

Artspace Affordable Housing Feasibility Assessment

*FY 2018 Buncombe County Community
Funding*

The Center for Craft, Creativity & Design

Stephanie Moore
67 Broadway Street
Asheville, North Carolina 28801

mmarcus@craftcreativitydesign.org
O: 828-785-1357

Mike Marcus

67 Broadway Street
Asheville, NC 28801

mmarcus@craftcreativitydesign.org
O: 828-785-1357 x 107

Application Form

Project Name*

Name of Project

Artspace Affordable Housing Feasibility Assessment

Amount Requested*

Amount Requested

\$28,325.00

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 > Affordable, Green, and Liveable Housing > Provide affordable and workforce housing assistance funding for new developments

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 > Citizen Participation in Community Decisions > Increase opportunities for civic engagement and participation

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 > Ensure a diverse economy with competitive wages

Project Description

Project Description*

Description of Project

The Center for Craft, Creativity and Design in partnership with Asheville Area Chamber of Commerce, City of Asheville, Community Foundation of Western North Carolina and UNC Asheville, seeks County support for a feasibility assessment to develop affordable housing projects specific to the creative sector within Buncombe County.

The project represents a high impact investment that will catalyze the arts & cultural sector of the region, serving as an essential attractor for other types of economic development, including talent attraction & retention. The partnership consortium has raised \$70,000 and is seeking the final \$28,325 to fully fund the project.

Buncombe County is home to many creative sector businesses and individuals, including artists, makers and design professionals. As the County's cost of living continues to grow, our creative class is relocating to more affordable areas. This project is the first step towards tangible solutions: due diligence and community engagement that's informed by national best practices through Artspace, a best-in-class service provider. The outputs are similar to the desired outcomes of the Cultural Resources Asset Inventory, a Buncombe Cultural Alliance project that was contingent on funding from the National Endowment for the Arts (NEA). The project was not funded.

Artspace is a national nonprofit real estate developer that specializes in creating, owning, and operating affordable housing and studio space for artists and creative sector businesses. They currently own and operate 39-projects across the country and have made over \$491 million in real estate investments to-date.

The Artspace Feasibility Assessment is a project that has the ability to build collective aspirational vision amongst a multitude of arts organizations, artists and makers. The project is a strategic initiative to coalesce the County's creative sector and is supported by the Asheville Art Museum and Asheville Area Arts Council.

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?

Buncombe County's 253,178 residents (Source: census.gov) benefit from a thriving arts and cultural scene which is the fundamental organizing principle of vthis initiative.

The Arts Market Survey scope of the Artspace Feasibility Assessment will produce the missing data necessary to quantify the size and scale of Asheville-Buncombe's creative sector. Specifically, the survey instrument will assess the market's depth, demand for space, demographics, and specific space needs in Asheville. The data will be utilized to evaluate the potential for appropriately-sized arts-centric affordable housing projects.

A preliminary analysis based on the logic model of The Creative Economy Framework, a publication of The Creative Economy Coalition utilized Buncombe County Industry codes (NAICS) and Occupation codes (SOC) to determine that Buncombe County has a robust creative economy, with over \$64.5 Million in 2013 art gallery sales and 9,165 creative-sector jobs within Buncombe County.

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.

Those who will benefit directly from the Artspace affordable housing project are individuals who self identify as 'artists'. Artspace does not require these individuals to derive their entire income from their art practice; many work within the service industry to generate necessary supplemental income.

Based on a 2016 survey conducted by CCCD on makers/designers within the region, CCCD has a better understanding of the region's craft-sector [data based on 399 responses]:

- 67% have gross revenues under \$35,000
- 74% identify as female
- 66% would like to grow their production volume/revenues
- 47% hold a Bachelor's degree/equivalent

The Artspace Arts Market Survey will result in a much more detailed demographic profile of the arts/culture sector. The respective survey will be launched through a public event and will be circulated through multiple platforms, media channels and organizations identified by a core group of civic leaders and supported by the Artspace consulting team.

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.

- October 2016 (complete): Secure funding (\$44,850) for Part One of Artspace Feasibility Assessment (Preliminary Feasibility Study & Visit)
- November 2016 (complete): Execute contract with Artspace for Part One (November 2016 – complete)
- February 2017: Secure funding for Part Two (\$53,475) of Artspace Feasibility Assessment (Arts Market Survey); \$25,475 funding secured; \$28,325 needed

- March 2017: Three-day Artspace visit and community stakeholder meetings
- May 2017: Receive Preliminary Feasibility Report and Preliminary Site Matrix Evaluation
- June 2017: Execute contract for Part Two of Artspace Feasibility Assessment - Arts Market Survey
- July 2017: Develop Survey Instrument with Artspace

- Fall 2017: Launch Survey Instrument
- Winter 2018: Conclude Survey
- Spring 2018: Presentation of Survey Findings; development of Next Steps

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 Artspace Feasibility Assessment is a proven methodology that leverages the organization's national best practices to assist communities in assessing the capacity of their creative sector in context to affordable housing/mixed use arts-based developments

Artspace is the country's leading nonprofit developer of arts-based developments. The organization was formed in 1979 to advocate for artists' space needs. By the late 1980s, Artspace made the leap from advocate to developer. Artspace has now emerged as a national leader in the field of developing affordable housing and spaces for artists. The organization has projects in more than 20 states across the country, representing nearly 2,000 live/work units.

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 the purpose of the Arts Market Survey, Artspace sub-contracts with Swan Research, a third-party data analyst to assist with the survey instrument development, testing, analysis and reporting. A local 'core group' of civic and arts leaders is engaged through the process to ensure the development of a locally relevant instrument. The finalized survey instrument is distributed via Survey Gizmo, an online survey software tool through multiple media channels.

The analysis will be summarized in a Technical Report, prepared by Swan Research and accompanied by an Interpretation and Recommendation Summary created by Artspace.

Artspace will present the findings in a public stakeholder meeting at the conclusion of the Arts Market Survey process.

In addition to the reporting listed above, CCCD will provide quarterly updates to all funding partners throughout the project's duration. This will include Artspace deliverables as well as related supplemental and anecdotal information.

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 technological components of the Artspace Arts Market Survey will be managed by Artspace and Swan Research.

Related to the organization's work-at-large, CCCD's staff is proficient in multiple data and technology platforms that are utilized to track and report on the organization's analytics and operations. These differ based on the respective area of impact. Technology platforms include: Little Green Light (non-profit centric CRM), Constant Contact, SlideRoom (grant application tracking and management), Google Drive, SurveyGizmo, etc.

CCCD is currently working with a NYC-based arts nonprofit management consultancy to develop and implement best practices related to program evaluation and impact.

CCCD utilizes contract IT support for areas of expertise that are not contained in-house.

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.

Mission: CCCD advances the understanding of craft by encouraging and supporting research, critical dialogue, and professional development in the United States.

In 2013, CCCD purchased a significant property in downtown Asheville in (debt-free) to serve as our headquarters and a local expression of our national mission and programs. The organization seeks relevant market data to inform our property development decisions, which may include affordable housing for artists/makers. CCCD engaged Artspace, a national nonprofit developer of arts-based affordable housing to understand national best practices and market research approaches.

Strategic Planning: When CCCD separated from the UNC system in 2013, the organization was supported through a strategic planning grant via the North Carolina Arts Council's New Realities Program. Our 2015 strategic planning retreat focused on the organization's new home and strategic goals, which includes serving as a resource for the cultural sector.

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.

CCCD is a national thought leader with a focus on identifying and developing best practices for the field of craft and the larger creative sector. The organization's leadership team travels extensively to learn and present at national conferences, symposiums and think tanks that are exploring what's next for craft and the maker movement. In addition, CCCD hosts an annual Craft Think Tank for the field of craft, putting it at the forefront of global trends.

Within the past three years, CCCD has built-out a new arm of the organization (CCCD Properties LLC) specific to local engagement, property development and creative placemaking. This includes a new position: Assistant Director of Property Development and Creative Placemaking, and multi-year funding streams to support property development and planning efforts. CCCD has formed a strategic alliance with the Asheville Area Chamber of Commerce to grow the economic impact of the arts and the infrastructure required to do so.

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.

CCCDs national, regional partners:

- Windgate Charitable Foundation (funder, advisor)
- Museum of Art & Design (MAD), Bard Graduate Center: jointly funded Research & Collections Curator
- North Carolina State Arts Council (funder)

CCCDs local partners:

- Warren Wilson College: program partner, funder
- UNC Asheville: program partner, funder
- Asheville Area Chamber of Commerce: strategic partner, Artspace
- Mountain BizWorks: strategic partner, Center for Creative Entrepreneurship
- Asheville Design Center: strategic partner, The Hive AVL

Artspace project partners, advisors:

- Asheville Area Chamber of Commerce (co-sponsor)
- State Senator Terry Van Duyn, funder - \$10,000
- City of Asheville, collaborator/funder - \$25,000
- Community Foundation of Western North Carolina, funder - \$25,000
- Duke Energy Foundation, funder - \$10,000
- UNC Asheville, collaborator
- River Arts District Artists (RADA), collaborator
- Asheville Art Museum, supporter
- Asheville Area Arts Council, supporter

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.

CCCD 2014 Form 990 - Final for Public Inspection.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.

Attached is CCCDs most recent 990. Documentation for FY16 is still under preparation and will be submitted to the IRS in early 2017.

Financial Statements - Upload here

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

CCCD 2015 Final Audit Report (1).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.

Attached is CCCDs most recent audit. Documentation for FY16 is still under preparation and will be submitted to the IRS in early 2017.

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.

CCCD_community-funding-budget-form.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 Artspace Affordable Housing Feasibility Assessment has two parts. Part One: Preliminary Feasibility Visit. Part Two: Arts Market Survey. The total budget for parts one and two is \$98,325. We have currently secured \$70,000 and are seeking an additional \$28,325.

Current year represents Part One of the Artspace scope of work (Preliminary Feasibility Visit). Part One is fully funded; scope of work has commenced. Funding partners for part one: State Senator Terry Van Duyn, City of Asheville, Community Foundation of Western North Carolina, Duke Energy Foundation.

Proposed year represents Part Two of the Artspace scope of work (Arts Market Survey). Part Two is partially funded with \$25,150 of secured funds. This grant request is for the remaining funds required to perform part two (\$28,325). Existing funding partners for part two: State Senator Terry Van Duyn, City of Asheville, Community Foundation of Western North Carolina.

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

- (x1) = \$7.25 - \$10.99 per hour
- (x3) = \$11.00 - \$14.99 per hour
- (x0) = \$15.00 - \$19.99 per hour
- (x0) = \$20.00 - \$24.99 per hour
- (x2) = \$25.00 - \$29.99 per hour
- (x0) = \$30.00 - \$34.99 per hour
- (x0) = \$35.00 - \$39.99 per hour
- (x1) = \$40.00+ per hour

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.