

## Event Support 2016/2017

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### *FY 2017 Buncombe County Community Funding*

#### ***Asheville Downtown Association Foundation***

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# Application Form

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## Project Name\*

Name of Project

Event Support 2016/2017

## Amount Requested\*

Amount Requested

\$25,000.00

## 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](#).

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.

Community > Safe, Low-Crime Communities > Foster a sense of neighborhood pride and civic responsibility

## 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**

The Asheville Downtown Association (ADA) produces nearly 75 special events throughout the calendar year. These events include large-scale events like Easter on the Green, Downtown After 5, the Independence Day Celebration and the Asheville Holiday Parade. These events also include smaller community events like the Pritchard Park Summer Series' Tuesday Night Hoop Jam, LEAF Community Arts programming, the Homegrown in Pritchard singer/songwriter series and the Friday Night Drum Circle. In total, ADA-produced events bring approximately 100,000 people to Downtown Asheville each year.

Events are important to a place because they offer citizens opportunities to get involved in their community. The more a resident has a "sense of community," the more they feel invested. When you have an emotional investment in the city or community which you live you are more likely to care about, and in turn invest your time and efforts in improving. This reduces crime, pollution and ethnic disparities because its members know and care about each other.

Events also support numerous local businesses from food vendors and equipment suppliers to the local craft beer industry and performers. ADA events also support tourism by not only providing an Asheville-centric activity for visitors exposing them the creativity and authenticity of our town, but also by filling hotel rooms.

### **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?

Attendance at ADA events is approximately 100,000 per year, with the majority being Buncombe County residents. Please see below for more detailed attendance numbers:

- Easter on the Green - 3000
- Downtown After 5 - 30,000 (6000 average per event)
- Independence Day Celebration - 12,000
- Pritchard Park Summer Series - 25,000 (over four weekly events Memorial Day through Labor Day)
- Asheville Holiday Parade - 25,000

Please note the above estimated attendance numbers are based on formal and informal surveying of audience members as well as zip code collection at some 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.

Events included on this application are free and open to the public. Events are publicized through a variety of methods including print and radio advertising, posters, news releases, social media, etc... in hopes of reaching the broadest audience possible. Through programming and added event activities (e.g. a family area at Downtown After 5), we have made intentional efforts towards making events as inclusive as possible.

## **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.

Our staff has already begun planning for FY 2016/2017 events. At the end of each calendar year, we review each event to determine whether it will be held in the following year based on attendance number, participation from vendors, expense vs. revenue, community impact and other criteria. Time of year is critical when planning events for Downtown Asheville and we are conscience of the need to plan events that occur during the week and winter months to help support local business during these slower periods. Each event has a production and marketing timeline and plan to ensure smooth execution and maximize attendance. The key component of implementation at this time is continued financial support from community partners (like Buncombe County and the City of Asheville) and corporate sponsorship. We continue to see increased expenses as well as more and more competition for sponsorship dollars.

## **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 primary method of measuring success for special events is attendance. It's somewhat difficult to track attendee behavior for free events because we do not have a direct method to communicate with audience members. However, in 2015 we hired a UNCA student to perform a research project at some of our events. This research allowed us to estimate the number of attendees from different geographic areas as well as some of their behavior. For example, we found that frequently (50-75% depending on event) attendees came downtown for the particular event; that of those who were from out of town 36% stayed in a paid accommodation; and that about half would spend at least \$100 in downtown that day or evening.

## **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 track event attendance by visual surveying as well as sales of wristbands, beverages and merchandise. In 2015, also employed a UNCA student to conduct research at our events to determine attendee behavior (see examples of that in other sections of this application).

## **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 Asheville Downtown Association has the necessary technology to produce events and staff is responsible for its use. We would like to perform a true economic impact survey, but we've found it to be cost prohibitive at this time. We will continue to use available resources to ascertain as much information regarding attendee demographics.

## **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.

The ADA underwent strategic planning in 2015 and updated our mission statement: The Asheville Downtown Association is a leader and advocate for the vitality of downtown. Special events are important to a community because they offer opportunities for civic engagement and build community pride. Events support the vitality of downtown by exposing people to downtown businesses of which they may not have been aware. Businesses in and adjacent to event areas often report an increase in visitation on event days. For example, many of the restaurants around Pack Square Park saw a significant increase in diners on July 4. We have also made it a policy to hire local vendors when possible. The vast majority of our vendors (food, beverage, sound/lighting, portable restrooms, electricians, waste removal, etc...) are local businesses. We also support other nonprofits by offering them opportunities to assist at events for a financial contribution. In 2015, we donated nearly \$15,000 to nonprofits.

### **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 Asheville Downtown Association has nearly 30 years of success planning and executing special events for the citizens of Buncombe County. Most of our events are now in at least their 5th year or more attesting to our ability to produce successful events. We've continued to see attendance grow at our major events and also continue to get positive feedback on events from attendees, sponsors, downtown businesses, vendors and tourists. In just our 2nd year producing the community's Independence Day Celebration, we have grown attendance significantly and also employed primarily local vendors and equipment providers to increase support of local businesses.

### **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.

We are entering year three of a three-year agreement with the City of Asheville to provide in-kind services for events (police, fire, public works, etc...). This support is vital to the sustainability and success of events. Other partners important to our success include sponsors and volunteers. While sponsorship can be difficult due to Asheville's lack of large corporations and competition from other nonprofits, the ADA continues to show sponsors a significant return on their investment by producing top-notch events. Many sponsors return year after year. A great example is Budweiser of Asheville which has been a sponsor of events since 1988 when the first Downtown After 5 was held. We also have a dedicated core of volunteers, many who volunteer nearly every event for us because they appreciate the community building experience. Also, we assist our fellow nonprofits with volunteer recruitment for their events and programs by sending announcements to our volunteer list.

## ***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.

2014990.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.

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

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

ADAF 2014 Comp.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.

*[Unanswered]*

## 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.

BCBudgetWorkSheet2016.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.

Please note that the budget worksheet is for the Asheville Downtown Association, the Asheville Downtown Association Foundation's sister organization. Events are produced by the association with grant funding and other donations coming in through the foundation. We are in the process of securing corporate sponsors for the 2016 event season and expect to have confirmations by end of February.

## 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

1 - \$15.00 - \$19.99 per hour

1 - \$20.00 - \$24.99 per hour

3 - \$15.00 - \$19.99 per hour (contract employees)