

Asheville Art Museum 5th Grade Field Trips

FY2021 Strategic Partnership Grants

Asheville Art Museum

Pamela Myers
PO Box 1717
Asheville, NC 28802

rlynchmaass@ashevilleart.org
O: 828-253-3227
F: 825-257-4503

Chelsea Rudisill

PO Box 1717
Asheville, NC 28802

crudisill@ashevilleart.org
O: 828-253-3227 x115

Application Form

INSTRUCTIONS

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 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

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

Project Name*

Asheville Art Museum 5th Grade Field Trips

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

Educated & Capable Community

Funding Request*

How much funding is this project requesting for FY2021?

\$31,225.00

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.

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.

501 (c) (3).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 of Trustees 19-20 updated January 2020.pdf

APPLICATION

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.

The Asheville Art Museum's mission is to engage, enlighten and inspire individuals and enrich community through dynamic experiences in American art of the 20th and 21st centuries. Founded by a group of passionate local artists, the Asheville Art Museum opened its doors to the public in 1948. The Museum moved to 2 South Pack Square in downtown Asheville, NC in 1992. This location has recently reopened after a large-scale expansion and renovation project that increases the Museum's capacity to conserve, exhibit and interpret art of national and regional significance and to serve its local community and many visitors.

As the only American Alliance of Museums accredited visual art institution serving all 24 counties that comprise Western North Carolina, the Museum serves its communities with quality exhibitions, community outreach projects, school programs, and innovative adult engagement initiatives that showcase the diverse

visual history and culture of regional as well as nationally known artists. The Museum also serves the community with its unique Collection of over 5,600 inspiring works of art, held in public trust. In 2018-19, the Museum served 259,032 participants -- including 72,652 children -- through on- and off-site exhibitions and educational programs. The Museum's more than 498 education programs have reached 23,650 participants and provided as many hours of otherwise unavailable arts education and engagement.

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?

The experience of touring an art museum has been shown to contribute to improvements in students' knowledge of and ability to think critically about art, display stronger historical empathy, develop higher tolerance, and likelihood of visiting such cultural institutions as art museums in the future (Educationnext.org). Though school field trips have these notable educational benefits, lack of funding, focus on standardized testing, and other factors can limit students' opportunities to learn outside of the classroom.

Many studies find that the benefits of arts participation are generally much larger for students from less-advantaged backgrounds. Americans for the Arts reports that low-income students who are highly engaged in the arts are twice as likely to graduate college as their peers with no arts education and that students with high arts participation and low socioeconomic status have a 4 percent dropout rate—five times lower than their low socioeconomic status peers.

In low-income areas, children often lack access to ongoing experiences with the arts that are available to young people from higher income communities, both in school and outside of the classroom. Disadvantaged students need their schools to take them on enriching field trips if they are likely to have these experiences at all. Through this field trip program, the Asheville Art Museum will work with area schools to ensure that high-quality arts experiences are available to more young people in Buncombe County.

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?

In the 2020-2021 school year, the Museum will host complimentary field trips available to all 5th grade classrooms in Buncombe County Schools. As the Museum's mission is to engage, enlighten, and inspire individuals and enrich community through dynamic experiences in American art of the 20th and 21st centuries, this project will address the 5th grade North Carolina Standard Course of Study in specific Social Studies and Visual Arts standards. In particular, we intend to cover standards in both History and Culture strands of the Social Studies Essential Standards as well as both Visual Literacy and Contextual Relevancy strands of the Visual Arts Essential Standards. The Museum is uniquely positioned to offer 5th grade students dynamic and engaging experiences with these standards using original artworks from the Museum's Collection as teaching tools.

Field trips will include inquiry-based group tours, with custom-designed curriculum for 5th graders, that are led by volunteer docents or Museum staff and designed to challenge students to hone their observation and conversation skills, as well as an optional related artmaking studio add-on. Volunteer docents will be trained to customize their tours, selecting artworks that address the targeted standards.

Outreach to 5th grade BCS teachers would begin in August 2020 with field trip dates available anytime during the 2020-2021 school year. Tour and studio project development, scheduling, supply ordering, and

other logistical tasks will be handled by Museum education staff. Post-field trip evaluations will be emailed to teachers within a week of their Museum visits. Museum staff will compile attendance and survey data and complete a final report.

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.

We estimate that this project will serve approximately 1,400 5th grade students enrolled in Buncombe County Schools, as well as approximately 140 teachers and chaperones. The population of 5th grade students is assumed to be reflective of the overall population of Buncombe County Schools. According to the National Center for Education Statistics, this population is 84% White, 5% Black, 7% Hispanic or Latino, 1 % Asian, and 2% Two or more races. 17.2% of families have incomes below the poverty level, and approximately 50% of students are eligible for free or reduced-price lunch (according to County Health Rankings).

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.

Museum field trips will contribute to curriculum goals for 5th graders, including the History and Culture strands of the Social Studies Essential Standards and the Visual Literacy and Contextual Relevancy strands of the Visual Arts Essential Standards.

This project will impact the Commissioner's focus on "educated and capable community" by providing unique opportunities for education and learning, encouraging creativity, and fostering empathy and tolerance. The project will further support a vibrant and engaged community by encouraging reflection on shared values, connecting students and teachers with a "sense of place" and personal identity, and building social cohesion.

With the renovation and expansion project complete, the new Asheville Art Museum is poised to be a preeminent cultural and educational resource for the community and regional schools. This project will enable the Museum to provide widespread, equitable access to Buncombe County students and to equip participants with the foundation to become active and engaged citizens.

Evaluation*

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

The Museum measures success through both qualitative and quantitative means primarily utilizing surveys and comprehensive attendance records. The Museum places a high value on participant surveys as they give great insight into visitor engagement. An online survey platform allows the Museum to easily send, receive, and review surveys that are grounded in best museum review practices.

For this project, Museum staff will track and compile survey responses to measure achievement of content and learning goals as well as general engagement and quality of the museum experience. Surveys will contain questions pertaining to achievement of the Social Studies and Visual Arts Standards as described

above. Responses will be measured against a benchmark of 50% of teachers reporting positive improvements related to learning standards.

The Museum also diligently tracks attendance for overall visitation as well as for individual programs, events, and exhibitions. For this project, the Museum will measure success in attendance against the benchmark of 1,540 participants and 3,080 contact hours. This is calculated assuming that approximately 80 % of the 1,733 total 5th grade students will be able to take advantage of this opportunity and that groups will have one chaperone for every ten students, as recommended.

Collaboration*

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

Partnerships with artists, educators, and community organizations are critical to the successful delivery and high-quality content of the Museum's programming. The Museum works closely with these partners to create educational and engaging programs, communicate program opportunities to their networks and constituents, and connect with new audiences through continued community outreach.

For this project, the Museum will continue and enhance its collaboration with Buncombe County Schools' administrators and educators. Museum staff will work with administrators and educators to ensure awareness of the program, schedule field trips, and coordinate logistics. Time permitting, the Museum will also assemble a small advisory team of BCS 5th grade social studies teachers and elementary art educators to strategize how to best implement the targeted standards.

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.xlsx

Buncombe County funds will be used for program costs, including art supplies, field trip transportation and admission, marketing, evaluation, and some program staff time. Remaining project expenses (i.e. personnel and benefits) are supported through a mix of earned income revenues, general operating and general education support from private foundation, corporate, and individual sources. Some annual requests include: Scott B. & Annie P. Appleby Charitable Trust (\$100,000) and the Windgate Foundation (\$135,000).

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.

In FY20, the Museum received a \$63,000 contract for Pack Place Operational Support. This funding will not be renewed in FY21.

Sustainability*

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

The Asheville Art Museum has a longstanding commitment to K-12 education and will continue to work with area schools to provide educational enrichment opportunities. The Museum has an ongoing docent program, in which volunteers are specially trained to give educational tours. The Museum is also building capacity within its education staff, to have four full-time learning and engagement specialists dedicated to designing and implementing dynamic programming.

The Museum has a strong annual fundraising plan with a mix of individual, corporate, government, and foundation sources. Two foundation supporters of the Museum's operations and programming increased their levels of giving this year, demonstrating their commitment to the Museum and recognition of its new expanded capacity. To continue meeting this need, the Museum will cultivate new corporate, private foundation, and individual support; increase Museum Membership; increase digital marketing to attract a wider range of constituent support; and increase attendance at annual fundraising special events.

OPTIONAL INFORMATION

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?

This project can be scaled to accommodate partial funding. Partial funding would primarily impact the number of tours and students that could be accommodated. The Museum would scale down the project output expectations to fit the amount of funding granted. If granted partial funding, the Museum would most likely make the field trips available on a first-come, first-serve basis, taking reservations until the funding was exhausted.

Resource Support

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

The Museum welcomes suggestions for and connections to new partnerships as well as participation in advocacy for the Museum and the Asheville arts community as a whole at the local, state, and national levels.

Other

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

File Attachment Summary

Applicant File Uploads

- 501 (c) (3).pdf
- Board of Trustees 19-20 updated January 2020.pdf
- FY21_SPGrant_Budget_Form.xlsx



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248159680
May 21, 2009 LTR 4168C E0
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00016371
BODC: TE

ASHEVILLE ART MUSEUM
ASSOCIATION INC
PO BOX 1717
ASHEVILLE NC 28802-1717



010393

Employer Identification Number: 56-6060776
Person to Contact: Ms Schadler
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of May 12, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in October 1976, 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 509(a)(2).

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,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

ASHEVILLE ART MUSEUM

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Butch Patrick, Board Chair
President & Co-Founder,
Zealandia Holding Company Inc.
306 Vanderbilt Rd.
Asheville, NC 28803
Phone: (828) 712-0056

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CPA, Hunter Praytor PA
10 Floyd Dr.
Asheville, NC 28803
Phone: (828) 450-0938

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Asheville, NC 28804
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Asheville, NC 28804
Phone: (727) 422-1100

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Asheville, NC 28801
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Asheville, NC 28806
Phone: (828) 253-8366

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Artist
111 Flint St.
Asheville, NC 28801
Phone: (216) 650-7830

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Founder & Past President,
Walter Anderson Museum of Art
2 Lone Pine Rd.
Asheville, NC 28803
Phone: (828) 274-1218

Mrs. Carolyn Coward
Lawyer,
Van Winkle Law Firm
PO Box 18938
Asheville, NC 28814
Phone: (828) 258-2991

Nancy Ferguson
Executive,
Sportstune Motor. Co., Scotland
104 Deerlake Dr.
Asheville, NC 28803
Phone: (828) 274-5447

Ms. Nancy Holmes
Curator
188 Glengarnock Rd.
Tryon, NC 28782
Phone: (828) 859-6134

Mrs. Katherine James
Director of Business Intelligence,
Biltmore Company
129 Westwood Rd.
Asheville, NC 28804
Phone: (828) 777-9414

Ms. Pamela L. Myers
Executive Director,
Asheville Art Museum
76 Gertrude Place
Asheville, NC 28801
Phone: (828) 254-8306

Mr. Russell Newton, Jr.

Retired Architect

2 Saint Albans Ct.

Asheville, NC 28803

Phone: (828) 277-7228

Mrs. Julia Peterson

AVP and Director,

Cargill Information Center

12 Creek Hollow Ct.

Arden, NC 28704

Phone: (828) 654-6494

Mr. Rob Pulleyn

Ceramist & Retired Publisher

200 Ledford and Craine Rd.

Marshall, NC 28753

Phone: (828) 649-0177

Sarah Reincke

Docent Representative

750 Bear Left Rd.

Asheville, NC 28805

Phone: (828) 350-7964

Dr. Paul Lentz Saenger

Orthopedic Surgeon,

Blue Ridge Bone & Joint

17 Stuyvesant Rd.

Asheville, NC 28803

Phone: (828) 230-6703

Mrs. Terri Sigler

Glass Artist

345 Lynn Cover Road

Asheville, NC 28804

Phone: (828) 545-9186

Mrs. Judy Swan

Retail Specialist & Artist

21 Haywood St., #2D

Asheville, NC 28801

Phone: (828) 301-2431

Dr. Gary Zahler

Retired Plastic Surgeon

24 Elk Mountain Ridge

Asheville, NC 28804

Phone: (828) 236-2901

Strategic Partnership Grants

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

Organization Name:	Asheville Art Museum Association, Inc.
Project Name:	Asheville Art Museum 5th Grade Field Trips
Grant Amount Requested:	\$31,225

FY2021 Proposed Project Revenue	Amount	Committed or Pending?
Proposed Buncombe County Strategic Partnerships Grant	\$ 31,225	Pending
List other sources: Asheville Art Museum	\$ 15,691	Pending
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
Total	\$ 46,916	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel	\$ 16,000	\$ 15,691	\$ 31,691	Percentage of project staff costs
Training			\$ -	
Travel	\$ 3,750	\$ -	\$ 3,750	\$125/bus x ~30 buses
Supplies / Materials	\$ 4,125	\$ -	\$ 4,125	\$75/classroom x ~55 classrooms
Meetings (Food, Interpreting, Child Care, etc.)			\$ -	
Equipment / Furniture			\$ -	
Printing / Marketing	\$ 250	\$ -	\$ 250	Postcards and eblasts to schools
Licensing / Memberships / Dues / Subscriptions			\$ -	
Client Support			\$ -	
Contracts			\$ -	
Professional Services (Legal, Accounting, etc.)			\$ -	
Insurance and Bonds			\$ -	
Building Maintenance (Rent, Utilities, Repairs, etc.)			\$ -	
List other costs: Admission support	\$ 7,000	\$ -	\$ 7,000	\$5 x 1400 students; chaperones (1 for every 10 students) included
List other costs: Evaluation	\$ 100		\$ 100	Percentage of annual Survey Monkey fee
List other costs:			\$ -	
List other costs:			\$ -	
Total			\$ 46,916	

Overall Organization Budget	Amount	Notes
FY2019 Actual Year-End Revenue	\$ 1,434,509	
FY2019 Actual Year-End Expenses	\$ 1,813,197	FY19 deficits are due to a number of restricted and multi-year grants which were received in prior years for which expenses will be paid out in FY20. These funds have
FY2020 Adopted Budget Amount	\$ 2,530,383	
FY2021 Proposed Budget Amount	\$ 2,400,000	