

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

Project	Latino Partnership Program
Organization	Hola Community Arts

Amount Requested	\$50,000	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"> Hola Community Arts is building bridges between cultures, embracing diversity and creating more economically vibrant communities. Key Programs: LatinX Connect, signature events that celebrate cultural diversity with related educational and outreach activities, and the flagship program – Hola Carolina Magazine.
Project Description	<ul style="list-style-type: none"> The Latino Partnership Program (LPP) serves as a regional advocate for the economic and civic interests of the Latino community. Our focus is on leadership development, community engagement, communication and cultural bridges. LPP bridges cultural communication between government, business and historically underrepresented and underserved communities building strategic partnerships to support greater engagement of these communities in policy, leadership, and initiatives. LPP serves as a catalyst for creative economic development and growth by: <ul style="list-style-type: none"> - Identifying new and existing opportunities for collaboration, capacity building and technical assistance. - Organizing and sponsoring a wide array of programming - educational seminars, networking events, business-centric educational panels, and much more. - Supporting and promoting Latino leadership, and facilitating bridge building between Latino leaders and mainstream institutions in the community.
People Served	<ul style="list-style-type: none"> The Latino population in western North Carolina is 63,305 people with a Median Household Income of \$46,384. Latinos in our service area trace their origins to more than 20 Latin American countries.
Outcomes	<ul style="list-style-type: none"> Outcomes will be evaluated through our Continuous Quality Improvement (CQI) process on a quarterly basis and measured annually. CQI involves monthly meetings of all Program Directors with staff to discuss quality issues. On a quarterly basis, the group reviews outcome measures and progress towards achieving these measures.

Budget			
Amount Funded FY2019	n/a	Increase Request	n/a
Project Budget	\$65,000	Total Organization Budget	\$222,000
Other Funding Sources: Corporate sponsors and program service revenues			

Additional Information
Organization received a County Recreation Grant of \$5,744 in FY2019

Latino Partnership Program

FY2020 Strategic Partnership Grants

Hola Community Arts

Adriana Chavela
546 Averys Creek Rd
Arden, NC 28704

info@holacommunityarts.org
O: (828) 989-2745

Adriana Chavela

546 Averys Creek Rd
Arden, NC 28704

info@holacommunityarts.org
O: (828) 989-2745

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.

Latino Partnership Program

Amount Requested*

\$50,000.00

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.

Hola Community Arts is building bridges between cultures, embracing diversity and creating more economically vibrant communities.

OUR KEY PROGRAMS

- We host LatinX Connect, a monthly facilitated conversation among Latino leaders and organizations around the region designed to engage with the Carolina's fastest-growing community.

- Our signature events celebrate cultural diversity with related educational and outreach activities. These events include: Hola Asheville Festival, International Children's Day, FIESTA and Dia de los Muertos. Patrons journey through over 20 represented countries and experience their people, music, art, food and culture.

- Our flagship program is Hola Carolina Magazine. A Spanish-language lifestyle magazine designed to reinforce Hola Community Arts identity as a leading public service organization. Hola Carolina Magazine reaches 67,627 readers monthly per issue. Social media channels offers an additional 35,000 followers.

Project Description

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

The Latino Partnership Program (LPP) serves as a regional advocate for the economic and civic interests of the Latino community. Our focus is on leadership development, community engagement, communication and cultural bridges.

LPP bridges cultural communication between government, business and historically underrepresented and underserved communities building strategic partnerships to support greater engagement of these communities in policy, leadership, and initiatives.

The Latino Partnership Program serves as a catalyst for creative economic development and growth by:

- Identifying new and existing opportunities for collaboration, capacity building and technical assistance.

- Organizing and sponsoring a wide array of programming - educational seminars, networking events, business-centric educational panels, and much more.

- Supporting and promoting Latino leadership, and facilitating bridge building between Latino leaders and mainstream institutions in the community.

Key Steps*

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

LATINO LEADERSHIP DEVELOPMENT

Strengthen neighborhoods and communities by encouraging community engagement, collaborative problem solving and leadership development, especially within communities of color.

- Development of a Latino Common Agenda for expanded collaboration and coalition building.
- Increase local leadership for Latino representation

BRIDGE BUILDING

Seek balance in proactive and responsive efforts to build bridges between Latino and non Latino communities.

- Increase and Cultivate Relationships
- Convene, connect with Latinos and facilitate community connections
- Sponsor/host statewide, regional and local connections and outreach

COMMUNICATION

- Increase awareness of community programs and opportunities
- Provide unique, in- depth, culturally-relevant, engaging and inspiring content on the key areas of interest to our community
- Bridge cultural communication between government, business and historically underrepresented and underserved communities

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 target demographic for the Latino Partnership Program is everyone, regardless of age, gender, income, race, ethnicity or geographic area. It is important to us that all Buncombe County residents feel welcome and encouraged to participate in the Latino Partnership Program.

All 3 Commissioner Districts will be served.

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.

From 2000 to 2018, Buncombe County's Latino population grew 196 percent. Latinos are Buncombe county's largest minority group. This demographic shift has begun to alter long-held notions of politics, education, the work force and interracial relations.

The Buncombe County Latino population consists of 6.8% or 17,414 people. The Latino Partnership Program provides a celebratory, community-building experience, strengthening neighborhood spirit and opportunity to embrace diversity.

Buncombe County School Enrollment:

- Hispanics - 14.5%
- Non-Hispanic whites - 72.8%
- Non-Hispanic blacks - 6.7%

The Latino population in western North Carolina is 63,305 people with a Median Household Income of \$46,384. Latinos in our service area trace their origins to more than 20 Latin American countries. This beautiful kaleidoscope of cultures and customs makes us a truly vibrant diverse community.

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?

We understand there is power in going beyond organizational boundaries and doing together what we may not be able to do alone. Our nonprofit, corporate and government partners share an appetite for collaboration and seek to strengthen by aligning complementary strengths and resources.

Our nonprofit, corporate and government partners currently include the following:

Ingles Markets, UNC Asheville, Mission Hospital, Van Wingerden International, Tri-Hishtil, Carolina Small Business Development Fund, Mountain BizWorks, Self-Help Credit Union, Asheville Area Arts Council, Sister Cities, Buncombe County Recreation Services and Buncombe County Tourism Development Authority.

No other local organization is providing similar services to our specific demographic.

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?

Adriana Chavela is the founder and executive director of Hola Community Arts. For more than a decade, Adriana has served as a diversity consultant to business leaders. Her consulting assignments focus on entrepreneurship, Latinos in America, career advancement, and marketing diversity management. She has appeared on television and radio as a commentator and expert on Latino community and culture.

This past summer, Adriana and Hola Community Arts was honored with the distinguished EMMY Award by the National Academy of Television Arts & Sciences for Community Public Service.

Ron Stamey is co-founder of Hola Community Arts with responsibility for marketing programs, brand management, and corporate sponsorship. Ron is a marketing communications strategist with more than 20 years of experience, he's worked for ABC, FOX, CNN, (and more) producing TV, radio, print and new media. A strategic, multidisciplinary designer & art director with an eye for innovation and pixel perfection.

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.

Outcomes will be evaluated through our Continuous Quality Improvement (CQI) process on a quarterly basis and measured annually. CQI involves monthly meetings of all Program Directors with staff to discuss quality issues. On a quarterly basis, the group reviews outcome measures and progress towards achieving these measures.

- Attendance logs
- Surveys
- Publication Distribution and pick-up rates
- Online Analytics
- Assessments
- Case notes

- Video Documentation
- Storytelling

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?

Historically, Hola Community Arts has been self-funded through corporate sponsors and program service revenues. Hola Community Arts continues to seek community funding, corporate partnerships, and crowdfunding while seeking additional funding sources to fund the Latino Partnership Program.

Sustainability*

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

The long-term sustainability of our Latino Partnership Program is a high priority for Hola Community Arts. We will continue to develop our staff and board's ability to fundraise in order to diversify our revenues. Our funding strategies include building relationships with other foundations, cultivating support from corporate sponsors and individual donors, increasing revenues from special events, refining our annual appeal process, and focusing on revenue growth across all divisions of the organization.

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.

FY2020_budget_Final.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.

2018_Financials.pdf

In 2017, Hola Community Arts was established as a registered nonprofit organization under section 501(c)(3). The attached financials have not been subject to independent audit.

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.

In 2017, Hola Community Arts was established as a registered nonprofit organization under section 501(c)(3). A current IRS Form 990 has not been filed as of the FY2020 Strategic Partnership Grant application deadline. We expect our 990 to be available for inspection by May 15, 2019.

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_Bios.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

Adriana Chavela 2/5/19

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

File Attachment Summary

Applicant File Uploads

- FY2020_budget_Final.xlsx
- 2018_Financials.pdf
- Board_Bios.pdf