

My Daddy's House

RFP for Coronavirus State and Local Fiscal Recovery Funds

My Daddy Taught Me That

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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.

My Daddy's House

Amount of Funds Requested*

\$2,250,000.00

Recovery Fund Eligible Category*

Please select one:

Services for disproportionately impacted communities

Brief Project Description*

Provide a short summary of your proposed project.

This project gives My Daddy/ My Sistah Taught Me That, a stable permanent homebase for MD/MSTMT's character development, job training and entrepreneurship programs for African American youth and space for public programming and short term emergency housing. For only \$197/sq. ft we will purchase and renovate a 12,480 sq ft. Church school in Montford on a 5 lot parcel, where we will build 3000 sq ft of

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emergency housing. The property is on bus lines and walking distance from the city's two poorest neighborhoods and job opportunities in downtown Asheville. The space and location allows MD/MSTMT to increase public programming, expand the service demographic, and facilitate community relationships across ages and races. County funds will cover the purchase and housing facility construction. The City of Asheville has asked us to apply for American Recovery Plan Act funds for the renovations and we are in conversations with the Dogwood Foundation to secure funding for programming.

Project Plan*

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

The project's purpose is to increase opportunities and improve outcomes for Black youth in Asheville. The process for doing that is to grow multi-racial collaborations and engage a wider circle of community support in the longstanding need for a youth and teen center in Asheville. The process of acquiring, renovating, and facilitating neighborhood relations is just as much a part of the project as the programming in the building after renovations.

Architect Peter Alberice is working pro bono with MD/MSTMT on this project. He has conducted a code analysis, and after consultation with Director Shannon Tuch of the Asheville Planning and Zoning Commission, has determined that the building would be considered a community center and could be brought up to code with the installation of smoke detectors, a fire alarm system and a type 13 sprinkler system. Mr. Alberice will also handle code requirements of the renovation.

TIMELINE:

Sept.- Jan. 2021 Acquisition of property and permits and start of neighborhood relations activities

Feb. - Aug. 2022 Remodeling and refurbishing of existing building

Jan - Dec 2022 Construction of residential facility

Sept. 2022 Programming Center opens as follows:

1. MD/MSTMT's youth and public programs move into the renovated building and are able to serve a wider network of participants. The youth program includes 3 character building sessions per week (e.g. how to become a successful responsible person, how national and local affairs effect our community, being respectful in intimate relationships, etc.), a 13 week STEM program, participation in life changing events such as college tours and events like the Million Man March, job skill/mentoring internships with local businesses in culinary arts, landscaping, photography, electric and plumbing trades, etc. Many of the businesses who partner in this training are run by Black role models, e.g. Turk DaJerk, Cooking with Comedy catering, M.S. Lean Landscaping and Queens Auto Detailing.

2. Public programming begins including programs on civic affairs, relationship and parenting skills, lectures by officials and experts, artistic performances and exhibits and holiday and other celebrations.

Statement of Need*

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

The Buncombe County African American community is experiencing a crisis. There is an urgent need to stop the growth in disparities and their increasingly harmful impacts. A New York Times study shows that the County is 92nd worst out of 2,478 U.S. counties in helping children living in poverty move up the income ladder. MD/MSTMT is a pivotal player in turning that around. Today, the average monthly income for a Black employee in the County is \$2200 vs \$3600 for Whites. Blacks are only 6% of the county's population but In 2020 37 out of 44 victims of gun violence were African American men and Asheville's growing jail population is 28% Black. The teen pregnancy rate for Blacks and the percentage of the Black community below the poverty line are almost double that of Whites. The high school graduation rate of Black students is 20% less than for White students. And gentrification has torn apart historical Black communities. Since 2008 when there were major cuts at community centers including weekend closings, there have been no safe spaces

where Black excellence can thrive and Black youth can just be kids away from the negative magnets on the street. MD/MSTMT's programs have been located far from the community in the sterile Asheville Mall. This project offers a prime centrally located location, adequate space for diverse programming and the community involvement needed for youth to learn skills and develop character that generates success and increases incomes, and is more inviting and a deterrent to drugs, violence and crime.

This project also provides difficult to find emergency housing for young people in crisis. Social workers, the Dept. of Juvenile Justice, and others often ask MD/MSTMT to house youth needing a bed for a few nights, in addition to the youth in the program who need a place to stay.

Data sources in uploaded document.

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.

The isolation, joblessness, and frustrations of the COVID Pandemic have brought further disruption and a spike in violence to Asheville's African American community, a community that has already been targeted by the inequities in education, justice, healthcare, and other societal systems in Buncombe County. COVID further destabilized many Black families that were already using financial, social and emotional energy and resources to provide as much stability as possible for their families and children while navigating the innumerable intentional and unintentional obstacles to success in Buncombe County. In North Carolina 40% of Black owned businesses closed because of the pandemic. The lack of publicly aggregated and accessible data prevents us from citing local Black business closures in Buncombe County but it is similar to the State-wide figures. And, concerningly approximately 85% of gun related crimes in Asheville are within the African American community. During 2020 such crimes grew 25% over 2019 and worse yet they grew another 25% in the first three months of 2021 alone. Lack of employment opportunities, lack of space for youth leisure, and lack of stable housing are just a few contributors to these increases in violence. And, COVID has made even more desperate the need to provide alternatives to current trends of Black youth falling into the influence of gangs and violence. The proposed community center would offer that protection and a safe, inviting place where youth can connect with invested and caring adults and peers, develop job skills, and receive the educational support that is necessary to resist violent paths and build strong, responsible, connected, and successful lives.

Data sources on uploaded document.

Population Served*

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

Our mission is to provide services that positively influence the well being of youth from ages 6-19 in Buncombe County. We center on the needs and opportunities that are most relevant to African American youth, and by doing so, we offer programs that enrich youth of all demographics. Key to our approach is having youth interact with a wide array of community members, mentors, parents, and advocates. So the population we serve also includes the many adult community members who are part of our program and services. With 16,000 African Americans in Buncombe County, 6% of the population, this small community faces many challenges as described in the Statement of Need. In addition, according to Asheville City School Board Member and former Chairwoman, Shonda Sandford, Asheville's racial gap in educational achievement and school suspensions (the worst in the State and 5th worst in the nation) leave Black youth with a negative self perception, a perception she has seen MD/MSTMT turn around so that young people can succeed. Centering on the priorities of the African American community is fundamental to our approach, and

contributing to a healthier, more diverse Buncombe County is part of our goals. With more space from which to offer and diversify programming, we will expand opportunities to include youth of varying demographics. And, we will be open to all youth and others from the surrounding area that wish to use our space positively and responsibly. There are approximately 3600 African Americans under the age of 19. We currently serve over 250 youth people from this demographic and will be increasing our outreach to engage more African American youths and other racial demographics so to increase inclusion and multiculturalism, and to increase total participation by at least 50%. We are also working to create programs for the whole community and programs for single parents to support their efforts to mold, educate and grow the character of their own children.

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 community center will fulfill many of the County's 2025 goals. The center will provide a space in which African Americans and people in the larger community can organize and carry out systematic changes that will result in a healthy African American community and a much healthier Buncombe County. Working directly with the schools that our program participants attend and with our internship sponsors, we increase literacy rates and college and career readiness. Through job-readiness skill building programs and internships that provide direct, hands-on experience along with many networking opportunities for youth to grow the community of people they are in relationship with, we aim to increase median household income, ensure suitable job opportunities, grow the pool of positions for better wages, and encourage entrepreneurship. Our skill building and character development programs, as well as the Community Center's expanded capacities to collaborate with the larger community as respected partners, will increase standards of living and self efficacy within the African American community, resulting in a decrease in violent crime, improved public safety and a reduced jail population. Our public programming will expand cultural and recreational assets.

We will measure the following:

Before and after academic grades of our participants

College attendance of our participants and a similar non participating group

Employment in skilled trades by our participants and a similar non participating group

Misdemeanors and felonies committed by our participants and a similar non participating group

Family income growth of our participants at graduation and five years later

Increases in parental involvement

Evaluation*

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

Our accountant will keep track of all expenditures, all payments and all fiduciary responsibilities. All payments will be authorized by both our Director Keynon Lake and our Board Chair Stephen Smith. Peter Alberice will be our architect and will oversee all renovations and construction activities.

Our program will be evaluated as described in the RESULTS section above using the Results Based Accountability Tools (RBA). We will contract with the North Carolina Center for Health and Wellness to carry out the programmatic evaluations.

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?

It is crucial that COVID recovery funding not repeat the historical funding patterns that primarily served only Whites. An equitable recovery must start with communities that were already experiencing the greatest systemic harm and then, suffered the most from COVID and COVID-related disruptions. This project prioritizes communities that deserve financial support and have historically been at the end of the line. Recovery from the COVID-19 pandemic for the African Americans in our community not only requires access to vaccines, available and non-discriminating jobs, supported pathways for opening and financing businesses; it also requires that individuals and the community at large navigate through challenges brought on by past and current increases in violence, gangs, and broken homes that are plaguing the African American community. These challenges can not be fixed by funding alone. If African Americans are to recover on a par with other demographics in the county, African American youth must be allowed to see that future possibilities beyond violence are accessible to them too. They must be given space and encouragement to dream about their own future, and provided with the skills and support to bring those futures to life.. At the proposed community center, youth can learn in a safe place run by Black role models, a place that centers on their needs as Black youth and young adults able to work with trusted messengers and mentors to counter the negativity from the streets and to become part of the larger community as equally valued members. Using recovery funds to establish a community center that centers the priorities of African American youth, while cultivating community and shared work across generations and race, provides an opportunity to practice real equity and give African American youth a permanent space that feels like theirs and is also encouraging of their role in being responsible and successful in Buncombe County, for generations to come.

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.

County COVID relief funds will cover all the one-time expenses of acquiring the building and land for the center and constructing the residential facility.

The City of Asheville has asked us to apply for American Recovery Plan Act funds for the renovations and we are in conversations with the Dogwood Foundation to secure funding for programming.

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.

MD/MSTMT is a widely trusted organization in Buncombe County, and the second largest community organization serving youth in WNC. Over 6 years we have developed deep street cred among African American youth and have shown that our leadership and character building programs are extremely successful. We have worked with children and young people to prevent violence and negative life decisions through educational sessions and discussions, hands-on activities, and youth participation in innovative and unique events. Our participants are continually exposed to leaders, politicians, generals, and important businesspeople. These youth travel to join with other youth in life changing activities such as marching over the Selma bridge with Jesse Jackson. We work in some of Buncombe County's poorest neighborhoods with median household incomes 30-40% lower than the county average, neighborhoods with many single mother

homes. COVID-19 took our program to the streets where we did all we could to assure that our youth and the people in their lives had a stable home, food, and funds for rent and utilities, building even more trust for MD/MSTMT among youth, their parents, and grand parents. Noted architect Peter Alberice will plan and supervise construction and renovations. MD/MSTMT Executive Director Keynon Lake (see uploaded bio) will run the Community Center. A qualified accountant will oversee funding and the staff will consist of an administrative manager and assistant, a program manager who has spent the last 7 years as youth program director for Atlanta, and assistant, a building manager and facility maintenance staff. MD/MSTMT has a two year FVPSA Federal grant, and has successfully completed grants from the Community, Dogwood and Eaton Foundations, the United Way, and the City of Asheville. Over the past decade MD/MSTMT has become one of the most respected non-profit organizations among Buncombe County officials and the entire social services community

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.

My Daddy House Budget.numbers

Special Considerations*

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

Data sources & Keynon Lake Bio.pdf

MD/MSTMT Executive Director Keynon Lake's bio and data sources are uploaded. They are both on the same document.

File Attachment Summary

Applicant File Uploads

- My Daddy House Budget.numbers
- Data sources & Keynon Lake Bio.pdf



My Daddy Taught Me That

Keynon Lake, Social Worker/Author/Mentor

Keynon Lake

Keynon Lake a native of Asheville, North Carolina. The Son of Bennie & Robin Lake Keynon dedicated the early states of his life to Basketball. After being a high school standout and playing college basketball he had a brief career playing professionally abroad.

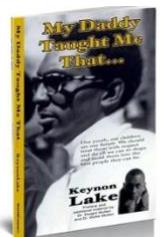
After returning home to Asheville, he started his Social Work career working for Buncombe County Health & Human Services. In July 2012 Keynon launched the My Daddy Taught Me That movement with a Book, followed by the Men's Development Youth Program. A public speaker, author, social worker, community activist, and CEO/Director of MDTMT, Keynon has shouldered the burden of support his community by providing avenues and pathways for the community he holds dear.

After almost 20 years of social work in the form of Child Protective Services, and Community Engagement, Keynon hung up his social work cap in early 2021 to focus on My Daddy Taught Me That full time. He has a real passion to help & serve, with a special gift of working with youth and the emphasis of molding and providing leadership to young men.

Keynon Lake does so much more than just mentor youth. He is an activist for his community. Working for those who have experienced injustice, underserved, those who have limited resources, and access to equity, Keynon supports people and families who need help in all of those ways. Keynon has dedicated his life to servitude and helping people.

He is a proud father, a loving son, and dedicated to changing the future generation for the better.

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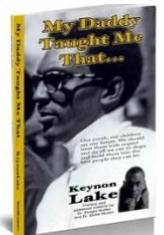


My Daddy Taught Me That

Keynon Lake, Social Worker/Author/Mentor

There are many accomplishments, accolades, and ways to describe Mr. Keynon Lake, but the very best way is to say he's a man who cares, and who is willing to get out and try to make a difference for all people to live healthy, successful lives.

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MY DADDY'S HOUSE
DATA SOURCES

STATEMENT OF NEED:

1. 92nd worst county for upward mobility.

<https://www.nytimes.com/interactive/2015/05/03/upshot/the-best-and-worst-places-to-grow-up-how-your-area-compares.html>

2. Average monthly income for Black and White employees in Buncombe County
U.S. Census.

3. Black shooting victims

<https://www.citizen-times.com/story/opinion/2021/05/23/opinion-juneteenth-blackest-weekend-asheville-connect-and-learn/5053296001/>

4. Percentage of Blacks in the County jail.

Buncombe County Detention Facility Dashboard

5. Percentage of Teen Pregnancies

Buncombe County 2018 Health Assessment

6. Percentage Below the Poverty Line

U.S. Census Bureau 2019 American Community Survey

7. High School Graduation Rates

<https://www.citizen-times.com/story/opinion/2021/05/23/opinion-juneteenth-blackest-weekend-asheville-connect-and-learn/5053296001/>

LINK TO COVID-19:

1. Business closings

<https://www.bizjournals.com/triangle/news/2021/05/07/networking-is-essential-for-black-owned-businesses.html>

2. Racial percentage of gun related crimes

<https://wlos.com/news/local/study-ranks-asheville-in-top-10-of-most-violent-cities-in-america>

3. Feb 2020-2021 Crime figures

<https://www.citizen-times.com/story/news/2021/04/13/asheville-gun-crime-5-year-high-biden-federal-gun-control/7155338002/>

4. 25% spike in gun crimes in 2021

<https://www.citizen-times.com/story/news/2021/04/13/asheville-gun-crime-5-year-high-biden-federal-gun-control/7155338002/>

POPULATION SERVED:

Worst educational achievement and school suspension gaps

<https://mountainx.com/news/asheville-city-schools-worst-in-nc-achievement-discipline-gaps-widen/>



Organization Name:	My Daddy Taught Me That
Project Name:	My Daddy's House
Amount Requested:	\$2,250,000.00

Proposed Project Revenue Funder	Amount	Confirmed or Pending?	Notes
Proposed Buncombe COVID Recovery Funds	\$ 2,250,000.00	Requested	
Private Donor	\$ 38,000.00	Confirmed	
Peter Alberice pro bono architectural services	\$ 300,000.00	Confirmed	
City of Asheville	\$ 800,000.00	Pending	
Dogwood Foundation	\$ 1,500,000.00	Pending	
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Total	\$ 4,888,000.00		

Proposed Project Expenses	Proposed Recovery Funds	Other Funds	Total	Capital or Operating Expense?	Notes
Purchase 119 Cumberland Ave., Asheville, NC	\$ 1,500,000.00		\$ 1,500,000.00	Capital	
Executive Director time for setting up center & housing (40% FTE)		\$ 38,000.00	\$ 38,000.00	Operating	
Construction of Residential Facility	\$ 750,000.00		\$ 750,000.00	Capital	
Architectural fees		\$ 300,000.00	\$ 300,000.00	Capital	Pro bono
Renovations of Existing Building	\$	\$ 800,000.00	\$ 800,000.00	Capital	
5 years of Program Funding		\$ 1,500,000.00	\$ 1,500,000.00	Operating	
List expenses here			\$ -		
List expenses here			\$ -		
List expenses here			\$ -		