

**Buncombe County FY2019 Strategic Partnership Grants  
Application Summary Sheet**

<b>Project</b>	<b>Equity in grant making and advocacy for a growing creative sector</b>
<b>Organization</b>	<b>Asheville Area Arts Council</b>

<b>Amount Requested</b>	\$75,000	<b>Strategic Priority or Sustainability Goal</b>	Equity in Access
<b>New or Renewal Request</b>	Renewal	<b>Area Served</b>	Districts 1, 2 & 3

<b>Organization Description</b>	<ul style="list-style-type: none"> <li>The Asheville Area Arts Council (AAAC) is a collective voice for the arts, advancing Buncombe County by delivering resources, developing innovative collaborations, and fostering creativity in the community. The AAAC is uniquely situated to deliver support and programming that ensures access to quality arts experiences for all in Buncombe County. The AAAC programs include three grant programs, Point of View Exhibitions, Artist Business Brainstorms, Kid Tixx, Refinery Creator Space, and Arts &amp; Wellness for Veterans, reaching over 30,000 people directly or indirectly.</li> </ul>
<b>Key Steps</b>	<ul style="list-style-type: none"> <li>Grant deadlines are staggered for ease of program management on staff. Press releases are sent when applications and guidelines are available online and details for information sessions are set. Submitted applications are evaluated by peer panels and rated on their completeness, project and fiscal feasibility, and artistic merit. Recommended allocations are submitted to the AAAC Board of Directors for approval. Grassroots Arts Program Grant applications are due May 2018 and awards announced by July 1, 2018. Regional Artist Project Grant (RAPG) applications are due in October 2018 and announced December 2018. The Arts Build Community Grant applications are due February 2019 and awards announced April 2019.</li> </ul>
<b>People Served</b>	<ul style="list-style-type: none"> <li>The AAAC grants supported 40 programs and projects that reached over 30,000 members of our community in FY 2016. Grants support a broad spectrum of our community, and our guidelines encourage applications to work with artists of color, provide access to low-income audiences, and encourage neighborhood and school specific community engagement projects.</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Targets of success are dependent upon the grant opportunity and listed as follows: Four grants will be awarded to innovative, arts-based ideas that inspire diverse groups of participants to be more active, involved, and civically-engaged by creating together. At least 18% of funds will be spent on multicultural programs or artists pay. Applicants will submit artist names, race, age and rate of pay. Zip codes will be analyzed to determine if our outreach efforts were successful.</li> </ul>

<b>Budget</b>			
<b>Amount Funded FY2018</b>	\$20,000	<b>Increase Request</b>	\$55,000
<b>Administrative Budget</b>	15% (from 2016 IRS Form 990)	<b>Total Organization Budget</b>	\$409,479 (projected FY2019)
<b>Other Funding Sources:</b> NC Arts Council, City of Asheville, Foundation Grants Memberships, Sponsorships, Donations, Events, Program Services Fees			

<b>Strengths</b>
Innovative and/or creative program design
Thoughtful plan to sustain project for future years
Strong implementation plan

# Equity in grant making and advocacy for a growing creative sector

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*FY2019 Strategic Partnership Grants*

## ***Asheville Area Arts Council***

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## ***Janelle Wienke Stefanie Gerber Darr***

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# Application Form

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## Question Group

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### Project Name\*

Name of Project.

Equity in grant making and advocacy for a growing creative sector

### Amount Requested\*

\$75,000.00

## PROJECT NARRATIVE

### Area Served\*

Which areas of the County will be served by this project? Which Commissioner District(s) will be served?

A Buncombe County Commissioner district map is available at [THIS LINK](#).

Asheville Area Arts Council's service area includes all of Buncombe County. We do not prioritize one district over another in our grant making, and we are proposing to provide additional information sessions throughout the county to reach new applicants that might not be aware of the resources available.

Our organization is a subscription partner on the Creative Vitality Suite, a database to access and explore the impact of for-profit creative industries and occupations of Buncombe County and other comparison communities. We have the ability to analyze and compare geographically, down to the zip code. We can provide information to target problem areas, industries or occupations.

### Organization Description\*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

The Asheville Area Arts Council (AAAC) is the collective voice for the arts, advancing Buncombe County by delivering resources, developing innovative collaborations, and fostering creativity in the community. As the Buncombe County partner of the North Carolina State Arts Council, the AAAC is uniquely situated to deliver support and programming that ensures access to quality arts experiences for all in Buncombe County. Last year we granted \$77,000 to individuals and organizations for over 40 art projects and programs that enrich lives in Buncombe County. The AAAC programs include three grant programs, Point of View Exhibitions, Artist Business Brainstorms, Kid Tixx, Refinery Creator Space, and Arts & Wellness for Veterans, reaching over 30,000 people directly or indirectly. We stay committed to making sure artists get paid fairly for AAAC programs and advocating for grantees to ensure the same.

## Strategic Priority\*

Which of the following priorities best reflects the primary goal of your project?

Buncombe County Commissioners are dedicated to strengthening the quality of life for everyone by setting new fiscally, socially and environmentally responsible goals that will guide decisions and improve our community for future generations. The Board has committed to strategic priorities as a guide to shape partnerships and investments of resources to insure a healthy, safe, well-educated, thriving and sustainable community.

Details about the Strategic Priorities are available at [THIS LINK](#).

Other Sustainability Goal

## Strategic Priority - Other Sustainability Goal

If you selected "Other Sustainability Goal" from the list of Strategic Priorities, please list it here.

Details about the Sustainability Goals are available at [THIS LINK](#).

Equity in Access - Expand access to information about AAAC grant opportunities for arts and cultural projects and programing, and collect and analyze reliable data to understand the economic impact of Buncombe County's creative sector.

## Shared Vision\*

What critical community problem or challenge are you hoping to improve through this project?

In 2016 the AAAC was the county lead for AFTA's economic impact study of nonprofit art organizations, but for-profit data is needed to further advocacy efforts. The Creative Vitality Suite is specifically made for exploring for-profit creative industries and occupations, and will be complementary to the nonprofit sector data we already have.

The creative sector is one of the most diverse sectors in Buncombe County and we are committed to increasing grant proposals to better reflect this diversity. The AAAC has adopted a new cultural equity statement which provides a lens in which to view our programs and resources and guide desirable outcomes. To provide more equitable access we must explore new ways to share information to diverse grant seekers as well as evaluate the priorities and intended outcomes of our funding streams. By bringing info sessions to other locations we hope to inform new applicants of resources available, and share AAAC's mission to support access to arts for all.

## Key Steps\*

How will the project work? What are specific activities and milestones that your project entails?

AAAC will renew the Creative Vitality Suite subscription in August. A joint report will be shared with community, elected officials and City and County Staff. The report should provide information that will inform AAAC programmatic work.

Grant deadlines are staggered for ease of program management on staff. Press releases are sent when applications and guidelines are available online and details for information sessions are set. Submitted applications are evaluated by peer panels and rated on their completeness, project and fiscal feasibility, and artistic merit. Recommended allocations are submitted to the AAAC Board of Directors for approval. Grassroots Arts Program Grant applications are due May 2018 and awards announced by July 1, 2018. Regional Artist Project Grant (RAPG) applications are due in October 2018 and announced December 2018. The Arts Build Community Grant applications are due February 2019 and awards announced April 2019.

## People Served\*

Who are the members of our community this project will serve? How many people will be served? Include demographics, including age, area median income, race, neighborhood and/or school.

The AAAC grants supported 40 programs and projects that reached over 30,000 members of our community in FY 2016. Our grants support a broad spectrum of our community, and our guidelines encourage applications to work with artists of color, provide access to low-income audiences, and encourage neighborhood and school specific community engagement projects. For example, the AAAC has supported programming for Elida Homes, Asheville City Schools Foundation, LEAF Community Arts, and Franklin School of Innovation to grant access to those that may not be provided access to the arts. Our grant programs are an incredibly valuable resource to local artists and organizations. By holding information sessions at Stephens Lee Recreation Center, Burton Street Center, Linwood Crump Shiloh Center, the Arthur R. Eddington Education & Career Center and in the outlying towns of Weaverville, Swannanoa, Black Mountain, Canton, and Candler we hope to increase the number of applications from new applicants.

## Partners\*

Which other organizations are you working with to reach your goals? What other local organizations provide similar services or serve similar beneficiaries, and how do you work together?

The AAAC partners with Center for Craft, Creativity & Design, City of Asheville, Asheville Chamber of Commerce/ EDC, River Arts District Artists, and UNCA on the subscription to the Creative Vitality Suite. Partners will collaborate to create and distribute a joint report to the community, elected officials, and city and county staff.

The AAAC is the county partner of the North Carolina Arts Council (NCAC) to manage Grassroots Art Program (GAP) and Regional Artist Project Grant (RAPG). Madison County Arts Council and the Toe River Arts Council partner on RAPG. Avery, Madison, Yancey, and Mitchell counties also provide matching funds, and hold info sessions. Buncombe County and Wicked Weed Brewing have been essential funding partners for the Arts Build Community (ABC) grant. Also, peer panelists volunteer their time and expertise to uphold our grant goals and initiatives. These are artists, arts administrators, and respected community leaders who have a passion for access to the arts.

## Personnel\*

Who is responsible for the project? Briefly describe project leaders and the role each will play in the project. How do these leaders reflect the population or community that you serve?

Stefanie Gerber Darr is the executive director of the Asheville Area Arts Council. Her education is in Museum Studies. She has 16 years of experience working in arts administration including program management, curating, and executive management.

Janelle Wienke is the grants manager of the Asheville Area Arts Council. Her education background is in anthropology and community and regional planning. She has been working in arts administration in Buncombe County since 2011 including program management of creative entrepreneurship training, small town revitalization, and grant management. She attended Asheville High School from 2001- 2005.

## Success\*

How will you measure results? What will success look like? How will you document the impact of your project? Include whether there is a model that serves as basis for project design.

The CVS joint report will be sent to 20,000 people and attain at least two media features. All grantees are required to submit reports including a list of participating artist's names, race, age, and rate of pay. Audience breakdown of race, age, and income are required for programs of which this is applicable. Additional targets of success are dependent upon the grant opportunity and listed as follows: Four ABC grants will be awarded to innovative, arts-based ideas that inspire diverse groups of participants to be more active, involved, and civically-engaged by creating together. The NCAC requires 18% of GAP funds be spent on multicultural programs or artists pay. Applicants will submit artist names, race, age and rate of pay. The AAAC is the new lead organization for RAPG in FY 2018-19. Zip codes will be analyzed to determine if our outreach efforts were successful. We aim to receive 20 completed applications from Buncombe County artists, and to award 10 Buncombe County applications.

## Funding\*

What is your plan for finding the balance of the project budget? What is your funding timeline and what are your other sources of support?

The AAAC is currently applying to the North Carolina Arts Council's GAP and RAPG grant programs for FY 18-19. A portion of each of these grants is allocated for operating support as well as funds for the distributions of our grant programs. Since we are the North Carolina Arts Council's Buncombe County partner we feel confident that these funds are secure.

Operating funds are also supported by Beattie Foundation, individual donations, sponsorships, our membership program, and AAAC merchandise sales. As a nonprofit, our staff and board are consistently fundraising for the organization and seeking new lines of revenue. We organize a large-scale annual fundraiser, the Color Ball, that supports our programs and overall operating expenses. Throughout the year, we are invited to be the charitable recipient from for-profit business events, including Sierra Nevada, Aloft Hotel, Wicked Weed, among others, who donate a proceed of their profits to the AAAC.

## Sustainability\*

How will this project be maintained? Please describe funding sources and how you plan to sustain the project in future years.

The AAAC has made the sustainability of our nonprofit our number one priority so that we act as good stewards of the organization for our community. We have taken many efforts over the last two years to

ensure we are reaching this goal. Part of our plan has been to increase the number of AAAC members. This line of revenue feeds directly back into our program as a funding source. We have been extremely successful in our membership efforts - in April 2016 we had approximately 30 members, but have grown this by almost 1000% to 284 members today. We also research and apply for new grant opportunities on a regular basis. Our staff and board actively pursues donors and sponsors for our programming. We also host an annual fundraiser, the Color Ball, which raises money for operational support. Overall, we are ensuring that the AAAC has a diversity of funding sources so that we are not relying on any one grantor or sponsor to fund a particular program.

## ATTACHMENTS

### Project Budget\*

Download the budget form at [THIS LINK](#).

Complete the budget form for this project and the overall organization.

Save it to your computer, then upload it.

BuncombeCounty Strategic Partnership Grant Budget FY2019 AAAC.xlsx

### Financial Statements\*

Upload a copy of the most recently completed financial statements.

All financial statements must be audited, reviewed or compiled by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

If your organization does not have financial statements, briefly state the reason.

AAAC 2016 Final Review Report.pdf

### IRS Form 990\*

Upload a copy of the 990 nonprofit tax reporting form that you most recently completed.

If your organization does not have a 990, briefly state the reason.

AAAC 2015 Form 990 - Final for Public Inspection.pdf

## Board of Directors List\*

Upload a current list of your organization's Board of Directors.

If your organization does not have a board of directors, briefly state the reason.

Board List 2018.pdf

## Authorized Signatory

By typing in below the name of the authorized signatory and date of submittal, you acknowledge that your governing body has authorized this application, that it is true and current to your knowledge. As a condition of any grant awarded, this organization will provide all information in the manner described in the contract to be executed between the organization and Buncombe County or its designee, including program and financial reporting.

Name & Date

Stefanie Gerber Darr 2/9/2018