

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

Project	Asheville Art Museum On-site and Outreach Education Support
Organization	Asheville Art Museum

Amount Requested	\$30,653	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"> Museum’s mission is to transform lives through art by engaging, enlightening and inspiring individuals and enriching community through dynamic experiences in American art of the 20th and 21st centuries. It serves the Buncombe County and Asheville urban area and is the only nationally accredited art museum serving all 24 counties that comprise WNC. The Museum’s collections, exhibitions and education programs explore historically relevant topics, highlight contemporary issues, present work by diverse artists and showcase outstanding American art of the 20th and 21st centuries. The Museum is also committed to collecting and interpreting art in all media relevant to or produced in the Southeast and WNC.
Project Description	<ul style="list-style-type: none"> Combination of in-school Literacy Through Art (LTA) programming and finishing elements in the Museum’s education spaces. The project will increase the Museum’s direct services to Buncombe students and support safe and comfortable spaces for the whole community to engage in lifelong learning. The Museum will implement the LTA program at Sand Hill-Venable Elementary in the 2019-20 academic year. LTA provides arts-integrated curriculum that fosters creativity and proficiency in language and visual arts. Funds will also support a functional art installation in the ArtPLAYce, which will host art-based activities for children; chairs for the Multi-Purpose Space, serving many programs, including discussion groups and film screenings; and seating for in-gallery programs.
People Served	<ul style="list-style-type: none"> The LTA program at Sand Hill-Venable Elementary School will specifically serve a group of approximately 100 4th grade students enrolled at the school.
Outcomes	<ul style="list-style-type: none"> -Improve at least 75% of participants': listening, observing, critical thinking, communication, creativity and problem-solving skills -Improve at least 75% of participants': literacy, writing, and visual arts skills

Budget			
Amount Funded FY2019	n/a	Increase Request	n/a
Project Budget	\$66,974	Total Organization Budget	\$2,345,708
Other Funding Sources: Annual fundraising with a mix of individual, corporate, foundation, and government sources. Funds for the balance of the project budget will be raised via earned income revenues, annual support from private foundation, corporate, and individual sources, and direct solicitations to donors.			

Additional Information	
<ul style="list-style-type: none"> Asheville Art Museum receives \$55,000 (FY2019 amount) through County line item budget toward the maintenance and operations of the Art Museum portion of the Pack Place building Previous County funding support for Asheville Art Museum preservation, renovation and expansion (capital project) totaled \$1,050,000 	

Asheville Art Museum On-site and Outreach Education Support

FY2020 Strategic Partnership Grants

Asheville Art Museum

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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.

Asheville Art Museum On-site and Outreach Education Support

Amount Requested*

\$30,653.00

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](#).

Other Sustainability Goal

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](#).

Quality Education

Organization Description*

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

Incorporated in 1948 the Museum's mission is to transform lives through art by engaging, enlightening and inspiring individuals and enriching community through dynamic experiences in American art of the 20th and 21st centuries. It serves the Buncombe County and Asheville urban area and is the only nationally accredited art museum serving all 24 counties that comprise WNC. The Museum's collections, exhibitions and education programs explore historically relevant topics, highlight contemporary issues, present work by diverse artists and showcase outstanding American art of the 20th and 21st centuries. The Museum is also committed to collecting and interpreting art in all media relevant to or produced in the Southeast and WNC. Last year the Museum produced 22 exhibitions and 644 educational programs, serving 366,016 participants, including 59,520 children. Education and engagement programs reached 49,865 adults and children for 55,905 contact hours.

Project Description

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

The Asheville Art Museum proposes to maximize benefit to the Buncombe County community through a combination of in-school Literacy Through Art (LTA) programming and finishing elements in the Museum's education spaces. The project will increase the Museum's direct services to Buncombe students and support safe and comfortable spaces for the whole community to engage in lifelong learning.

The Museum will implement the LTA program at Sand Hill-Venable Elementary in the 2019-20 academic year. LTA provides arts-integrated curriculum that fosters creativity and proficiency in language and visual arts. Funds will also support a functional art installation in the ArtPLAYce, which will host art-based activities for children; chairs for the Multi-Purpose Space, serving many programs, including discussion groups and film screenings; and seating for in-gallery programs, like gallery talks and Connections, a program serving adults with mild to moderate memory loss and their care partners.

Key Steps*

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

The Museum will implement the LTA program in the 2019-20 academic year at Sand Hill-Venable Elementary School impacting approximately 100 4th grade students and 5 teachers. The LTA program will consist of ten, one-hour lessons taught by a visiting artist/educator in five participating classrooms (50 visits total), followed by a field trip to the Museum for a tour and art activity. LTA lessons are grade specific and meet the Common Core State Standards in English Language Arts and the Essential Standards in Arts Education/Visual Arts.

Staff have already researched and been in touch with vendors and builders to determine quotes and pricing for the furnishings mentioned above. Once a final timeline is determined, based on the completion of construction on the new Museum, orders will be placed, and furnishings will be installed and made available for use in the applicable spaces.

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](#).

The project will serve all residents of Buncombe County - Districts 1, 2 and 3.

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 new Museum's education spaces will serve all residents of and visitors to Buncombe County. Through an array of programs, the Museum serves diverse audiences of all ages, from pre-K to seniors, of all ethnicities and economic levels. Last year the Museum served 366,016 participants through on-site and outreach programs. The Museum estimates that 37% of annual on-site Museum visitors are Buncombe County residents. In addition, of the 59,520 preK-12th grade students that participated in Museum education programs and activities last year, 27,959 were Buncombe County students. Museum staff expect that the vast majority of children who visit the Museum will engage with the ArtPLAYce. The opening of the new Museum will increase program capacity and contribute to future potential for growth in participation.

The LTA program at Sand Hill-Venable Elementary School will specifically serve a group of approximately 100 4th grade students enrolled at the school.

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 Museum will collaborate with school administrators and classroom teachers at Sand Hill-Venable Elementary to manage and ensure the success of the LTA program.

The Museum partners with many organizations in delivering and promoting educational programs, including County and City schools, regional colleges, Buncombe County Libraries, Historic Resources Commission, American Institute of Architects-Asheville, YMI African American Cultural Center, Diana Wortham Theatre, A-B Tech Community College, Penland School of Crafts, Asheville Symphony, Asheville Parks & Recreation, Chamber of Commerce, CVB, Eastern Band of the Cherokee, Care Partners, VA Hospital, area arts councils and regional school districts.

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?

Kristi McMillan has been the Adult Programs Manager at the Museum since 2015. Highlights of her career include positions as Assistant Curator of Education for Visitor Engagement at the Birmingham Museum of Art and Program Specialist at the National Gallery of Art. McMillan will oversee the purchase of the gallery seating and chairs.

Sharon McRorie has been the Education Programs Manager at the Museum since 2001. She is an accomplished metalsmith and is licensed to teach K-12 art in North Carolina. McRorie previously worked as an art instructor at The Learning Community, Enka High School, and Hands On Asheville. She will oversee the Art PLAYce installation.

Erin Shope has been the Museum's Manager of School and Family Programs since 2002. She previously managed education programs at the Pisgah Forest Institute in Brevard and the Museum of York County in SC and has been a NC Certified Educator since 2004. She will manage LTA programming.

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.

The LTA program seeks to:

- Improve at least 75% of participants': listening, observing, critical thinking, communication, creativity and problem-solving skills
- Improve at least 75% of participants': literacy, writing, and visual arts skills

The Museum worked with the NC Center for the Advancement of Teaching to develop an LTA evaluation method. Before students begin the program, their visual and language arts knowledge and skills are evaluated. After the program, students will be re-evaluated on the same skills to determine LTA impact. Teachers will also provide feedback on the impact, quality and value of the program.

In addition to purchasing and installing education equipment, the Museum will consider measures of participation and program success for programs conducted in the affected spaces. These will include attendance, program presenter surveys, program participant questionnaires, staff assessments, and written and oral feedback from participants, teachers, and caregivers.

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 Museum has a strong annual fundraising plan with a mix of individual, corporate, foundation, and government sources. Funds for the balance of the project budget will be raised via earned income revenues, annual support from private foundation, corporate, and individual sources, and direct solicitations to donors. Other elements of related projects have received funding through Biltmore Community Benefit, Walnut Cove Members Association, NC GlaxoSmithKline Foundation, and the William R. Kenan, Jr. Charitable Trust, among others. Accounting for some variance in funding cycles, most funds for FY2020 expenditures will be secured by the end of the 2019 calendar year.

Sustainability*

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

The Museum is fiscally conservative, with a strong history of financial strength and fiduciary oversight by its Board of Trustees. The Museum develops annual operating budgets in line with expected expenses and a conservative expectation of projected revenues. Museum revenues are balanced between earned and contributed revenues; and its contributed sources of support are broad and diverse. The Museum maintains at least six months of operating reserves at all times and is actively growing a significant endowment to ensure a sustainable future. It receives support from a balanced and diverse range of sources including foundations (national and regional), government support (federal, state and local), individuals and corporations. Many funders have long-standing relationships with the Museum and are committed to maintaining and growing support. In addition, new sources of revenue, both earned and contributed, are identified and secured annually.

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.

AAM Final strategic-partnership-grants-FY2020.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.

Asheville Art Museum 2018 Final Audit 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.

AAM 2017 Form 990 Final for Public Inspection.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.

Board of Trustees.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

Pamela Myers, 2/9/2019

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

File Attachment Summary

Applicant File Uploads

- AAM Final strategic-partnership-grants-FY2020.xlsx
- Asheville Art Museum 2018 Final Audit Report.pdf
- AAM 2017 Form 990 Final for Public Inspection.pdf
- Board of Trustees.pdf