

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

Project	Chow Chow
Organization	Chow Chow

Amount Requested	\$25,000	Strategic Priority or Sustainability Goal	Local Economy/Food
New or Renewal Request	New	Commissioner Districts Served	Districts 1 & 2

Organization Description	<ul style="list-style-type: none"> Chow Chow is a newly formed 501c3 non-profit organization whose mission is to create an annual event in mid-September to celebrate and highlight Asheville's creative table through meaningful programming, immersive experiences, and charitable programs that connect people to the many hands, makers, and diverse culinary collaborators who nourish, nurture and create in this vibrant corner of Appalachia.
Project Description	<ul style="list-style-type: none"> Celebrating Asheville: feature aspects of natural beauty, outdoor recreation, green spaces and edible landscapes. Showcasing Makers: highlight the diversity of our culinary landscape and to highlight all aspects of the supply chain - from farmer to maker, mixologist to chef, brewer to baker, artist to potter. Economic Impact: have a significant economic impact for this community. Attendee spending will provide wages, business revenue and taxes that provide services to citizens. Community Wellness: access to affordable and healthy food and reducing food waste are important initiatives. Lessening Our Environmental Impact: focused on reducing the environmental impact of festival.
People Served	<ul style="list-style-type: none"> Goal of the festival is to draw a high-income bracket attendee, both locally and regionally (and eventually, as we build our reputation, nationally). Design is for event to be accessible to all in our local community, so in addition to high-end, luxury experiences, we'll include programming that is affordable and is a variety of price points. Anticipate 5,000 attendees in first year, 10,000 attendees second year (60% local, 40% out of town).
Outcomes	<ul style="list-style-type: none"> Will conduct an Economic Impact Study via guest surveys after the event to evaluate a number of key areas—demographics, socio-economics, visitor information, and feedback on the various events that we organize. All of this data will allow us to better market, and plan for future events. Will create a detailed Evaluation Report that will outline what worked and did not work. Will also do a media evaluation report to show coverage of the event and area before, during, and after the event. Will also review the budget and what was spent to support the local economy.

Budget			
Amount Funded FY2019	n/a	Increase Request	n/a
Project Budget	\$677,000	Total Organization Budget	\$677,000
Other Funding Sources: Sponsors, TDA funding, ticket sales, merchandise and retail sales			

Additional Information

Chow Chow

FY2020 Strategic Partnership Grants

Chow Chow

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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.

Chow Chow

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](#).

goal: equity in access (Manna, etc.) goal: sustainable local food systems goal: sustainable localized economy

Organization Description*

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

Chow Chow is a newly formed 501c3 non-profit organization* whose mission is to create an annual event in mid-September to celebrate and highlight Asheville's creative table through meaningful programming, immersive experiences, and charitable programs that connect people to the many hands, makers, and diverse culinary collaborators who nourish, nurture and create in this vibrant corner of Appalachia.

Key Facts:

Grand tasting events, chef demonstrations, and hands-on experiences will connect participants to the stories behind Asheville's creative, inclusive approach to preparing and sharing meals.

For the first year, the event anticipates attracting 5,000 people, 40 percent out-of-town and 60 percent local.

Approximately 20 signature events will be organized to accomplish this mission including a foraging trip through the mountains, a behind-the-scenes agriculture tasting at Biltmore Estate, an Urban Trail walking and tasting tour, a Clay Bake Dinner, and an Asheville Farm Tour.

Project Description

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

Celebrating Asheville: feature aspects of our natural beauty, outdoor recreation, green spaces and our edible landscapes

Showcasing Makers: highlight the diversity of our culinary landscape and to highlight all aspects of the supply chain - from farmer to maker, mixologist to chef, brewer to baker, artist to potter. We want to feature the diversity of our food

Economic Impact: have a significant economic impact for this community. Attendee spending will provide wages, business revenue and taxes that provide services to citizens.

Community Wellness: Access to affordable and healthy food and reducing food waste are important initiatives. We have partnered with MANNA Food Bank and with them will capture unused food product and redirect it to those in need.

Lessening Our Environmental Impact: we are focused on reducing the environmental impact of our festival working with Danny's Dumpsters and Blue Ridge Biofuels to maximize composting and turn used fryer oil into biofuel.

Key Steps*

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

The non-profit board is comprised of some of the city's leading business owners and they are actively involved in the planning and execution of the event. The board has hired Angel (Postell) Holmes, owner of Sipindipity, to serve as Event Director. Holmes founded and served as Executive Director of the Charleston Wine + Food Festival for ten years. They have also hired Missie Porter as Event Manager. Porter has over 20 years of experience in event planning and served as the City of Asheville Festival Director for 10 years. There are also committees comprised of additional community minded professionals that meet monthly to plan and work on a variety of parts of the event.

Chow Chow will offer 20+ signature events for guest to purchase tickets to and attend. These events will feature national makers (chefs, beverage professionals, artists, media, etc.). We are also partnering with a number of local and regional organizations to ensure that the festival is well-rounded and inclusive.

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](#).

Commissioner District 1 and Commissioner District 2

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.

We want this festival to draw a high-income bracket attendee, both locally and regionally (and eventually, as we build our reputation, nationally). We also want this event to be accessible to all in our local community, so in addition to high-end, luxury experiences, we'll include programming that is affordable and is a variety of price points.

The anticipated impact is as follows:

- 5000 attendees in first year, 10,000 attendees second year
- 40% out of town, 60% local
- College educated, culinary arts enthusiasts, with disposable income (\$100k+)
- Estimated # of room nights: 6000 (2000 attendees x 3 nights)
- Estimated Economic Impact - \$5 million (5000 attendees x average spending of \$800, includes contingency for vendors, makers, chefs, etc.)
- Estimated # of businesses involved between venues, contractors, restaurants, sponsors, makers, farmers, artisans - 600
- Estimated # of local employees, service staff and contract labor - 1200

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?

Signature programming will involve several community partners including but not limited to: Center for Craft, Asheville Downtown Association, Explore Asheville, Asheville Brewer's Alliance, Asheville Area Chamber of Commerce, AB Tech, UNCA, AIR, LEAF, Warren Wilson College and Biltmore Estate. We will partner with a number of farmers, beverage professionals, artists, culinary professionals, and more. Chow Chow's Grand Tasting Tent and Makers Market will showcase 45 markers, 20 artisan food providers, 30 beverages and a variety of sponsors and nonprofit booths. The festival has a healthy sponsorship program working with local, regional and national businesses to provide exposure to our attendees. Access to affordable and healthy food and reducing food waste are important initiatives of the signature event's charitable giving goals. We have partnered with MANNA Food Bank in our first year, to shine a light on their initiatives to ending hunger and raise money to further their goals.

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 non-profit board is comprised of some of the city's leading business owners and they are actively involved in the planning and execution of the event-- Katie Button Restaurants, French Broad Chocolate Lounge, Burial Beer, Chai Pani Restaurant Group, Gaining Ground Farm, DHG Wealth Advisors, Sovereign Remedies, East Fork Pottery, Rhubarb, Ultimate Ice Cream, Mandara Hospitality Group, Explore Asheville, and Asheville Independent Restaurant Association. The board has hired Angel (Postell) Holmes, owner of Sipindipity, to serve as Event Director. Holmes founded and served as Executive Director of the Charleston Wine + Food Festival for ten years. They have also hired Missie Porter as Event Manager. Porter has over 20 years of experience in event planning and served as the City of Asheville Festival Director for 10 years. There are also committees comprised of additional community minded professionals that meet monthly to plan and work on a variety of parts of the event.

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.

We will conduct an Economic Impact Study via guest surveys after the event to evaluate a number of key areas—demographics, socio-economics, visitor information, and feedback on the various events that we organize. All of this data will allow us to better market, and plan for future events. We will create a detailed Evaluation Report that will outline what worked and did not work. We will also do a media evaluation report to show coverage of the event and area before, during, and after the event. We will also review the budget and what was spent to support the local economy.

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 festival has a healthy sponsorship program working with local, regional and national businesses to provide exposure to our attendees. The festival is anticipating showcasing up to 25 businesses.

We also received TDA funding in 2018-2019 to launch the event. We will launch ticket sales starting mid-March and we will sell merchandise and retail.

Sustainability*

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

The Board has built a solid foundation for the organization, including the formation of a stellar board of directors and key staff to lead the organization and development of this event. The Board is working on a Strategic Plan and Vision for future years which will be complete in the fall 2019 after the first event. They are also working on ensuring they have the proper funding to cover all the expenses of the event and hopefully

some funds to build a reserve for future events. Sponsors are being asked to consider multi-year agreements to ensure they reserve a spot in future year events.

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.

chowchowstrategic-partnership-grants-FY2020-budget-template.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.

BalanceSheet.pdf

We are a brand new organization so have not had much activity.

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.

irs letter.pdf

The government received our application for 501c3 status on October 16, 2018 and we are waiting on their approval. We will complete our first 990 in April for the deadline this spring.

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 directors.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

Angel Holmes, 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

- chowchowstrategic-partnership-grants-FY2020-budget-template.xlsx
- BalanceSheet.pdf
- irs letter.pdf
- board of directors.pdf