

# Support for Community Initiatives

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## *FY2021 Strategic Partnership Grants*

### ***Asheville Area Arts Council***

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Katie Cornell  
409 Executive Park  
Asheville, NC 28801

katie@ashevillearts.com  
O: 8282580710

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# Application Form

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## INSTRUCTIONS

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As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at [buncombecounty.org/grants](http://buncombecounty.org/grants) for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

**Applications are due by 5:00 on February 14, 2020.**

## BASIC INFORMATION

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**BASIC INFORMATION – Before completing the application, please tell us a little about the request.**

### Project Name\*

Support for Community Initiatives

### Strategy\*

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Resident Well-Being

### Funding Request\*

How much funding is this project requesting for FY2021?

\$25,000.00

## Grant Guidelines\*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or [rachael.nygaard@buncombecounty.org](mailto:rachael.nygaard@buncombecounty.org).

Yes

## Nonprofit Status\*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

AAAC\_IRS Tax Determination Letter02052016.pdf

## Board of Directors\*

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 List\_FY 20.pdf

# APPLICATION

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**APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.**

## Organization\*

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

Founded in 1952, the Asheville Area Arts Council (AAAC) is the second oldest arts council in the state of North Carolina. The mission of the arts council is to keep the arts at the heart of our community. AAAC supports this mission by advocating for the local arts sector, supporting public art initiatives, and providing services for area arts organizations and artists.

We believe the arts are the cornerstone of what makes the Asheville area such a great place to live in and visit. The creative sector has a major impact on our local economy. Non-profit arts organizations alone support roughly 2,233 full-time jobs, generate \$51.3 million in household income to local residents, and deliver \$7.3 million in local and state government revenue. But, that's not all the arts do for Buncombe County. The arts improve the image and identity of our community through creative placemaking and public

art. In addition, these programs help to unify our communities regardless of age, race, gender, or class and improve the overall health of our citizens. Investing in the arts is a real investment in Buncombe County.

Three key accomplishments include:

1. In the last ten years, the Asheville Area Arts Council has distributed over 260 grants totaling over \$489,000 to local artists and arts organizations.
2. Since 2016, the Asheville Area Arts Council had working relationships with teaching artists, the VA Medical Center and Odyssey ClayWorks to deliver more arts experiences to veterans in our community.
3. Since 2010, the Asheville Area Arts Council, in partnership with the City of Asheville, has convened the Creative Sector Summit-- the region's only creative industry-specific annual conference. In 2020, the arts council will expand on this model by adding a sector Survey, a series of monthly Talks, and a kick-off Dinner. These events are focused on three themes, including Creative Placemaking, Equity and Inclusion, and Arts Education.

## Need for the Project\*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

This application addresses three different areas of need:

**Arts Build Community Grant** | Arts and culture are a fundamental part of our community that helps us connect with one another and better understand history, people, and new ideas. When people become involved in the design, creation, and upkeep of places, they develop a vested interest in using and maintaining these spaces. When neighbors have a true sense of "ownership" or connection to the places they frequent, the community becomes a better place to live, work, and visit. According to Americans for the Arts (AFTA), "86% of participants who took part in community-based art want to be involved in future projects, and people living where these art projects occurred were more than twice as likely to be civically engaged as those whose neighborhoods did not have projects."

**Arts & Wellness Program** | The Charles George VA Medical Center (CGVAMC), located in Asheville, is the only veterans' hospital located in WNC, which means our area attracts a high number of individuals that have experienced either physical or mental trauma due to their military service. The CGVAMC alone serves 48,000 veterans each year. The 2017 census estimates report that 17,890 veterans live in Buncombe County, 7% of our total population. AFTA reports that "2 out of 3 soldiers who have been treated with art therapy say it improved their depression" and "85% of military patients who have access to art therapy say it was helpful in their healing."

**Creative Sector Summit** | Our local arts sector is changing rapidly. In the last five years, the revenue generated by our local nonprofits has gone up by more than 60%, and creative industry sales are now over \$1.4 billion each year. This growth brings new opportunities and challenges, and the Creative Sector Summit-- the region's only creative industry-specific annual conference-- provides a platform to look at the current state of the sector, and process current issues.

## Project\*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

**Arts Build Community Grant** | Now in its 3rd year, the Arts Build Community grant supports funds innovative, arts-based ideas that inspire diverse groups of participants to be more active, involved, and civically-engaged by creating together. Grants range from \$500-1,200 and priority is given to projects based in low-income neighborhoods, Title 1 public schools, and communities in need. This program currently only

has \$5,000 in funds to distribute per year and in 2019 the arts council received over \$22,000 in requests. With an additional \$10,000 grant from the county, the arts council would be able to increase the funding available to \$15,000, which allows us to better address community needs and support more of these projects.

**Arts & Wellness Program** | Since 2016, the arts council has worked with the Charles George VA Medical Center to provide arts-based programs aimed at reducing stress and promoting healing. Support for this program is provided by the North Carolina Arts Council but requires a \$1 to \$1 match, meaning every dollar that the county invests in supporting this program will have double the impact. With \$10,000 from the county, we would be able to provide ceramics classes in partnership with Odyssey ClayWorks as well as additional classes like creative writing and music lessons.

**Creative Sector Series** | Since 2010, the Asheville Area Arts Council, in partnership with the City of Asheville, has convened the Creative Sector Summit-- the region's only creative industry-specific annual conference. In 2020, the arts council is expanding this model to include a sector survey, a talk series, and a state of the arts dinner. The goal of the series is to drive community discussion and action around issues impacting the local arts sector. The arts council would like to more fully extend the reach of this series to support creatives throughout Buncombe County, and we ask that the county match the city's support for this program through a \$5,000 sponsorship.

## People Served\*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

**Arts Build Community Grant** | Priority is given to projects based in low-income neighborhoods, Title 1 public schools, and communities in need. Recent grant recipients have included BeLoved Asheville for an outside gallery to be used as an educational hub for children of color, Martha Skinner for a program with individuals on the autism spectrum, Nuestro Centro for a cultural arts program developing strong sense of cultural identity through Mexican folklore dance, music, literature, and history, Shiloh Community Association for a legacy art trail mural of important figures in community's history, and Word on the Street for distributing a zine documenting artistic responses by "squad members."

**Arts & Wellness Program** | We forecast that our program may primarily serve an older age demographic because of family and work obligations, but with targeted promotions, we believe the break down might look as follows: 10% 18 - 34 years old; 35% 35 - 54 years old; and 55% 56 - 80+ years old. 95% of Buncombe County veterans are male. We expect participants in our program to be 70% male and 30% female. 91% percent of veterans in Buncombe County are white, 7% are black, and 2% are two or more races. By targeting some underserved communities of color, we anticipate more than 10% of participants will be non-white.

**Creative Sector Series** | This program primarily serves local artists and arts organizations, but its impacts are felt throughout our community. According to the most recent Creative Vitality report, there are 8,681 individuals employed in creative jobs in Buncombe County. There are also approximately 200 local arts businesses. Though the sector continues to experience rapid growth, wages remain low and many businesses struggle to keep up in the competitive market. We are also keenly aware of the additional impact felt by marginalized communities, that is why equity and inclusion have been a large part of the last two conferences.

## Results\*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

**Arts Build Community Grant** | The Arts Build Community grant program supports accessible and innovative arts-based projects that impact the wellbeing of our community through a sense of identity and belonging. Priority is given to projects based in low-income neighborhoods, Title 1 public schools, and communities in need. These projects foster inclusiveness and innovation that bring our communities closer together and create a sense of harmony and well being. This additional funding will allow us to increase our direct support from only 5 projects per year to up to 15 projects, giving this program 3 times the impact and reach.

**Arts & Wellness Program** | Studies have linked better mental health outcomes with increased levels of social support, which includes relationships with extended families, friends, neighbors, and others. Through innovative collaborations with our partners, other veteran service providers, teaching artists, and therapists, we will supplement the healing and recovery of veterans and their families with programming that creates avenues for expression through an alternative means of communication and build a supportive community invested in providing safe and welcoming spaces for their healing. Since our program launched, over 250 participants have taken classes in poetry, dance, pottery, weaving, and exploratory textiles.

**Creative Sector Series** | The Creative Sector Summit focuses on engaging and informing arts and community leaders so they can, in turn, take this information obtained from this experience to their own organizations or communities and implement practices that will promote well being for our residents. The summit has also been a catalyst for new community initiatives, such as the Arts Alliance. It is our hope that these programs will not only positively impact the 200 local arts businesses and the 8,681 individuals employed in creative jobs in Buncombe County, but all residents for Buncombe County.

## Evaluation\*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

**Arts Build Community Grant** | The grant awards will be determined by a panel of professionals in the field, local community, and civic leaders. At the conclusion of the granting process, we will distribute a survey to the panel that will include questions about their experience as a panel participant, quality of applicants, systems utilized, and overall satisfaction with the process. We will also consider future recommendations by the panel. Each grant recipient will be required to complete a grant report. They will each need to provide a detailed budget prior to receiving the award, and once they have completed the project (within one year) they will be required to outline exactly how the grant funding was distributed within the project and offer quantitative information including audience demographics and impact.

**Arts & Wellness Program** | Both participants and teaching artists will complete surveys at the beginning and end of each workshop series. In addition to providing basic demographics, participant surveys will provide feedback on personal experience, personal growth, and emotional state. We expect to see a marked rise in the confidence and wellbeing of participants, and if so, we will have achieved a positive impact in our community we seek to provide. Teaching artists will provide a final report with journal entry "lessons learned" from each class that will further inform us of the efficacy and impact of our efforts. We will compile and report on these qualitative results.

**Creative Sector Series** | The success of the Creative Sector Series will be assessed by the number of attendees, the demographic makeup of attendees, feedback surveys, internal project team assessment, and the initiatives that are fostered by these discussions. Attendance will be measured through ticket sales. We intend to provide feedback surveys at the conclusion of each event. The internal staff and organizers of the summit will be included in the assessment.

## Collaboration\*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

Arts Build Community Grant | This grant was formed in partnership with two dedicated funding partners, but award decisions are made by an objective grant panel.

Arts & Wellness Program | This program is part of an ongoing partnership with the North Carolina Arts Council which provides guidance and funding. The Charles George VA Medical Center the Psychosocial Rehabilitation and Recovery Center with help to connect veterans to program offerings through advertising and space. Lastly, we collaborate with Odyssey ClayWorks and other local artists which provide the arts programs for the veterans.

Creative Sector Series | The Creative Sector Summit has been presented in partnership with the City of Asheville since it started in 2010. In addition to funding, the city also provides support around event content and logistics. In recent years, the arts council has also worked closely with Explore Asheville, including last year's opening reception speaker Atlanta-based independent consultant Dina Bailey and this year's Tourism & the Arts session.

## Budget\*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

FY21\_SPGrant\_Budget\_Form\_Community Initiatives.xlsx

Arts Build Community Grant | 20% funding is used to cover administrative costs associated with running the grant program such as personnel, marketing, and our SlideRoom fees. The other 80% will be regranted out to fund awarded community projects.

Arts & Wellness Program | 20% funding is used to cover administrative costs associated with program administration and reporting. The other 80% will be used to contract with established partners, such as Odyssey ClayWorks to provide free classes for veterans.

Creative Sector Series | The \$5,000 requested from the County will be used to cover costs associated with the Creative Sector Summit in late April or early May of 2021, and will most likely be used to fund speakers.

## Other County Funding\*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

We do not currently receive any funding from Buncombe County. In the past, we have received strategic partnership grant funding to support our regranting programs, but not since 2017-2018.

## Sustainability\*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

These are all established programs, which the arts council has conducted for multiple years, with established partners. Funding support from the county would enhance these programs that have already been proven to positively impact our community. Due to the strong alignment with the county's strategic priorities, it is our hope that the county will continue its support of these initiatives over several years.

Arts Build Community Grant | This is the 3rd year the arts council has offered this grant. We currently have dedicated funding partners. However, the amount of current need makes it clear that this program needs to grow. Funding from the county will demonstrate the larger impact that this program can have our community increasing our reach and hopefully attracting additional funding sources.

Arts & Wellness Program | The arts council has been running this program since 2016 with the same partners, and ongoing support from the North Carolina Arts Council. Funding from the county this program will allow us to continue to maintain our support for these programs.

Creative Sector Series | A goal of the resident well-being focus area is to expand and maintain our cultural assets, and that is exactly what this series strives to do. With established partnerships like the City of Asheville, Explore Asheville, and hopefully Buncombe County, we can go a long way to achieving this goal.

## **OPTIONAL INFORMATION**

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**OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.**

### **Partial Funding**

If the project were to be offered a grant for partial funding, what factors would need to be considered?

### **Resource Support**

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

### **Other**

Is there anything else that you want the committee to know?

Quotes from Arts & Wellness participants:

"I had a great time! She was so encouraging and inspiring. I even entered a poem in the VA Art Show and won a ribbon!"

"I felt isolated and coming to class helps me feel connected to others."

"This workshop has stimulated more imagination!"

"Poetry is a good way to release tension. Poetry helps to get emotions out that I usually hide."

"Wonderful! The classes are always challenging but I leave with better coordination and balance and I laugh a lot. We all laugh and dance."

"I trust my teacher and thank him for the moments of clarity. I struggle daily with my mental health and class gives me time to express myself in a different way than when I'm in therapy. It is not about me, it can be about the music."






## File Attachment Summary

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### ***Applicant File Uploads***

- AAAC\_IRS Tax Determination Letter02052016.pdf
- Board List\_FY 20.pdf
- FY21\_SPGrant\_Budget\_Form\_Community Initiatives.xlsx

 **IRS** Department of the Treasury  
Internal Revenue Service  
P.O. Box 2508, Room 4010  
Cincinnati OH 45201

In reply refer to: 4077556534  
June 18, 2009 LTR 4168C 0  
58-1371546 000000 00 000  
00032698  
BODC: TE

ASHEVILLE AREA ARTS COUNCIL  
PO BOX 507  
ASHEVILLE NC 28802-0507

*In response to  
name change request*

Employer Identification Number: 58-1371546  
Person to Contact: SHARON LENARD  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Apr. 29, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in October 1979, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

*Cindy Westcott*

Cindy Westcott  
Manager, EO Determinations



ASHEVILLE AREA  
ARTS COUNCIL

## Board of Directors Fiscal Year 2020

Board Member	Office and/or Committee	Appointed	Current Term	Profession and/or Community Affiliation	Geographic Representation (Town/county)
Pete Perez	Board Chair; Executive and Development Committees	July 2018	2018- 2021 1 <sup>st</sup> term	Retired Corporate HR Manager	Asheville, 28804 Buncombe County
Josh Batenhorst	Vice Chair; Executive Committee	September 2015	2019-2022 2 <sup>nd</sup> term	CEO of Bright Star Touring Theatre	Asheville, 28803 Buncombe County
Noel Swartz	Treasurer; Executive and Finance Committees	July 2016	2019-2022 2 <sup>nd</sup> term	CPA, Vice President of Assurance Services & Shareholder at Johnson Price Sprinkle	Asheville, 28804 Buncombe County
Gael Perry Pearson	Secretary; Executive Committee	August 2018	2018 – 2021 1 <sup>st</sup> term	Retired Marketing Director	Asheville, 28806 Buncombe County
Gar Ragland	Executive Committee	December 2014	2018-2021 2 <sup>nd</sup> term	Music Producer, New Song Music	Asheville, 28801 Buncombe County
Ehren Cruz	Executive, Advocacy, and Branding Committees	July 2018	2018-2021 1 <sup>st</sup> term	Performing Arts Director, LEAF	Mars Hill, 28754 Buncombe County
Bill Dorfman	Development committee	October 2016	2019-2022 2 <sup>nd</sup> term	Retired School Master	Asheville, 28803 Buncombe County
Michael Ebbs	-	October 2018	2018 – 2021 1 <sup>st</sup> term	Vice President, Wells Fargo	Weaverville, 28787 Buncombe County
David Feingold	Development Committee	January 2017	2017-2020 1 <sup>st</sup> term	President and CEO, Blue Ridge Public Radio	Asheville, 28801 Buncombe County
Luke Lingle	Finance Committee	October 2018	2018- 2021 1 <sup>st</sup> term	Director of Community Development, Missional Wisdom Foundation	Candler, 28715 Buncombe County
Heather Stefani	Branding Committee	April 2019	2019-2022 1 <sup>st</sup> term	Owner of blu29, Corporate Product Marketing Consultant	Fletcher, 28732 Buncombe County
Eunice Ward	-	July 2016	2019-2022 2 <sup>nd</sup> term	Retired Lawyer	Fairview, 28730 Buncombe County
Liz Whalen Tallent	Development Committee	August 2018	2018 – 2019 1 <sup>st</sup> term	Marketing & Special Events Director, The Orange Peel	Asheville, 28804 Buncombe County

# Strategic Partnership Grants

## Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

<b>Organization Name:</b>	<b>Asheville Area Arts Council</b>
<b>Project Name:</b>	<b>Support for Community Initiatives</b>
<b>Grant Amount Requested:</b>	<b>\$25,000</b>

<b>FY2021 Proposed Project Revenue</b>	<b>Amount</b>	<b>Committed or Pending?</b>
Proposed Buncombe County Strategic Partnerships Grant	\$ 25,000	Pending
Private Donations for Arts Building Community Grant	\$ 6,000	Pending
North Carolina Arts Council for Arts & Wellness Program	\$ 10,000	Pending
City of Asheville for Creative Sector Series	\$ 5,000	Pending
Explore Asheville for Creative Sector Series	\$ 5,000	Pending
Additional Sponsorships for the Creative Sector Summit	\$ 30,000	Pending
List other sources:		
List other sources:		
<b>Total</b>	<b>\$ 81,000</b>	

<b>FY2021 Proposed Project Expenses</b>	<b>Proposed Grant</b>	<b>Other Funds</b>	<b>Total</b>	<b>Notes</b>
Personnel	\$ 4,000	\$ 3,200	\$ 7,200	Administrative Costs for A & W and ABC programs
Training			\$ -	
Travel			\$ -	
Supplies / Materials			\$ -	
Meetings (Food, Interpreting, Child Care, etc.)			\$ -	
Equipment / Furniture			\$ -	
Printing / Marketing			\$ -	
Licensing / Memberships / Dues / Subscriptions			\$ -	
Client Support			\$ -	
Contracts	\$ 8,000	\$ 8,000	\$ 16,000	Arts & Wellness Programs
Professional Services (Legal, Accounting, etc.)			\$ -	
Insurance and Bonds			\$ -	
Building Maintenance (Rent, Utilities, Repairs, etc.)			\$ -	
Grant Disbursements	\$ 8,000	\$ 4,800	\$ 12,800	Arts Builds Community Grants
Creative Sector Summit Expenses	\$ 5,000	\$ 40,000	\$ 45,000	expenses
List other costs:			\$ -	
List other costs:			\$ -	
<b>Total</b>			<b>\$ 81,000</b>	

<b>Overall Organization Budget</b>	<b>Amount</b>	<b>Notes</b>
FY2019 Actual Year-End Revenue	\$ 315,363	
FY2019 Actual Year-End Expenses	\$ 368,371	
FY2020 Adopted Budget Amount	\$ 382,732	
FY2021 Proposed Budget Amount	\$ 500,000	Next year's budget may be usually high because of the public art masterplan