

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

Project	Community Wellness, Promotion, and Economic Development Through Sporting Events
Organization	Asheville Buncombe Regional Sports Commission

Amount Requested	\$75,000	Strategic Priority or Sustainability Goal	Robust Local Economy
New or Renewal Request	Renewal	Area Served	Districts 1, 2 & 3

Organization Description	<ul style="list-style-type: none"> The Mission of the Asheville Buncombe Regional Sports Commission is to identify and attract sports events and related meetings to enhance the health, wellness and quality of life for area residents and sports enthusiasts and will generate a positive economic impact by promoting our region as a recognized sporting destination. ABRSC has worked to keep the Southern Conference Basketball Championship in Asheville during a time when sports events left North Carolina, recruited the Haute Route international bicycle race and the Fed Cup Tennis event to the region. The Sports Commission also works in concert with the Explore Asheville CVB identify and recruit other events to the area.
Key Steps	<ul style="list-style-type: none"> Host sporting events including Southern Conference Tournament, Fed Cup, Spartan Race, and Great Smoky Mountain Grapple Wrestling Tournament. Include youth and community engagement components in sporting events, such as Downtown Dribble, School Days and Hometown Heroes programs which are part of Southern Conference Tournament.
People Served	<ul style="list-style-type: none"> Over 700 children attend the Downtown Dribble during the Southern Conference Basketball Tournament. For 2018, over 5,000 students from Buncombe County Schools and Asheville City Schools will attend the Southern Conference Tournament free of charge.
Outcomes	<ul style="list-style-type: none"> Success of the events will be determined by attendance and the economic impact of the events. In 2018, it is projected that over 61,881 people will participate in events which will have an Direct Spend of over \$12.6 million and a Total Business Spend of just over \$20 million.

Budget			
Amount Funded Last Year	\$30,000	Increase Request	\$45,000
Administrative Budget	7% (From 2016 IRS Form 990)	Total Organization Budget	FY2019 projected budget not provided
Other Funding Sources: Not listed			

Strengths
Project design is evidence based, replicating a structured model, and/or best practice
Diverse/Balanced funding sources
Strong implementation plan

Community Wellness, Promotion, and Economic Development Through Sporting Events

FY2019 Strategic Partnership Grants

Asheville Buncombe Regional Sports Commission

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Application Form

Question Group

Project Name*

Name of Project.

Community Wellness, Promotion, and Economic Development Through Sporting Events

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](#).

- District 1
- District 2
- District 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.

The Asheville Buncombe Regional Sports Commission is a 501 (c)3 organization established through a partnership between Buncombe County, the City of Asheville, and the Explore Asheville CVB. The Mission of the Asheville Buncombe Regional Sports Commission is to identify and attract sports events and related meetings to enhance the health, wellness and quality of life for area residents and sports enthusiasts and will generate a positive economic impact by promoting our region as a recognized sporting destination. ABRSC has worked to keep the Southern Conference Basketball Championship in Asheville during a time when sports events left North Carolina, recruited the Haute Route international bicycle race and the Fed Cup Tennis event to the region. The Sports Commission also works in concert with the Explore Asheville CVB identify and recruit other events to the area.

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](#).

Working With County Staff

Shared Vision*

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

Working with county staff.

Key Steps*

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

Working with county staff

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.

Over 700 children attend the Downtown Dribble during the Southern Conference Basketball Tournament. For 2018, over 5,000 students from Buncombe County Schools and Asheville City Schools will attend the Southern Conference Tournament free of charge.

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 Asheville Buncombe Regional Sports Commission was created by a partnership with the City of Asheville, Buncombe County, and the Buncombe County Tourism Development Authority. Each have been strategic funding partners working to enhance the local community by recruiting sports events to the greater Buncombe County area. Buncombe County Schools

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 Asheville Buncombe Regional Sports Commission is administered by an Executive Director and a Board of Directors. Buncombe County, the City of Asheville, UNC Asheville, and the BCTDA all have representatives on the board of directors and nominate the rest of the members of the Board of Directors.

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.

Success of the events will be determined by attendance and the economic impact of the events.

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 ABRSC works with the City and Asheville and the Buncombe County Tourism Development Authority to fund the organization. Each one of those organizations will make decisions in the spring of 2018. In addition, the ABRSC is working to establish annual events which will create additional funding.

Sustainability*

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

The Board of Directors of the Asheville Buncombe Regional Sports Commission continues to work with their strategic partners to work to sustain the viability of the organization.

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.

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

Working with county staff

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.

Working with county staff

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.

ABRSC Board Directory 2018.docx
Please see the attached.

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

C. Dempsey Bradford, Jr 2-9-2018

Staff Note:

- Buncombe County Strategic Partnership Grant applications opened for FY2019 on December 8, 2017 with an application deadline of February 9, 2018.
- The Executive Director Asheville Buncombe Regional Sports Commission contacted Strategic Partnership office the day of the grant deadline to request an extension because of the Fed Cup Tennis Tournament that his office was managing that weekend.
- Staff did not grant an application extension but agreed to receive any supplemental materials submitted as soon as possible after the deadline.
- The following information was submitted via email on March 13, 2018.

Other Sustainability Goal

Healthy Living – Citizen involvement by increasing volunteerism

Healthy Living- Providing healthy activity events for youth by encouraging participation through sports

Economy- Robust economy through sports tourism

Shared Vision

The Asheville Buncombe Regional Sports Commission looks to provide healthy living opportunities and a robust economy for the citizens of Buncombe County. There are two components to the healthy living aspect. The first is very simple, the opportunity of individuals throughout the community to volunteer at sporting events. The second but major aspect is to promote healthy living to the youth of our community by exposing them to various sports and sporting events. Lastly, the Asheville Buncombe Regional Sports Commission works extensively to recruit sports events to our community which provide significant economic impact but also allow citizens in the community to participate in a major sports event hosted in their community.

Key Steps

During the Southern Conference Tournament, there are two major events which target youth from ages 4-14. The first event is the Downtown Dribble where over 700 youth throughout the community engage in fun skill activities, receive a free basketball and admission to the Saturday noon session of the tournament. The Sports Commission works with the Asheville Police Department, YMCA, YWCA, and various other sports groups throughout the community to recruit the children for this event. This event has grown by an average of 100 per year since its inception over 5 years ago. The second event is our School Days program where elementary and middle school students from Buncombe County Schools and Asheville City Schools attend

either the Thursday or Friday Morning session of the tournament and have the opportunity to watch a collegiate women's basketball game. During the Fed Cup, fourth grade elementary school classes participated in an essay contest where they had to write about the Netherlands, tennis, or another subject relevant to the event and two schools (Oakley Elementary and Avery's Creek) were invited over to the US Cellular Center for a free tennis clinic and lunch. On Saturday and Sunday, over 180 children attended free tennis clinics, received lunch, and a ticket for the tennis matches that day. The ABRSC worked with the local high schools to establish the Great Smoky Mountain Grapple which is a wrestling tournament that allowed the schools in the county to participate in a holiday tournament without traveling long distances for quality competition.

For the Southern Conference Basketball Tournament, over 200 individuals from our community volunteer for the event annually helping with the children's events, working in hospitality rooms, and various other roles. In addition, over 120 individuals volunteered to assist with the Fed Cup over a span of a week with most working at least three shifts each.

The Asheville Buncombe Regional Sports Commission works to create a robust economy through the recruitment of major sports events to Buncombe County. In 2018, it is projected that over 61,881 people will participate in events which will have an Direct Spend of over \$12.6 million and a Total Business Spend of just over \$20 million.

People Served

Over 5,000 students from Asheville City and Buncombe County Schools attend the School Days events at the Southern Conference Tournament while over 725 youth attended the Downtown Dribble. In addition, over 2,000 tickets were distributed to Buncombe County and City of Asheville employees, fire departments, EMS, police, sheriff, and healthcare workers for the Southern Conference Championship game as part of the Hometown Heroes Program.

Over 300 individuals volunteered to assist with the Southern Conference and the Fed Cup and at least 75 will assist with the Haute Route in May 2018. Volunteers range from ages 16 and up for the events.

Out of the over 9,000 participants in the Spartan Race, at least 25% come from Buncombe County. The Spartan Race has a race for children and adults. The Spartan Race provides a huge economic boost to the Black Mountain and Swannanoa areas especially restaurants, gas stations, and lodging.

Over 360 children from NJTL Chapters across the state were able to attend free clinics and attend the Fed Cup. The NJTL reaches out to those who may not otherwise have the opportunity to play the sport and gives all kids (regardless of income, race, gender) the opportunity to fully develop their tennis skills so they can derive a life time of enjoyment from the sport. Another 200 children from Oakley and Avery's Creek Elementary schools participated in the essay and free clinic contest. Over 250 children from local after school programs attended the free practice for the Fed Cup.

In December 2017, the Asheville Buncombe Regional Sports Commission in conjunction with the Buncombe County Schools and Asheville City Schools established the Great Smoky Mountain Grapple Wrestling Tournament that was hosted at the US Cellular Center. All of the high school varsity and junior varsity wrestling teams throughout the county with the exception of Owen High School were able to come together along with other regional teams to have a wrestling tournament. The tournament in 2017 has 12 teams but the 2018 tournament is projected to have 32 teams and include all of the schools in Buncombe County.

Partners

The Asheville Buncombe Regional Sports Commission works extensively with Buncombe County, the City of Asheville, and the Buncombe County Tourism Development Authority to recruit events to the county. The ABRSC works with the Buncombe County and Asheville City Schools to create opportunities of a lifetime for students where they are able to attend sports events, free clinics, and meet role models in sports. For each event, the ABRSC establishes a Local Organizing Committee (LOC) comprised of civic and sports leaders to assist with the operations of the event. The Director of Parks and Recreation for Buncombe County serves on the Board of Directors for the ABRSC but on the LOC for several events annually.

Personnel

The Asheville Buncombe Regional Sports Commission is administered by the Executive Director and one additional staff member. The Board of Directors of the Asheville Buncombe Regional Sports Commission has a representative from Buncombe County, the City of Asheville, Buncombe County Tourism Development Authority, and UNC Asheville along with representatives from a wide spectrum of the community.

Success

Success for some of these events comes from the immediate quantitative value of the economic impact of the event and the exposure the community receives throughout the United States and the world. The most important measure of the success of these events is how it impacts the youth of Buncombe County throughout their life with the exposure to healthy lifestyles, positive role models and the opportunities to see individuals succeed through sports. The Asheville Buncombe Regional Sports Commission strives to provide quality family friendly sports events for the residents of Buncombe County to attend and participate in annually.

Funding

The Asheville Buncombe Regional Sports Commission was originally funded equally by Buncombe County, the City of Asheville, and the Buncombe County Tourism Authority. Funding request proposals will be made to each of these entities in the Spring of 2018 for the fiscal year 2018-2019. In addition, the ABRSC is working to establish events such as the Great Smoky Mountain Grapple which could eventually become sources of revenue. The fiscal year for the ABRSC is July to June.