

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

<b>Project</b>	<b>Event Support</b>
<b>Organization</b>	<b>Asheville Downtown Association Foundation</b>

<b>Amount Requested</b>	\$25,000	<b>Strategic Priority or Sustainability Goal</b>	Local Economy
<b>New or Renewal Request</b>	Renewal	<b>Area Served</b>	District 1

<b>Organization Description</b>	<ul style="list-style-type: none"> <li>Asheville Downtown Association has been active in shaping downtown since 1987. The nonprofit is dedicated to promoting a thriving downtown that is a hub for the local economy, responsible government, cultural offerings and leisure -- for residents and visitors alike. This is accomplished through political involvement and public community events.</li> </ul>
<b>Key Steps</b>	<ul style="list-style-type: none"> <li>Our 2018 event schedule includes: the 9th annual Easter on the Green, 30th anniversary of Downtown After 5, the Pritchard Park Summer Series (Hoop Jam, LEAF Community Arts Series, Songwriter Series and Drum Circle), the Independence Day Celebration and the 72nd annual Asheville Holiday Parade. Each event has detailed setup, staffing, marketing and breakdown plans. The Asheville Downtown Association also relies on the efforts of 300+ volunteers who put in 2,507 hours of service.</li> </ul>
<b>People Served</b>	<ul style="list-style-type: none"> <li>Events are free and open to the public, the demographics of community members reached are varied. Events bring approximately 100,000 people to downtown throughout the year.</li> <li>Intercept surveys performed in 2015 show that most attendees from events are from the WNC region, primarily Asheville City and Buncombe County. Attendees tend to be 30-55. Attendees report a variety of income levels with about 35% indicating a household income of less than \$50,000. The racial makeup of events tends to reflect the racial makeup of the County, and attendees area from various neighborhoods.</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Success is measured in attendance numbers, investment in local businesses and nonprofits, and increased engagement of our volunteer base.</li> </ul>

<b>Budget</b>			
<b>Amount Funded FY2018</b>	\$20,000	<b>Increase Request</b>	\$5,000
<b>Administrative Budget</b>	0% (From 2015 IRS Form 990-EZ)	<b>Total Organization Budget</b>	\$51,000 (projected FY2019)
<b>Other Funding Sources:</b> Grants, Sponsorships, Onsite Sales, Vendor/Entry Fees			

<b>Strengths</b>
Thoughtful plan to sustain project for future years
Well-linked, creative, and/or non-traditional partnerships
Strong implementation plan

# Asheville Downtown Association Foundation Event Support

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*FY2019 Strategic Partnership Grants*

## ***Asheville Downtown Association Foundation***

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Adrian Vassallo  
29 Haywood Street  
Asheville, NC 28801

meghan@ashevilledowntown.org  
O: 828-251-9973  
F: 828-348-4277

## ***Meghan Rogers***

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29 Haywood Street  
Asheville, NC 28801

meghan@ashevilledowntown.org  
O: 828-251-9973  
M: 828-777-1183  
F: 828-348-4277

# Application Form

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## Question Group

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### Project Name\*

Name of Project.

Asheville Downtown Association Foundation Event Support

### Amount Requested\*

\$25,000.00

## 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](#).

All areas of Buncombe County are served by ADA events. The location of events is downtown, which is District 1.

### Organization Description\*

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

Asheville Downtown Association has been active in shaping downtown since 1987. Our nonprofit is dedicated to promoting a thriving downtown that is a hub for the local economy, responsible government, cultural offerings and leisure -- for residents and visitors alike. This is accomplished through political involvement and public community events.

Three key facts to know about ADA:

1 We're proud to produce some of Asheville's most well known and best-attended events, including Easter on the Green, Downtown After 5, Asheville Oktoberfest, Pritchard Park Summer Series and Asheville Holiday Parade.

2 The ADA is a membership organization with ~350 businesses, nonprofits and individuals. We provide business support and networking opportunities to help grow and sustain downtown businesses.

3 We are growing our advocacy efforts. Through the input of our members, we are able to highlight and prioritize challenges facing businesses and residents and push for smart, focused solutions.

## 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](#).

Citizen Involvement, Robust Local Economy

## Shared Vision\*

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

ADA events provide a means for Buncombe County citizens to engage with their community, while supporting locally owned business. An engaged and active citizenry leads to more direct involvement in policy and government. ADA events provide free cultural and recreational opportunities for residents leading to community and neighborhood pride and increased citizen engagement. Over the years, we've seen attendees grow into volunteers, and volunteers grow into board and committee members.

We're also committed to supporting local businesses and nonprofits and hiring local vendors, including musicians/artists. In 2017, we invested more than \$170,000 in local businesses, including more than \$10,000 in direct investment to local nonprofits through our Downtown After 5 Wristband Program. This program offers nonprofits not only a financial grant, but an opportunity to expand their outreach to a large audience. Many partners find this partnership helps grow both their donor and volunteer base.

## Key Steps\*

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

Our 2018 event schedule includes: the 9th annual Easter on the Green, 30th anniversary of Downtown After 5, the Pritchard Park Summer Series (Hoop Jam, LEAF Community Arts Series, Songwriter Series and Drum Circle), the Independence Day Celebration and the 72nd annual Asheville Holiday Parade. Each event has detailed setup, staffing, marketing and breakdown plans.

We also rely on the efforts of 300+ volunteers who put in 2,507 hours of service to the Asheville Downtown Association. According to GrantSpace, the value of volunteer service is \$24.14 per hour amounting to more than \$60,000 in service to the Buncombe County community.

## 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.

Because events are free and open to the public, the demographics of community members reached are varied. Events bring approximately 100,000 people to downtown throughout the year. Intercept surveys performed in 2015 show that most attendees from events are from the WNC region, primarily Asheville City and Buncombe County, rather than tourists to the area. While all ages are represented, we find our attendees tend to be 30-55. Attendees report a variety of income levels with about 35% indicating a household income of less than \$50,000 (note: some attendees chose to not answer this question). The racial makeup of events tends to reflect the racial makeup of the County, and attendees area from various neighborhoods.

## 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 Downtown Association is a Strategic Event Partner with the City of Asheville. Through this partnership, the city provides many inkind services (police/EMS, permitting, sanitation, etc...) at no or reduced cost to the ADA. Several other nonprofits produce events as fundraising opportunities and we work with many of them. We frequently share other nonprofit's volunteer opportunities with our volunteer group, and started a Facebook page for nonprofit groups to share volunteer opportunities. We've also shared our training and scheduling programs with fellow nonprofits interested in bettering their own events. The ADA provides opportunities for nonprofits to assist at our events in return for a financial contribution and opportunities to share their message with a wide audience. Each year, we donated more than \$10,000 to our fellow nonprofits.

## 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 ADA's team consists of its Executive Director, Director of Membership and Sponsorship, Event Manager, Logistics Manager and Talent Buyer. The Executive Director is the overall project leader ensuring other staff has the resources necessary to perform their responsibilities. The Director of Membership and Sponsorship is responsible for the recruitment and retention of corporate sponsors as well as ensuring sponsors maximize their return on investment. The Event Manager duties include: management of the volunteer program, coordination with vendors and service providers, and all necessary permitting, paperwork and planning. The Logistics Manager inventories and maintains all ADA equipment as well coordinates setup and breakdown of equipment at events. The Talent Buyer books entertainment and advances bands.

## 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 is measured in attendance numbers, investment in local businesses and nonprofits, and increased engagement of our volunteer base. We strive to increase event attendance by diversifying our marketing outreach. While we'll continue with traditional marketing, we are also increasing our social media outreach, as well as networking with other business and neighborhood groups and though fellow nonprofits. We've taken measured steps to use local providers when possible, and in 2017, invested approximately \$172,000 in

area businesses, artists and nonprofits. In 2018, we hope to see that number grow. Each year, we make a concerted effort to grow our volunteer base and provide opportunities for them to be more engaged with the community and other nonprofits. We hold a volunteer orientation and train our volunteers on event best practices. Many volunteers take these skills and serve as a volunteer for other groups and events. We consider this engagement a measurement of success.

## 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 balance of the project will be funded through corporate sponsorship, beverage and merchandise sales, vendor fees and wristband sales. We have secured many of our sponsors for the 2018 season. The remainder of the funding sources occur on site and are dependent on factors like attendance and weather. We also receive significant support via our Strategic Partnership Agreement with the City of Asheville. The ADA is one of several organizations the City supports through in-kind services like permitting, police/fire personnel and other services.

## Sustainability\*

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

In general, ADA has an ongoing goal of growing event revenues while diversifying our income streams beyond events. Our events committee continually reviews and recommends new revenue sources (for instance, improved bottled drink sales and new merchandise products in 2017) that can be incorporated into existing events. We are also considering opportunities to add new events to our annual schedule. Beyond events, ADA has prioritized membership sales by employing a sales manager on a full-time basis. This person's job is to attract new members to ADA and increase the return value for our supporters to ensure consistent and growing non-event income.

ADA also benefits from a Strategic Event Partnership Agreement with the City of Asheville. Through this agreement, we receive a significant offset in expenses for events covered under the partnership. This includes services like APD and AFD staffing, parks rentals, city-owned gear like barricades, meter closures and more.

## 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.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.

2016 Comp.pdf

RE Budget: The Asheville Downtown Association Foundation, the philanthropic arm of the Asheville Downtown Association, is currently a project-based organization. We seek opportunities to apply for grant funding specific to projects we believe will improve downtown for local businesses and residents. This is why our organizational budget is very lean.

## 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.

ADAF 990 2016.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 Roster 2.xlsx

## 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

Meghan Rogers 2/9/18