

City of Asheville Parks, Recreation & Cultural Arts Department Project Proposal Guidelines

1. Proposals may be submitted at any time. To initiate the proposal process, contact Debbie Ivester, Assistant Director in the Parks, Recreation & Cultural Arts Department with the City of Asheville at 259-5804 or divester@ashevillenc.gov.
2. Only projects located within the incorporated city limits of Asheville, North Carolina will be considered.
3. A proposal will be evaluated on how it supports one or more of the current Asheville City Council Strategic Goals or the Parks, Recreation, Cultural Arts and Greenways Master Plan Strategic Goals.

Asheville City Council Strategic Goals

A complete list of goals and action steps is located at:

http://www.ashevillenc.gov/government/mayor_city_council/city_council/default.aspx?id=804&ekmense1=116_submenu_0_link_1

- The City of Asheville will offer a standard of living that is affordable and attainable for people of all incomes, life stages and abilities.
- The City of Asheville will support a stronger, more prosperous community by making smart investments that accomplish lasting, tangible returns.
- Asheville will be the southeastern leader in clean energy and environmental sustainability.
- Asheville will support a dynamic and robust local economy with balanced and sustainable growth.
- Asheville will be one of the safest and most secure communities when compared to similar cities.

Parks, Recreation, Cultural Arts and Greenways Master Plan Strategic Goals

The master plan in its entirety is located at:

<http://www.ashevillenc.gov/departments/administration/default.aspx?id=15344>

- Maximize planning effort
- Improve administration effectiveness and transparency
- Create management resources to increase efficiency, continuity and sustainability in critical focus areas needed in the department
- Strengthen marketing, communications, and credibility
- Increase the level of service and access for Greenways
- Enhance public confidence in and appreciation for the “arts” including festivals and the WNC Nature Center
- Strengthen the organizational structure of public and cultural arts delivery
- Build public and organizational capacity for the arts
- Ensure a continued high level of service in parks
- Strategically increase recreational programming level of service

5. If proposed project is construction of a new facility or improvements to an existing facility, complete Application A: Construction Proposal

If the proposed project is a program or service, complete Application B: Program Proposal

6. Complete the application to the best of your knowledge. Staff will discuss the application in more detail once the application is received at which time more information may be provided.

7. The proposal review process generally follows the below process, however depending on the nature of the proposal the review process will be altered as needed.

- The appropriate City departments will conduct the initial review
- The appropriate City department staff will meet with applicant as needed
- Recreation Advisory Board review as needed
- Other City Advisory Board or committee review as needed
- Asheville City Council Sub-Committee review as needed
- Asheville City Council action as needed

The review process will consider how the proposal aligns with City master plans, City Council strategic goals, operating and capital improvements budgets, public demand and input process, available resources, enhancement of services, local codes and ordinances.

**City of Asheville Parks, Recreation & Cultural Arts Department
Project Proposal Applicant Information**

Applicant Name: _____

Physical Address: _____ City State Zip

Mailing Address: _____ City State Zip

Phone: _____ Fax: _____ Website: _____

Is the applicant located within the Asheville city limits? Yes No

Application Contact: _____

Phone: _____ Email: _____

Organization Status:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Non-Profit no IRS Exemption | <input type="checkbox"/> Individual |
| <input type="checkbox"/> Non-Profit 501 (c) | <input type="checkbox"/> Developer |
| <input type="checkbox"/> Public/Unit of Government | <input type="checkbox"/> Other: _____ |

If Applicant is an Organization:

Executive Director: _____

Phone: _____ Email: _____

- Attach the organization's mission statement
- Attach a membership list of the Board of Directors or governing board
- Attach documentation stating the governing body has authorized the project proposal. Accepted documentation includes meeting minutes in which the action occurred, a resolution, or a letter signed by all board members.

Applicant Signature: _____
Print Name Title

Signature Date

City of Asheville Parks, Recreation & Cultural Arts Department
Application A: Construction Proposal

1. Project Description

- Provide a description of the key features of the project.
- How was the project developed? Who was involved in project planning?
- Specifically describe the services or resources requested of the City of Asheville.

2. Project Need

- What is the problem or opportunity this project proposes to address?
- How does the project support the a) Asheville City Council Strategic Goals, and b) the priorities of the Parks, Recreation & Cultural Arts Department Master Plan Goals?

3. Project Activities

- Describe the key activities of the project providing sufficient detail to demonstrate a well thought-out plan to effectively implement the project.
- Indicate the timeframe for each activity for the entire project.
- Who will be responsible for carrying out the key activities, and what is their expertise related to the proposed project?

4. Project Cost

- Clearly identify a) construction cost, b) operation cost, c) maintenance cost of the proposed project.

5. Project Finance Plan

- Describe the funding plan for the construction cost of the proposed project to support the activities described in project cost. Include all committed and prospective sources of funds.
- Describe the funding plan for the ongoing operation and maintenance cost of the proposed project to support the activities described in project cost. Include all committed and prospective sources of funds.

6. Public Input

- Describe the process and timeline in which citizens were engaged to a) express their interest and desires about the project, and b) provide their feedback about the project.
- Provide documentation that clearly supports any public meetings, public feedback, and records public response to the proposed project.

7. Organizational Capacity

- Describe the organization's ability and capacity to support and implement the proposed project.

8. Other

- Provide any other information that supports the project proposal.
- Include materials that provide key details of the proposed project such as maps, site plan, concept drawings, schematic, photos, etc.

City of Asheville Parks, Recreation & Cultural Arts Department
Application B: Program Proposal

1. Program Description

- Provide a description of the key features of the program.
- Describe the primary target population the program will serve.
- How was the program developed? Who was involved in program planning?
- Specifically describe the services or resources requested of the City of Asheville.

2. Program Need

- What is the problem or opportunity this program proposes to address?
- Why is the program important in Asheville?
- How is the program different from similar programs in Asheville?
- What are the specific goals and outcomes for the program?
- How does the program support the a) Asheville City Council Strategic Goals, and b) the priorities of the Parks, Recreation & Cultural Arts Department Master Plan Goals?

3. Program Activities

- Describe the key activities of the program providing sufficient detail to demonstrate a well thought-out plan to effectively implement the project.
- Indicate the timeframe for each activity for the entire program.
- Who will be responsible for carrying out the key activities, and what is their expertise related to the proposed program?

4. Program Cost

- Clearly identify all start up and recurring operating cost of the proposed program.

5. Program Finance Plan

- Describe the funding plan for the cost of the proposed program to support the activities described in program cost. Include all committed and prospective sources of funds.
- Describe the funding plan for the ongoing operation cost of the proposed program to support the activities described in program cost. Include all committed and prospective sources of funds.

6. Public Input

- Describe the process and timeline in which citizens were engaged to a) express their interest and desires about the program, and b) provide their feedback about the program.
- Provide documentation that clearly supports any public meetings, public feedback, and records public response to the proposed program.

7. Organizational Capacity

- Describe the organization's ability and capacity to support and implement the proposed program.

8. Other

- Provide any other information that supports the program proposal.