

Asheville Area Arts Council's Re-Granting and Advocacy Efforts

FY 2018 Buncombe County Community Funding

Asheville Area Arts Council

Janelle Wienke Stefanie Gerber Darr
PO Box 507
Asheville, NC 28802

stefanie@ashevillearts.com
O: 828.258.0710

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Application Form

Project Name*

Name of Project

Asheville Area Arts Council's Re-Granting and Advocacy Efforts

Amount Requested*

Amount Requested

\$45,000.00

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.

Economy > Workforce Development > Encourage collaboration among workforce and educational institutions

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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Description of Project

The Asheville Area Arts Council (AAAC) seeks funding to continue and enhance our work of providing support to and advocating for local artists, neighborhood organizations, and cultural institutions.

Through the AAAC Regional Artist Project (RAPG), Grassroots Arts Program (GAP), and Asheville Art in the Park Arts & Community (AAitP) grants, individual artists fund projects that are pivotal to their careers; arts and culture non-profits fund programming and operating expenses; and individuals, groups, or organizations enhance public spaces through creative placemaking projects. The AAAC regranting programs put Buncombe County artists to work and help generate revenue for non-profits. Part of our request includes money for the AAAC's grants manager position. This position oversees all of the aforementioned programs and partners with a multitude of artists and organizations every year. Without this essential position, the AAAC would struggle to meet the needs of our constituents and our community impact would be severely reduced.

We also seek support for the Eighth Annual Creative Sector Summit (CSS) in spring 2018. The CSS is a signature event presenting topics on Buncombe County's creative sector economic development helping to build awareness with the non-arts sector. This event provides an opportunity to identify gaps, develop partnerships and build a sense of community.

Last we seek support to purchase subscription to the Creative Vitality Suite, a research-based, economic development tool that provides high-quality, creative economy data and reporting. Having access to the number of creative individuals/arts-based non-profits in the county, their earnings, and the ability to easily compare to others nation-wide will bolster data we currently have access to better advocate at the city, county, and state levels.

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?

Last year GAP grants employed 819 artists, and served 5,808 youth and a total of 29,670 people, RAPG awarded nine Buncombe County artists grants, and the AAitP funded four creative placemaking projects. A two year snapshot of these grant programs shows that the AAAC served nearly 2,000 artists and 64,500 audience members We anticipate, and consistently achieve, similar results with each year's grant distributions. The Creative Sector Summit attracts nearly 200 attendee from the Buncombe County area.

Creative Vitality Suite will allow the AAAC to analyze data by zip code letting us know where our resources and programs may be needed most.

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.

Our regranting program delivers funds to artists, community organizations, and others involved with delivering arts programming. The NC Arts Council requires 10% of funding to be allocated to pay multi-cultural artists. Last year, regranting connected funds to 40 recipients directly, GAP subgrants reached 821 artists (11% of which reported as being multicultural artists) and 29,607 participants (13% of which reported being multicultural). The Creative Sector Summit connects diverse partners such as educators, economic development and tourism professionals, and City and County employees with the arts community. The Creative Vitality Suite will serve AAAC in advocacy, and non-arts partners in creative sector development initiatives where access to this special information can be hard to find otherwise. We communicate via website, social media, press release, direct email to past applicants, and community partners to reach audiences that may not follow our other methods of notification.

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 strive to enhance Buncombe County's engaging and creative environment by supporting, connecting, and advocating for a multitude of individuals and organizations who activate the community. In order for the AAAC grant programs to be successful we hold informational sessions, provide application feedback upon request, assist as needed in implementation and reporting processes, and promote grant funded projects. To produce the Creative Sector Summit, AAAC staff and board work collaboratively with community partners, such as the City of Asheville and the CVB, to set a focus that is pertinent to a wide ranging demographic yet provides manageable scope to add value and interconnect our diverse network. And, last, but certainly not least, after purchasing the Creative Vitality Suite, we will analyze Buncombe County data at individual zip code levels or clusters of zip codes to better communicate and tell our creative story.

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 AAAC is uniquely set up in Buncombe County to work with the North Carolina Arts Council (NCAC) to filter funds to other organizations and artists. FY 2018 will be the fifth consecutive year that the AAAC has been a partner with the NCAC to successfully manage the Grassroots Arts Program grant. Since 2013, the AAAC has distributed \$261,265 in Buncombe County to a variety of organizations and artists. In 2016 alone, we were able to re-grant \$63,680 to 40 different projects and programs. The Creative Sector Summit has

diversified our audience and partners and provided a formal platform to collaborate more broadly on arts development. The CVB and others would like to partner to acquire access to the data available in the Creative Vitality Suite. Multiple partners find the need for data that supports what we are trying to communicate, and data that best represents the audience to whom we wish to report.

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.

For each grant that the AAAC awards there are strict guidelines and reporting procedures that measure impact and ensure grant funds are used in accordance with original proposals. Reports include number of audience members, how many artists were employed and their multi-cultural make-up, as well as a project narrative for qualitative information. This information is compiled and tabulated by our grants manager to create a database of the results of our regranting impact. At the Creative Sector Summit staff collects demographics of presenters, quantitative as well as qualitative information gathered from one-on-one conversations, and post-event survey of attendees and presenters.

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 meet requisite standards for an agency of our kind, and are sufficient to conduct the project. AAAC staff is responsible for the management of our technology along with contracted support. Our communications plan has enabled us to reach a broad audience—100,000 annually and growing. The website was new in 2015, and we have utilized outside expert design and logistic support, resulting in an increase in web reach. The Asheville Area Arts Council and the Asheville Convention & Visitors Bureau have teamed up to bring you AshevilleArtsAlive.org, a robust online resource to help showcase our area's creative offerings and reach a broad audience of residents and visitors.

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 values sustainability, collaboration, innovation, and the transformative power of the arts. We believe the arts are the foundation for a viable, prosperous, and diverse community, and critical to the future success of Buncombe County. Our focus on re-granting, collaboration, and advocacy efforts for this project aligns directly with our mission as we strive to be the collective voice for the arts, advancing Buncombe County by delivering resources, developing innovative collaborations, and fostering creativity in the community. Our grants program allows us to filter money to support neighborhood organizations' and individual artists' efforts, generating livelihood and driving commerce. The Creative Sector Summit and the

purchase of the Creative Vitality Suite will help the AAAC educate the community on the value of arts, culture, and creativity, spur collaboration, and drive community and economic development in the arts.

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.

FY 2017 marks the fourth consecutive year that the AAAC has been the provisional county partner for the North Carolina Arts Council (NCAC) to manage the Grassroots Arts Program. Our Regional Artist Project grant is a collaborative effort alongside the NCAC, Toe River Arts Council, and Madison County Arts Council, and has been enhanced with Buncombe County's support. The AAitP creative placemaking grant is a partnership with Asheville Art in the Park and its vendors will grow in scope during 2017 – 2019 thanks to a Strategic Partnership Grant with the City of Asheville. The number of individuals and organizations we have awarded grants to, and the number of artists and audience served illustrates our success and commitment to continue this very important work. Our knowledgeable staff works hard to ensure we are always following best practices and fostering positive partner relations.

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.

Strategic partners are essential to our mission and the viability and success of AAAC's work. First and foremost, the North Carolina Arts Council is critical to our success. This relationship allows us to be the unique organization in the county that distributes GAP and RAPG funds. The Toe River Arts Council, Madison County Arts Councils, and Asheville Art in the Park partner by matching and donating funds for our regranteeing programs. Countless peers in our community volunteer their time and expertise to help us follow best practices to allocate grant funds. Buncombe County and the City of Asheville are also imperative to our efforts as grant makers and collaborating partners in creative sector community and economic development. And finally, our partnership with the Asheville CVB gives artists and cultural organizations an audience of 5 million annually on the Asheville Arts Alive website, and is continually interested in improving and partnering in these efforts.

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 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.

AAAC 2014 Form 990 - Final e-filed 2016-02-04.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).

AAAC 2015 Final Review Report.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.

AAAC fy18-community-funding-budget-form v12.1.16.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.

Differences between current year and proposed year

- You will notice that there is a raise in artist grant disbursements because we have increased our ask in this proposal. We are asking Buncombe County to contribute \$7,500 for each program, an increase of \$2,500 from previous years.

- CSS our goal is to increase our sponsorship asks by \$3,000 for the proposed year
- Increase in local and national org dues because that will be the subscription cost for the Creative Vitality Suite.

- Salaries and related expenses line will increase the grants manager position to full time.

Pending funding:

- 3,000 in sponsorship for CSS
- NCAC funding for FY 2018
- AAitP contributions for FY 18
- CSS admissions fees for FY 18

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.

No portion of the requested funds will be used to support capital expenses.

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

\$7.25 - \$10.99 per hour - 0 employees with employer-provided health insurance

\$11.00 - \$14.99 per hour - 0 employees with employer-provided health insurance

\$15.00 - \$19.99 per hour - 0 employees with employer-provided health insurance

\$20.00 - \$24.99 per hour - 0 employees with employer-provided health insurance

\$25.00 - \$29.99 per hour - 0 employees with employer-provided health insurance

\$30.00 - \$34.99 per hour - 0 employees with employer-provided health insurance

\$35.00 - \$39.99 per hour - 0 employees with employer-provided health insurance

\$40.00+ per hour - 0 employees with employer-provided health insurance

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

\$7.25 - \$12.49 per hour - 1 employee

\$12.50 - \$14.99 per hour - 0 employees

\$15.00 - \$19.99 per hour - 2 employees

\$20.00 - \$24.99 per hour - 1 employee

\$25.00 - \$29.99 per hour - 0 employees

\$30.00 - \$34.99 per hour - 0 employees

\$35.00 - \$39.99 per hour - 0 employees

\$40.00+ per hour - 0 employees