

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

Project	FY2020 Event Support
Organization	Asheville Downtown Association Foundation

Amount Requested	\$25,000	Strategic Priority or Sustainability Goal	Arts/Culture/Recreation
New or Renewal Request	Renewal	Commissioner Districts Served	All

Organization Description	<ul style="list-style-type: none"> Work falls into three main areas of focus: community events, downtown advocacy and member support. The Asheville Downtown Association was founded in 1987. Combined mission is to be a leader and advocate for the vitality of Downtown Asheville. This is accomplished through political involvement, public community events and encouraging engaged citizen involvement. We are a membership organization representing ~350 businesses, nonprofits and residents.
Project Description	<ul style="list-style-type: none"> Proposes to produce the following free community events: Easter on the Green, Downtown After 5, the Independence Day Celebration, the Pritchard Park Summer Series (including the Tuesday evening Hoop Jam, a Wednesday evening program with local partners, the Thursday evening songwriter series, the Friday evening Drum Circle) and the Asheville Holiday Parade.
People Served	<ul style="list-style-type: none"> Because events are free and open to the public, the demographics of community members served are widely varied as different events attract different people. Our full calendar of events brings approximately 100,000 people to downtown throughout the year. Recent surveys of attendees indicate that most are from Buncombe County.
Outcomes	<ul style="list-style-type: none"> Success is measured in attendance numbers, investment in local businesses and nonprofits, and increased engagement of our volunteer base. We strive to increase event attendance and attendance by people of color by diversifying our marketing outreach and programmatic elements. While we'll continue with traditional marketing, we are also increasing our social media outreach, as well as networking with other business and neighborhood groups through fellow nonprofits.

Budget			
Amount Funded FY2019	\$20,000	Increase Request	\$5,000
Project Budget	\$246,500	Total Organization Budget	\$246,500
Other Funding Sources: Sponsorship (often by local businesses looking for marketing opportunities), beverage and merchandise sales, vendor fees and wristband sales			

Additional Information	
<ul style="list-style-type: none"> Slightly behind on performance targets for FY2019 grant based on seasonality and anticipated to meet by end of year 	

FY2020 Event Support

FY2020 Strategic Partnership Grants

Asheville Downtown Association Foundation

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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.

FY2020 Event Support

Amount Requested*

\$25,000.00

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](#).

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](#).

Robust Local Economy, Citizen Involvement

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 Downtown Association Foundation is the sister organization to the Asheville Downtown Association. Our program of work falls into three main areas of focus: community events, downtown advocacy and member support. The Asheville Downtown Association was founded in 1987. Our combined mission is to be a leader and advocate for the vitality of Downtown Asheville. This is accomplished through political involvement, public community events and encouraging engaged citizen involvement. We are a membership organization representing ~350 businesses, nonprofits and residents.

We're proud to produce some of Asheville's most well-known and best-attended events. While events provide free cultural and recreational activities for the citizens of Buncombe County, they also support the local economy and provide opportunities for citizen engagement through volunteer opportunities, exposure to area nonprofits and businesses, and the creation of connections between neighbors.

Project Description

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

We propose to produce the following free community events: Easter on the Green, Downtown After 5, the Independence Day Celebration, the Pritchard Park Summer Series (including the Tuesday evening Hoop Jam, a Wednesday evening program with local partners, the Thursday evening songwriter series, the Friday evening Drum Circle) and the Asheville Holiday Parade.

Each event or event series has a separate logistics, staffing/volunteer and marketing plan.

Our goals for 2019:

- 1) Continue to focus on local impact of events by working with local food and beverage vendors, and service providers (when possible)
- 2) Continue to bring a large audience of locals and visitors to Downtown Asheville
- 3) Work with community groups and media outlets to increase attendance among people of color at events
- 4) Continue to offer opportunities to local musicians
- 5) Continue to support fellow nonprofits through events
- 6) Continue to train and educate a volunteer base for our events and for other nonprofits

Key Steps*

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

Key steps include creating and executing a financial, logistics, volunteer/staffing and marketing plan for each event or event series. Then, producing each event: Easter on the Green, Downtown After 5, the Pritchard Park Summer Series, the Independence Day Celebration and the Asheville Holiday Parade. Following each event, we review its production via our Event Committee as well as through feedback from attendees, performers, vendors and service providers. Through this review process, we make necessary adjustments to future events.

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](#).

Because events are free and open to the public, they serve all areas of Buncombe County. The location of events is downtown Asheville, which is District 1.

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.

Because events are free and open to the public, the demographics of community members served are widely varied as different events attract different people. Our full calendar of events brings approximately 100,000 people to downtown throughout the year. Recent surveys of attendees indicate that most are from Buncombe County (2018 guest surveys at Downtown After 5 showed that ~80% of respondents live in either the city or the county). Adult age averages to ~40; however all events are family friendly or family focused and include children of varying ages. Attendees report a variety of income levels with about 35% indicating a household income of less than \$50,000 (note: some attendees chose to not answer this question). The racial makeup of events tends to reflect the racial makeup of the County, and attendees are from various neighborhoods.

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 Asheville Downtown Association is a Strategic Event Partner with the City of Asheville. Through this partnership, the city provides many inkind services (police/medical, permitting, sanitation, etc.) at no or reduced cost to the ADA. As one of the largest event producers in the community, we do our best to assist our fellow nonprofits when possible. The main way we're able to assist is by sharing volunteer opportunities; we also assist in marketing events, provide guidance in best practices and occasionally loan out equipment.

Several other nonprofits produce events as fundraising opportunities and we work with many of them. We've also shared our training and scheduling programs with fellow nonprofits interested in bettering their own events. The ADA provides opportunities for nonprofits to assist at our events in return for a financial contribution and opportunities to share their message with a wide audience. Each year, we donated more than \$10,000 to our fellow nonprofits.

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?

The ADA's team consists of its Executive Director, Director of Membership and Sponsorship, Event Manager, Logistics Manager and Talent Buyer. The Executive Director is the overall project leader ensuring staff has the resources necessary to perform their responsibilities. The Director of Membership and Sponsorship is responsible for the recruitment and retention of community sponsors, and ensuring sponsors maximize their return on investment. The Event Manager duties include: management of volunteer program, coordination of vendors and service providers, and all permitting, paperwork and planning. The Logistics Manager inventories and maintains all equipment and coordinates setup and breakdown at events. The Talent Buyer books entertainment and advances bands. The ADA has the good fortune to work with 300 community volunteers and has carefully cultivated this program. Each year, we hold a volunteer orientation and training session, a model duplicated by other nonprofits.

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.

Success is measured in attendance numbers, investment in local businesses and nonprofits, and increased engagement of our volunteer base. We strive to increase event attendance and attendance by people of color by diversifying our marketing outreach and programmatic elements. While we'll continue with traditional marketing, we are also increasing our social media outreach, as well as networking with other business and neighborhood groups through fellow nonprofits. We've taken measured steps to use local providers when possible, and in 2018, invested approximately \$175,000 in area businesses, artists and nonprofits. We also exclusively use local food vendors providing important opportunities for these businesses. We often share volunteer opportunities for other nonprofits allowing our base to be more engaged with the community. Many volunteers take these skills and serve as a volunteer for other groups and events. We consider this engagement a measurement of success.

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 balance of the project will be funded through sponsorship (often by local businesses looking for marketing opportunities), beverage and merchandise sales, vendor fees and wristband sales. We have secured many of our sponsors for the 2018 season. The remainder of the funding sources occur on site (beverage and merchandise sales, vendors fees) and are dependent on factors like attendance and weather. We also receive significant support via our Strategic Partnership Agreement with the City of Asheville. The ADA is one of several organizations the City supports through in-kind services like permitting, police/fire personnel and other services.

Sustainability*

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

Most events in this proposal have occurred for 10 or more years, a testament to their sustainability. Events typically see consistent or increased growth year over year, another testament to their sustainability. Our plan for sustaining events, is to grow our marketing and community outreach efforts, grow our volunteer base, and importantly, continue to utilize local vendors, service providers and performers. Because we have had continued support from the City of Asheville as a Strategic Event Partner providing in-kind services and equipment, we have been able to keep some of our costs down. Other funding for events comes from sponsorship from area businesses, onsite sales and vendor fees.

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.

ADAF Project 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.

2017 Compilation ADAF.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.

ADAF 990 2017.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 Roster.xlsx

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

Meghan Rogers 2/8/19

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

File Attachment Summary

Applicant File Uploads

- ADAF Project Budget.xlsx
- 2017 Compilation ADAF.pdf
- ADAF 990 2017.pdf
- Board Roster.xlsx