

Community Wellness and Promotion Through Sports Events

FY 2018 Buncombe County Community Funding

Asheville Buncombe Regional Sports Commission

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Application Form

Project Name*

Name of Project

Community Wellness and Promotion Through Sports Events

Amount Requested*

Amount Requested

\$75,000.00

Service Area*

Which Commissioner Districts are served by this program?

Access a map of Buncombe County Commissioner districts [here](#).

District 1

District 2

District 3

Which county sustainability goal aligns best with the goals of this project?*

Based on the Buncombe County Sustainability Plan, select a Category, Goal & Objective that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan [here](#).

Community > Healthy People > Decrease rates of childhood and adult obesity

If applicable, select a second sustainability goal that aligns with project goals.

Result 2 is optional - Select if project aligns with more than one Sustainability Category, Goal & Objective.

Economy > Sustainable Localized Economy > Support small business development

If applicable, select a third sustainability goal that aligns with project goals.

Result 3 is optional - Select if project aligns with more than one Sustainability Category, Goal

& Objective.

Project Description

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Description of Project

The Asheville Buncombe Regional Sports Commission (ABRSC) respectfully requests that the County continue their support of the Southern Conference Basketball Championships in addition to a new event called the Great Smoky Mountain Grapple. The ABRSC works to recruit new sporting events to our community, attracting many of our local residents as participants and spectators. These events range from youth gymnastics, soccer, lacrosse, running, cycling and CrossFit events, to name a few- challenging athletes of all abilities at all ages, as well as bringing sports fans together. The ABRSC continues its efforts by working with local businesses and hotels to make sure the events are engaging both the local community as well as visitors to our beautiful region.

The ABRSC has engaged partners from local school systems and agencies such as Eblen Charities to make sure that the events that we host not only impact visitors but have a positive impact on our local residents. This year, the ABRSC in conjunction with the US Cellular Center will host a high school wrestling tournament with 24 teams called the Great Smoky Mountain Grapple. Each of the teams from our local school systems will be invited to participate in the tournament along with teams from across the country. This event will enhance the local economy by bringing in visitors but also have a positive impact on our high school athletic programs. We believe that events like the Southern Conference Tournament and the wrestling event will impact the quality of life for Buncombe County residents.

This work is most evident in the lengthy partnership with the Southern Conference to host the Men's and Women's Basketball Championships. The ABRSC works year round with the SoCon staff to provide a great event for not only SoCon fans but largely our local community. We team up with local agencies such as the YMCA of WNC along with the Asheville Downtown Association to promote a quality experience for all participants.

How many people will this project serve?*

State the number of individuals or households in Buncombe County that will be served by this project. Also state the number of people that will experience the desired result. For example, if dropout prevention services are being delivered to 100 students, how many will successfully graduate from high school?

Over the past year, the ABRSC has served nearly 10,000 local residents, ranging from the over 500 young children who receive their first basketball at the SoCon Downtown Dribble, the over 2,000 school children who attend the first round of the tournament free to the adventurous athletes who tackle events like the Spartan Race to world class cyclists who compete locally in events such as the USA Cycling National Cyclocross Championships. This past year, over 9,500 athletes participated in the Asheville Spartan Race in Black Mountain and over 1,000 were from Buncombe County and this year that number will increase because the event will become a two day event with a potential addition of 6,000 more athletes. Our objective is to continue to serve more participants, fulfilling our mission to enhance the health, wellness and quality of life of our Buncombe County residents with sporting events.

Describe the people this project will serve.*

Characterize the demographics of the project's target population in terms such as age, gender, income, race, ethnicity, geographic area, etc. Include information about method of referral/recruitment of the target population.

The demographic outreach of the programs of the ABRSC range from children to senior citizens with a wide range of experiences, abilities, interests, and backgrounds. We want to continue to serve members of our region from all walks of life, and we work hard to provide opportunities to members of our community who may not otherwise have the chance to experience health, wellness, and quality of life. Through our partnerships with various businesses and organizations, the ABRSC is able to engage a diverse set of participants, building a stronger community for our growing population. The Asheville Spartan Race is a prime example of an event which serves a large cross section of our endurance sports participants. It is held in Black Mountain and is televised on NBC Sports giving our region tremendous exposure. The new wrestling tournament will serve our high school athletic programs by providing a national competition in Buncombe County.

What key steps will you take to achieve the results of this project?*

Describe the core elements of your implementation plan, including milestones that will take place within the funding timeframe.

We rely on strategic recruitment of diverse events to our region that will have significant financial and wellness contributions to the greater Buncombe County community. Additionally, we strive to attract events that brings awareness to the diverse riches of this community, and offer opportunities through events to serve the people of our county.

We partner with key businesses, venues, agencies, event directors, civic leaders, and volunteers to produce and promote health and wellness to the local residents through the management of quality sporting and sports-related events. Without partnership with local entities such as Asheville Buncombe Youth Soccer Association, our events would lack the support needed to be meaningful to the participants and spectators.

Additionally, it is vital that we engage the private sector to provide additional sponsorship funding to allow for the financial support needed to host these events.

Describe the evidence of success that backs this project's approach.*

What evidence of success (i.e. evidence-based research, practice model, accreditation, industry standards, and/or other framework) are you using as a basis for your project design?

We measure our success by the quality of events we recruit, produce, and manage as well as the size and scope of the events that we host. In addition, it is very important that we maintain goals for sustainable growth and quality performance so that our events sever the needs of the community best year after year.

The ABRSC monitors closely the events with which we are involved, making sure that we promote events that best fit this region, prioritizing local engagement, active participation, support back to local organizations and increased quality of life overall.

Describe your data collection, tracking, and reporting procedures.*

Explain your methods for documenting project, service and client information. Include a description of any software or other tools utilized.

We partner with event producers to track the participation of their events by athletes, spectators, and volunteers. We track the origin of each participant through the registration process so we can monitor the mix of local and out of town participants. This information is tracked annually to monitor event performance over time.

A prime example of this would be the Spartan Race where we were provided the zip code of each participant. This race increased from 6,000 participants in 2015 to over 9,000 in 2016. These participants came from 45 different states and Canada.

Explain your technological resources and capacity.*

Explain your current technological strengths and barriers and how this impacts your ability to track data and report outcomes. Who is responsible for adaptation and use of technology within your organization?

We utilize impact tools provided by the Destination Marketing Association International to determine the financial impact each event has on our community. We also utilize the latest social media and various online networking tools to engage the local community and promote our community to out of town visitors. Working with fellow agencies such as the Buncombe County Tourism Development Authority and the Economic Development Coalition helps to increase our capacity and garage our effectiveness.

Organizational Profile

How does the proposed project support your mission and strategic plan?*

State your mission and the date of your most recent strategic plan, and explain how the proposed project helps advance your organizational goals.

Mission Statement: Asheville Buncombe Regional Sports Commission will 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.

This continued funding will continue to assist with the recruitment of sports events which enhance the quality of life for our residents. Recruiting major sports events will enhance the recognition of our region as a "recognized sporting destination."

What expertise/accomplishments do you have that are relevant to the proposed project?*

List your organization's strengths as well as accomplishments from the past 3 years that position the organization to be successful with the proposed project.

Since it's founding in 2010, the ABRSC has shown consistent growth in the recruitment of new sporting events. the largest project, the Southern Conference Basketball Championships has a contract through 2021 which is the longest commitment in the history of the conference. The increase in the size of the Spartan Race from 6,000 to over 9,000 in one year is a testament to the great experience that the participants had both at the venue and in our great county before and after.

Describe partners that are critical to the success of your organization.*

List any external partners, intermediaries or advisors important to your success, and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

- Arby's
- Asheville Area Chamber of Commerce
- Asheville Buncombe Youth Soccer Association
- Asheville Citizen-Times
- Asheville City Schools
- Asheville Convention and Visitors Bureau
- Asheville Downtown Association
- Asheville Independent Restaurant Association
- Asheville Police Department
- Big South Conference
- Biltmore Estate
- Biltmore Farms
- Boys and Girls Club of America
- Buncombe County
- Buncombe County Schools
- City of Asheville
- Crossfit Pisgah
- Ellen Charities
- Grove Sand and Stone
- I Heart Media
- Ingles
- Mission Health
- Pepsi
- Southern Conference
- The Cliffs Communities
- UNC Asheville
- US Cellular Center
- US Tennis Association
- USA Cycling
- USA Gymnastics
- USA Wrestling
- Warren Wilson College
- Western Carolina University

Each of these organizations has been a partner in hosting or sponsoring our major events hosted in Asheville.

Financial Information

Nonprofit financial assurance requirements:

Financial statements, prepared using a recognizable basis of accounting (i.e., modified accrual) and IRS Form 990s must be submitted to Buncombe County annually.

- Organizations with annual revenues of \$300,000 or greater must submit financial statements audited in accordance with generally accepted auditing standards.
- Those with revenues between \$100,000 and \$300,000 must submit financial statements reviewed in accordance with SSARS 19.
- Those with revenues of less than \$100,000 must submit non-disclosure financial statements compiled in accordance with SSARS 19.

All financial statements must be reported on by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

These requirements are considered minimum requirements. Organizations may submit a higher level of assurance than is required.

IRS Form 990 - Upload Here

Click Choose File to upload a copy of the 990 form you most recently completed.

990 form ABRSC.pdf

If your organization does not have a 990, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

Please note that our accounting firm is in the process of completing the 990 for the prior year along with our audit but it will not be available until probably January 2017.

Financial Statements - Upload here

Click Choose File to upload a copy of the most recently completed financial statements (audit, compilation or review).

063015 Final Financial Statements copy 2.pdf

If your organization does not have financial statements, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

[Unanswered]

Complete Budget Worksheet - Upload Here*

Download the budget form [Here](#).

Complete the budget form for this project/program and the overall agency. Save it to your computer, then upload it by clicking Choose File.

community-funding-budget-form ABRSC.xlsx

Budget Narrative*

Describe all differences between current year and proposed year. List all pending funding sources with expected date of notification. Please detail any other information that may help clarify the budget.

Until last year, the ABRSC received an annual budgeted amount of \$45,000 which was applied directly to the operating costs of the organization. Last year, a grant through this process in the amount of \$30,000 was awarded.

What (if any) portion of requested funds will be used to support capital expenses?*

Capital projects are defined as those used to acquire or upgrade physical assets such as property, buildings, or equipment. Please detail.

No portion of the funds will be used to support capital expenses

Employee Wages

Please provide information about the wage breakdowns of your employees. Living wage for Buncombe County has been identified as \$11.00 per hour for employees with employer-provided health insurance and \$12.50 per hour for employees without.

Employees with employer-provided health insurance*

List the number of employees in your organization with employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$10.99 per hour

\$11.00 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

Health insurance is not currently provided to employees.

Employees without employer-provided health insurance*

List the number of employees in your organization without employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$12.49 per hour

\$12.50 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

1 employee \$15-\$19.99

1 employee \$35.00-\$39.99