

# FY2022 Buncombe County Strategic Partnership Grant Report

<b>Organization Name:</b>	Mountain BizWorks	
<b>Project Name:</b>	Go Local Asheville - Growing the Go Local Movement to build a sustainable and equitable regional economy	
<b>Reporting Quarter:</b> (Check one)	<input type="checkbox"/>	Quarter 1 (July 1, 2021 - September 30, 2021)
	<input type="checkbox"/>	Quarter 2 (October 1, 2021 - December 31, 2021)
	<input checked="" type="checkbox"/>	Quarter 3 (January 1, 2022 - March 31, 2022)
	<input type="checkbox"/>	Quarter 4 (April 1, 2022 - June 30, 2022)

## Narrative summary of grant related activities

Please provide brief responses that fit within the box provided

<b>Overall project updates:</b>	<p>Q2. The focus in Q3 was twofold: the first was February as both Go Local Asheville month (as proclaimed by the mayor in 2021) and Black History Month were major events for us to honor; the second was the collection from our business partners of proceeds from cards sold and our first checks being distributed to the schools, also in February. As I mention on the results page, school proceeds were a record \$26, 855, far surpassing any other amounts in our history. For Go Local Month, our goal was to create opportunities for connections between our Go Local businesses and cardholders. We did this through #828 challenge (social media promotion) and a series of classes taught by our business members. These included caring for house plants (taught by BB Barns), dog training (taught by Asheville Dog Academy), Social Media (taught by Social Burro), SquareSpace design (taught by Hart &amp; Sould Design), a sewing class (taught by SewCo), and a few more. These were all done on-line and were free. The feedback we received was very positive and we'll continue to look for ways to build community with these activities and others. During Black History Month, we honored our black business members as discussed below.</p>
<b>Activities related to increasing equity, diversity and inclusion:</b>	<p>Q3. The big activity this quarter for EDI was Black History Month where we highlighted Go Local black-owned businesses via social media postings where we called out several of our black-owned business members and highlighted the significance of our black community. In addition, Go Local became a partner of WNC Black Business Expo where we promote the April event to our cardholders and our business members through our newsletter and social media. I also volunteered to be the registration coordinator of the event with a goal being to build more and stronger relationships within the black business community. In addition, I reached out to Tina White, ED of Blue Ridge Pride to foster this relationship and find ways to partner. Both the black business and LGBTQ businesses are underrepresented in Asheville and even more specifically in the Go Local community. My goal is to continue to work to build these relationships and look for ways Go Local can raise up these groups in our community.</p>
<b>Activities related to increasing operational excellence:</b>	<p>Q3. As I mentioned last quarter, I continually look for ways to be more efficient. I am a company of one and to build and grow, I have to use technology to reach more people, and to lift up and recognize more business members. For instance, social media is an effective way to reach and engage our community. We also look for ways to leverage these posts from one platform (social media) across several platforms (our new app, the website). Another example is we're planning to start posting our newsletter on our website to broaden reach and leverage content. It increases number of people who see the content while making the work that goes into creating content more efficient. Next quarter we will be launching a digital card on our app, which will make it easier for more people to access the card (without having to go on-line, order and wait for it to arrive. This will be particularly important for our visitors who are only here for a short time and want to use the card when they're here.</p>

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## Progress toward annual goals

Measure	Annual Goal	Actual Results (Enter Data) Please only include new data for the specific quarter				Progress toward Annual Goal
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Percent increase in outreach across platforms	10%					0%
Percent increase in website traffic	10%	10%	-12%	11%		9%
Percent increase in card sales over FY21	10%	-56%	47%	61%		52%
Percent increase in memberships over FY21	10%	175%	3%	0%		178%
Percent increase in money donated to public schools	10%	NA	NA	50%		50%

### Comments:

Website Traffic: Users for the quarter were up 11%, 5.9K vs. 5.3K YAG. Interestingly, pageviews increased 12% from 21,878 to 24,601 YAG and 40%, 24601 vs. 17471 prior Qtr.

Card Sales: Card sales are up Q3 61% versus prior year, 1670 vs. 1035 prior year.

Memberships: We are flat in new businesses for Q3 vs. prior year. We had 20 new businesses for the quarter and we're currently at 565 businesses. YTD, we're currently 3% over prior year, 565 businesses vs. 550 businesses reported last year.

I think it is important to point out some of these large increases are timing as you've probably noted in prior quarters. When we wrap up the year next quarter it'll give us a better sense of how we did year on year vs. qtr by qtr.

School Donations: We are proud to report we had a record level of giving to Asheville City Schools. Go Local donated \$26,855, an increase of 50% over last year at this same time.

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## Use of funds to date and any budget considerations

Spending Category	Starting Budget	Total Spending (Enter Data)				Amount Remaining
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Personnel						\$ -
Training						\$ -
Supplies/Materials						\$ -
Meetings						\$ -
Equipment/Furniture						\$ -
Printing/Marketing						\$ -
Licensing/Memberships/Dues/Subscriptions						\$ -
Client Support						\$ -
Contracts	\$ 7,000	\$ 1,800	\$ 1,800	\$ 1,800		\$ 1,600
Professional Services	\$ 291	\$ 75	\$ 75	\$ 75		\$ 66
Insurance and Bonds						\$ -
Building Maintenance						\$ -
Website	\$ 2,709	\$ 625	\$ 625	\$ 625		\$ 834
List other cost						\$ -
List other cost						\$ -
<b>Total</b>	<b>\$ 10,000</b>	<b>\$ 2,500</b>	<b>\$ 2,500</b>	<b>\$ 2,500</b>	<b>\$ -</b>	<b>\$ 2,500</b>

**Comments:**

Contracts: We pay \$600 per month for our social media consultant.  
 Professional Services: This includes service for our graphic design person who creates the design for our annual Go Local cards.  
 Website: We pay FullSteam Labs a flat rate of \$225 per month for website maintenance.  
 I do not anticipate any variance to the budget as I'm only applying what we received in the grant against these expenses.