

**Buncombe County FY19 Strategic Partnership Grants  
Application Summary Sheet**

<b>PROJECT</b>	<b>African American Cultural Heritage: Preservation, Data Collection, Education and Training</b>
<b>ORGANIZATION</b>	<b>River Front Development Group and Project Collaborative</b>

<b>Amount Requested</b>	\$149,000	<b>Strategic Priority or Sustainability Goal</b>	Diverse Community Workforce
<b>New or Renewal Request</b>	New	<b>Area Served</b>	District 1

<b>Organization Description</b>	<ul style="list-style-type: none"> <li>River Front Development Group (RFG), a NC Corporation since 1996 is an IRS 501 (c)(3) Nonprofit (<a href="http://www.rfdgasheville1.org">www.rfdgasheville1.org</a>) with Federal SAMs Registration: NAIC 236117 and 611519 for Affordable Housing, and PSC Code Y1FZ/U006 for Education, Training-Vocational/Technical Assistance. Mission is to provide viable, forward-looking solutions for economic, social/business development and creative projects in culturally diverse and inclusive programs. Vision is service as an anchor for education, employment, training, small business development and affordable housing.</li> </ul>
<b>Key Steps</b>	<ul style="list-style-type: none"> <li>Part I. Infrastructure development for education and preservation training; The Stephens Lee High School site as a Historic Landmark on the Urban Trail; creating an East End/Valley Street Community Neighborhood Trail with Historic Markers connecting to Beaucatcher Greenway; planning for the conversion of the Stephens Lee Center to an African American Cultural Heritage Museum including the collection of documents and artifacts, cataloging, indexing and archival preservation.</li> <li>Part II. Application for East End/Valley Street designation as a 'Neighborhood Conservation Overlay District'.</li> </ul>
<b>People Served</b>	<ul style="list-style-type: none"> <li>The target service area is Buncombe's 101,860 households, and Tourism, a major industry of 10.9 visitors, including 3.8 million overnights who spent \$1.9 Billion in 2016.</li> <li>13.1 percent of the County's population are ages 35-44, and are part of our target community, where the median household income is in the \$46,902 range, per capita \$28,087. East End/Valley Street is Asheville's oldest, in-town African American community extending back to slavery, and following Emancipation grew to become its center for education, training, entertainment, culture and business.</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Success will be measured in Planning and Development of the District and its components; Twenty-five residents will receive education and training in: Cultural Heritage, Digital Preservation Methods, Research, Ethics, Collections, Storage and a Tool Kit for use in Project Archival activities</li> <li>Provide 50 Resident(s) Consultations; Produce a Website, Brochure, U-Tube site; and 200 Family-Friendly Kits for sale as sustainability revenue.</li> </ul>

<b>Budget</b>			
<b>Amount Funded FY2018</b>	n/a	<b>Increase Request</b>	n/a
<b>Administrative Budget</b>	19% (from 2016 IRS Form 990)	<b>Total Organization Budget</b>	\$211,206 (projected FY2019)
<b>Other Funding Sources:</b> Grants, Individual donations, Government funding, Private foundations, Major Donor Corporate Contributions, Professional Services, Participant Fees/ Workshops/Other			

<b>STRENGTHS</b>
Strong implementation plan
Innovative and/or creative program design
SMART Outcomes (specific, measurable, achievable, realistic and, time-bound)

# African American Cultural Heritage: Preservation, Data Collection, Education and Training

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*FY2019 Strategic Partnership Grants*

## ***River Front Development Group and Project Collaborative***

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## ***Catherine P. Mitchell J.D.***

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# Application Form

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## Question Group

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### Project Name\*

Name of Project.

African American Cultural Heritage: Preservation, Data Collection, Education and Training

### Amount Requested\*

\$149,000.00

## 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](#).

Commissioner District 1, Commissioner Alfred Whitesides; NC House Dist. 114, which due to redistricting is roughly the same as the City of Asheville. According to the U.S. Census Bureau, July 1, 2017 Quick Facts, Asheville's population estimate is 89,121, between 2012-2016: 5,332 were Veterans, the Median Value of owner-occupied homes is \$212,000, and 64.6% of the civilian workforce is age 16 plus. Unfortunately 16.2% group live in poverty. In terms of business, 6,053 are owned by Men, 4,955 are owned by Women followed by 1,247 which are Minority owned, in total there are 10,914 Non-minority owned firms and 954 Veteran owned firms. According to Asheville Vibe, 13 % of the City's population is self employed; and 4% are Spanish; 70% of workers are married; and three of the prevailing issues for the District are: sustainable affordable housing; adult care homes-3 of which have been investigated about their relationship to the Opioid epidemic; and the expansion of Tourism Offerings.

### Organization Description\*

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

River Front Development Group (RFG), a NC Corporation since 1996 is an IRS 501 (c)(3) Nonprofit ([www.rfdgasheville1.org](http://www.rfdgasheville1.org)) with Federal SAMs Registration: NAIC 236117 and 611519 for Affordable Housing, and PSC Code Y1FZ/U006 for Education, Training-Vocational/Technical Assistance. Our Mission is to provide viable, forward-looking solutions for economic, social/business development and creative projects in culturally diverse and inclusive programs. Our Vision is service as an anchor for education, employment, training, small business development and affordable housing. An Authorized Modular Home Dealer we have constructed high quality, affordable homes for the Asheville Housing Authority and privately so others could escape generational poverty. RFDG incorporated, secured IRS Nonprofit status and provides supportive

services to groups such as: My Daddy Taught Me That, YTL Training Program, Funny R Us, Zelda Devine, Just Folks and East End/Valley Street Neighborhood Association and others.

## 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?

Cultural Heritage Tourism is the vision we share in Partnership with the East End/Valley Street Neighborhood Association, E.W. Person Collaborative, and Asheville-Buncombe Historic Resources Commission, and key community stakeholders. The aim of this project is to secure long-term support for its core activities: Creation of an African American Cultural Heritage District with the former Stephens Lee High School site as the Anchor Institution for a Cultural Heritage Museum, and Tourism Hub; and Preservation Education and Training generation of additional small businesses jobs. A major attraction for tourism, it is a naturally occurring focus district in an asset-based tourism strategy. Holistic in offerings and led by locally empowered leadership it will celebrate the county's diverse cultural landscape, draw economic development tourism, and is a resource with components for vertical tourism integration. It involves collaborations among multiple institutions and community groups.

## Key Steps\*

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

To build the Institutional base for an African American Cultural Heritage District in accordance with the Asheville-Buncombe Historic Preservation Master Plan: Part I. Infrastructure development for education and preservation training; The Stephens Lee High School site as a Historic Landmark on the Urban Trail; creating an East End/Valley Street Community Neighborhood Trail with Historic Markers connecting to Beaucatcher Greenway; planning for the conversion of the Stephens Lee Center to an African American Cultural Heritage Museum including the collection of documents and artifacts, cataloging, indexing and archival preservation. Part II. Application for East End/Valley Street designation as a 'Neighborhood Conservation Overlay District'. Part III. Planning with City/County Historic Resources, Strategic Development and Greenways for East End/Valley Street Comprehensive Cultural Assessment and Mapping in preparation for Tourism Product Development Funding from TDA.

## 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 target service area is Buncombe's 101,860 households, and Tourism, a major industry of 10.9 visitors, including 3.8 million overnighters who spent \$1.9 Billion in 2016. 13.1 percent of the County's population are ages 35-44, and are part of our target community, where the median household income is in the \$46,902 range, per capita \$28,087. East End/Valley Street is Asheville's oldest, in-town African American community extending back to slavery, and following Emancipation grew to become its center for education, training, entertainment, culture and business. The County's African American community is 6.4% of its population, 44.82% of Zip Code 28801. They own 2,147 firms compared to 25,428 White firms. Median home values average below \$212,000 or some \$25,000 below the \$234,000 prevailing rate, many residents are represented in the 3.8% unemployed rate despite the County's 3.5% employment increase, their inclusion is key in the County's projected future job rate increase of 1.6%.

## 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?

Project partners are: City of Asheville Strategic Development, and Historic Resources, [who provide facilitation, planning and implementation for tourism development funding]; River Front Development Group, [project planning, development, implementation and supervision]; the E.W. Pearson Collaborative (Burton Street, East End/Valley Street, Shiloh and Project Lighten Up Neighborhood Associations) [community engagement, outreach and collections]; Southside residents and Stephens Lee Alumni Association [community engagement, collections and outreach]; Asheville-Buncombe African American Historic Commission [historic markers and way-finding signs]; Veronika Gunter [Urban Trail, Mountain Bizworks-Heritage entrepreneurship training, marketing and communications]; Revs. Jim Abbott and Pat Bacon [church histories]; and Working Group participants of the Asheville-Buncombe Community Land Trust [community engagement and outreach]. This is a community driven 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?

Catherine P Mitchell, J.D, Executive Director is also Chief Operating Officer of River Front Development Group. She is a retired practicing attorney with over 30 years of experience in community organization, business planning, development, and services; Assistant Project Direction is provided by the Executive Committee of East End/Valley Street Neighborhood Association (Renee White-President, Alberta Williams-Vice President, and Rev. Jim Abbott-Treasurer); these organizations will provide leadership in the: Identification, Collection, and Archival Repository of some 50-100,000 Stephens Lee documents, alumni personal histories, journals, manuscripts, prints, photographs, images, recordings, architecture and cartographic records, objects, archaeological and ethnographic artifacts from Asheville High School, the Alumni Association, UNCA-Ramsey Library, Appalachian State Univ., State, City/County Offices, Asheville Citizen-Times, Families, Church Histories and misc. sources.

## 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.

In partnership with the City, the project will apply for Tourism Product Development Funds to develop a high quality venue that successfully attracts visitors with way-finding signs and programs that add to visitor experiences. Using business models like the John B Lewis Soccer Complex, Pack Square Park and the U.S. Cellular Center, the project will use 'destination promotion' as its economic development strategy. These models are unique to Buncombe County. Success will be measure in Planning and Development of the District and its components; Twenty-five residents will receive education and training in: Cultural Heritage, Digital Preservation Methods, Research, Ethics, Collections, Storage and a Tool Kit for use in Project Archival activities; Provide 50 Resident(s) Consultations; Produce a Website, Brochure, U-Tube site; and 200 Family-Friendly Kits for sale as sustainability revenue. Performance Assessments will be based on competence development, personalized and self-regulative.

## 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?

RFDG is on a Calendar Fiscal Year. To date, \$3,000+ has been received from regular small donors who are aware of our pending office reopening. Prior Operating Grants have been received from Z. Smith Reynolds and Wells Fargo Foundations, and funding applications will be made in their funding cycles. Office operations and fundraising were suspended during reconstruction of the Asheville Art Museum, our office location. A Letter of Intent is pending with the National Trust for Historic Preservation, African American Cultural Heritage Action Fund in the sum of \$50,000. An Affordable Housing soft-2nd Mortgage is due and payable in April, 2018, and the organization has an Exclusive Option for the purchase of 5 additional lots for construction of affordable housing from which it will derive operating revenues. The project is already underway with Planning and Negotiations with City and Agencies.

## Sustainability\*

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

Sustainability incorporates social, cultural, and community development that overlap and is informed in co-evolutionary ways. Cultural social capital is linked to values in the economy, social equality and cultural vitality. They must be authentic experiences supportive of wellbeing and, foster a sense of ownership, belonging and pride in the preservation of collective memories. The project follows National Trust for Historic Preservation principles for building successful visitor venues: Education and Training Historic Preservation Tool-Kits will generate revenues through literature productions. Our partners and stakeholders include our community interest and Neighborhood Support, Tourism Product Development jobs, Urban and Neighborhood Trail expansion and connection to Beaucatcher Greenway, a BizWorks Program, Downtown Brewery Corridor, River Arts District and South Slop, are existing location supportive venues assisting in the visibility and economic sustainability of this project.

## 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.

RFDG BudOrganization Budget-Final .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.

RFDG Financial Position as of Jan 31 2018.docx

RFDG office services were disrupted in late fall of 2016 with the closure of the Asheville Arts Museum, our office location. Since that time and pending our return, we have continued services to existing clients on an appointment only basis, and curtailed fundraising applications and activities. At all times, our Treasurer and Executive Staff have worked together to assure IRS 990's were completed, timely filed, and accurately reflected approved spending and compensation. Our Annual Report is posted on our website and summarizes our impact, funding, sources and uses. RFDG uses a double-bottom-line operating approach to our mission, impact, and financial sustainability regarding spending for an audit, and gives full assurances that all financial statements are free of material misrepresentations or misstatements as require by IRS public disclosure requirements for charitable nonprofits. Operating funding has been received from Z. Smith Reynolds and Wells-Fargo Foundations in the past.

## 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.

scanRFDG 2016-990.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.

RFDG Board of Directors 2018 - 2020.docx

## **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**

Catherine P Mitchell, Executive Director and Chief Operating Officer February 5, 2018