

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

PROJECT	Asheville Art Museum Preservation, Renovation and Expansion Project
ORGANIZATION	Asheville Art Museum

Amount Requested	\$500,000	Strategic Priority or Sustainability Goal	Arts & Culture
New or Renewal Request	Renewal	Area Served	Districts 1, 2 and 3

Organization Description	<ul style="list-style-type: none"> The Museum's collections, exhibitions and education programs explore historically relevant topics, highlight contemporary issues, present work by diverse artists and showcase outstanding American art of the 20th and 21st centuries. Uniquely the Museum is also committed to collecting and interpreting art in all media relevant to or produced in the Southeast and WNC. Last year the Museum produced 22 exhibitions and over 450 educational programs, serving 117,424 people, providing nearly 36,000 hours of otherwise unavailable visual arts programming to pre-K through senior audiences.
Key Steps	<ul style="list-style-type: none"> Since July 1 new construction and remodeling has been ongoing in the East Wing. New ductwork, fire safety, plumbing, electrical and other aspects of all new systems are being installed. Framing and insulation is nearly completed on the new interior East Wing walls to form galleries, collections storage areas and program offices. The re-build is well underway. Footings, structural masonry and steel erection are complete on the core. The project, including new and expanded education facilities, is on schedule for completion in Fall 2018.
People Served	<ul style="list-style-type: none"> Will serve all residents of and visitors to Buncombe. Through an array of education programs the Museum serves diverse audiences of all ages, from preK to seniors, of all ethnicities and economic levels. Served 117,424 participants, on-site and through outreach programs. 37% of annual on-site Museum visitors are Buncombe residents. In addition of the 31,665 preK-12 students that participated in Museum education programs and activities last year, over 6,000 were Buncombe students. Reached 12,642 Buncombe students in the first half of FY18.
Outcomes	<ul style="list-style-type: none"> Meet increased demand by parents, teachers and administrators for education programs to supplement core curriculums, expand early childhood programming. Additional classrooms, studios, galleries and multimedia technology will also meet the demands of the growing cultural tourism market for a premiere museum and destination attraction.

Budget			
Amount Funded FY2018	\$100,000	Increase Request	\$400,000
Administrative Budget	20% (from 2016 IRS Form 990)	Total Organization Budget	\$1,925,295 (projected FY2019)
Other Funding Sources: Foundation Grants, Individual donations, Government funding, Corporate Support, Earned Revenue, Acquisition revenue			

Strengths
Diverse/Balanced funding sources
Well-linked, creative, and/or non-traditional partnerships
Thoughtful plan to sustain project for future years

Asheville Art Museum Preservation, Renovation and Expansion Project

FY2019 Strategic Partnership Grants

Asheville Art Museum

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Application Form

Question Group

Project Name*

Name of Project.

Asheville Art Museum Preservation, Renovation and Expansion Project

Amount Requested*

\$500,000.00

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](#).

The new Asheville Art Museum will serve all residents of Buncombe County - Districts 1, 2 and 3.

Organization Description*

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

Incorporated in 1948 the Museum's mission is to transform lives through art by engaging, enlightening and inspiring individuals and enriching community through dynamic experiences in American art of the 20th and 21st centuries. It serves the Asheville urban area and is the only nationally accredited art museum serving all 24 counties that comprise WNC. The Museum's collections, exhibitions and education programs explore historically relevant topics, highlight contemporary issues, present work by diverse artists and showcase outstanding American art of the 20th and 21st centuries. Uniquely the Museum is also committed to collecting and interpreting art in all media relevant to or produced in the Southeast and WNC. Last year the Museum produced 22 exhibitions and over 450 educational programs, serving 117,424 people, providing nearly 36,000 hours of otherwise unavailable visual arts programming to pre-K through senior audiences. The Museum welcomes visitors from all 50 states and abroad.

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](#).

Robust Local Economy: Support the expansion of existing businesses

Shared Vision*

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

The Museum has commenced a major expansion and renovation project. A powerful economic engine for the County the Museum is generating an estimated \$31 million construction impact, and \$7 million annually in economic activity post-opening with the addition of jobs, doubled attendance and increased tourism. The growth of the Museum's critical educational programs requires that facilities expand due to dramatically increased and diversified needs in Buncombe County. Administrators, teachers and parents desire programs offering alternative learning avenues to master curriculum objectives and core standards and improve performance. Increased demand for programming indicates a need to provide increased arts education access and curriculum-based programs using visual arts to supplement the community's educational resources. The Museum's expanded early childhood programming, including partnerships at 8 Buncombe libraries is greatly increasing the parent/community involvement in education.

Key Steps*

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

Construction is ongoing at the 2 S. Pack Square site. Since July 1 new construction and remodeling has been ongoing in the East Wing. New ductwork, fire safety, plumbing, electrical and other aspects of all new systems are being installed. Framing and insulation is nearly completed on the new interior East Wing walls to form galleries, collections storage areas and program offices. Demolition was completed on the core in late July, and the re-build is well underway. Footings, structural masonry and steel erection are complete on the core. New concrete slabs are completed for the Plaza, Mezzanine and Permanent Collection Gallery levels of the core, as well as a new concrete slab for the Mezzanine level addition in the East Wing. The project, including new and expanded education facilities, is on schedule for completion in Fall 2018. The Museum is continuing education programming throughout the construction period, on-site and off-site with many community partners throughout the region.

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 new Museum will serve all residents of and visitors to Buncombe. Through an array of education programs the Museum serves diverse audiences of all ages, from preK to seniors, of all ethnicities and economic levels. Last year the Museum served 117,424 participants, on-site and through outreach programs, and conservatively expects to double participation in the new Museum to over 200,000 participants yearly. The Museum estimates that 37% of annual on-site Museum visitors are Buncombe residents. In addition of the 31,665 preK-12 students that participated in Museum education programs and activities last year, over 6,000 were Buncombe students. Through expanded early outreach programs in Buncombe libraries and community centers, pop up exhibitions, school programs, community events and more, the Museum has already reached 12,642 Buncombe students in the first half of FY18. The Museum serves all 24 WNC counties—20 counties have annual median incomes below 80% of the national average.

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 Museum provides leadership in arts and education through its work with the community to enrich educational opportunities for residents of and visitors to WNC. State agencies, businesses and foundations recognize the Museum as a leader in establishing partnerships. Community partners include but are not limited to: County and City schools, regional colleges, Buncombe Libraries, Historic Resources Commission, American Institute of Architects-Asheville, YMI African American Cultural Center, Diana Wortham Theatre, Penland School of Crafts, Asheville Symphony, Asheville Parks & Recreation, Chamber of Commerce, CVB, Eastern Band of the Cherokee, Care Partners, VA Hospital, area arts councils and regional school districts. The Museum has universal support from all its community partners for the project, and is working in collaboration with all in preparing for the new Museum and programs during construction. The City and County are partners in and committed to the success of the project.

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?

The Museum is led by Pamela Myers, Executive Director with 38 years of experience in museum management and operations. A staff of 17, all experts in their fields with significant experience, lead education, curatorial, communications, development and visitor services departments. The Museum is governed by an engaged and active Board of Trustees, representing a diversity of professional experience, educational backgrounds, civic leadership, community relationships, personal interests and artistic endeavors. The construction project is led by Henry Watts, Executive VP with local construction firm Beverly-Grant, with 33 years of experience in leading large-scale community building projects including healthcare facilities, schools and industrial facilities. Alan McGuinn, with ARCA Design (Asheville), has 34 years of experience and serves as construction project architect. The Subcontractors on the project are nearly all local or regional, and several are minority-owned.

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 new Museum will meet increased demand by parents, teachers and administrators for education programs to supplement core curriculums, expand early childhood programming and engage community

partners—such as libraries and community centers. Additional classrooms, studios, galleries and multimedia technology will also meet the demands of the growing cultural tourism market for a premiere museum and destination attraction. The completion and re-opening of the new Museum early 2019 with expanded facilities and increased capacity will be the first benchmark of success. The Museum will track increased program participation statistics including numbers served, participant demographics and geographic distribution. Led by Museum program staff and evaluation consultants, feedback will be solicited from visitors, residents, newcomers, educators, administrators, parents and students. Quantitative and qualitative evaluation results will be used to refine programs and identify unmet needs.

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 Asheville Art Museum Art WORKS for Asheville capital campaign is a \$24+ million campaign for the project plus an endowment goal. The Museum has raised \$22,072,538 from a balanced and diverse range of public and private sources, including nearly \$11 million in new investment from outside Buncombe County. Fundraising is ongoing throughout construction. The Museum has over \$4 million (including County support) projected in total requests through 2018, with a goal of meeting and exceeding the total goal by late 2018/early 2019. With over 90% of the goal reached, the Museum plans to launch a public campaign in Spring 2018 to secure widespread community support at all levels and to build new audiences and membership for the Museum.

Sustainability*

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

The Museum is fiscally conservative, with a strong history of financial strength and fiduciary oversight by its Board of Trustees. The Museum develops annual operating budgets in line with expected expenses and a conservative expectation of projected revenues. Museum revenues are balanced between earned and contributed revenues; and its contributed sources of support are broad and diverse. The Museum maintains at least six months of operating reserves at all times, and is actively growing a significant endowment to ensure a sustainable future. It receives support from a balanced and diverse range of sources including foundations (national and regional), government support (federal, state and local), individuals and corporations. Many funders have long-standing relationships with the Museum and are committed to maintaining and growing support. In addition, new sources of revenue, both earned and contributed, are identified and secured annually.

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.

strategic-partnership-grants-FY2019-budget-template AAM.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.

AAM 2017 Final Audit 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.

AAM 2016.17 990.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.

AAMBoard Affiliations 17.18.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

Pamela L. Myers, Executive Director 2/2/2018

