

**Buncombe County FY2020 Strategic Partnership Grants
Application Summary Sheet**

Project	Creative Sector Workforce Development
Organization	Asheville Area Arts Council

Amount Requested	\$30,000	Strategic Priority or Sustainability Goal	Arts/Culture/Recreation
New or Renewal Request	New	Commissioner Districts Served	All

Organization Description	<ul style="list-style-type: none"> The Asheville Area Arts Council (AAAC) is the collective voice for the arts, advancing Buncombe County by delivering resources, developing innovative collaborations, and fostering creativity in the community. As the Buncombe County partner of the North Carolina State Arts Council, we are uniquely situated to deliver support and programming that ensures access to quality arts experiences for all in Buncombe County
Project Description	<ol style="list-style-type: none"> 1. Regranting Programs - These programs provide funding to ensure opportunities for citizens to produce and experience the arts in their own communities and benefit from the important role the arts. 2. K-12 Arts In Education Programming - Includes: a) development of a teaching artist directory that helps local teachers and administrators locate artists who work in schools; b) A 'Teaching Artist Boot Camp' training program to provide training for local artists who wish to work in schools. Goal is to assist local school systems in closing the achievement gap by increasing comprehensive arts education programming. 3. Creative Vitality Suite Software - This software provides access to current creative labor market data from national resources which allows our community to understand the creative sector of Buncombe County and shed light on creative industry trends and opportunities in the future.
People Served	<ul style="list-style-type: none"> Project will serve 350 artists with direct/indirect assistance and expose approximately 7,000 community members to arts programming. An undetermined number of future students will be served by the 55 artists who will be provided with training/exposure through the teaching artist directory.
Outcomes	<ul style="list-style-type: none"> If awarded, the AAAC will be able to increase subgrant awards by \$15,000, giving the opportunity to fund 10 additional projects, potentially exposing 7,000 more residents to arts programming and giving temporary employment to 300 artists. Success for the Teaching Artist Training project will be measured by a minimum of 20 area artists to be included in the teaching artist directory and providing 35 artists with teaching artist training. Two hundred printed joint reports will be distributed. The AAAC will send it digitally to 4,200 on the AAAC email list, and reach 9,000 across social media platforms.

Budget			
Amount Funded FY2019	n/a	Increase Request	n/a
Project Budget	\$117,108	Total Organization Budget	\$422,071
Other Funding Sources: The North Carolina Arts Council has committed \$60,988 to the AAAC regranting programs. Additional funds from regional arts councils and municipalities. Also requesting funds from the City of Asheville, registration fees, sponsorships and donations.			

Additional Information	
<ul style="list-style-type: none"> Previous recipient of a County Strategic Partnership Grant, \$20,000 in FY2018; not funded in FY2019 	

Creative Sector Workforce Development

FY2020 Strategic Partnership Grants

Asheville Area Arts Council

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Application Form

Question Group

Please complete the form below and upload the required files for your application. Organizations submitting more than one project must complete one submission form for each project. Incomplete applications will not be considered.

Priority is given to nonprofit organizations with projects that contribute to Buncombe County's strategic priorities or sustainability goals.

For FY2020, no Strategic Partnership Grant applications will be considered for the strategic priorities "Affordable Housing" or "Early Childhood Education." Funding for affordable housing projects is managed through Buncombe County's Affordable Housing Services Program. Funding for early childhood projects will be managed through the newly forming Early Childhood Education and Development Fund.

Project Name*

Name of Project.

Creative Sector Workforce Development

Amount Requested*

\$30,000.00

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](#).

Organization Description*

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

The Asheville Area Arts Council (AAAC) is the collective voice for the arts, advancing Buncombe County by delivering resources, developing innovative collaborations, and fostering creativity in the community. As the Buncombe County partner of the North Carolina State Arts Council, we are uniquely situated to deliver support and programming that ensures access to quality arts experiences for all in Buncombe County. Last year we granted \$66,150 to 34 art projects and programs in Buncombe County.

The AAAC programs reached over 33,000 people, and include the following: Three grant programs (Grassroots Arts Program, Regional Artist Project, and Arts Build Community), Point of View Exhibitions, Artist Business Brainstorms, Kid Tixx, Refinery Creator Space, Arts & Wellness for Veterans. AAAC aims to stay nimble to respond to the needs of our community and remain committed to making sure artists get paid fairly for AAAC programs and advocating for grantees to do the same.

Project Description

What do you propose to do? What is your plan? What are your goals?

This project includes three parts:

1. AAAC Regranting Programs - These programs provide critical funding to ensure opportunities for citizens to produce and experience the arts in their own communities and benefit from the important role the arts.
2. K-12 Arts In Education Programming - This program has two parts: a) development of a teaching artist directory that helps local teachers and administrators locate artists who work in schools; b) A 'Teaching Artist Boot Camp' training program to provide training for local artists who wish to work in schools. Our goal is to assist local school systems in closing the achievement gap by increasing comprehensive arts education programming.
3. Creative Vitality Suite Software - This software provides access to current creative labor market data from national resources which allows our community to understand the creative sector of Buncombe County and shed light on creative industry trends and opportunities in the future.

Key Steps*

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

1. Regranting Program (\$15,000 request)
Grant deadlines are staggered for ease of program management. Press releases are sent when applications and guidelines are available.
Grassroots Arts Program Grant applications are due May 2019 and awards announced by July 1, 2019.
Regional Artist Project Grant (RAPG) applications are due in Oct. 2019 and announced Dec. 2019.
The Arts Build Community Grant applications are due Feb. 2020 and awards announced April 2020.
2. K-12 Arts In Education Program (\$10,000 request)
August - call for artists for the online Teaching Artist Directory (launch, February 2020)
Teaching Artist Bootcamp- call for artists in March 2020. The training will take place late in May of 2020 at UNC-Asheville.
3. Creative Vitality Suite (\$1,000 request)- AAAC will renew the Creative Vitality Suite subscription in August. A joint report will be shared publicly in early 2020.

An additional \$4,000 in support is requested to support grant administration and personnel.

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](#).

AAAC's service area includes all of Buncombe County. We do not prioritize one district over another in our grantmaking and rotate grant information session locations throughout the county to reach new applicants.

The Asheville City Schools and Buncombe County Schools have both identified a need for training for teaching artists. We plan to train existing and new teaching artists to then be employed within the Buncombe County Schools, Asheville City Schools, and beyond.

Our organization is a subscription partner on the Creative Vitality Suite, a database to access and explore the impact of for-profit creative industries and occupations of Buncombe County and other comparison communities. We have the ability to analyze and compare geographically, down to the zip code. We can provide information to targeted geographic areas, industries or occupations.

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.

This project will serve 350 artists with direct or indirect assistance and expose approximately 7,000 community members to arts programming. An undetermined number of future students will be served by the 55 artists who will be provided with training and exposure through the teaching artist directory.

According to the Creative Vitality Suite, the creative sector in Buncombe County is evenly distributed in gender and age ranges, with the exception of a notable decrease in artists ages 20-24 years old, 80% are white, 12% are Black, 6% Latino, and 2% all else. Creative sector jobs have a median income of nearly \$34,000.

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?

The AAAC is the official Buncombe County partner of North Carolina Arts Council to redistribute subgrants. They provide per capita-based funding for arts programming and support professional artists to pursue projects that further their artistic development.

A+ Schools of North Carolina is a program of the North Carolina Arts Council. They are nationally recognized as an effective, research-based strategy for sustainable school reform. A+ Fellows are leaders in the arts and education and include teaching artists, school-based educators and administrators, district leaders and higher education faculty. These professionals will facilitate the Teaching Artist Boot Camp.

The Creative Vitality Suite subscription was purchased as a collaborative effort with the Asheville Chamber of Commerce's EDC, Center for Craft, City of Asheville, River Arts District Artists, and UNCA. The

joint report is a collective effort to increase awareness of the impact of our creative sector in Buncombe County.

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?

Janelle Wienke is the Interim Executive Director at the Asheville Area Arts Council. Ms. Wienke will be responsible for the administration of the AAAC regrant programs, coordinate the Teaching Artist Training programming and online directory, and lead the collaboration of the Creative Vitality Suite and joint report.

Josh Batenhorst is the CEO of Bright Star Touring Theatre and Vice President of the Board of Directors of the Asheville Area Arts Council. Mr. Batenhorst is a long-time area artist and educator and a Teaching Fellow with A+ Schools. He, along with AAAC staff, will be responsible for developing the K-12 Arts In Education programming.

Dr. Mark Sidelnick, Dean of UNC-Asheville Art Education Department will ensure the availability of space for the Teaching Artist Boot Camp.

Michelle Burrows, Executive Director of A+ Schools will help identify Teaching Fellows for Teaching Artist Boot Camp.

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.

If awarded the AAAC will be able to increase subgrant awards by \$15,000, giving the opportunity to fund 10 additional projects, potentially exposing 7,000 more residents to arts programming and giving temporary employment to 300 artists.

The Teaching Artist Training is an ambitious project and success in its first year will be measured by a minimum of 20 area artists to be included in the teaching artist directory and providing 35 artists with teaching artist training. Long term success will be measured by tracking artist bookings and use of the online directory by the local school systems. We believe this to be a foundational project toward improving comprehensive arts education programming in Buncombe County and Asheville City Schools - affecting approximately 30,000 students annually.

Two hundred printed joint reports will be distributed. The AAAC will send it digitally to 4,200 on the AAAC email list, and reach 9,000 across social media platforms. Partner will also distribute.

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?

The North Carolina Arts Council has committed \$60,988 to the AAAC regranting programs. We anticipate receiving these funds in September of 2019. Additional matching funds are committed by our regional regranting partners, Madison County Arts Council, and Toe River Arts Council. These matching funds are provided by Madison County, Avery County, and the towns of Spruce Pine and Burnsville. We are looking for \$15,000 in support from Buncombe County.

In addition to the \$10,000 request to Buncombe County for K12 Arts In Education Programming, the AAAC is requesting \$10,000 from the City of Asheville through. AAAC will also collect a registration fee for artists who wish to be included in the Teaching Artist Directory - a total \$1750 by February.

In addition to the \$1,000 requested for the Creative Vitality Suite from Buncombe County, we will seek an \$11,620 in sponsorships and donations.

Sustainability*

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

In 2018, the AAAC made a significant investment in fundraising by hiring a Development Manager. Andrew Nelson is currently developing relationships with potential funders and connecting them to important projects in our community. We are often asked about our impact on K-12 Arts In Education Initiatives and we believe this project will be attractive to existing and new donors. This, in addition to our regular fundraising efforts - additional grants, strategic partnerships, and donors - will be the major sustaining funding for the project.

The AAAC has proven itself as a sustainable partner for programming for the county for many years. We know that the quality of life for citizens is an important strategic priority and we are confident in our ability to manage proposed projects. We believe, with full funding from Buncombe County, these programs will make a tremendous impact on the lives of citizens and the development of a diverse creative workforce. We look forward to your support.

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.

AAAC BuncombeCoSPG FY2020 budget.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.

AAAC 2018 Final Review Report.pdf

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.

501(C)(3) Letter 2009.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.

AAAC contact info.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

Janelle Wienke, February 8, 2019

Other attachments or supplemental information may be submitted to Rachael Nygaard at rachael.nygaard@buncombecounty.org

File Attachment Summary

Applicant File Uploads

- AAAC BuncombeCoSPG FY2020 budget.xlsx
- AAAC 2018 Final Review Report.pdf
- 501(C)(3) Letter 2009.pdf
- AAAC contact info.pdf