

## A. Organization & Contact Information

**Case Id:** 10661  
**Name:** Winston-Salem Delta Fine Arts, Inc. - 2020/21  
**Address:** \*No Address Assigned

Completed by charmon.baker@yahoo.com on 11/13/2019 8:40 PM

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### A. Organization & Contact Information

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The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

#### A.1. Organization Name

Winston-Salem Delta Fine Arts, Inc.

#### A.2. Project/Program

Facilities Overhaul

#### A.3. FY 2020-21 Funding Request Amount

\$100,000.00

#### A.4. Agency's Total Operating Budget

\$150,000.00

#### A.5. Mailing Address

2611 New Walkertown Rd Winston-Salem, NC 27101

#### A.6. Project/Program Location Address

same as mailing address Winston-Salem, NC 27101

#### A.7. Organization Website

<http://deltaartscenter.org/>

#### A.8. Year 501(c)(3) status obtained

1972

#### A.9. Organization Fiscal Year

June 30

#### A.10. Federal Tax ID Number

#### A.11. Federal DUNS Number

#### EXECUTIVE DIRECTOR/MANAGER

##### A.12. Name, Title

n/a

##### A.13. Email

[deltaartscenter@deltaartscenter.org](mailto:deltaartscenter@deltaartscenter.org)

##### A.14. Phone

(336) 722-2625

#### CONTACT

##### A.15. Name, Title

Charmon Baker

##### A.16. Email

[charmon.baker@yahoo.com](mailto:charmon.baker@yahoo.com)

##### A.17. Phone

(336) 407-8701

#### BOARD CHAIR

##### A.18. Name

Charmon Baker

##### A.19. Term Expiration

06/30/2022

##### A.20. Email

[charmo.baker@yahoo.com](mailto:charmo.baker@yahoo.com)

##### A.21. Phone

(336) 407-8701

## B. Project Overview

Completed by charmon.baker@yahoo.com on 11/13/2019 9:53 PM

**Case Id:** 10661

**Name:** Winston-Salem Delta Fine Arts, Inc. - 2020/21

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## B. Project Overview

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Please provide the following information

### APPROACH (7 POINTS)

#### **B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?**

Winston-Salem Delta Fine Arts, Inc. which operates and manages the Delta Arts Center is embarking on a very important project to prepare for our 50th anniversary in the East Winston Community. The project we are seeking funding for is a facilities overhaul. We have been in our current location since 1982. Although we have consistently dedicated thousands of dollars to the upkeep of the building, grounds and fixed assets in the gallery...it is time to upgrade and modernize. We specifically need to upgrade our HVAC system to operate as a quality system should, given our classification as an arts museum/gallery. Our current system doesn't have an auto shut off capability nor a humidity control capacity. The facility needs carpet replacement in the Executive Director office and the Workroom/office as well.

The alarm system we have needs upgrading so that our alarm system can properly communicate nightly with our monitoring call center. We need to remodel our efficiency kitchen to add a stove for those renters who request a way to warm food for their events. We also need to remodel our storage and mechanical room to allow for a more organized and efficient way to store our valuable assets in the gallery.

Additionally, the outside of the facility needs improvements to the façade of the building. We need modern signage that has the capacity to be illuminated at night for better visibility. We need to resurface our parking lot, which currently has faded markings for handicap spaces. The landscaping needs an overhaul. We wish to cut back overgrown trees and bushes. We would like to add shrubs and greenery so that they can last year round. The landscaping area closest to New Walkertown Road needs extra attention so that our grass, trees and greenery adds to the beautification of the neighborhood and can be seen as visually pleasing from the main roadway beside the Delta Arts Center.

#### **B.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?**

The Delta Arts Center Gallery Hosted over 50 events for the community. The community events consisted of wedding receptions, birthday parties, community day, political candidate talks, paint parties, and performances by local musicians, dancers and artists.

? 1,250 Individuals visited the Delta Arts Center between 2018 - 2019 - The Delta Arts Center's programming helps create tolerance, empathy, and gratification in the community

? 250 Children viewed performances and art exhibits between 2018 -2019 - The Art programming offered by the Delta Arts Center- has been found to help improve student's memory, concentration skills and develop critical thinking skills.

? 30 local performing artists performed at the Delta Arts Center - The ability to showcase all forms of art has given local artists a platform and a sense of accomplishment.

? 50 visual artist's works were shown at the Delta Arts Center - some artist's have participated in their first exhibitions

because of the Delta Arts Center.

? The Delta Arts Center was featured on a WXII televised segment during the American Quilters Exhibit - The community is enlightened through journalistic documentaries covering exhibits featured at the Delta Arts Center.

? 6 Seniors participated in 45 weekly quilting classes - The classes have been shown to reduce stress and thus positively impact the health of Seniors.

? 10 Dancers from the Otesha dance group- participated in 12 weeks of free dance rehearsals in the Delta Arts Center gallery- By giving a free space for these dancers, Delta Arts Center can support performing artists. Performing Arts can evoke emotion, inspire and create a unifying atmosphere for those of different backgrounds.

**B.3. How many participants on average will be served at any one time? What is the maximum number that can be served at any one time? What is the unduplicated total number of participants to be served during the program year?**

· The East Winston Community will enjoy having a more up to date facility to utilize for birthday gatherings, meetings, wedding receptions, artist talks, performances, visual and performing art events and many other activities

· We can serve up to 215 people at any one time. This is also our maximum number of occupants

· In a fiscal year we have 1,500 visitors or more

**NEED (7 POINTS)**

**B.4. Describe the population(s) to be served. Describe the key demographic and economic characteristics of the clients to be served.**

· The surrounding neighborhood is predominately Hispanic and African American

· The average annual income of most households in the area is approximately \$25,000 or below

**B.5. Describe the unmet need that the proposed project/program seeks to address. Why does the population described above need the proposed assistance? Include data supporting the need.**

he Delta Arts Center adds to the viability of an economically depressed neighborhood

· The Delta Arts Center provides a venue for emerging artists across a multitude of disciplines from visual art to performing arts, etc.

· The surrounding needs the Delta Arts Center to stand as safe haven for children needing an outlet through art. Senior Adults can enjoy quilting classes. Art lovers and enthusiasts can view the works of talented local artists

· According to research, Art programming helps children improve academically....Seniors reduce their risk of stress related illness and statically 2 out of 5 artists start professional careers as artists after participating in exhibits.

**COLLABORATION (6 POINTS)**

**B.6. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?**

The Delta Arts Center has many mutually beneficial partnerships in the community. We have partnered with the WSFC Schools, Bethabara Apple Festival, the Arts Council, City of WS Parks and Rec and the Urban League to name a few. We

have offered Delta Arts Center volunteers to present art programming for school age children, at Halloween activities at local rec centers, and the bethabara community festival. The Urban League has partnered with us to offer a Senior member in the community a part- time employment position in the Delta Arts Center gallery. Collaborations will continue to allow us to touch even more community members in the future. The Delta Arts Center will be exposed to various populations that may not traditionally walk through the door, had it not been for the partnership and collaboration with other organizations.

## C. Strategy and Performance

Completed by charmon.baker@yahoo.com on 11/21/2019 12:52 AM

Case Id: 10661

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### C. Strategy and Performance

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Please provide the following information

#### STRATEGY (5 POINTS)

C.1. The City of Winston-Salem adopted the [2017-2021 Strategic Plan \(2019 Update\)](#) as a guiding document to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council.

Indicate which of the City's strategic focus areas your program aligns with best (select one):

Economic Vitality and Diversity

C.2. Select the service area(s) that your project/program relates to:

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

#### PERFORMANCE (15 POINTS)

C.3. Explain the plan for monitoring and evaluating the project/program. Also include the steps that will be taken if original goals provided in C.5. are not achieved.

The facilities upgrade and landscaping project will have a strict time line that we will adhere to. We would like for the work to begun as soon as possible in 2020 and be completed by June 2020 in time for our Community Day Celebration.

Included in our funding request is an amount that will be set aside to pay for a project manger to oversee the progress of the project. This project manager will be tasked with evaluating quotes, picking out materials, and supervising work of the contracted vendors. The project manager will also report back to the board about the progress of the project and will meet with city officials as needed to ensure all necessary documentation has been submitted for each phase of the project. If the time lines are not met as planned. We will have a contingency plan of prioritizing the most important tasks and trying to get the most important tasks done; which are replacing the HVAC system, signage, and landscaping. We will also consider building in a 90 day window of time for completing of all tasks in the project. The

extra time for completion will allow us flexibility to hire new vendors if the vendors originally contracted do not accomplish the tasks as planned.

**C.4. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.**

We currently have a standard operating procedure (SOP) to register every guest that visits the Delta Arts Center. We have a staff member to greet each guest and request they register in our data base. The data base captures their name, address, phone number, email and the reason for their visit. Currently the data on each guest is being manually entered on a visitor's log. The information is transferred each month from the visitor's log to our digital data base. We will generate reports on a monthly basis that will detail the number of visitors to the Delta Arts Center. The programs , events and rentals held at the Delta Arts Center will be recorded along with those in attendance at each event/program. We will use the information gathered to see who the majority of our audience members are. We will analyze which programs have the biggest impact in the community. We will determine which programs need to continue and which programs to discontinue.

**C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.**

- Include at least three goals and performance measures.

- One of the performance measures must include the unduplicated number of participants served.

Stated Program Goals	Program Activities in Support of Goals	FY 18-19 Previous Year Results	FY 19-20 Current Year Projected Results	FY 20-21 Next Year Anticipated Results
Curate 3 Quality Exhibits per year	With each Exhibit we will have an opening reception. The purpose of the reception is to invite the general public to meet the Artist. We strive to have a minimum of 250 gallery guests to view the each Exhibit.	During the Fiscal year 2018 - 2019, we held 3 exhibits. (approx. 1,000 gallery guests) <ul style="list-style-type: none"> <li>o Highlights from the Art Collection of Bennett College, July 12 – November 10, 2018</li> <li>o Raw Edges 2: Textile Art by Area African-American Quilters, November 15, 2018 – March 30, 2019</li> <li>o Pulse: Visual Artists and Music, April 4 – August 15, 2019</li> </ul>	Planned Exhibits for 2019- 2020: (projected gallery guests 1,000) <ul style="list-style-type: none"> <li>o August 19 - January 18, 2020 - Hoyte Pfifer "The untamed mind"</li> <li>o January 19 - April 2020 - "The Invitational" - featuring ammeter artists</li> <li>o April 2020 - June 2020 - "Gullah Artistic Expressions"</li> </ul>	Plan 3 exhibitions that last for 4 months (projected gallery guests 1,000) Collaborate with other Arts agencies to help provide exposure for up and coming artists
We will offer educational programming at a	We will offer educational programming with	Educational programming offered:	Planned and executed programming:	Projected/ Estimated Programming: <ul style="list-style-type: none"> <li>o Quilting Classes (6</li> </ul>

<p>minimum of once a month, to coincide with the current Exhibit.</p>	<p>the objective of enlightening the community at large on cultural themes and experiences. We strive to have a minimum 10 - 15 participants at each educational program.</p>	<ul style="list-style-type: none"> <li>o Quilting Classes (4 quilters)</li> <li>o Black history component for elementary students (25 students)</li> <li>o Professional Artist - cubism painting class (6 painters)</li> <li>o Freedom Day Celebration - community forum on Nelson Mandela's Apartheid experience (10 participants)</li> <li>o Community Day - Food Trucks and Kid's Art Activities (25 participants)</li> <li>o The Artists Circle (35 participants)</li> <li>o Juneteenth Festival - craft making activity (25 participants)</li> <li>o Bethabra Fall Festival - craft making activity (15 participants)</li> <li>o Kwanza celebration (70 participants)</li> </ul>	<ul style="list-style-type: none"> <li>o Quilting Classes (4 quilters)</li> <li>o Collaboration with Kaleidium - live play for summer camp attendees at United Metropolitan Missionary Church (30 participants)</li> <li>o Professional Artist - painting class (10 painters)</li> <li>o Freedom Day Celebration - community forum on Nelson Mandela's Apartheid experience (10 participants)</li> <li>o Community Day - Movie on the lawn; Art Activities for Kids (50 participants)</li> <li>o The Artists Circle (35 participants)</li> <li>o Juneteenth Festival - craft making activity (25 participants)</li> <li>o Bethabra Fall Festival - craft making activity (15 participants)</li> <li>o Kwanza celebration (70 participants)</li> </ul>	<ul style="list-style-type: none"> <li>quilters)</li> <li>o Black history component for elementary students (30 students)</li> <li>o Professional Artist - painting class (10 painters)</li> <li>o Freedom Day Celebration - community forum on Nelson Mandela's Apartheid experience (20 participants)</li> <li>o Community Day - Movie on the lawn, children's book author signing, Health screenings, school supply give-a-way (100 participants)</li> <li>o The Artists Circle (35 participants)</li> <li>o Juneteenth Festival - craft making activity (25 participants)</li> <li>o Bethabra Fall Festival - craft making activity (25 participants)</li> <li>o Kwanza celebration (100 participants)</li> </ul>
<p>Facility Rentals - Community gathering space</p>	<p>Offer the main gallery 7 days a week for usage by the community</p>	<p>The facility was rented approximately 36 times</p>	<p>We anticipate 30 rentals this fiscal year</p>	<p>We would like to make renovations to our facilities in hopes of attracting more rental opportunities. Projected rentals 40 for fiscal year 2020 - 2021</p>

**C.6. FY 18-19 Program Accomplishments**

? 3 Exhibitions were shown at the Delta Arts Center titled: Highlights from the Art Collection of Bennett College (shown July 12 – November 10, 2018), Raw Edges 2: Textile Art by Area African – American Quilters, November 15, 2018 – March 30, 2019, Pulse: Visual Artists and Music, April 4 – August 15, 2019. The Exhibitions collectively hosted over 600 viewers.

? The Delta Arts Center Gallery Hosted over 50 events for the community. The community events consisted of wedding receptions, birthday parties, community day, political candidate talks, paint parties, and performances by local musicians and artists.

? 1,250 Individuals visited the Delta Arts Center between 2018 - 2019

? 250 Children viewed performances and art exhibits between 2018 -2019

? 30 local performing artists performed at the Delta Arts Center

? 50 visual artist's works were shown at the Delta Arts Center

? The Delta Arts Center was featured on a WXII televised segment during the American Quilters Exhibit

? 6 Seniors participated in 45 weekly quilting classes

? 10 Dancers from the Otesha dance group- participated in 12 weeks of free dance rehearsals in the Delta Arts Center gallery

### **C.7. FY 20-21 Key Objectives**

Exhibitions - We plan to have 3 exhibits per year. The planned exhibits will feature African American artists from across the country. The exhibits will be planned with the whole community in mind. Our hopes is that each exhibit will inspire, enlighten, and provide an source of entertainment and artistic stimulation.

Artist Exposure and Networking - Artists often need a boost to make the decision to pursue their talent/passion 100%. The Exposure we provide is priceless. Each 4th Sunday we have an open mic. This event brings out millennials and very talented individuals,

Art Classes - We currently have paint an sip parties and Quilting classes. We offer a curriculum for elementary school children. We have a board member who goes on site to deliver the lesson. We work very closely with the the teachers to match our talk with their black history curriculum.

Community Meeting Space -We hope to serve the community as a visual arts gallery and a gathering space. The facility is well suited to host a variety of events from birthday celebrations, church anniversaries, family reunions, to political talks and artistic performances.



## D. Organizational Capacity

Completed by charmon.baker@yahoo.com on 11/21/2019 2:25 AM

Case Id: 10661

Name: Winston-Salem Delta Fine Arts, Inc. - 2020/21

Address: \*No Address Assigned

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### D. Organizational Capacity

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Please provide the following information

#### MISSION (5 POINTS)

**D.1. Provide an overview of the organization. Include the organization's mission statement and the major services, programs, and activities provided. How does the proposed project/program help advance the mission of your organization?**

Mission Statement:

The mission of Winston-Salem Delta Fine Arts, Inc. (WSDFA), is to enrich the lives of neighborhood and area residents by stimulating interest throughout the entire community in American Arts and Humanities, with emphasis on the contributions of African-Americans, to increase awareness and knowledge of such contributions; to encourage individual creativity; and to provide quality cultural and educational programming for the entire community.

Vision Statement:

The vision of Winston-Salem Delta Fine Arts, Inc. (WSDFA), is to be a premier arts organization on the globe, a "must stop spot" that offers rich cultural and educational experiences in all forms of art, especially the artistic works of African American artists.

The facilities overhaul will allow us to offer a more comfortable and inviting gallery space. We will also be able to have a positive impact on the surrounding neighborhood by having a well maintained building and grounds.

The major services we provide are:

A well designed ART gallery where local artists can share their work ( 3 major exhibitions per year)

We host an Artist's circle --where performing artists can share their poetic and musical talents

We offer Artists talks/lectures

We provide a beautiful rental space for public/ private events

We host children's performances/plays

Quilting classes are held on a weekly basis

We allow the Otesha dance group the use of our facility to practice their dance routines

We provide a space for community forums and town halls

#### FUNCTION (5 POINTS)

**D.2. How long has your organization been in operation?**

The Winston Salem Delta Fine Arts, Inc was established in 1972

**D.3. How does your organization benefit and serve the City of Winston-Salem and its citizens?**

The Delta Arts Center serves as an alternative performance and event space for the citizens of Winston-Salem.

Because of our location in the East Winston community, we serve a sub section of the community, right in the back yard of the community.

We impact the community in the following ways:

? 3 Exhibitions were shown at the Delta Arts Center titled: Highlights from the Art Collection of Bennett College

(shown July 12 – November 10, 2018), Raw Edges 2: Textile Art by Area African – American Quilters, November 15, 2018 – March 30, 2019,

Pulse: Visual Artists and Music, April 4 – August 15, 2019. The Exhibitions collectively hosted over 600 viewers.

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**STRUCTURE (5 POINTS)**

**D.4. In the chart below, list key personnel involved in the proposed project/program.**

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Facilities Chair	The Facilities Chair will have direct responsibility for making sure the building and grounds are well maintained. The Facilities committee’s oversight includes but is not limited to: 1) Lighting 2) HVAC 3) Building repairs; i.e. painting, roof, flooring, etc. 4) Maintaining control of locks and keys- creating a log 5) Securing a location for the Storage of Valuables 6) Securing vendor(s) for rental set up and break down- creating a vendor list / (SOP) standard operating procedure 7) Landscaping 8) Trash Removal (SOP)– corresponding with the City of WS or Republic Waste 9) Maintaining all equipment in the DAC – creating work orders for the repair of equipment when necessary (TV, Computers, telephone, Alarm, etc.)	2	0.00 %
Project Manager	Develop a time line for the proposed facility upgrades and projects	20	100.00 %

	Meet with City officials and vendors to review proposals Meet with vendors upon contract acceptance to establish and confirm time lines Supervise and be present during times work is being done by vendors Meet with the board to give updates Complete final walk through after each project completion		
Receptionist/ Staff Person	Answer calls coming inbound to the Delta Arts Center - from vendors Open and Close the gallery so the vendors will have access to the facility Receive incoming mailings and invoices sent to the Delta Arts Center - from vendors	20	25.00 %

**D.5. List all executive staff and their compensation (other than per diem).**

Executive Staff Name	Title/Role	Compensation	% of Hours Proposed to be Funded
TBD	Executive Director	\$35,000.00	0.00 %

**D.6. Attach an organizational chart**



**Organizational Chart \*Required**

Organizational Chart.docx

D.7. Please complete the Diversity of Employment and the Employment Profile below. See the [Request for Proposals \(RFP\)](#) for definitions of position types used in the Employment Profile.

**Describe the hiring process and how it is structured to provide the most diverse candidate pool.**

The Winston-Salem Delta Fine Arts, Inc. hiring process includes a focused and thoughtful process. The process starts with a detailed description of the role and expectations of the Executive Director's position and each staff position. The advertisement for hiring any given position we are looking to fill, is placed in major, local newspapers and also on major hiring websites. Using various public media platforms will allow us to reach a diverse pool of candidates. The Board of directors are open to all applicants that apply for any given position. The Board of Directors have an established process to evaluate each application. There is a weighted system for all components of the resume and application. For example their is a 100 pt. scale. If an applicant has related work experience and has held a previous position with the same title and job responsibilities that we are hiring for, that particular section of the resume gets a score of 25 points. Other areas of the resume/applications have similar point values. After analyzing each resume and application, the applications with the highest total scores are granted an interview. The potential candidate will interview in front of a panel of board members. Each board member will take turns asking questions of the candidate. The anticipated time of an average interview will be approximately 1 hour. When the interview has been completed the panel of board members will discuss their feedback on the candidate. If the candidate is approved by the panel, the candidate is granted a 2nd interview to be interviewed by a major donor or an Advisory Board Member. When the 2nd interview has been completed,

the results are shared with the entire board at a full board meeting. If the board has additional questions and cannot make a decision to hire based on the interview panel's feed back and the major donor feed back, the candidate will be contacted to answer final questions from the board. Once all information has been gathered to the board's satisfaction, a typed employment offer will be delivered to the candidate.

**Please enter the total number of Full-Time Positions and Employees you have in the table below**

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers	0	0	0	0	0	0
Professionals	0	0	0	0	0	0
Technicians	0	0	0	0	0	0
Office/Clerical	0	0	0	0	0	0
Laborers/Service Workers	0	0	0	0	0	0

**Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below**

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers	0	0	0	0	0	0
Professionals	0	0	0	0	0	0
Technicians	0	0	0	0	0	0
Office/Clerical	0	0	0	0	1	0
Laborers/Service Workers	0	0	0	0	0	0

**D.8.**



**Attach a list of all Board Members AND compensation (other than per diem) \*Required**

List of Board Members.xlsx

**D.9. Number of full Board meetings held during the last twelve months**

11

**D.10. Number of Board's Executive Committee meetings held during the last twelve months**

12

**ABILITY (5 POINTS)**

**D.11. Describe the implementation or operational plan to get the proposed project/program up and running in a timely manner. Describe any key contingencies on which the startup depends. Please upload any maps, milestones, etc. to "F. Required Documents."**

The facility overhaul project will start as soon as funding is secured. We have obtained 2 estimates for replacement of our HVAC system, our security alarm system, and our landscaping. Upon vendor approval by the City of Winston Salem and/or our Board of Directors, the Vendor will meet with our project manager to set up dates and times for the work to begin. The timelines for work completion will be established with each vendor. The work of each vendor will be supervised and a final walk through approval will be completed to prior to final payment for each job. We will

factor in a 90 day delay on each project due to parts and equipment order delays, weather, or any other unforeseen reason. We do not anticipate needing any out of the ordinary equipment or materials for our facility needs. The proposed time line will be as follows for the facility upgrades:

HVAC replacement - Feb 2020 ( 14 days)

Renovation of Workroom and Mechanical room (30 days)

New Carpet Installation for 2 offices ( 7 days)

Alarm replacement - Feb 2020 (3 days)

Parking lot resurfacing - March 2020 (2 days)

Landscaping overhaul - April 2020 (7 days)

Signage order and installation - Feb 2020 (30 days)

Security cameras order and installation - Jan 2020 (3 days)

Renovation of Kitchen - Feb 2020 (30 days)

Appliance order and installation - Feb 2020 (7 -14 days)

Miscellaneous upgrades and finishing touches - May (10 days)

**D.12. How do your policies and procedures (including marketing, outreach, eligibility determination and appeals) ensure fair and equal access to the benefits of the program to all persons who seek to participate?**

The Delta Arts Center is open and available to all who choose to participate. Our programming doesn't have any restrictions.

## E. Cost Effectiveness

Case Id: 10661

Name: Winston-Salem Delta Fine Arts, Inc. - 2020/21

Completed by charmon.baker@yahoo.com on 11/22/2019 2:33 PM

Address: \*No Address Assigned

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### E. Cost Effectiveness

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Please provide the following information

#### BUDGET AND FUNDING (10 POINTS)

E.1. Please complete the table to show the organization's operating budget.

Expenditures by Program	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
Program Services	\$15,000.00	\$2,500.00	\$10,000.00
Fundraising	\$5,000.00	\$2,500.00	\$5,000.00
Management and General	\$5,000.00	\$2,500.00	\$5,000.00
	<b>\$25,000.00</b>	<b>\$7,500.00</b>	<b>\$20,000.00</b>

Expenditures by Category	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
Employee Salaries and Wages	\$50,000.00	\$35,000.00	\$75,000.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Facility Rent and Utilities	\$24,000.00	\$24,000.00	\$24,000.00
Training and Conference Registration	\$0.00	\$0.00	\$0.00
Membership and Dues	\$100.00	\$100.00	\$100.00
Travel and Transportation	\$0.00	\$0.00	\$0.00
Grants to Individuals and Organizations	\$0.00	\$0.00	\$0.00
Contracted Fundraising Services	\$2,000.00	\$2,000.00	\$2,000.00
Goods Purchased for Resale	\$1,000.00	\$1,000.00	\$1,000.00
Other Contracted Services	\$5,000.00	\$2,500.00	\$2,500.00
Other Operating Expenditures	\$90,000.00	\$15,000.00	\$15,000.00
Capital Outlay	\$22,000.00	\$22,000.00	\$22,000.00
	<b>\$194,100.00</b>	<b>\$101,600.00</b>	<b>\$141,600.00</b>

Revenues by Category	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
City of Winston-Salem	\$0.00	\$0.00	\$90,000.00
Forsyth County	\$0.00	\$0.00	\$0.00
State of North Carolina	\$0.00	\$0.00	\$0.00
Federal Government	\$0.00	\$0.00	\$0.00
Admissions/Program Revenues/Sales	\$26,500.00	\$26,500.00	\$26,500.00
Memberships	\$0.00	\$0.00	\$0.00

Donations	\$45,000.00	\$45,000.00	\$38,000.00
Foundation Grants	\$84,000.00	\$84,000.00	\$50,000.00
Interest and Investment Income	\$4,000.00	\$4,000.00	\$4,000.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$4,900.00	\$4,900.00	\$5,000.00
	<b>\$164,400.00</b>	<b>\$164,400.00</b>	<b>\$213,500.00</b>

**Describe any amounts listed under "Other Operating Expenditures" or "Other Revenues." Provide details on any specific federal government revenue sources.**

The other operating expenditures consist of the replacement of our HVAC system, a new updates security alarm with cameras, an overhaul of our landscaping and the resurfacing of our parking lot. We have received several estimates. The total of all estimates to do all of the work is approximately \$90,000 to \$100,000.

**E.2. Has the City of Winston-Salem provided funding in the past? If so, provide a funding history of the most recent five years of City contributions in the table below.**

Year	Funding Source	Funding Amount
2019	None	\$0.00

**E.3. Please complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program.**

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Replace HVAC	\$80,000.00	\$10,000.00	0
Attic Insulation	\$8,000.00	\$500.00	0
Kitchen Upgrades	\$2,000.00	\$500.00	0
Carpet in 2 offices	\$3,000.00	\$0.00	0
Wood Floor Stripping	\$3,750.00	\$0.00	0
Alarm System w/Cameras	\$3,750.00	\$0.00	0
Signage w/ Lights	\$10,000.00	\$0.00	0
Landscaping	\$5,000.00	\$0.00	0
Repaving of the Parking Lot	\$5,000.00	\$0.00	0
Certified Project Manager	\$8,000.00	\$0.00	0
Work Space and Storage	\$5,000.00	\$0.00	
	<b>\$133,500.00</b>	<b>\$11,000.00</b>	

**E.4. If this year's request is different in any way (amount, activities, etc.) from a prior year's request, explain how and why. If you are a new applicant, please describe how you would adjust your project/program if your funding request is not funded at the full amount.**

This is our first time applying for funding of our facility overhaul project. If the City doesn't approve funding for this project. We will continue to take each line item on the proposed project and write individual grants for each line item. We will continue to ask our patrons for individual donations. We would continue to ask for corporate donations. If we go this route of asking for funding on each line item separately, It may take us 5 -10 years to complete the complete

facility overhaul.

**SUSTAINABILITY (7 POINTS)**

**E.5. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.**

We plan to upkeep the property by using funding from the Arts Council, Winston-Salem Foundation and other major donors. We would apply every year to the major donors and request what we need to accomplish the task on our facilities list.

**BARRIERS (3 POINTS)**

**E.6. Describe any potential barriers to the project implementation and how you plan to overcome them.**

The potential barriers to the project would be the lack of availability of the vendors and contractors to do the work. We would continue to get several estimates and use multiple resources to have the work completed. We will keep a list of approved vendors at all times to call on when needed.

**AVERAGE COST (5 POINTS)**

**E.7. Use the table below to show the average amount of City funds requested per beneficiary to be served during the year and the average total cost of the service per beneficiary to be served during the year (including all funding sources)**

Proposed funds from the City for this project:	\$133,000
Number proposed to be served for the year:	1500 - 2000
Average City funds per beneficiary:	88.00
Proposed funds from all sources:	144,000
Number proposed to be served for the year:	1500 -2000
Average total funds per beneficiary:	96



## F. Required Documents

Case Id: 10661

Name: Winston-Salem Delta Fine Arts, Inc. - 2020/21

Address: \*No Address Assigned

Completed by charmon.baker@yahoo.com on 11/22/2019 4:53 PM

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### F. Required Documents

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Please provide the following information

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#### Documentation

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**Code of Conduct/Conflict of Interest Policy \*Required**

Code of Conduct.pdf



**Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. \*Required**

DAC DRAFT FY 17-18 Form 990EZ 04082019.pdf



**Organization By-Laws \*Required**

By-laws approved 9-13-2010.pdf



**Articles of Incorporation \*Required**

Articles of Incorporation.docx



**Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) \*Required**

ORGANIZATIONAL POLICIES.docx

WSDFa Personnel Policies.pdf



**IRS 501(c)3 Designation Letter \*Required**

IRS 501 c 3 letter.pdf

Audited financial statements or a third-party review **\*Required**

Audit of WSDFA.docx

North Carolina Secretary of State - Current and Active Status (<https://www.sosnc.gov/search/index/corp>)

**\*Required**

Secretary of State License.jpg

Other

*\*\*No files uploaded*

## G. Community Development Only

Completed by paysours@gmail.com on 11/22/2019 10:56 AM

Case Id: 10661

Name: Winston-Salem Delta Fine Arts, Inc. - 2020/21

Address: \*No Address Assigned

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### G. Community Development Only

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\*\* Complete this section only if you are requesting funds for a Community Development project (for CDBG, HOME and/or ESG funding).\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

**1. In the right-hand column below, indicate the number of participants to be served by the proposed project/program within each income category during the year. Click [here](#) to see Winston-Salem income limits by household size.**

Ranges of Income	# to be served
0 to 30% of median	0
31% to 50% of median	0
51% to 80% of median	0
Greater than 80% of median	0

**2. Describe policies, procedures, and criteria for determining who is eligible. Describe the procedures for screening, eligibility determination, intake, assessment and orientation of participants**

**3. Explain how services will assist participants in reaching objectives of the proposed project/program. Describe the policies or procedures for follow-up after participants leave the proposed project/program.**

## H. Construction/Rehab Only

Completed by [paysours@gmail.com](mailto:paysours@gmail.com) on 11/22/2019 10:55 AM

Case Id: 10661

Name: Winston-Salem Delta Fine Arts, Inc. - 2020/21

Address: \*No Address Assigned

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### H. Construction/Rehab Only

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\*\* Complete this section only if you are requesting funds for a Housing Construction or Rehabilitation project.\*\*  
If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

1. Describe the proposed project, including any plans. If the project is approved, we will need a detailed work write-up.
2. Provide a projected timeline for the proposed work.
3. Describe how the project will be managed, including the contractor procurement process.
4. Describe the target market, including any special populations to be served.
5. Describe the services or program you plan to provide.
6. Describe the property management plan.
7. List the development team members.
8. Describe the financial capability of the sponsor/owner organization, including submission of the organization's operating budgets, agency audits, and Form 990s for the prior three years, unless already submitted to the City.
9. Listing of projects undertaken by principals over the past ten years, identifying project name and address, type of project, and number of units; please note any projects for which local government funding was received.

Project Name	Address	Type of Project	No. Units	Govmt Funding
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### Documentation

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**Market study or other analysis to verify the need for the project.**

*\*\*No files uploaded*

**Development costs that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet.**

*\*\*No files uploaded*

**Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format.**

*\*\*No files uploaded*

**Operating Budget**

*\*\*No files uploaded*

**Form 990**

*\*\*No files uploaded*

# I. Emergency Shelter Only

Completed by [paysours@gmail.com](mailto:paysours@gmail.com) on 11/22/2019 10:55 AM

**Case Id:** 10661

**Name:** Winston-Salem Delta Fine Arts, Inc. - 2020/21

**Address:** \*No Address Assigned

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## I. Emergency Shelter Only

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\*\* Complete this section only if you are requesting funds for an Emergency Shelter project.\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

### Emergency Shelter: Essential Services

Activity	Total Budget (\$)
Case Management	\$0.00
Child Care	\$0.00
Education Services	\$0.00
Employment Assistance	\$0.00
Job Training	\$0.00
Outpatient Health Services	\$0.00
Transportation	\$0.00
Legal Services	\$0.00
Services to Special Population	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	<b>\$0.00</b>

### Emergency Shelter: Operating Costs

Activity	Total Budget (\$)
Rent	\$0.00
Shelter Security	\$0.00
Fuel	\$0.00
Equipment	\$0.00
Insurance	\$0.00
Utilities	\$0.00
Food	\$0.00
Furnishings (limited to less than \$500 per item)	\$0.00
Supplies	\$0.00
Maintenance or Minor Repairs	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	<b>\$0.00</b>

## J. Rapid Rehousing and HMIS Only

Completed by [paysours@gmail.com](mailto:paysours@gmail.com) on 11/22/2019 10:56 AM

Case Id: 10661

Name: Winston-Salem Delta Fine Arts, Inc. - 2020/21

Address: \*No Address Assigned

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### J. Rapid Rehousing and HMIS Only

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\*\* Complete this section only if you are requesting funds for a Rapid Rehousing project.\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

#### Rapid Rehousing Financial Assistance

Activity	Total Budget (\$)
Rent Assistance	\$0.00
Rental Application Fees	\$0.00
Security Deposits	\$0.00
Last Month's Rent	\$0.00
Utility Deposits	\$0.00
Utility Payments	\$0.00
Moving Cost Assistance	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

#### Rapid Rehousing Services

Activity	Total Budget (\$)
Case Management	\$0.00
Housing Search and Placement	\$0.00
Mediation	\$0.00
Legal Services	\$0.00
Credit Repair	\$0.00
Counseling	\$0.00
Information and Referral	\$0.00
Monitoring/Evaluation of Progress	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

#### HMIS/Data Collection Budget

HMIS Activity	City ESG Request	State ESG Request
Staff Costs	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
User Fees	\$0.00	\$0.00
	<b>\$0.00</b>	<b>\$0.00</b>

## Submit

*Completed by charmon.baker@yahoo.com on 11/22/2019 4:53 PM*

**Case Id:** 10661

**Name:** Winston-Salem Delta Fine Arts, Inc. - 2020/21

**Address:** \*No Address Assigned

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## Submit

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I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

Charmon Baker

*Electronically signed by charmon.baker@yahoo.com on 11/22/2019 4:53 PM*