

Growing the Go Local Movement to build a sustainable and equitable regional economy

FY2021 Strategic Partnership Grants

Asheville Grown Business Alliance

Franzi Charen
72 N. Lexington Ave.
ASHEVILLE, NC 28801

ashevillegrown@gmail.com
O: 8282163909
M: 8282163909

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72 N. Lexington Ave.
Asheville, NC 28801

franzi@ashevillegrown.com
O: 8282163909
M: 8282163909

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*

Growing the Go Local Movement to build a sustainable and equitable regional economy

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

Vibrant Economy

Funding Request*

How much funding is this project requesting for FY2021?

\$20,000.00

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.

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.

Mountain BizWorks 501C3 Letter.pdf

We are fiscally sponsored by Mountain BizWorks, their IRS Determination Letter is attached.

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.

Mountain BizWorks Board Members Roster (Feb 2019).pdf

We are fiscally sponsored by Mountain BizWorks, their Board of Directors is attached.

The Asheville Grown Business Alliance has staff and a steering committee which meets monthly made up of:

Franzi Charen, Asheville Grown Founder / Director

Michele Bryan, Asheville Grown Program Manager

Ashley Jones (AJ), Asheville Grown Marketing Manager

Emma Hutchens, Just Economics Living Wage Program Coordinator

Sherree Lucas, Lucas Strategic Consulting and Encore Entrepreneurs instructor at Olli

Caroline Green Cristopoulos, Malaprop's Book Buyer and Co-founder Gold Leaf Literary Services

Kip Venio, Co-owner, Hip Replacements Clothing downtown and vocalist for Pleasure Chest band

Carolina McCready, Self-employed and Cothinkk board member

Jen Chandlee, Doula, Educator and Founder, Luminous Postpartum

Erin Adams, Membership Manager, Blue Ridge Public Radio (local NPR station)

Kim LaViolette, Executive Director, Brian LaViolette Scholarship Foundation

Meg Jamison, Network Director, Southeast Sustainability Directors Network

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 Grown Business Alliance (AGBA) advocates for an equitable economy anchored in local ownership through the Love Asheville, Go Local Movement. Our mission is to grow a thriving and resilient local economy, champion the unique character of our region and advocate for prosperity for all. Locally owned, independent businesses are the cornerstone of our culture. They reflect our community's character and, according to studies by Civic Economics, keep up to three times more money circulating in our economy than large corporations. Asheville Grown started in 2009 as a response to an increase in chains and mega-retailers moving downtown. We realized there was nothing to protect our local business culture. Owners and employees of a dozen businesses collaborated to start the Go Local Movement in order to highlight how important our local businesses are to the fabric and soul of Asheville. Over ten years we've expanded our advocacy efforts across all of Buncombe County and have grown from a dozen to over 550 member businesses.

In 2012, the Asheville City Schools Foundation (ACSF) asked us to develop a fundraiser for our city's public schools. We found this opportunity to fit perfectly with our mission. We believe public education and great schools are fundamental to our democracy and elemental to a thriving community and strong local economy. With the help of ACSF, we developed the Go Local Card. Each of our member businesses honors the card with a special offer. Half the \$18 cost of the annual card goes directly to our public schools. To date we have raised over \$140,000 for our schools and have over 3,600 cardholders annually.

In 2013, we partnered with the Mountain Xpress, our independent weekly paper. Together we publish and distribute 55,000 copies of the annual Go Local Guide, a directory of all member businesses in Buncombe County. This, along with investing in a new website with a searchable directory in 2015, increased our scope exponentially.

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?

Our goal is to raise awareness of how important our locally owned, independent businesses are to our regional economy. People have a hard time distinguishing between the value of going local versus purchasing from an out-of-state or online competitor. We wish to increase the visibility, share information and generate more support for businesses based in Buncombe County.

Buncombe County has experienced robust population growth. Newcomers are attracted to the vibrant art and music scene, our stellar restaurants and quirky businesses. Our increase in popularity draws outside investment. Large corporations often displace local ownership and the majority of their profits leave our community. A recent example is the Flatiron building downtown which sold to a company based in South Carolina. With plans to convert it to a hotel, they evicted the businesses that occupied 80 office spaces. We want to elevate how key economic development decisions like these impact our local businesses.

Local businesses hire local firms and are the reason we have local media and good careers like graphic designers, bookkeepers and architects. Corporations centralize these services, often where they are headquartered. Local businesses also donate up to 4 times more to nonprofits here. Local restaurants, grocers and markets support local farms and lower our carbon footprint. According to the US Department of Agriculture, for every \$10 spent on local food, up to 90% can be retained by our farmers and local businesses.

In addition, research from the Government Finance Review concluded that a community earns \$7 in property taxes per acre on big-box stores, compared to \$287 per acre on a mixed-use business district. Civic

Economics studied dozens of communities across the US and found that, “independent businesses provide their communities with substantial, quantifiable economic benefits relative to their chain competitors, and modest changes in purchasing habits can produce meaningful impacts.”

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?

For the first 6 years we operated as a volunteer-run organization. We’ve experienced steady growth from 12 business members in 2009 to over 550 today. The primary source of our revenue is the Go Local Card which brought in close to \$70,000 in FY19. Half of the proceeds go directly to our public schools and half are used to run our organization. In 2016, we hired our first part-time staff and started paying our founder the following year. As we expand our primary source of revenue, the Go Local Card, we not only increase advocacy for locally owned businesses and awareness of their importance to our community, we have the opportunity to become completely financially sustainable.

In order to achieve solvency, our goal is to grow our membership base and number of cardholders by 20% per year for the next three years starting in FY2021. By the end of FY2024 just over 6,200 people will carry a Go Local Card and 950 businesses will be members. This also allows us to contribute \$60,000 to public schools annually and significantly grow our operating budget.

In Sept. 2019 we hired Ashley Jones (AJ) to manage our marketing and social media presence. While it is still too early to measure substantial results, we’ve experienced over a 20% increase in card sales, to date, since Sept. as well as a marked boost in membership. In Feb. of 2020 we negotiated a contract with AJ for a year. Her role is to increase brand awareness, support Go Local Card sales, and promote our members. She will create marketing content that reflects the overall mission, goals, and objectives of the Go Local Movement and help inform participants on how, where and why to use their Go Local Cards.

Our staff will also increase outreach efforts, expand our bulk sales program and document our impact through stories. The strategic grant funding will allow us to afford the new marketing role, increase the hours of our current staff, attend a regional conference and make critical website improvements.

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.

AGBA is committed to serving as many members of our community as possible, therefore we make an effort to eliminate any barriers to entry. We ensure that no business is too small to participate and anyone can afford the card. For businesses it is completely free to join, they just have to honor the Go Local Card. For cardholders it is very easy to recoup the full cost of the \$18 card in just a few uses. We designed our program to be inclusive, we want our community to feel like they own it, because our economy belongs to all of us.

Using the Small Business Administration data including nonemployer businesses, small businesses have, on average, just over four employees. If, in FY2021, our business membership grows 20% to 660, we estimate these businesses to serve around 2,640 employees across all demographics.

We believe that we can’t just buy our way to a healthier economy, we need to think about our local impact in all of our actions. Our businesses can do that too and we are proud to partner with organizations like Just Economics, to highlight and honor our businesses that choose to pay all employees a living wage or more. In addition, we collect data for the following parameters and are proud to represent 550 businesses in Buncombe County belonging to these categories:

- 317 Owned by Women
- 107 Mountain BizWorks Graduates
- 81 Living Wage Certified by Just Economics
- 35 A-B Tech Graduates
- 35 LBGTQ Owned

33 Speak Spanish
 32 Certified Local Food Businesses by ASAP
 31 UNCA Graduates
 29 Owned by People of Color
 29 Nonprofits
 13 Green Opportunities Employment Partners
 11 Green Built Alliance Members
 11 Cooperatives or Employee-Owned businesses
 9 Certified Green Restaurants
 6 B-Corps

As a major fundraiser for Asheville City Public Schools, we also touch the lives of 4,300 students and their families. In addition to strong public schools, we want our youth to have opportunities to stay and build good lives here in Buncombe County.

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.

Vibrant Economy

Local businesses provide more equitable access to opportunities that provide economic mobility and create wealth. According to a study by the Federal Reserve of Atlanta, a sustainable and resilient economy is rooted in local ownership and places that have a high density of locally owned businesses have higher incomes, more jobs and less poverty. A myriad of local, independent businesses also provide a more reasonable distribution of income and grow the middle class.

Resident Well-Being

By expanding our marketing capacity, we celebrate our region's culture and build stronger, authentic connections among our residents, local businesses and community organizations. A Knight Foundation Study interviewed 24,000 people from 26 places and found the #1 indicator of places experiencing economic prosperity is "attachment to place." Our residents' well-being includes living in a place where businesses reflect their values, meet their needs and encourage community engagement. Locally owned businesses also strengthen our county by contributing more to local charity, arts and nonprofits than absentee-owned firms.

Educated & Capable Community

By growing the Go Local Movement we increase funding for public schools. Money from the card supports initiatives like In Real Life, an after-school program and TAPAS, which pays local artists to teach our youth. AGBA helps fund field trips and supports teacher scholarships for continuing education. In 2018, we hosted neighborhood tours and interviews with local business owners for Vance Elementary. The Go Local Card also helped fund the Hall Fletcher School mural.

Environmental Stewardship

Advocating for going local benefits our environment. Local owners are more civically engaged and concerned about our environment because they live, work and raise children here. Local farms reduce our carbon footprint. Local businesses often occupy existing structures, consume far less land and generate less waste than mega-retailers.

Evaluation*

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

We will know the program succeeds when our residents prioritize choosing locally owned companies when purchasing, making investments, hiring services and donating to nonprofits. We also want visitors to our community to choose local businesses, support our local economy and immerse themselves in an experience that is authentic to our region. In line with Buncombe County's tagline, we want to retain and

draw people to match our mountains, our culture and support our businesses. Our goal is to increase distribution and visibility of “Go Local” reminders across the county by 20% in FY21. Currently, we supply each of our 550+ participating businesses and partner organizations with new decals, posters and stickers every year and distribute over 1,500 stickers per year to cardholders and the general public. We also sell locally made and printed t-shirts, which some businesses have used as part of their uniforms.

Specifically, we seek to increase participation and engagement of community members, local businesses, public schools and partner organizations. We will continue to track the number of cardholders and participating businesses. Our goal is to increase each by 20% from the previous year starting in FY2021. We will also monitor the impact we have with social media outlets by tracking engagement, followers, comments and likes. We will also audit activity on our website and online directory through Google Analytics.

The steering committee meets monthly to review reports that monitor the impact of the Go Local program. We conduct an annual review of the program that includes final numbers, reports from Google Analytics and survey results from stakeholders. This information is used to improve the program by identifying strengths, areas to shore up and community trends to guide the following years' plans. This monthly and annual reflection process helps our organization stay nimble and adjust course to maximize our impact.

Collaboration*

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

We have a steering committee of 8 insanely passionate individuals who understand that locally owned, independent businesses are the heart and soul of Asheville and Buncombe County. In addition, we have partnerships with and commitments from the following businesses and organizations:

Mountain Xpress helps design, print and distribute 55,000 copies of the print directory each year. They also cover our events and provide us with free and low-cost advertising.

Jenny Fares of Sound Mind Creative builds our brand and designs our artwork and illustrations.

Just Economics, Mountain BizWorks, Descubre Asheville, Explore Asheville, Asheville Independent Restaurant Association, On Haywood, Asheville Area Arts Council and the Asheville Downtown Association all encourage their members and clients to become members of AGBA and each partners with us on special events.

We partner with 9 Asheville City Public Schools and their Parent Teacher Organizations annually. They showcase our program and raise awareness about the importance of our local economy through posters, newsletters and at special events.

32 business partners sell the Go Local card across the county and help us raise money for schools and for the Go Local Movement.

Our founder is the chair of the Local Living Economy sub committee of the Downtown Commission (also serves on the Downtown Commission). They partner with us to conduct the bi-annual census of downtown businesses, place 14 Go Local banners downtown and host Go Local Week events in February.

We have partnered with the Self Help Credit Union to create the Go Local Certificate of Deposit. Since inception, April 2013, this investment product has raised over \$4M and has made 15 local business loans, totaling \$18,853,008 and 224 local home loans, totaling \$26,144,836.

In addition, we have 550+ business members and 3,600+ annual cardholders who we encourage to spread the word through stickers, posters, social media hashtag #GoLocalAVL and by using their cards.

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-Asheville Grown Business Alliance.xlsx

\$10,000: AGBA will utilize grant funds to expand outreach efforts. We will increase our current staff time by 300 hours in order to recruit more businesses, sell more cards, organize events, document stories and build relationships with partners. One avenue we will pursue is bulk sales through anchor institutions and large employers. If colleges and universities could supply students with a card, they would benefit greatly from the savings. We also think the card also makes an ideal holiday gift for employees at our healthcare institutions and governmental bodies.

\$7,200: AJ, our marketing manager, will handle our social media and online presence. Her work with us since Sept. has already helped increase our Go Local Card sales over 20% to date. She will capture and document stories of local business owners and workers, coordinate photography and branded, graphic visual content. She has committed to a minimum of 4 posts per week on both Facebook & Instagram and 3-4 stories. We have contracted her for 30 hours / \$600 monthly.

\$1,200: Our website currently handles 550 business accounts. Each member can login and access their listing, edit and update as needed. The site is also responsive and has a complex search engine that allows cardholders to easily find businesses they are looking for. As we grow, our site maintenance costs will increase. A portion of the funds can help make sure our web presence works smoothly, is useful and a joy to navigate.

\$1,000: We will invest in professional development by sending 2 staff members to the Lowcountry Local First Good Business Summit in Charleston, SC. This is an annual conference produced by a similar organization to ours. By going we learn best practices from other communities and successful local business organizations. This conference is also an opportunity to network with regional and national leaders in the local movement.

\$600: The fiscal sponsorship will cost 3%.

Other sources of revenue detailed in budget.

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 funding from Buncombe County and our work is currently not supported by other grant or foundation money. Our goal is to be fully self-sustaining and only use grant funding to expand our program and efforts.

Sustainability*

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

We believe, with the support of this grant, we could reach our goal and increase card sales and business members by 20% in FY2021. By investing in our marketing efforts and adding staff time since Sept. 2019, we've experienced a significant increase in participation both by businesses and residents. AJ's efforts have also organically grown our followers on Facebook by 22% to over 11,000 and Instagram by almost 50%, close

to 2,000. We also plan to increase the merchandise we sell (t-shirts, sweatshirts, hats, stickers), add new designs and bring on more retail partners. Other avenues we would like to grow are our events and gatherings like the Local Social and Local Business Resource Fair. These are excellent networking opportunities for our partners and members as well as potential future streams of revenue for us via beverage, ticket and merchandise sales. In the 10 years of experience building this organization with no grant or foundation funding, we have been heavily dependent on volunteer hours. If we are able to obtain an investment of \$20,000 and sustain a 20% level of growth over 3 years, we believe we will be able to become completely self-funded and sustain the new marketing position. The increase in staff time and marketing efforts will allow us to continue growing even if we do not receive additional grant or foundation investments. However, we would welcome the opportunity to strengthen and expand this arm of local economic development by continuing to partner with our county leaders, through future grants and / or collaborative projects.

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?

AGBA is committed to our mission of growing a thriving and resilient local economy, championing the unique character of our region and advocating for prosperity for all. In the 10 years of experience running and growing this organization with no grant or foundation funding, we have been heavily dependent on volunteer hours. We believe it will take a modest investment to become self-sustaining. While we welcome any amount of funding and support, we feel investing in the work of our organization is imperative to our rapidly growing community and aligns well with the goals of Buncombe County. If we were to receive partial funding we risk burn out of our volunteers. Partial funding would also hinder our ability to capitalize on our current momentum and the growth we've experienced in FY19. You can help us build a truly resilient and sustainable organization dedicated to local economic development, while we help strengthen our public schools and keep local opportunities accessible to all residents and local businesses thriving for the people who match our mountains.

Resource Support

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

We are very open to brainstorming additional ideas for how we can partner to strengthen our work and the local economy. One avenue we've identified is expanding our current work with public schools. Another could be the use of the Go Local Card as an incentive or annual gift for county employees. We would love to find ways that our work could be mutually beneficial and are meaningful to local people.

Other

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

As we grow, we are making a concerted effort to increase the number of businesses owned by women, people of color and the LGBTQ community. By strengthening our partnerships with the organizations listed above we will also increase the number of businesses paying a living wage and help our membership base expand and grow their companies and become environmentally more sustainable. In addition, we seek additional key partners that can help us expand the diversity of our membership base through their advocacy for the Go Local Movement in their networks.

You can read more about us on our website and peruse our directory at ashevillegrown.com.

File Attachment Summary

Applicant File Uploads

- Mountain BizWorks 501C3 Letter.pdf
- Mountain BizWorks Board Members Roster (Feb 2019).pdf
- FY21_SPGrant_Budget_Form-Asheville Grown Business Alliance.xlsx

Internal Revenue Service
P.O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

Date: JAN 30 2013

Mountain BizCapital Inc.
153 S. Lexington Ave.
Asheville, NC 28801

Employer Identification Number:

14-1864873

Person to Contact - ID Number:

Sherri Royce - 0704448

Contact Telephone Number:

877-829-5500 Toll-Free

Form 990 Required:

Yes

Dear Sir or Madam:

In your letter dated December 6, 2012, you requested classification as a public charity described in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

In our letter dated August 2003, we determined that you were exempt under section 501(c)(3) of the Code. We further determined that you weren't a private foundation and you were classified as a public charity described in section 509(a)(3) of the Code.

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Code.

Accordingly, we have updated your public charity status in our records as you requested.

Since your exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under section 501(c)(3) of the Code.

Grantors and contributors may generally rely on this determination of your foundation status unless the Internal Revenue Service publishes notice that you are no longer recognized as tax exempt or classified as a public charity in the Internal Revenue Bulletin. However, if a grantor or contributor takes any action, or fails to take any action, which causes you to lose your exempt status or causes you to be reclassified as a private foundation, that party cannot rely on this determination. Furthermore, a contributor or grantor who knows that the Internal Revenue Service has notified you of any change in your exempt status or foundation status cannot rely on this determination.

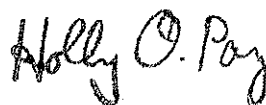
Please see enclosed Publication 4221-PC, *Compliance Guide for 501(c)(3) Public Charities*, for helpful information about your responsibilities as an exempt organization.

Because this letter could help resolve any questions about your exempt status and/or foundation status, you should keep it with your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Mountain BizCapital Inc.
14-1864873

Sincerely,

A handwritten signature in black ink that reads "Holly O. Paz". The signature is written in a cursive style with a large, stylized "H" and "P".

Holly O. Paz
Director, Exempt Organizations
Rulings and Agreements

Enclosure:
Publication 4221-PC

MOUNTAIN BIZCAPITAL INC. DBA MOUNTAIN BIZWORKS
BOARD OF DIRECTORS

Updated: February 2020

Board Member/ Officer	Board Term*	Officer Term*	Professional Affiliation	Primary Address	Email & Telephone	Gender	Race
Zane Adams	2020-2023		Co-CEO Buchi Kombucha	700 Sapling Mountain Rd. Marshall, NC 28653	828-989-1817 zanepath@gmail.com	M	African American
Erica Anderson	2019-2022		Director, Economic & Community Development Land of Sky Regional Council	339 New Leicester Hwy, Suite 140 Asheville, NC 28806	828-251-6622 erica@landofsky.org	F	Caucasian
Esteve Coll-Larossa	2018-2021		Self Help Credit Union, Branch Manager	814 N. Cherokee Ave. Black Mtn, NC 28711	828-785-2354 estevcoll1@gmail.com	M	Latino
Rebecca Crandall	2019-2022	Secretary 2019-2020	Attorney McGuire, Wood & Bisette	2189 Riceville Rd. Asheville, NC 28805	828-252-2438 rcrandall@mwblawyers.com	F	Caucasian
Ray Green	2017-2020		Owner Paradigm Learning	173 Pinkerton Corner Fairview, NC 28730	813-493-7419 rayg@paradigmlearning.com	M	Caucasian
Gary Heisey	2017-2020	Chair 2019-2020	Director, Small Business Center Blue Ridge Community College	180 West Campus Drive Flat Rock, NC 28731	828-694-1766 g_heisey@blueridge.edu	M	Caucasian
Tim Herdklotz	2018-2021		President & Co-Owner Booneshine Brewing Co.	221 Orchard St. Boone, NC 28607	828-773-4851 Tim.herdklotz@gmail.com	M	Caucasian
Leah Mayberry	2018-2021	Treasurer 2019-2020	Director of Finance Johnson Price Sprinkle PA	79 Woodfin Place, Ste 300 Asheville, NC 28801	919-601-0506 LeahM@jpspa.com	F	Caucasian
Carlos A. Montoya	2017-2020		Owner CAM Services	370 N Lousiana Ave Asheville, NC 28806	828-216-1452 cam-services@hotmail.com	M	Latino
Michael (Mike) Mooney	2017-2020	Vice Chair 2019-2020	Bank of America (retired)	11 East Avon Parkway Asheville, NC 28804	803-206-6816 (c) memooney5@gmail.com	M	Caucasian
Sophia Paulos	2018-2021		Economic Development Director Graham County, NC	12 N. Main St. Robbinsville, NC 28771	828-735-9912 Sophia.Paulos@grahamcounty.or	F	Caucasian
Tim Schaller	2019-2022		Owner The Wedge	46 Spears Ave. Asheville, NC 28801	828-279-6393 timschaller60@gmail.com	M	Caucasian
Fred Waldkoetter	2017-2020		Retired Finance and Lending professional	65 W Kensington Road Asheville, NC 28804	828-216-5662 fwaldkoetter@charter.net	M	Caucasian
Terry Young	2020-2023		Owner Sweet Thangs Bakery	404 7th Ave E Hendersonville, NC 28792	864-380-1631 sweetthangshendo@gmail.com	M	African American

* Board directors serve for three years. Board officers serve for one year.

Strategic Partnership Grants

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

Organization Name:	Asheville Grown Business Alliance
Project Name:	Growing the Go Local Movement to build a sustainable and equitable regional economy
Grant Amount Requested:	\$20,000

FY2021 Proposed Project Revenue	Amount	Committed or Pending?
Proposed Buncombe County Strategic Partnerships Grant	\$ 20,000	Pending
Go Local Card sales	\$ 84,000	Pending, based on previous years'
Merchandise sales	\$ 5,000	Pending, based on previous years'
Events	\$ 1,000	Pending, based on previous years'
List other sources:		
List other sources:		
List other sources:		
List other sources:		
Total	\$ 110,000	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel	\$ 10,000	\$ 27,800	\$ 37,800	1 part time staff, 1 part time contract worker
Training			\$ -	
Travel	\$ 1,000	\$ 500	\$ 1,500	Good Business Summit in Charleston + delivery / pickup auto expense
Supplies / Materials		\$ 1,200	\$ 1,200	Signage, office supplies
Meetings (Food, Interpreting, Child Care, etc.)		\$ 600	\$ 600	
Equipment / Furniture		\$ 500	\$ 500	Computer, printer, POS
Printing / Marketing		\$ 4,000	\$ 4,000	Banners, flyers, stickers & decals for businesses, letters, posters, add'l designs
Licensing / Memberships / Dues / Subscriptions		\$ 250	\$ 250	ADA, Just Economics & Chamber membership, local media subscriptions
Client Support			\$ -	
Contracts	\$ 7,200	\$ 550	\$ 7,750	Contract work for sending / shipping cards + additional marketing person
Professional Services (Legal, Accounting, etc.)	\$ 600	\$ 600	\$ 1,200	Quickbooks, end of year accounting, fiscal sponsorship fee
Insurance and Bonds		\$ 500	\$ 500	Insurance estimate
Building Maintenance (Rent, Utilities, Repairs, etc.)			\$ -	
Contribution to public schools		\$ 42,000	\$ 42,000	Half of Go Local Card sales
Cost of goods sold		\$ 5,500	\$ 5,500	Card printing, card design work, merchant fees, shipping costs, shirts, hats, stickers
Website	\$ 1,200	\$ 3,000	\$ 4,200	
Events		\$ 1,000	\$ 1,000	Our events usually break even for us
Total			\$ 108,000	

Overall Organization Budget	Amount	Notes
FY2019 Actual Year-End Revenue	\$ 69,563	
FY2019 Actual Year-End Expenses	\$ 67,291	
FY2020 Adopted Budget Amount	\$ 74,500	
FY2021 Proposed Budget Amount	\$ 110,000	