

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

Project	African American Heritage Tourism: Stephens-Lee Cultural Heritage Museum and Arts Incubator
Organization	River Front Development Group and Project Collaborative

Amount Requested	\$25,000	Strategic Priority or Sustainability Goal	Arts/Culture Recreation
New or Renewal Request	New	Commissioner Districts Served	District 1

Organization Description	<ul style="list-style-type: none"> Development Group (RFDG) is an IRS 501c3 Nonprofit Community Development Corporation that works in marginalized and disinvested communities to help enable creative solutions for affordable housing, socio-economic disadvantaged neighborhoods, and business development with diverse and inclusive programs to improve economic mobility. Have built affordable housing for the Asheville Housing Authority and fourteen other low-income residents; provided business development services for 15 African American led nonprofits, and filed 6 successful IRS 501c3 Nonprofit Tax-Exempt Organization status applications.
Project Description	<ul style="list-style-type: none"> This request is for designated funding for the Stephens-Lee Cultural Heritage Museum and Arts Incubator with a goal of the development of the Cultural Heritage Tourism site anchored by the Museum. This Phase II equity investment will increase residents' use of recreational venues, increase tourist visitation, encourage longer stays in hospitality facilities and greater retail spending in Asheville and Buncombe County, to increase African American employment, businesses, and participation in the creative economy that will improve the quality of life of the community. As the anchor institution, focus is the enhancement and upfit of the Alumni Room, Collection and Preservation of assets for Museum exhibitions of African American art, culture and living history.
People Served	<ul style="list-style-type: none"> The Projects will increase the number of recreational activities in the County and increase African American utilization of the Stephens-Lee facility.
Outcomes	<ul style="list-style-type: none"> Historic preservation is a tool for preserving a place like the Stephens-Lee Museum and for incubating new small businesses, showcasing authentic African American venues for goods and services, revitalizing restaurants and entertainment; creating community improvements; and generating jobs in an area that is comprised of 51% of low and moderate income residents; success will be measured in pride and well-being-the key values of a sustainable community with growth opportunities for current and future generations.

Budget			
Amount Funded FY2019	n/a	Increase Request	n/a
Project Budget	\$16,500	Total Organization Budget	\$95,500
Other Funding Sources: Capital funding, TDA, City of Asheville, individuals, in-kind			

Additional Information
<ul style="list-style-type: none"> Project has been awarded \$100,000 of Capital Funding from Buncombe County Tourism Development Authority

AFRICAN AMERICAN HERITAGE TOURISM: STEPHENS- LEE CULTURAL HERITAGE MUSEUM and ARTS INCUBATOR

FY2020 Strategic Partnership Grants

River Front Development Group and Project Collaborative

Catherine P. Mitchell J.D.
267 Rock Hill Road
Asheville, North Carolina 28803

catherine.mitchell@rfdgasheville1.org
O: (828) 215-0728
F: (828) 505-4331

Catherine P. Mitchell J.D.

267 Rock Hill Road
Asheville, North Carolina 28803

1418cpm@gmail.com
O: (828) 215-0728
F: (828) 505-4331

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.

AFRICAN AMERICAN HERITAGE TOURISM: STEPHENS-LEE CULTURAL HERITAGE MUSEUM and ARTS INCUBATOR

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: Cultural Heritage Tourism

Organization Description*

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

River Front Development Group (RFDG) is an IRS 501c3 Nonprofit Community Development Corporation that works in marginalized and disinvested communities to help enable creative solutions for affordable housing, socio-economic disadvantaged neighborhoods, and business development with diverse and inclusive programs to improve economic mobility. We have built affordable housing for the Asheville Housing Authority and fourteen other low-income residents; provided business development services for 15 African American led nonprofits, and filed 6 successful IRS 501c3 Nonprofit Tax-Exempt Organization status applications. The African American Cultural Heritage District and Trail; and Stephens-Lee Cultural Heritage Museum & Arts Incubator was conceived in collaboration with the East End/Valley Street Neighborhood Association, in its "East End Rising" Visioning Plan, to create a local Heritage Tourism Program, promote neighborhood revitalization, and heritage conservation and preservation.

Project Description

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

This request is for designated funding for the Stephens-Lee Cultural Heritage Museum and Arts Incubator as a tourism project authorized by City Council Resolution 18-224 on August 28, 2018. Leveraging \$100,000 of Capital Funding from Buncombe County Tourism Development Authority, our goal is the development of the Cultural Heritage Tourism site anchored by the Museum, (nee Stephens-Lee Recreation Center). This Phase II equity investment will increase residents' use of recreational venues, increase tourist visitation, encourage longer stays in hospitality facilities and greater retail spending in Asheville and Buncombe County, to increase African American employment, businesses, and participation in the creative economy that will improve the quality of life of the community. As the anchor institution, our focus is the enhancement and up-fit of the Alumni Room, Collection and Preservation of assets for Museum exhibitions of African American art, culture and living history.

Key Steps*

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

Our first priority is the Collection and Preservation of Stephens-Lee and East End historic artifacts, documents, pictures, manuscripts, year books, film, and recorded stories from: Asheville High School, Western Carolina Univ., Asheville Historical Society, UNC-A Ramsey Collections, Asheville Housing Authority, Pack Library-Carolina Room, Mars Hill Univ., and other now, unknown institutional locations; former students and alumni, teachers, relatives and families. It is of immediate concern, many have been destroyed after-death of owners, and with the passage of time, more will likely disappear. Together with collections all must be properly labeled, catalogued, scanned and digitized, and archived. A major milestone will be achieved through our collaborations that are spread across racial and socio-economic divides and catalyzed a growing number of organizations to question the homogenization of their programs and activities; the promotion of pride, well being, and inclusion.

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 Museum's physical location is Stephens-Lee Recreation Center, 30 G.W. Carver Ave., Asheville 28801, in Commissioner District 1. The East End/Valley Street community is also in the Charlotte Street Corridor Redevelopment Plan, and NC Census Tract 7-Opportunity Zone, that will include both new-built businesses and affordable housing that connect to the Buncombe County Beaucatcher Greenway, a public open space that can be leveraged in the interpretation of the District's history and Trail. The community is the oldest and one of the most significant neighborhoods in Asheville, and the area in which almost all of the first African American churches of various denominations were built. Stephens-Lee High School opened in 1922, was a three-story Gothic structure and the only public high school in WNC, with students enrolled from the 4 county metropolitan area. The community and families were de-constructed in the advent of Urban Renewal and Redevelopment Programs in the 1960's-70's.

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 Projects will increase the number of recreational activities in the County from 834,811 participants in 2016, and increase African American utilization of the Stephens-Lee facility. The Conventions and Visitor's Bureau reports 3.8 million County overnight visitors in FY2016; 6.1 million visitors came for day visits to shop, dine, recreate, visit friends and family, and attend medical appointments. One in seven jobs (26,700) jobs are supported by visitor spending and \$97 million in sales taxes were paid by visitors. Job opportunities and economic mobility in the East End (NC Census Tract 7) remains historically depressed. The Opportunity Atlas: Mapping the Childhood Roots of Social Mobility shows: A median household income of \$30,000 and Individual income of \$26,000; Area job growth rate of 3.9%; median rent at \$790; 27% of the population is nonwhite; 18% are married; the median employment rate is 84%; and its poverty rate of 12% correlates to its incarceration rate of 12%.

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 Project's Partnership Group is responsible for providing implementation, oversight, and resources is composed of: Veronika Gunter-Consultant; Buncombe County Tourism Development Authority; City-Parks, Recreation & Arts; City-Planning and Economic Development; Asheville-Buncombe Historic Resources Commission; Asheville Arts Council; Asheville-Buncombe African American Heritage Commission; Stephens-Lee Alumni Assoc.; East End Valley Street Neighborhood Assoc.; and the RFDG Advisory Board. This ownership ensures integration into tourism strategies, utilize existing marketing and funding programs to leverage resources and staff talent to keep efforts moving forward. They will advise on opportunities; Connect and enlist the support of lodging and recreation industries; Through organizational knowledge identify needs and desires of current tourists/visitors that relate to the destination's mission to grow heritage tourism and community economic and social well-being.

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?

RFDG will serve as the Project "keeper" and facilitate the implementation process, partnership/collaboration goals, and accomplish the development and marketing goals. The Partnership will advise on prioritization of project activities and implementation in the assessment categories of ARTS (performing, visual, and education/Maker Arts; CULTURE (Cultural sites, centers, events); HERITAGE (Historic structures and events; WAYFINDING (Monuments and Markers). All partner organizations reflect our service population in both their administration and programs. Rotating terms of Group members will allow for greater input and members will be asked to confirm participation in by-monthly meetings during the first year of Project development. As ideas are generated, values-based criteria will be used including whether it meets our vision, has measurable positive impacts, is financially feasible with identifiable/secured resources, is accessible and meets visitor readiness, and is sustainable.

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.

Asheville's rich heritage and culture rooted in our collective history, our creativity and diverse population offers to visitors a wide variety of cultural opportunities, including historic sites, museums, dance, music, theater, book and other festivals, arts and crafts, distinct neighborhoods and landscapes but has no answer to the frequent question of: "Where are the Blacks, do any live here?" and "Where are the soul food restaurants?" "None...that's strange". Historic preservation is a tool for preserving a place like the Stephens-Lee Museum and for incubating new small businesses, showcasing authentic African American venues for goods and services, revitalizing restaurants and entertainment; creating community improvements; and generating jobs in an area that is comprised of 51% of low and moderate income residents; our success will be measured in pride and well-being-the key values of a sustainable community with growth opportunities for current and future generations.

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?

RFDG is leveraging \$100,000 of capital funding for the Museum and we are also requesting \$25,000 in Strategic Partnership funds from the City of Asheville exhibition and storage cabinets, shelving, painting, and lighting, etc. This application is for Preservation of existing materials, artifacts, yearbooks, documents, pictures, etc; COLLECTION of 52 boxes of documents from 5-6 different educational institutions. A limited number of documents were stored in the basement of Asheville High School, while the bulk of records were scavenged based upon whether there was any historic interest. There is no repository of yearbooks or documentation of graduates. All of which must be retrieved, where found; PRESERVATION of collections, by digital camera, scanner; ARCHIVAL for research. Our funding timeline is generally 2019-2021 based on the document retrieval process. Additional funding is being sought from the National Trust for Historic Preservation-Cultural Heritage Fund (\$50,00).

Sustainability*

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

The Museum has good capacity to generate earned revenue from a variety of sources, including admissions, events, retail, and facility rentals. As is typical of projects of this type, it is anticipated that it will require an on-going annual non-earned or contributed revenue stream of cash and in-kind support of around 49% which is within museum industry norms. Since the facility will be in shared-use with City recreational

programs, much of the building's operating and personnel costs will be absorbed in their budget. Our annual visitation analysis estimate is 15,000 to 34,000 with a mid-range estimate rounded to 25,000 in a stable year of operations. Visitation includes event rentals, that will be on the same rate scale used by the City at its event space at 14 Riverside Drive to generate budget balances, which is 4 hours or less \$200, and \$500 for 8 hours. Full Day-Weekend is \$1,000. Quality event space for 50 people or less is at a premium in the Asheville/Buncombe market.

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.

Buncombe 2020 -strategic-partnership-grants-FY2020-budget-template (1).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.

RFDG Financial statm0001.pdf.docx

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.

FRDG 2017 IRS 990.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.

RFDG Board of Directors 2018 - 2020.docx

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

Catherine P Mitchell, Feb.4, 2019

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

File Attachment Summary

Applicant File Uploads

- Buncombe 2020 -strategic-partnership-grants-FY2020-budget-template (1).xlsx
- RFDG Financial statm0001.pdf.docx
- FRDG 2017 IRS 990.pdf
- RFDG Board of Directors 2018 - 2020.docx