

# Shindig on the Green

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*FY 2017 Buncombe County Community  
Funding*

## ***Folk Heritage Committee***

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# Application Form

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## Project Name\*

Name of Project

Shindig on the Green

## Amount Requested\*

Amount Requested

\$4,275.00

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

## 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 > Sustainable Localized Economy > Support small business development

## ***Project Description***

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### **Project Description\***

#### **Description of Project**

The Folk Heritage Committee intends to sponsor another season of Shindig on the Green. We are a local non-profit which was formed 50 years ago in order to preserve and promote regional music and dance of the Southern Appalachians. Shindig on the Green is a free outdoor event held on the Bascom Lunsford stage at Roger McGuire green, and is well attended. Although free to the public, we incur many operational expenses related to its production, and the grant would help greatly.

### **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?

Shindig on othe Green usually upwards of 3000 or more people. Many arrive with friends or family. wE see many locals as well as those from out of town.

We believe that attendees learn about local music and dance, and will enjoy the evening at Shindig on the Green. Many will participate in the "street" dances which have been a longtime part of our program.

Music and dance are passed on from generation cogeneration as evidenced by the number of young folks who learn from older musicians and dancers.

### **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.

People of all demographics will be served by our programs. The Folk Heritage Committee has collected survey data over four seasons to support our statements regarding demographics. Results can be obtained from the FHC, but in general Shindig provides great economic benefit to the area, as well as cultural impact. Our programs target attendees of all ages. Our stage shows offer a place for youth and adult musicians and dancers to share their talents.

### **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.

The Folk Heritage Committee will plan for each Shindig by coordinating with the City of Asheville for space at Roger McGuire green, and we will meet all fire codes and health and safety requirements. We will engage local vendors to serve food and other refreshments to attendees, and will contract with local suppliers for sound reinforcement and house band for the evening. Local media will help us get information out to the public through our contract with a local publicity agent.

All these requirements will be in place before the first Shindig takes place.

### **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 Folk Heritage Committee has engaged Dr. Stephen Schleifer to guide our survey collection and analysis. We have data which supports evidence of our economic impact on Asheville and Buncombe County. Through intercept surveys we can estimate money spent by visitors on food and lodging, participation in other activities while in our area, and other relevant data. Detailed results can be obtained from the FHC.

We are certain that Shindig has an important economic impact during the summer months.

### **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.

During eight Shindigs (2015), 374 intercept interviews representing 1,399 attendees were conducted by FHC members and volunteers. Dr. Schleifer has assisted in analyzing data. Results available from FHC.

Further documentation of Shindig performances and times is kept in a looseleaf binder as a record of the evening's stage appearances.

### **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?

Our involvement in technology is limited to use of a tablet to record merchandise sales for the evening at Shindig. This is a new approach for us, and the Chamber of Commerce is helping us adapt to its use.

We are also continuing to rely on a local marketing firm to assist in Facebook posts, and several of our members post about Shindig and the Mountain Dance and Folk Festival.

## ***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 mission of the Folk Heritage Committee is to promote and preserve traditional music and dance of the southern Appalachians. Shindig will do that as it provides opportunities for musicians and dancers to perform on the Atom Lunsford Stage at Roger McGuire Green. We can say with certainty that these folk traditions are being passed on to succeeding generations. We can say with certainty that our audiences can have a sample of the music and dance traditions of our area.

## 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.

During the past three years, the FHC has staged three seasons of Shindig on the Green as well as three performances of the Mountain Dance and Folk Festival. We can always expect attendees at Shindig to approach 3000 or more. Our ticket sales at the Festival have continued to trend upward slightly over the past three years. Producing these events has taught us many skills related to production these stage shows. We are continually evaluating what we do and are always ready to refine our efforts.

We have managed to pay all our bills, and count that as a success for our non-profit FHC.

## 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.

Although Shindig on the Green is a free outdoor event, we incur many bills related to the performances. The Folk Heritage Committee enlists corporate sponsors, individual donors, and merchandise sales to help raise revenue in order to meet our expenses. Revenue from ticket sales to the Mountain Dance and folk Festival at Diana Wortham Theatre is our largest source of revenue. We have many repeat sponsors and donors as evidence of their continued commitment to our mission. We have a successful relationship with the Theatre, having used that venue since 1998. In addition, we contract with local small businesses for marketing services, sound reinforcement, food vendors, and porta- johns.

We have a group of advisors who are interested in preserving and promoting our mission, and who assist us in our work.

We also work with the Outdoor Events Department of the City of Asheville to satisfy their requirements for Shindig. This includes the Fire Marshall and health and safety regs.

## 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.

### **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 fiscal agent is the Chamber of Commerce business office ; contact person is Rojeanus Rush, who will supply necessary documents.

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

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

*[Unanswered]*

### **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 fiscal agent is the Chamber of Commerce business office; contact person is Rojeanus Rush.

### **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-3.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.

We expect our budget for the next season to be roughly similar to last season. We have Operational expenses such as house band, sound reinforcement, portajohns, fees to the City, merchandise purchases. Our

revenue sources will be similar: donations, corporate sponsorships, merchandise sales, raffle ticket sales. We expect to raise revenue from our 5k run and from our fundraiser concert.

**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.

Our organization has no physical property and has no plans to acquire any.

**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

We have no 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

none