students in the class audition for roles and take a production from concept to final performance.

To find children living in poverty, our plan is to reach out to school guidance counselors and community leaders to identify children who would benefit from this program. ACT has invested in a full time education director who will develop relationships with school counselors to provide this service.

The internship program has defined curriculum and measures of learning. Students apply to be a part of the program, are assigned a specific mentor and are evaluated on their work.

### **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?

Research indicates that low socio-economic students with high participation in the arts have a drop out rate of 4 percent compared to their peers with a drop out rate of 22 percent. Our programs are based on the best theatre education programs in the country. They are developmentally appropriate and grounded in concepts of health child development – physical fitness and movement, team work, self expression and creative problem solving.

Children get passionately engaged in active play in the theatre arts. Participation will result in measurable personal growth on the part of each child. Participants will demonstrate growth in self confidence, improved self esteem, demonstration of skills related to the theatre arts and growth in the ability to work well in groups. Teacher evaluation of student strengths and weaknesses and personal attention to each student assures that every student increases skill levels.

### **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.

Asheville Community Theatre uses Patron Manager, a customer relationship management software program. ACT has invested in a full time dedicated education staff person to create relationships with schools, guidance departments and the families of the children served. Under the direction of our Director of Education our education programs have increased dramatically. Our Managing Director uses QuickBooks to manage data and reports monthly to a finance committee to trace performance against projections. Teachers provide verbal and written feedback to children in their programs and to interns. Children and parents evaluate programs.

### **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?

Asheville Community Theatre has the technology and programs that we need to be effective in all areas – including operations and management, ticketing and class registration, accounting, customer service and relationship management, technical theatre and marketing. ACT's computers are up to date and managed by a computer specialist who provides professional IT services. We invest annually in software and hardware.

## **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.

ACT's mission is to provide entertainment, enrichment and education through the practice and celebration of the theatre arts. Our vision is for the theatre to be an integral part of the community.

Our last strategic plan was written in 2014. That plan projects significant expansion of youth theatre programs and the development of an internship program. To insure success of those efforts, ACCT has invested in dedicated education professional to oversee the development and implementation of youth theatre education programs.

ACT is currently writing a comprehensive marketing plan and a development plan with pro-bono consulting provided by BluePrints for Business. We are working with a local fundraising firm to launch a capital campaign.

### **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.

Asheville Community Theatre is 70 years old, is run by arts professionals with college degrees in their field and is widely recognized in the region for excellence. Staff members have degrees in arts administration, theatre and technical theatre, art education, communication and dance. Teachers hired to direct our youth program have very significant directing and education credits. Our programs are run by theatre professionals.

ACT is governed by a strong and effective board of business leaders including financial advisors, educators, business owners, and leaders in the community.

Measures of success include sustained growth of ticket sales (up 62% in 5 years), balanced budget annually with 85% earned income, exemplary audit reports and education programs that have more than doubled.

## **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.

Through the ACT Board of Directors, ACT enjoys deep connections in the community. Two of our strongest partners are Charlotte Street Computers and BluePrints for Business. Charlotte Street Computers has partnered for 5 years in audience development efforts – purchasing private performances and gifting the tickets to other local non-profits. BluePrints for Business has provided pro-bono support for 5 years completing a marketing audit and developing a marketing plan, completing a comprehensive business review and analysis and finally, leading a strategic planning process to culminate in a three year plan in March of 2014.

ACT has developed strong on-going relationships with 70+ businesses and 500+ donors and receives grants from the state arts agency and private foundations.

## ***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.

ACT Form 990 2014.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.

*[Unanswered]*

### **Financial Statements - Upload here**

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

Final Audit.Financial Statements.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.

### **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.

community-funding-budget-form (2015).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 only difference is a projected annual salary increase for the Director of the Education programs.

### **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

ACT no longer provides health insurance for employees.

### 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



27 people between \$7.25 - \$12.49 per hour (these folks are either kids (camp assistants) or weekend workers who have other employment elsewhere).

10 people between \$15 - \$19.99

2 people between \$20 - \$24.99

1 person between \$25 - 29.99

1 person between \$35 - 39.99