

Accessible Parking Lot Project

FY2021 Strategic Partnership Grants

Montford Park Players

Mr. John W Russell III
PO Box 2663
Asheville, NC 28802

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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*

Accessible Parking Lot Project

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.

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.

irs determination letter.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.

Montford Park Players Board of Directors by Class 02-08-20.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 mission of Montford Park Players' (MPP) is to serve as North Carolina's longest running Shakespeare theatre company, primarily dedicated to performing the works of Shakespeare, and dedicated to providing exceptional dramatic entertainment for the enrichment, education, and enjoyment of our audiences.

MMP was established as a 501 © 3 organization in 1973 and performs in the Hazel Robinson Amphitheatre nestled in the historic Montford neighborhood of Asheville from May to October at no charge. We operate on funds from individual contributions, audience contributions, sponsors, grants, and concessions. Recognized as North Carolina's longest performing Shakespeare Festival, we are a member of Southeastern Conference (SETC), the Shakespeare Theatre Association, and the Institute of Outdoor Theatre. We are the recipient of support from the North Carolina Arts Council, a division of the Dept. of Cultural

Resources, with funding from the National Endowment for the Arts with funding through the Asheville Area Arts Council.

For more than 47 years Montford Park Players has provided citizens with the opportunity to actively engage in our community, whether as volunteer actor or stagehand working behind the scenes to produce entertaining and enriching theatre in a wonderful outdoor venue at no cost to anyone. Executive Director since 2006, John Russell was awarded the Mark R. Sumner Award in 2018 by the Outdoor Theatre Council. The Sumner Award recognizes significant contributions by an individual to a specific drama, or to the outdoor drama movement, including but not limited to playwriting, directing, acting, design, theater architecture, patronage, scholarship, musical composition, technology and innovation, producing and administration. He was appointed to the Board of North Carolina Arts Council in July 2017 by Governor Roy Cooper. He currently serves on the North Carolina Governor's School Foundation Board and the Asheville Area Arts Council Advisory Board.

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?

Montford Park Players' stage is nestled at the bottom of a naturally steep landscape. Pathways of deep mulch lead to grass terraced seating areas. An even steeper, well-worn, and frequently patched roadway is the only point of egress for actors, staff, and those with mobility issues who want to attend or participate in performances. We want to make our productions accessible to all regardless of their physical abilities. Many of our loyal patrons find it difficult to navigate the primitive mulch paths that lead to terraced seating carved into a hillside by SeaBees in 1983, prior to existing ADA laws and a consciousness that values making public spaces accessible to those with mobility challenges.

The Parking Lot Project would establish six (6) paved handicapped parking spaces, two of which would be van accessible, repave an existing roadway leading to the small parking lot located behind the stage house, and modify the existing grass and mulch pathway from the parking area to our newly created accessible brick terraced seating area designated for people with mobility issues and their caregivers and/or family.

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 goal of the project is to make theatre accessible to all. The Board of Directors publicly launched a campaign in October 2019 to generate support in response to a one-for-one \$25,000 Challenge grant from an anonymous donor. We hope to secure funding to break ground and complete the project before the 2021 Season Opening Show in May of 2021. The result of the project will create access to free, outdoor theatre currently inaccessible to caregivers, family members and people living with mobility issues so that they can experience classical Shakespeare theatre in an intimate setting that promotes inclusion and a sense of community and well being.

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.

The number of potential visitors living with mobility issues including paralysis, stroke, spinal cord injury, Multiple Sclerosis, and ALS that could be served by the Montford Park Players’ accessible parking project is difficult to determine, however there are several data points to consider. Most of our audience is made up of residents of North Carolina.

The greatest contributors to limited mobility and paralysis include stroke, spinal cord injury, Multiple sclerosis, and ALS. Research conducted by the Christopher & Dana Reeve Foundation in 2013 (<https://www.christopherreeve.org/living-with-paralysis/stats-about-paralysis>), indicates the number of North Carolinians living with stroke (33.7 percent), spinal cord injury (27.3 percent) and multiple sclerosis (18.6 percent) are listed below:

Source and Numbers				
North Carolina population living with Stroke	286,000	One percent	28,600	One
half of one percent	14,300			
North Carolina population living with Spinal Cord Injury	9,158	One percent	916	One
half of one percent	458			
North Carolina population living with Multiple Sclerosis	9,000	One percent	900	One
half of one percent	450			
North Carolina population living with ALS	921	One percent	92	One
half of one percent	46			
Total	305,079	One percent	39,508	One half of
one percent	19,754			

Utilizing a one half of one percent calculation of the figures for stroke, spinal cord injury, Muscular Sclerosis, and ALS for the number of people in North Carolina living with paralysis or limited mobility would result in the potential of 15,254 people in North Carolina benefiting from the Montford Park Player’s proposed accessibility modification.

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.

One of the unique benefits of experiencing theatre in an intimate, outdoor venue like ours is the sense of community it creates among the audience. Shakespeare’s plays are recognized for their universal appeal to a wide range of audiences. The shared experience of humor, tragedy, hope and despair connects the audience to the actors and to fellow audience members. That shared experience creates a rich sense of inclusion and community among audience members. Making this accessible for those living with limited mobility (and their caregivers), adds opportunities for social, creative, and intellectual stimulation that are known to contribute to a greater sense of well-being. Based on a one-to-one ratio, the potential number of caregivers and family members attending Montford Park Players’ theatre productions would be 39,508 (15,254 X 2).

Evaluation*

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

Success will be measured by completing the project in time for the opening night of the 2021 season, May 1, 2021 thereby, creating opportunities for people living with mobility issues to attend performances that were not previously accessible. Further evaluation will be measured by the utilization of the dedicated parking and seating areas.

The Montford Park Players project not only increases independent living for people with mobility issues, but also their family and caregivers. Everyone would benefit. The project promotes inclusion and supports the integration into the physical and cultural community of those with mobility issues by making it possible to access designated parking and seating areas currently inaccessible.

Collaboration*

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

The Montford Park Players has leased the property from the City of Asheville's Department of Parks and Recreation since 1983 on a dollar-a-year basis. We partnered with a local Eagle Scout and community volunteers to establish the brick terrace that will be dedicated to those with mobility issues. A local business provided the bricks and sand used at a highly reduced rate. Additionally, individuals and businesses purchased bricks as part of the projects.

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.

Final Buncombe County Grant Budget - Montford Park Players.xlsx

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.

None.

Sustainability*

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

Montford Park Players envisions the ongoing success of the project to manifest in full utilization of the six dedicated parking spaces.

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?

Our request of \$25,000 from Buncombe County represents one fourth of the overall budget of \$100,000. We have received a Challenge Grant of \$25,000, and when met, it will represent half of the total budget (\$50,000). We have identified three other Foundations as prospective funders for the remaining balance of the project.

Resource Support

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

Buncombe County can support Montford Park Players by including us as a community resource available to all citizens across your multiple channels of communications and providing a link to our website.

Other

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

MPP Other for Buncombe County Strategic Partnership Grant 2021.docx

File Attachment Summary

Applicant File Uploads

- irs determination letter.pdf
- Montford Park Players Board of Directors by Class 02-08-20.pdf
- Final Buncombe County Grant Budget - Montford Park Players.xlsx
- MPP Other for Buncombe County Strategic Partnership Grant 2021.docx

Department of the Treasury

District Director
Internal Revenue Service

Date: AUG 27 1975

In reply refer to:

FO:1103:ARG:625

▷ Montford Park Players
246 Cumberland Avenue
Asheville, N. C. 28801

Gentlemen:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

We have further determined you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 170(b)(1)(A)(vi) and 509(a)(1).

You are not liable for social security (FICA) taxes unless you file a waiver of exemption certificate as provided in the Federal Insurance Contributions Act. You are not liable for the taxes imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

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 your purposes, character, or method of operation is changed, please let us know so we can consider the effect of the change on your exempt status. Also, you should inform us of all changes in your name or address.

**Montford Park Players Board of Directors by Class
as of February 8, 2020**

Class of 2020

Jessica Frantz, Chair	2nd Term	jlfrantz@gmail.com	(828) 712-3486
Paul Mashburn, CPA, Treasurer	1st Term	pwmashburn@gmail.com	(404) 454-6346
Jennifer Pearson	1st Term	jpearson@frugalframer.com	(828) 335-3455
Charles Umberger	1st Term	cduforex@gmail.com	(828) 400-5909

Class of 2021

Jessica Johnson, Secretary	1 st Term	jessbjohnson@gmail.com	(860) 908-2030
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Class of 2022

Ashleigh Goff	1 st Term	ashleighgoffdirect@gmail.com	(828) 702-1665
Stan Ingber, Vice-Chair	1 st Term	singber@earthlink.net	(917)597-6221

Youth Representative Class of 2022

Ava Hamilton	1 st Term	1summertime0809@gmail.com	(828) 712-9580
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Principal Advisor

John Russell, Executive Director		john.russell@montfordparkplayers.org	(828) 275-1454
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Buncombe County FY2021 Strategic Partnership Grant
 Montford Park Players
 Accessible Parking Project Budget

Itemized Budget		Total Cost	Requested Amount
Personnel Costs			
	% FTE		
John Russell, Project Director	10	\$ 3,500	\$ 3,500
Beth Coakley, Project Administration	10	\$ 4,500	\$ 4,500
		\$ -	\$ -
Personnel Subtotal		\$ 8,000	\$ 8,000
Equipment Costs			
Itemize and provide descriptions of equipment (indicate below if vendor quote is attached to support equipment request)			
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
Equipment Subtotal			
Consultants/Contractors			
Name of Consultant/Contractor (person or company) and one-sentence description of services			
Todd Henson, General Contractor		\$ 16,875	\$ 15,000
Three Contracting Helpers		\$ 12,750	
Hunter Marks Landscaping Engineer		\$ 2,654	
Michael Goforth, Civil Engineer		\$ 18,875	
Consultants/Contractors Subtotal		\$ 51,154	\$ 15,000
Supplies			
Itemize and provide description of supplies (indicate below if vendor quote is attached to support supplies request)			
Bricks, Fill Dirt, Gravel, Asphalt, Sand, Concrete		\$ 40,846	\$ 2,000
		\$ -	\$ -
		\$ -	\$ -
Supplies Subtotal		\$ 40,846	\$ 2,000
Travel			
Type of travel and one-sentence description of purpose			
n/a		N/A	
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
Travel Subtotal		\$ -	\$ -
Other Costs			

Item (good or service) and one-sentence description of purpose			
Indirect Cost equal to 10% of total project		\$ 10,000	
		\$ -	\$ -
		\$ -	\$ -
Other Costs Subtotal		\$ 10,000	\$ -
TOTAL COSTS		\$ 100,000	\$ 25,000

Other Sources of Funding	Amount	Is this funding Committed or Pending?
Gifts by Individuals	\$ 16,308	Committed
Individuals (Challenge Grant)	\$ 25,000	Pledged
Foundations	\$ 50,000	Pending
Corporations	\$ -	
Government - Federal	\$ -	
Government - State	\$ -	
Other Multiple gifts	\$ 8,692	Pending
TOTAL	\$ 100,000	

Summary of Funds Requested for	Requested Amount
Personnel	\$ 8,000
Equipment	\$ -
Consultants/Contractors	\$ 15,000
Supplies	\$ 2,000
Travel	\$ -
Other Costs	\$ -
TOTAL FUNDS REQUESTED	\$ 25,000

Montford Park Players

Grant Request for FY2021 Strategic Partnership Grants

Other page

Our audience totaled 13,600 people last year. Twenty nine (29) percent of our audience came from outside western North Carolina. Utilizing the formula used by the Buncombe County Tourism Development Authority, last year's visitors (3,819) to Montford Park Players' performances translated to \$1,230,018 in economic impact to the Asheville/Buncombe County area.

The Accessible Parking and Seating Project requires the services of MPP's Executive Director John Russell and Director of Donor Relations, Beth Coakley; Todd Henson, owner and General Contractor with GCA Contracting, and Michael Goforth, President of High Country Engineering and Civil Engineer, and three Construction Helpers with GCA Contracting. The Executive Director will coordinate the construction improvement activity with Mr. Henson and his construction helpers. Russell will oversee Mr. Goforth's role as project and permitting liaison with the Asheville Department of Parks and Recreation.

Ms. Coakley will provide fundraising, marketing, and communications expertise for the project. Todd Henson will implement and manage all aspects of construction improvements of the project including repaving the access road, parking spots, and pathways from the parking area to the bricked terrace.