

"Shindig on the Green" presented by the Folk Heritage Committee

FY2021 Strategic Partnership Grants

Folk Heritage Committee

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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*

"Shindig on the Green" presented by the Folk Heritage Committee

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?

\$4,275.00

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.

This letter is on file at the Chamber of Commerce finance office, and can be presented upon request by the Finance Dept. of the Chamber of Commerce. But it is the same letter which has been required in years past, so you may have it on file.

If not, I can ask the Chamber finance office to fax it over.

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.

The Folk Heritage Committee is composed of 17 community volunteers who actively seek to preserve and promote the region's music and dance. We have a slate of officers which include a chair, vice-chair, financial liaison with the Chamber, and a liaison with the City of Asheville. We have a sub-committee to plan our Mountain Dance and Folk Festival, and a sub-committee to plan our Shindig on the Green. We are a working committee, and all members share in the work required to stage these two events.

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.

Our mission statement is to promote and preserve the music and dance of our WNC region. To this end, we stage two major events: Mountain Dance and Folk Festival (running continuously since 1928), and Shindig on the Green (running continuously since 1966). Our events have received recognition and

accolades from around the nation. Just last year, we were recognized by the NC Dept of Cultural Resources and the NC Arts Council as one of their noted events in the "ComeHearNC 2019" promotion. Additional evidence of our impact on our area is the number of professional musicians and dancers who go on to establish themselves on a national level after having participated in our Festival and the Shindig.

Our style of music and dance is traditional, and we draw large audiences who come to watch the stage shows which the Folk Heritage Committee presents. In this fast-paced world of ours, we believe our events offer people a chance to identify with a folksy style of entertainment. Our shows are family-oriented and wholesome, which seems to meet a need among audience members.

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?

Simply put, the City of Asheville requires us to provide portable toilets for our audience to use during Shindig on the Green. These have to be rented locally, and the Folk Heritage Committee must bear the expense. We stage eight Shindigs each summer season, so we request this amount to cover rental expense. Because we use a local contractor, the money stays in Buncombe County and supports our local economy. The project, Shindig on the Green, could not be permitted by the City without the required number of portable toilets for our attendees.

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?

The mission of the Folk Heritage is to preserve and promote traditional music and dance of our region. To this end, Shindig on the Green occurs eight Saturday evenings in the summer, generally from July 4th to Labor Day, depending on the calendar. We schedule dance teams from the area which perform big-circle Appalachian style square dancing. Our music is always of the traditional nature, either old-time or bluegrass, and may be performed by bands or by solo musicians. Although dance teams are prescheduled due to the logistics involved in getting such large dance groups together, music is not scheduled until the evening. This has always been the format of Shindig on the Green, and it has worked well thus far.

We stage our shows on the Bascom Lunsford Stage at the Roger McQuire Green just in front of the county courthouse and city building.

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.

Shindig generally draws about 2000 to 3000 people downtown on a good evening. We are weather dependent, so our crowd numbers may vary accordingly as good weather may affect the public's decisions about traveling downtown. If we are able to have a full season of eight Shindigs, then we could expect to see 16,000 to 20,000+ visitors over the course of a summer season which would run from roughly July 4 to Labor Day.

Our audiences represent a cross-section of folks in our area. Some are residents and some are visitors. In order to better understand the composition of our audiences, the Folk Heritage Committee has conducted a survey which has given us a snapshot of information with regard to economic impact, number of people in the group, nights staying in Buncombe County, activities while in our area, etc. Our survey has been developed

and analyzed by a professional statistician. We know that the impact of Shindig on the Green is substantial, and the survey supports this contention.

For example, 1,188 audience intercept interviews for 2019 determined that 56% of were visitors and 44% were Buncombe residents. Of these, visitors spent an average of \$136 in Buncombe County, while residents spent an average of \$34. Over the course of the summer, we believe that Shindig on the Green does have a beneficial impact on our county. Specific survey results can be presented upon request.

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.

We want to give our attendees a look at the music and dance of the WNC area, perhaps to further an appreciation of the roots of this art form. In the cultural mix of the 21st century, traditional music and dance is overlooked by many for various reasons. We hope that by continuing to offer a stage for these performances, we can preserve and promote an art form that can appeal to a wide audience.

Another achievement of Shindig on the Green is to support local businesses. We contract for necessary services for our event. For example, we use Griffin Waste for our portable toilet services, we use Acoustic Sound Production for our stage sound reinforcement, we use The Hop and Okey-Dokey barbecue for food vendors, and finally the house band is Stoney Creek. All these contractors are local, therefore the money will stay in Buncombe County.

Furthermore, we have an end-of season vendor survey which we use to determine vendor sales and so forth. The surveys supports the idea that our vendors are very satisfied with the event, and would be happy to return next season. We believe that this supports another feature of Shindig on the Green, namely that we have a viable economic connection to small business in our area.

Evaluation*

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

The Folk Heritage Committee has several approaches to our evaluation process.

As stated previously, we have an audience survey which gives us one look at our efforts, primarily from an economic impact point of view. This gives us a sample picture of money spent on activities, food, and lodging while in our area. Our survey compares visitor feedback and resident feedback.

We also have a vendor survey which gives us feedback on their satisfaction relative to their experience at Shindig on the Green. We survey our vendors three times throughout the season, and use their feedback to help us refine our event.

We know our events have gone well by looking at several other indicators: if we draw new and renewing sponsors, increase merchandise sales, continue substantial economic impact on Buncombe County confirmed by audience survey analysis, sustain interest and enthusiasm of performers and attendees, and maintain financial stability.

Collaboration*

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

City of Asheville provides the permitting process which enables us to use the Roger McGuire green and the Bascom Lunsford stage. Through this process we have police patrols throughout the season, fire marshal

safety checks, we can "bag" parking meters for our use, we have access to electricity for our vendors, we have some fee waivers, and Shindig on the Green is mentioned in a full page of their outdoor events booklet.

Buncombe County government has graciously granted our Strategic Partnership grant requests in prior years, and we appreciate their actions.

Buncombe County Tourism Development Authority (Explore Asheville) During the 2020 season, they have offered our committee one of their community grants, and wish to be designated a banner level sponsor at all our events (Shindig on the Green and Mountain Dance & Folk Festival).

Asheville Area Chamber of Commerce serves as our fiscal agent (checking account, all financial information and reports), maintains our mail, allows us an "info" line for phone messages, and supports our insurance requirements. With this support, the Chamber is continuing the relationship which was established by Bascom Lunsford in the late 1920s in Asheville with his music and dance festival, the first in the nation.

Blue Ridge Music Trails gives us space on their website and advance publicity before each event. They also have designated us a site on the music trail and have allowed us to sell their guidebooks.

Evolutionary Graphics maintains our website and offers us discount because we operate as a non-profit organization.

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.numbers.zip

Specifically, grant funds will be used to pay Griffin Waste Co. for 8 deliveries of portable toilets to Shindig on the Green. For several seasons, we have used this grant to cover portajohn expense. We will raise money to cover our other expenses through business sponsorships, private donations, merchandise sales, raffle sales, Festival ticket sales, and some few concessions.

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.

The Folk Heritage Committee has no other funding from Buncombe County.

Sustainability*

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

Shindig on the Green has been operating since 1966, and we have a history of longevity and popular stage shows in Asheville. Although many factors may affect our budgeting, the committee always works hard to make sure we can fund another season. We have the support of musicians and dancers, many of whom have had a long association with Shindig, and who perform at no charge. Our audiences have been fantastic to

support us throughout the years. We have a group of attendees who also support our events with personal donations. Each season we solicit financial support from local businesses who generously support us. And there are a few other grants which we apply for.

Shindig on the Green will succeed after the funding of the grant because we believe we can count on the continued support of the groups just mentioned.

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?

Shindig on the Green has only operational expenses, no brick and mortar real estate. So we would have to consider how to cover our expenses if not fully funded. We could solicit more business sponsorships, more private donations, and perhaps cut back on teeshirt and cap purchases for resale. Our fixed expenses would have to be covered: portajohns(\$4000), house band(\$4800), sound reinforcement(\$8400), and any permit charges the city might require. Variable expenses would include merchandise expenses (caps and teeshirts), raffle expenses, website maintenance charges, postage, printing, supplies, and promotions (PR).

Resource Support

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

Buncombe County could sponsor our website, cover APD officer charges of \$3200 if not included in city in-kind support, cover part of the part-time PR consultant's charge, cover expenses for Buncombe County economic impact audience surveys and analysis, MDFF space rental, MDFF security.

The Folk Heritage Committee incurs fixed expenses which we contract before beginning our season of Shindig on the Green and Mountain Dance and Folk Festival. These would include House Band (\$4800), Sound Reinforcement (\$8400), and portajohns (\$4000).

In addition, we incur variable expenses which are variable in their amount but necessary to carry on our programs. They would be merchandise expenses (caps and teeshirts), raffle expenses, website maintenance charges, postage, printing, promotion (PR), and miscellaneous small expenses.

Other

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

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The Folk Heritage Committee has been a working group since its inception. We raise money to pay our bills and we have always been able to do that, although some seasons have been difficult for various reasons. Committee members are always seeking to make our programs better for both the audience and the

performers. All our performers, both dancers and musicians, play for no money from the Folk Heritage Committee. They have a respect for the traditions we carry on and have been proud to be part of Shindig and Mountain Dance and Folk Festival.

File Attachment Summary

Applicant File Uploads

- FY21_SPGrant_Budget_Form.numbers.zip- File could not be converted
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File Troubleshooting

Files not included will be available online when viewing the submission or request unless the file type is not compatible with software available on your computer. To view the file online, open the appropriate application or request and click on the file name link. The file will also be able to be printed separately from your computer.

Files unable to be included in the packets can affect the ease the packet may be read by the staff and evaluators at the grant maker. Please take a moment to read the common causes for files not converting and, if possible, resolve this issue.

Please note: If you have already submitted the form, you will need to contact the grant maker to request they return it to draft form for you to be able to make changes.

Common issues:

- The file type uploaded is not supported in print packets.
 - Supported file types are:
 - PDF files (Adobe Acrobat)
 - Common image formats (JPEG, GIF, PNG)
 - Microsoft Office formats (Word, Excel)
 - Text files (.txt)
 - Comma Separated Value files (.csv)

If you are using an unusual file type, please see if a more standard file format may be used. Often unusual file formats will not be able to be opened or read by the staff or evaluators of the organization you are applying to for funds.

- The file caused an error while being converted to PDF.
 - The file path is too long or contains special characters such as (%&^*()@#\$!)
 - Example: c:/documents/foundant/marketing/spring2012/programs/events/walkathon2012.doc
c:/documents/foundant/walkathon@mall.doc
 - The most common cause for errors is due to the document being password protected

Please check your file to make sure password protection is turned off in the document. If your file name is too long or contains special characters, try saving the file to your desktop, removing any special characters and uploading the file again from your desktop to the application.

- A virus was detected in the file so it was not uploaded to the system