

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

Project	Shindig on the Green
Organization	Folk Heritage Committee

Amount Requested	\$4,999	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 Folk Heritage Committee is composed of 16 local residents who volunteer their time and energy to stage two events: the Mountain Dance and Folk Festival (92nd year) and the Shindig on the Green (53rd year) in downtown Asheville. Each volunteer is committed to the mission of our committee: to produce the Mountain Dance and Folk Festival and Shindig on the Green in an effort to support the preservation and continuation of the traditional music, dance and storytelling heritage of the Southern Appalachian mountains. The Folk Heritage Committee is a special committee of the Community Betterment Foundation of the Asheville Area Chamber of Commerce, and as such are a 501(c)3 non-profit organization.
Project Description	<ul style="list-style-type: none"> The Committee will plan and implement the 2019 season of Shindig on the Green in downtown Asheville. Will make application to the City of Asheville to use the Roger McGuire Green and the Bascom Lunsford stage. Will complete site plans and other required elements of the application such as policing, first aid requirements, fire marshal regulations, and other measures to insure a safe and family friendly event. Intends to contract with a sound reinforcement company, a house band, and a portable toilet company. Traditional musicians and dancers will come from the region and will be scheduled as the show requires. Over the summer, will stage eight Shindigs (weather permitting). Goal will be as always to provide a venue for local performers, and an entertaining free show for the many attendees who will gather on the Green.
People Served	<ul style="list-style-type: none"> Shindig on the Green will "serve" attendees at our Saturday evening events by providing an entertaining mix of string bands, singers, and square dancers. We usually expect a crowd size of 1,500 – 2,500 people. They may range in age from toddler to senior citizen, may include a variety of income levels, and will include area residents and many visitors.
Outcomes	<ul style="list-style-type: none"> The committee has conducted surveys of our audiences with regard to the economic impact our events bring to Buncombe County. Has several years of data which support the contention that what we do has a very positive impact on the hotels, restaurants, and attractions of our area.

Budget			
Amount Funded FY2019	n/a	Increase Request	n/a
Project Budget	\$29,500	Total Organization Budget	
Other Funding Sources: vendor fees, private donations, corporate support, merchandise, and raffle.			

Additional Information	
<ul style="list-style-type: none"> Previous recipient of a County Strategic Partnership Grant, \$4,275 in FY2018; did not apply for FY2019 	

Shindig on the Green

FY2020 Strategic Partnership Grants

Folk Heritage Committee

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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.

Shindig on the Green

Amount Requested*

\$4,999.00

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](#).

contributing to a robust economy through local spending and purchasing to support Shindig on the Green

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 Folk Heritage Committee is composed of 16 local residents who volunteer their time and energy to stage two events: the Mountain Dance and Folk Festival (92nd year) and the Shindig on the Green (53rd year) in downtown Asheville. Each volunteer is committed to the mission of our committee: to produce the Mountain Dance and Folk Festival and Shindig on the Green in an effort to support the preservation and continuation of the traditional music, dance and storytelling heritage of the Southern Appalachian mountains. The Folk Heritage Committee is a special committee of the Community Betterment Foundation of the Asheville Area Chamber of Commerce, and as such are a 501(c)3 non-profit organization. Bascom Lamar Lunsford staged the first Festival downtown in 1928, and the committee began in 1966 in order to continue his work, and continues to meet regularly to plan and implement our goals.

Project Description

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

The Committee will plan and implement the 2019 season of Shindig on the Green in downtown Asheville. We will make application to the City of Asheville to use the Roger McGuire Green and the Bascom Lunsford stage. We will complete site plans and other required elements of the application such as policing, first aid requirements, fire marshall regulations, and other measures to insure a safe and family friendly event. We intend to contract with a sound reinforcement company, a house band, and a portable toilet company. Traditional musicians and dancers will come from the region and will be scheduled as the show requires. Over the summer, we intend to stage eight Shindigs (weather permitting). Our goal will be as always to provide a venue for local performers, and an entertaining FREE show for the many attendees who will gather on the Green.

Key Steps*

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

The committee will seek to submit our plan to the City of Asheville in January, 2019, for the eight Shindigs which will be held on the Saturday nights of July 7, 13, 20, 27, and on August 10, 17, 24, and 31. Specific activities of the committee will be to schedule the dance teams, enlist food vendors, contract with sound reinforcement, contract a house band. We will raise revenue to cover our expenses by charging a vendor fee, soliciting private donations, seeking corporate support, merchandising caps and tees, and holding a raffle. Specifically, our grant request will be to cover expenses of our portable toilet contract, since they are required by the city plan. Each season we have had seven standard toilets, one handicapped accessible toilet, and a hand wash station. The number of toilets is required in order to meet the standards set forth in the city plan.

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](#).

We intend to serve all Buncombe County residents and visitors who may attend the Shindig on the Green. Our events will benefit all Buncombe County, since residents and visitors will spend money here as a result of attending Shindig. We have several years of surveys which support our contention that Shindig on the Green

and Mountain Dance and Folk Festival both benefit the economic well-being of the county. Our surveys document how much is spent and where. Survey assessments will be available to Buncombe County Commissioners upon request. These surveys have been developed by the Folk Heritage Committee to demonstrate the financial impact of our events on the local economy, and we would be glad to discuss the results with commissioners.

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.

Shindig on the Green will "serve" attendees at our Saturday evening events by providing an entertaining mix of string bands, singers, and square dancers. We usually expect a crowd size of 1500 - 2500 people. They may range in age from toddler to senior citizen, may include a variety of income levels, and will include area residents and many visitors.

Shindig on the Green appeals to all ages, races, identities, cultures and socio-economic groups. We have a special area to the right of the stage designated for children to dance and play. Many of our attendees have favorites bands, musicians, or dance groups which they come to see perform, and this gives our performances an enthusiastic and loyal following.

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?

Since we use the Roger McGuire Green and the Bascom Lunsford Stage, we are required to partner with the City of Asheville. They require a site plan, insurance documentation, fire extinguisher safety and crowd control certificates from our Folk Heritage Committee members. Not only do we request permission for the space on eight Saturday nights in the summer, we also utilize appropriate City support services.

In addition, last summer we partnered with East Tennessee State University used this event as a recruiting tool. We also partnered with Mountain Biz Works in their Test Drive Program for start-ups, the Blue Ridge National Heritage Area, the Appalachian Mural Trail project whose Golden Threads mural outside Pack's Tavern depicts the process of passing on our cultural traditions from generation to generation. And we have partnered with the Asheville Buncombe Regional Sports Commission during the Southern Conference basketball tourney.

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 responsibility for Shindig on the Green resides with the Folk Heritage Committee. This committee was formed in 1967 in order to continue the work of Bascom Lunsford, a noted folklorist and promoter of mountain music and dance. The original committee founded the Shindig on the Green to be held from the Fourth of July to Labor Day in downtown Asheville, and it continued to promote the Mountain and Dance Festival. The current committee consists of 17 members and continues this mission: to promote and preserve the music, dance, and storytelling of our Southern Appalachian region. Each member has a history with Shindig and Festival, some as musicians, some as dancers, and some as ardent supporters of what we do.

Project Leaders: Our committee has a chair who has been active in the dance community of WNC. Other officers include a financial liaison with the Asheville Chamber, a corresponding secretary, a liaison with the City, and chairs of subcommittees for Shindig and MDFF.

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.

- 1) Many of our performers and attendees return season after season to take part in either Shindig or MDFF. They return expecting a high quality show and we as a committee try our best to provide that.
- 2) Almost all of our performers continue to dance or play music for many years. This shows a strong desire to perpetuate the traditions of this region's music and dance.
- 3) The committee has conducted surveys of our audiences with regard to the economic impact our events bring to Buncombe County. We have several years of data which support the contention that what we do has a very positive impact on the hotels, restaurants, and attractions of our area. We have employed the services of a professional statistician to guide our efforts in this regard. Results are available.
- 4) We have a number of youth who participate. They learn stage presence, songs from others, and more.
- 5) Some folk consider Shindig and its location downtown as the "front porch" of the City and County.

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?

Sources of support include a mixture of corporate support from local businesses, dozens of individual donors, raffle items, and merchandise sales (caps and tees). Meeting our operational expenses has always been a challenge for the Folk Heritage Committee, and we have to be frugal with every dollar. We are in the midst of gathering corporate support now, and plan an individual donor mail campaign later in the season. We have one raffle item secured and are debating perhaps another. Raffle ticket sales will add to our revenue. The Buncombe County grant will be earmarked for portajohns, which are required for each performance at the Roger McGuire Green.

Our goal is to break even this season.

Sustainability*

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

Every season of Shindig on the Green requires that we gather financial support from our sources as described above. We have nothing but operational expenses which must be met, and no real property to maintain. We have been able to meet expenses each season since 1967, and feel that we can continue with this plan.

Once upon a time long ago, the ticket sales from Mountain Dance and Folk Festival could cover Shindig expenses. But that was a very long time ago, and in the last 20 years or so, we have followed the model of financing our events as described above. We continue to seek financial support from sponsorships, individual donations, grants, merchandise, and raffle items.

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.

strategic-partnership-grants-FY2020-budget-template.numbers.zip

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.

The Asheville Area Chamber of Commerce is our fiscal agent. As such, it handles all our deposits and checks written. I will email all financials which I have received from the Chamber financial office.

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.

I will email 990 as part of our financial package from the Chamber.

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.

The Folk Heritage Committee has always been composed of "working" members. We organize and carry out the Shindig on the Green and the Mountain Dance and Folk Festival in Asheville. In order to do this, we are involved in hours upon hours of planning details, large and small, and then implementing them. Our members work these events on a voluntary basis, and we have no Board of Directors.

Our members are Jeff Atkins, Glenn Bannerman, Cathey Figuera, Loretta Freeman, Bob Gregory, Bill Hansen, Sandra Hunter, Barbara McCutcheon, Judy Miller, Carol Peterson, Rebecca Pressley, Kim Rhinehart, Ronnie Rhodes, Linda Smathers, Jerry Sutton, Bill Wolcott, Eric Zachary.

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

Jerry Sutton, Feb. 6, 2019

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

File Attachment Summary

Applicant File Uploads

- strategic-partnership-grants-FY2020-budget-template.numbers.zip- File could not be converted

File Troubleshooting

Files not included will be available online when viewing the submission or request unless the file type is not compatible with software available on your computer. To view the file online, open the appropriate application or request and click on the file name link. The file will also be able to be printed separately from your computer.

Files unable to be included in the packets can affect the ease the packet may be read by the staff and evaluators at the grant maker. Please take a moment to read the common causes for files not converting and, if possible, resolve this issue.

Please note: If you have already submitted the form, you will need to contact the grant maker to request they return it to draft form for you to be able to make changes.

Common issues:

- The file type uploaded is not supported in print packets.
 - Supported file types are:
 - PDF files (Adobe Acrobat)
 - Common image formats (JPEG, GIF, PNG)
 - Microsoft Office formats (Word, Excel)
 - Text files (.txt)
 - Comma Separated Value files (.csv)

If you are using an unusual file type, please see if a more standard file format may be used. Often unusual file formats will not be able to be opened or read by the staff or evaluators of the organization you are applying to for funds.

- The file caused an error while being converted to PDF.
 - The file path is too long or contains special characters such as (%&^*()@#\$\$!)
 Example: c:/documents/foundant/marketing/spring2012/programs/events/walkathon2012.doc
 c:/documents/foundant/walkathon@mall.doc
 - The most common cause for errors is due to the document being password protected

Please check your file to make sure password protection is turned off in the document. If your file name is too long or contains special characters, try saving the file to your desktop, removing any special characters and uploading the file again from your desktop to the application.

- A virus was detected in the file so it was not uploaded to the system