

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

Project	Skyview Open: Annual PRO/AM Golf Tournament
Organization	Skyview Golf Association

Amount Requested	\$10,000	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"> The Skyview Golf Association was founded and incorporated in 1960 as a not for profit organization in an effort to promote golf competition among African American golfers throughout the United States. The first tournament had 50 golfers, and the largest tournament was in 1975 when 254 golfers participated. Today, Skyview is one of the largest tournaments in the Southeast.
Project Description	<ul style="list-style-type: none"> Skyview Golf Association will hold its 60th annual golf tournament on July 9, 10 & 11, 2019. It will be held at the Asheville Municipal Golf Course. This tournament has been in a period of growth over the past several years and is projected to draw participating golfers and their family members from throughout the country. Skyview has experienced a substantial comeback in membership, participants, players, guests and sponsors. In 2018, the tournament attracted national pro golfers and renowned amateurs.
People Served	<ul style="list-style-type: none"> In 2019, the tournament is projected to include about 160 golfers, including 90-110 amateurs and 50-60 professionals. Visiting golfers and their families are projected to occupy 135 days of local hotel and motel spaces. The tournament is projected to attract 25% increase in sponsorships and a robust increase in gallery observers touring the golf course during the 3-day competition.
Outcomes	<ul style="list-style-type: none"> Skyview will track data about the event including participants, including volume of amateur and professional golfers as well as and demographics such as profession and home zip code. Economic impact data will include out of town golfers, method of travel and hotel/motel nights. This information will be reported back to partners, sponsors and funders.

Budget			
Amount Funded FY2019	n/a	Increase Request	n/a
Project Budget	\$39,275	Total Organization Budget	\$39,275
Other Funding Sources: Corporate and individual donations, fees, board contributions, membership dues, special events and brochure revenue			

Additional Information

Skyview Open: Annual PRO/AM Golf Tournament

FY2020 Strategic Partnership Grants

Skyview Golf Association

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Matthew Bacoate Jr.

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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.

Skyview Open: Annual PRO/AM Golf Tournament

Amount Requested*

\$10,000.00

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

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 Skyview Golf Association was founded and incorporated in 1960 as a not for profit organization in an effort to promote golf competition among African American golfers throughout the United States. The first tournament had 50 golfers, and the largest tournament was in 1975 when 254 golfers participated. Today, Skyview is one of the largest tournaments in the Southeast. Golfers have come from Tennessee, Washington, DC, Pennsylvania, Illinois, New York, New Jersey, Maryland, California, Texas, Michigan, Florida, Ohio, Louisiana, Georgia, Hawaii, South Carolina, North Carolina, Nevada, Arizona and internationally from Canada and Bermuda to participate in the PRO/AM tournament. Numerous nationally known African American celebrities and golf professionals have participated in the Skyview Open, such as Lee Elder, Jim Dent, Jim and Chuck Thorpe, John Brooks Dendy and even World Boxing Champion Joe Louis, to name a few.

Project Description

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

Skyview Golf Association will hold its 60th annual golf tournament on July 9, 10 & 11, 2019. It will be held at the Asheville Municipal Golf Course. This tournament has been in a period of growth over the past several years and is projected to draw participating golfers and their family members from throughout the country. Skyview has experienced a substantial comeback in membership, participants, players, guests and sponsors. In 2018, the tournament attracted national pro golfers and renowned amateurs. Based on the very encouraging responses of those present and the outreach to major golf manufacturers and pro level golf promoters, a real resurgence is enough to carry the Skyview Open to new heights unimaginable in a new day and new way.

Key Steps*

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

Work for the Skyview Open golf tournament occurs year round. In preparation for the event, Skyview representatives cultivate relationships with players, promoters, agents and their sponsors in order to recruit participation and support. With that support from sponsors and partners, Skyview puts together an attractive package of amenities for golfers. Players submit applications to participate. Skyview provides concierge and referrals for lodging and attractions in the area as well as hospitality during the 3-day event. In addition to exposing people to the sport of golf, another community based benefit is a scholarship program to support deserving high school graduates from low income families in their higher education.

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 annual tournament is hosted at the Asheville Municipal Golf Course, "Muni" as it is locally referred to, which is located in Commissioner District 1. It creates economic impact for Buncombe County broadly and draws golfers from all areas.

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.

In 2019, the tournament is projected to include about 160 golfers, including 90-110 amateurs and 50-60 professionals. Visiting golfers and their families are projected to occupy 135 days of local hotel and motel spaces. The tournament is projected to attract 25% increase in sponsorships and a robust increase in gallery observers touring the golf course during the 3-day competition. Historically, the tournament began with a focus on African American golfers, and today the tournament includes golfers of all backgrounds.

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?

Skyview has cultivated local business sponsors such as Ingles Markets, Home Trust Bank, First Citizens Bank, Pepsi, an array of small businesses and prominent individuals/community leaders. Golf industry sponsors include companies such as golf product manufacturers. Asheville-Buncombe Sports Commission is partner in helping reach outside markets for sports tourism. Media partners include television and print as well as Pope Golf who manages the golf course and assists with promotion.

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 Skyview Golf Tournament is coordinated by volunteers. No member of Skyview is paid. Matthew Bacoate, Jr. is the lead coordinator for the project. He was associated with the event in the early years, beginning in the 1960's and was re-called to assist with re-establishing Skyview and its main fundraiser, beginning in 2015. In the past 3 years, the event has seen increasing success each year.

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.

Skyview will track data about the event including participants, including volume of amateur and professional golfers as well as and demographics such as profession and home zip code. Economic impact data will include out of town golfers, method of travel and hotel/motel nights. This information will be reported back to partners, sponsors and funders.

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?

Buncombe County's grant will account for about a quarter of the total budget for Skyview, which is roughly \$40,000. Other sources of funding include corporate and individual donations, participant fees, board contributions, membership dues, special event fees and brochure revenue.

Sustainability*

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

New and additional efforts to raise funds include:

- Increase memberships
- Increase the number of golf participants
- Increase ad space in the souvenir booklet
- Increase the number of businesses, professional and business contacts
- Contact church leaders and save a history Asheville/Buncombe Negro Sports Association
- Attract a sponsor to offset expenses for a Pro golfer
- Continue pursuing major golf companies
- Initiate a concerted effort in public housing and/or low income neighborhoods for golf, good sportsmanship youth programs
- Initiate a long drive (down center) par three (3) closest to the hole contests
- Training program for for golf rules, principles

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.

Skyview budget.pdf

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.

On file with County

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.

Skyview 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.

Skyview board list.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

Matthew Bacoate, Jr.

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

File Attachment Summary

Applicant File Uploads

- Skyview budget.pdf
- Skyview 990.pdf
- Skyview board list.pdf