

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

Project	Hola Community Arts
Organization	Hola Community Arts

Amount Requested	\$20,000	Strategic Priority or Sustainability Goal	Diverse Community Workforce
New or Renewal Request	New	Area Served	Districts 1, 2, and 3

Organization Description	<ul style="list-style-type: none"> Hola Community Arts is building bridges between cultures, embracing diversity and creating more economically vibrant communities. The organization recognizes the power of the arts to challenge and shift perceptions, spark creativity and connect people across cultures. Hola Community Arts International Festivals are making a lasting and direct impact throughout western North Carolina by celebrating cultural diversity with related educational, economic, entrepreneurial programming with an emphasis on the Latino community.
Key Steps	<ul style="list-style-type: none"> Frida Kahlo-Long Live Life! - Theatrical production Educational Short Theater: Jaguara & The American Alligator Aztec Dancers - It is also believed that the Pueblo peoples and ancient Anasazi peoples of the southwestern states originally came from the south from what is known today as Mexico. International Dance Academy - Folklórico dance from around the world. Día de los Muertos - Holiday has expanded beyond its roots in Mexico to provide comfort and community to those who have lost loved ones in cultures around the world. Hola Asheville Festival - Downtown Asheville comes alive with the sights, sounds, music, pageantry, colorful costumes and extraordinary talent of Latin America.
People Served	<ul style="list-style-type: none"> Specific Educational and Outreach Programs are designed to serve students K - 5. The target demographic for the "Hola Asheville" Festival is everyone, regardless of age, gender, income, race, ethnicity or geographic area.
Outcomes	<ul style="list-style-type: none"> On a quarterly basis, the group reviews outcome measures and progress towards achieving these measures. (Attendance logs, Surveys, Publication Distribution and pick-up rates, Online Analytics, Assessments, Case notes, Video Documentation, Storytelling)

Budget			
Amount Funded FY2018	n/a	Increase Request	n/a
Administrative Budget	Not available; newly formed nonprofit	Total Organization Budget	\$82,500 (projected FY2019)
Other Funding Sources: Grants, Individual donations, Government funding, Private foundations, Corporate Sponsorship, Vendor Fees, Merchandise Sales			

Strengths
Innovative and/or creative program design
Diverse/Balanced funding sources
Strong implementation plan

Hola Community Arts

FY2019 Strategic Partnership Grants

Hola Community Arts

Adriana Chavela
546 Averys Creek Rd
Arden, NC 28704

info@holacommunityarts.org
O: (828) 989-2745

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Application Form

Question Group

Project Name*

Name of Project.

Hola Community Arts

Amount Requested*

\$20,000.00

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](#).

Buncombe County - All Commissioner Districts

- Commissioner District 1
- Commissioner District 2
- Commissioner 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.

Hola Community Arts is building bridges between cultures, embracing diversity and creating more economically vibrant communities. We recognize the power of the arts to challenge and shift perceptions, spark creativity and connect people across cultures.

Hola Community Arts International Festivals are making a lasting and direct impact throughout western North Carolina by celebrating cultural diversity with related educational, economic, entrepreneurial programming with an emphasis on the Latino community. Our signature events in Buncombe County is the Hola Asheville Festival - June / Día de los Muertos - November.

Additional educational and outreach programs: International Dance Academy, Carrera de los Muertos 5k, Latino Community/Asheville Holiday Parade, Frida Kahlo Theatrical Tour and a series of educational theatrical productions. Hola Carolina Magazine, a Spanish-language lifestyle magazine, serves as a key element in the organization's overall outreach and marketing campaigns.

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](#).

Diverse Community Workforce

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](#).

Shared Vision*

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

Culture is one of the most powerful forces in our world. It's central to what we see, how we make sense of our world, and how we express ourselves. As people from different cultural groups work together, values sometimes conflict. Often we're not aware that cultural differences are the root of miscommunication.

Our programs bridge cultural communication between government, business and historically underrepresented and underserved communities building strategic partnerships to support greater engagement of these communities in policy, leadership, and initiatives.

Starting with our children we hope to connect cultures, shift perceptions, embrace diversity, teach acceptance and create a more economically vibrant community.

Latinos in Buncombe County trace their origins to more than 20 Latin American countries. An effective communication and engagement strategy conveys an understanding of the diversity of our local population—or more accurately, populations.

Key Steps*

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

Our program celebrates and brings awareness to the Latino culture year round. This includes providing artists, speakers and theatrical productions to local schools, hosting the Hola Asheville Festival and serving as mentors for youths in Buncombe County.

Educational and Outreach Activities:

Frida Kahlo-Long Live Life! - Theatrical production
Educational Short Theater : Jaguara & The American Alligator

Aztec Dancers - It is also believed that the Pueblo peoples and ancient Anasazi peoples of the southwestern states originally came from the south from what is known today as Mexico.

International Dance Academy - Folklorico dance from around the world.

Día de los Muertos - Holiday has expanded beyond its roots in Mexico to provide comfort and community to those who have lost loved ones in cultures around the world.

Hola Asheville Festival - Downtown Asheville comes alive with the sights, sounds, music, pageantry, colorful costumes and extraordinary talent of Latin America.

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.

Specific Educational and Outreach Programs are designed to serve students K - 5. The target demographic for our "Hola Asheville" Festival is everyone, regardless of age, gender, income, race, ethnicity or geographic area. Because the event is free, it attracts a diverse crowd across many demographics. It is important to us that all Buncombe County residents feel welcome at our events.

Buncombe County School Enrollment:

Hispanics	14.5%
Non-Hispanic whites	72.8%
Non-Hispanic blacks	6.7%

Language:

Only English spoken at home	(19%)
Language other than only English spoken at home	(81%)

Median Age:

All Hispanics	24
U.S.-born Hispanics	12
Foreign-born Hispanics	36
Non-Hispanic whites	43
Non-Hispanic blacks	35

Median household income: \$46,902

The Buncombe County Latino population consists of 6.8% or 17,414 people. Hola Community Arts provides a celebratory, community-building experience, strengthening neighborhood spirit and opportunity to embrace diversity.

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?

Strategic communication is central to an organization's ability to advance its mission and its capacity to serve the community.

Reaching and Engaging our local Latino Communities is the core of our flagship partner - Hola Carolina Magazine. A Spanish-language lifestyle magazine designed to reinforce Hola Community Arts identity as a leading public service organization, serving as a key element in the organization's overall outreach and marketing campaigns.

Our corporate partners include: Ingles Markets, Van Wingerden International, Tri-Hishtil, Carolina Small Business Development Fund, United Federal Credit Union, Mountain BizWorks, Self-Help Credit Union, UNC Asheville, Mission Hospital, Park Ridge Health and Lancaster Law Offices.

Our nonprofit partners are critical to our success. Although our beneficiaries are the same, our core mission, programs and approach to social change is totally different.

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?

Adriana Chavela is Executive Director and Co-founder of Hola Community Arts. She is responsible for revenue growth across all divisions of the organization. For more than a decade, Adriana has served as diversity consultant to business leaders. Her consulting assignments focus on entrepreneurship, Latinos in America, career advancement, and marketing diversity management. She has appeared on television and radio as a commentator and expert on Latino community and culture.

Ron Stamey is co-founder and Chief Idea Officer at Hola Community Arts with responsibility for marketing programs, brand management, and corporate sponsorship. Ron is a marketing communications strategist with more than 20 years of experience, he's worked for ABC, FOX, CNN, (and more) producing TV, radio, print and new media. A strategic, multidisciplinary designer & art director with an eye for innovation and pixel perfection.

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.

Outcomes will be evaluated through our Continuous Quality Improvement (CQI) process on a quarterly basis and measured annually. CQI involves monthly meetings of all Program Directors with staff to discuss quality issues. On a quarterly basis, the group reviews outcome measures and progress towards achieving these measures.

- Attendance logs
- Surveys
- Publication Distribution and pick-up rates
- Online Analytics
- Assessments
- Case notes
- Video Documentation
- Storytelling

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?

Historically, Hola Community Arts has been self-funded through corporate sponsors and program service revenues. Hola Community Arts will continue to seek community funding, corporate partnerships, and crowdfunding while seeking additional funding sources to fund the outreach and educational programs. Currently, we have no real property and no paid staff.

Sustainability*

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

The long-term sustainability of our program is a high priority for Hola Community Arts. We will continue to develop our staff and board's ability to fund raise in order to diversify our revenues. Our funding strategies include building relationship with other foundations, cultivating support from corporate sponsors and individual donors, increasing revenues from special events, refining our annual appeal process, and focusing on revenue growth across all divisions 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.

HCA_FY2019_Budget.pdf

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.

HCA_Financials.pdf

Our International festivals, educational and outreach activities were developed by Hola Carolina Magazine and have sustained continuous growth for the past five years. In 2017, Hola Community Arts was established as a registered nonprofit organization under section 501(c)(3). The attached financials have not been subject to independent audit.

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.

Our International festivals, educational and outreach activities were developed by Hola Carolina Magazine and have sustained continuous growth for the past five years. In 2017, Hola Community Arts was established as a registered nonprofit organization under section 501(c)(3). A current IRS Form 990 has not been filed as of the FY2019 Strategic Partnership Grant application deadline.

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_of_Directors.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

Adriana Chavela 1/31/2018