

Enabling Hybrid Programming Capabilities

RFP for Coronavirus State and Local Fiscal Recovery Funds

Asheville Art Museum

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Application Form

Question Group

Buncombe County requests proposals for projects to help the community recover from and respond to COVID-19 and its negative economic impacts.

Buncombe County has been awarded \$50,733,290 in Coronavirus State and Local Fiscal Recovery Funds (Recovery Funding), as part of the American Rescue Plan Act. This infusion of federal resources is intended to help turn the tide on the pandemic, address its economic fallout, and lay the foundation for a strong and equitable recovery.

Buncombe County is committed to investing these funds in projects that:

- Align to county strategic plan and community priorities
- Support equitable outcomes for most impacted populations
- Leverage and align with other governmental funding sources
- Make best use of this one-time infusion of resources
- Have a lasting impact

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

[Click here for the full terms and conditions of the RFP](#)

Coronavirus State and Local Fiscal Recovery Funds*

Name of Project.

Enabling Hybrid Programming Capabilities

Amount of Funds Requested*

\$75,174.00

Recovery Fund Eligible Category*

Please select one:

Small business and non-profit support

Brief Project Description*

Provide a short summary of your proposed project.

This project will involve equipping the Museum's studio and multipurpose space with technology to support hybrid in-person and live virtual programming. There is still a large population of people who do not interact in person because of immune deficiencies, inability to be vaccinated, or who serve as a caregiver to a vulnerable individual. Additionally, we have found that virtual programs have many benefits, including

having a larger geographic reach and providing engagement opportunities for those who face some other barrier to participation. In the past year, Museum staff have become adept at delivering virtual programming, however, as people are becoming more comfortable interacting in person, we face increased demand for in-person programming as well, putting additional strains on staff time, capacity, and scheduling. Rather than duplicate programming formats, we seek the ability to offer unified onsite and live virtual programs to best serve our diverse audiences.

Project Plan*

Explain how the project will be structured and implemented, including timeframe.

We expect that this project will take approximately one year for full implementation. First, the Museum will finalize with IT professionals the particular needs and capabilities necessary to make the Museum's studio and multipurpose space into "Zoom Rooms," enabling video collaboration for in-person and remote participants to interact in real time. The Museum will order materials and work with professionals for installation, and Museum teams will complete training to ensure depth of education and knowledge regarding all technological capabilities. Purchase and installation is expected to take approximately three months. The Museum will then host a series of programs for all ages utilizing the new technology during the remainder of the project period.

After the two rooms are equipped, they will host a variety of programming and trainings, benefitting both the general population as well as providing targeted opportunities for Buncombe County students and educators. During the project period, uses will include board meetings and docent trainings, teacher professional development workshops, virtual visits for K-12 classrooms, and adult programs, including film screenings and the In Conversation series, which hosts in-depth discussions with artists and other experts.

Statement of Need*

Describe the need that this project will address. Include data to demonstrate the need, and cite the source of the data.

This project serves the need to equitably offer programs and other meetings in accessible formats for all participants. Though a growing number of individuals are looking to engage onsite, we still face uncertainties about the level or permanence of this onsite engagement. In North Carolina, only approximately 45% of the population is fully vaccinated (NCDHHS). Vaccines are still not recommended for younger children, and we don't yet have much data regarding how the Delta variant may affect vaccinated and unvaccinated individuals alike. In short, we are still coping with the effects of COVID-19 and require additional options and capabilities for engaging a constituency where individuals have different risk profiles and levels of comfort.

The COVID-19 pandemic also completely upended the education system. School closures forced many parents to shoulder the additional burden of overseeing their children's educations. Teachers had to adapt to new, previously untested formats for lesson delivery. New programming capabilities will help the Museum serve as a partner to confront learning loss and provide students and educators with tools to aid resilience, offer alternative learning methods, and combat current uncertainties in education.

Link to COVID-19*

Identify a health or economic harm resulting from or exacerbated by the public health emergency, describe the nature and extent of that harm, and explain how the use of this funding would address such harm.

This project responds to the funding category to support COVID-19 prevention or mitigation tactics, including physical plant changes to enable social distancing. These hybrid capabilities will allow us to offer

programs to a wide audience, even if onsite capacity is limited. COVID-19 greatly impacted our ability to benefit from communal group interactions. This project will help us continue offering high-quality programming in a safe manner and allow constituents to engage in the way that is most comfortable for them.

At its core, the Museum's revenue and ability to stay operational come from public participation. That participation was severely curtailed beginning in March 2020 when the Museum was forced to close to the public and continuing to the present as visitation continues to be depressed. In addressing the current circumstances, and preparing for the future, it is essential that we consider new and better methods to provide essential arts engagement for all sectors of the community, especially when governed by gathering guidelines and capacity limitations.

Population Served*

Define the population to be served by this project, including volume and demographic characteristics of those served.

The Museum serves the 24 counties of WNC. The Museum is located in the urban center of this 10,601-square-mile Appalachian region, which is comprised primarily of rural mountain communities and has a population of over 1.4M residents. The region has an average poverty rate of 15.12%. Twenty-one counties have annual median incomes below 80% of the national average. Seven counties are designated at-risk by the Appalachian Regional Commission, and 21 are classified as rural by the NC Rural Center. The WNC region has a relatively small minority population, with approximately 4% of residents identifying as Black or African American, 2.5% American Indian or Alaska Native, 2% bi- or multiracial, 1% Asian or Asian American, and 5.5% Hispanic or Latinx.

The Museum is also working on re-establishing community partner and outreach programming relationships, particularly with area schools and libraries, many of which are proceeding with great caution in their use of outside educators for extracurricular or educational programming. Programs will serve teachers, students, and adults with targeted initiatives. School programs benefit students and teachers with activities that reinforce curriculum objectives and grade-level standards described in the NC Standard Course of Study. Adult programs facilitate interactions with artists, curators, and other experts, encouraging critical inquiry, lifelong learning, and community engagement.

Results*

Describe the proposed impact of the project. List at least 3 performance measures that will be tracked and reported. If possible, include baselines and goals for each performance measure.

This project will equip the Museum for a hybridized future where constituents use both in-person and virtual capabilities to engage in cultural and educational activities. Performance measures include:

- The Museum will host at least 50 events in the newly equipped spaces. We anticipate these events will include six board meetings, four In Conversation programs, four film screenings, 15 docent trainings, two teacher professional development workshops, and 20 school programs.

- These programs are projected to reach 1,085 participants

- Following all programs, we will administer an evaluation survey to participants. The Museum will measure performance at a benchmark of 75% of respondents rating all program experience areas Good, Very Good, or Excellent.

Evaluation*

Describe the data collection, analysis, and quality assurance measures you will use to assure ongoing, effective tracking of contract requirements and outcomes.

The Museum measures success through both qualitative and quantitative means, primarily utilizing surveys and comprehensive attendance records. Museum staff will review post-program surveys and compile monthly numbers of programs and attendance to track success throughout the project and to ensure alignment with projected results. An online survey platform allows the Museum to easily send, receive, and review surveys that are grounded in best museum-evaluation practices. Participants score their program experience in six areas (knowledge/style of presenter/instructor, quality of program, value of ticket price/registration fee, interactions with Museum staff, physical accessibility to Museum/program, and overall satisfaction) on a four-point Likert scale. Museum staff diligently track attendance for overall visitation along with individual programs, events, and exhibitions. These records allow the Museum to pinpoint program areas with the greatest impact and to track overall progress.

Equity Impact*

How will this effort help build toward a just, equitable, and sustainable COVID-19 recovery? How are the root causes and/or disproportionate impacts of inequities addressed?

Offering hybrid programming helps the Museum provide equitable access for those who, for whatever reason, are not able to engage in person due to health, mobility, financial, transportation, or other barriers to access. These populations also tend to be the ones that were most severely affected by COVID-19, both in terms of physical health and mental health. Engagement with the arts will be essential for both financial as well as mental and emotional recovery for our community. Putting these tools in place serves all Museum constituents both now and in a future that may still be affected by COVID-19 or other health concerns.

Project Partners*

Identify any subcontractors you intend to use for the proposed scope of work. For each subcontractor listed, indicate:

- 1.) What products and/or services are to be supplied by that subcontractor and;
- 2.) What percentage of the overall scope of work that subcontractor will perform.

Also, list non-funded key partners critical to project.

The Museum's primary partners for this project will be Zoom and the Museum's IT provider, Advanced Data & Network Solutions (ADNS). The Museum will work with both partners to finalize technological needs for the project, including technical components and installation. ADNS will be primarily responsible for onsite installation and troubleshooting. Key partners for pre-K-12 school and teacher programs will include Buncombe County Schools, Asheville City Schools, and charter schools located in Buncombe County.

Capacity*

Describe the background, experience, and capabilities of your organization or department as it relates to capacity for delivering the proposed project and managing federal funds.

The Museum has a long history of successful financial and project management with federal and other large grants, and this management has continued seamlessly throughout the COVID-19 pandemic. The

Museum has current or recent grant awards from the National Endowment for the Arts, Institute of Museum and Library Services, National Park Service, Council on Library and Information Resources, and others.

Budget*

Provide a detailed project budget including all proposed project revenues and expenditures, including explanations and methodology. For all revenue sources, list the funder and denote whether funds are confirmed or pending. For project expenses, denote all capital vs. operating costs, and reflect which specific expenses are proposed to be funded with one-time Buncombe County Recovery Funds.

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Recovery-Funds-budget-template_Ashville Art Museum.xlsx

Special Considerations*

Provide any other information that might assist the County in its selection.

n/a

File Attachment Summary

Applicant File Uploads

- Recovery-Funds-budget-template_Ashville Art Museum.xlsx

Coronavirus State and Local Fiscal Recovery Funds Proposed Project Budget

Organization Name:	Asheville Art Museum Association, Inc.
Project Name:	Enabling Hybrid Programming Capabilities
Amount Requested:	\$75,174

Proposed Project Revenue Funder	Amount	Confirmed or Pending?	Notes
Proposed Buncombe COVID Recovery Funds	\$ 75,174.00	pending	
Asheville Art Museum	\$ 10,161.00	confirmed	AAM operating budget
List other sources here			
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Total	\$ 85,335.00		

Proposed Project Expenses	Proposed Recovery Funds	Other Funds	Total	Capital or Operating Expense?	Notes
Personnel- Director of Finance & Operations	\$ 11,992.00		\$ 11,992.00	operating	20% time
Personnel- Director of Learning & Engagement	\$ 11,233.00		\$ 11,233.00	operating	20% time
Personnel- Education Programs Manager	\$ 9,419.00		\$ 9,419.00	operating	20% time
Personnel- School & Family Programs Manager	\$ 8,000.00		\$ 8,000.00	operating	20% time
Personnel- Benefits		\$ 10,161.00	\$ 10,161.00	operating	calculated at 25% salaries
Materials/Equipment- Neat Bar Pro	\$ 9,980.00		\$ 9,980.00	capital	\$4,990 each x 2
Materials/Equipment- iPads	\$ 1,000.00		\$ 1,000.00	capital	\$500 each x 2 to use as Neat Bar controllers
Materials/Equipment- Acoustic treatment	\$ 5,000.00		\$ 5,000.00	capital	estimated for customized panels
Materials/Equipment- Teacher PD materials	\$ 800.00		\$ 800.00	operating	\$400 x 2 sessions
Services/Honoraria- ADNS	\$ 9,000.00		\$ 9,000.00	capital	calculated at \$150/hr x 60 hrs for specialized installation in 2 rooms
Services/Honoraria- In Conversation Honoraria	\$ 2,000.00		\$ 2,000.00	operating	\$500 honorarium x 4 programs
Services/Honoraria- Teacher PD Contract Instructor	\$ 1,000.00		\$ 1,000.00	operating	\$500 x 2 workshops
Services/Honoraria- Teacher PD Honoraria	\$ 2,250.00		\$ 2,250.00	operating	\$75 honorarium x 30 teachers to defray costs of time/participation
Other- Film Screenings	\$ 1,000.00		\$ 1,000.00	operating	\$250 licensing x 4 films
Other- School Programs Admission Support	\$ 1,000.00		\$ 1,000.00	operating	\$50 virtual visit admission x 20 classes
Other- In Conversation Travel/Hospitality	\$ 1,000.00		\$ 1,000.00	operating	\$250 travel stipend x 4 programs
Other- Zoom License	\$ 500.00		\$ 500.00	operating	Zoom Room license for one year
List expenses here			\$ -		
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Total			\$ 85,335.00		