

Program Overview

Completed by dsilver@intothearts.org on 4/25/2022 2:53 PM

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

Program Overview

Please provide the following information.



City of Winston-Salem
ARPA Transformational
Non-Profits Application

City of Winston-Salem
P.O. Box 2511
Winston-Salem, NC 27102
336-727-8000
ARPA@cityofws.org

This application portal is to request funding from the City of Winston-Salem as part of the Transformational Non-Profits Application Process. Applications received through this portal will only be reviewed by the City of Winston-Salem. Other jurisdictions may have separate application processes. Please contact other jurisdictions (e.g., Forsyth County) for instructions regarding requests to those jurisdictions.

Submitting an application does not guarantee funding. Please see the section below regarding the scoring process. The Mayor and City Council will have final decision-making authority regarding program funding requests.

Non-profit organizations may submit funding requests for capital or operating costs.

Minimum Criteria

- Must be registered non-profit organization (includes faith-based organizations providing a public purpose)
- Must have been incorporated as a non-profit for at least one year

Scoring Process and Matrix

All completed applications will undergo a review to ensure required documents are attached. Fully completed applications will be reviewed by selected City staff members and scored based on the scoring matrix approved by the Mayor and City Council. [Click here](#) to view the scoring matrix. Scored applications will be reviewed by the City's Management Team for potential recommendation to the Mayor and City Council who will have authority to appropriate funding for programs.

Staff reserves the right to contact any applicant to request clarification or additional details regarding application responses and materials.

Defining Performance Measures

Sections of the application will reference performance measures and outcomes as required by the U.S. Department of Treasury. Specifically, the application will request workload and effectiveness/outcome measures. Please see this video (<https://www.cityofws.org/2809/Performance-Measures-Video>) for general information on performance measures.

Upcoming Application Orientation Session

The City will host a virtual application orientation session on April 1, 2022 at 10:00 am. The meeting will take place virtually via the Zoom platform and will also have a live simulcast on the City's YouTube page. The link for that meeting will be posted the morning of the meeting to the website: www.cityofws.org/clfrf

Contact Information

For any questions or concerns, please email ARPA@cityofws.org or call City Link at 336-727-8000.

A.Contact Information

Completed by dsilver@intohearts.org on 4/25/2022 3:01 PM

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

Arts Council of Winston-Salem & Forsyth County

A.2. Mailing Address

251 N. Spruce Street Winston-Salem, NC 27101

A.3. Organization Website

www.intohearts.org

A.4. Year 501 (c)(3) Status Obtained

1,953

A.5. Organization/Agency Fiscal Year

2,022

A.6. Federal Tax ID Number

A.7. Federal DUNS Number

A.8. Federal SAM Registered?

Yes

ORGANIZATION/AGENCY CONTACT INFORMATION

EXECUTIVE DIRECTOR

A9. First Name

Chase

A10. Last Name

Law

A11. Title

President & CEO

A12. E-mail

claw@intohearts.org

A13. Phone Number

(336) 747-1410

BOARD CHAIR

A14. First Name

Rick

A15. Last Name

Moss

A16. E-Mail

rickmoss@gmail.com

A17. Phone Number

(336) 682-2252

A18. Term Expiration Date

12/31/2022

B. General Project Information

Completed by dsilver@intothearts.org on 4/25/2022 3:03 PM

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

Improving Community Health and Resilience through the Arts - "There's No Place Like Home"

B.2. Project Location/Address

251 N. Spruce Street Winston-Salem, NC 27101

PROJECT CONTACT/MANAGER

B3. First Name

Chase

B4. Last Name

Law

B5. Title

President & CEO

B6. E-Mail

claw@intothearts.org

B7. Phone Number

(336) 747-1410

C. General Project Narrative

Completed by dsilver@intothearts.org on 4/25/2022 3:53 PM

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C. General Project Narrative

Please provide the following information.

C.1. Provide description of project and how funds will be used

Healthcare is a leading industry in Winston-Salem and Forsyth County, NC, where Atrium Health Wake Forest Baptist, Novant Health, and many community health centers are located. The thriving creative community includes Arts Council of Winston-Salem and Forsyth County and the UNC School of the Arts. Winston-Salem is also home to Innovation Quarter, a district focused on research, biomedical science, IT, digital media, clinical services, and advanced materials.

In March 2022, Winston-Salem/Forsyth County was selected to participate as one of eighteen municipalities across the United States in the Improving Community Health and Resilience through the Arts pilot cohort through the National League of Cities and One Nation/One Project (ONOP). At the time of our Transformative Grants Program application, our involvement in this project has not been publicly announced. An announcement from the National League of Cities will be made in early May 2022 of our involvement in this sought-after national arts and wellness program. Key partners in our local cohort include the following: Arts Council of Winston-Salem & Forsyth County, City of Winston-Salem Department of Community Development, the Thomas S. Kenan Institute for the Arts of University of North Carolina School of the Arts (TSKIA), Forsyth County Department of Public Health, and United Health Centers.

In 1936, the Federal Theatre Project produced and premiered an adaptation of a single play on the same night in 18 American cities and towns. The community-driven productions benefitted thousands of lives and made history. Nearly a century later, in July 2024, One Nation/One Project will bring together 18 Cities, Artists and Community Health Centers to premiere collaborative art works on an unprecedented scale. Each site will creatively respond to the single prompt: There's No Place Like Home.

The National League of Cities and One Nation/One Project is a multi-faceted artistic intervention designed to activate the power of arts and culture to strengthen the social fabric of our nation. The objective is to pilot a national arts and wellness project designed to leverage the proven benefits of arts engagement to foster holistic recovery, well-being, and social cohesion in communities.

We acknowledge the following:

- 1) Art has the power to change lives.
- 2) Cities belong to everyone.
- 3) Health is a fundamental human right.
- 4) Our differences are our collective strengths.

The social, economic, and health tolls of the COVID-19 pandemic have resulted in empty city streets, American communities struggling with physical and mental health challenges, and profound economic disruption. This new initiative, Improving Community Health and Resilience through the Arts, will leverage the power of the arts to support city leaders' efforts to improve the health, cohesion, and resilience of their communities.

This initiative will help our municipality build sustainable partnerships between local government, artists, Community Health Centers (CHCs), and the communities hit hardest by the pandemic to renew public spaces, create economic opportunities, and holistically improve community wellbeing. Along with the City of Winston-Salem Community Development's Cleveland Avenue Choice Neighborhood Initiative, residents on the East Side of the city will gain better access to the broader Triad area, more robust connections to commercial and employment assets, more and affordable housing options, early childhood education, and adult employment opportunities that add to community resilience. As part of the Choice Neighborhood Initiative, the City is partnering with United Health Centers to build a new health center in town. Arts Council and Triad Cultural Arts are working with the City to do some community engagement and cultural asset mapping for the area to gather community input on creative placemaking such as public art, gateways, and heritage trails.

This initiative, that is already underway, will be an asset to the Improving Community Health and Resilience through the Arts project by bringing together our local government and the arts and health sectors through unique partnerships. One Nation/One Project will use a large-scale arts and wellness initiative to rebuild the social fabric of recovering communities across our nation.

This project will deliver evidence-based benefits of the arts, such as:

- Improved health outcomes
- Strengthened social bonds
- New, equitable employment opportunities

These and other benefits of the arts are part of an evidence framework – Arts and Culture in Public Health. Grounded in the Social Ecological model, this framework builds on the Creating Healthy Communities through Cross-Sector Collaboration white paper—which is informed by 250 thought leaders in the public health, arts and culture, and community development sectors. It draws on the social ecological model, the Overarching Goals of Healthy People 2030, and the Robert Wood Johnson Foundation's Culture of Health Action Framework to illuminate evidence-based links between arts exposure and participation and multiple health outcomes. (Sonke, J. & Golden, T. (2020). Arts and Culture in Public Health: An Evidence-Based Framework. University of Florida Center for Arts in Medicine.)

City Participation and Support

Winston-Salem/Forsyth County will be supported through extensive context-specific technical, artistic and organizational assistance from ONOP's national team, which is spearheaded by formidable artistic leaders and production partners.

This initiative seeks a broad range of creative ideas for projects which include broad public participation from ideation to implementation.

Support provided to selected sites will include:

- Artistic guidance
- Connections to national artists
- Technical support
- Documentation and research support
- Peer-to-Peer support and hands-on assistance
- Dissemination and distribution

This Transformative Grant Program request will go to support our involvement along with the City and other key partners in Improving Community Health and Resilience through the Arts. We also have leads on private philanthropy

and sources of contributed revenue to support our local cohort, understanding that the final budget is pending the full scope of the project, to be defined during the national program. Additionally, Arts Council received funding from the Forsyth County ARPA allocations in support of a variety of programs and initiatives. Since the public health department is a division of Forsyth County, and they will be a programmatic partner in this initiative, a portion of those funds will also be used to supplement this community project.

ONOP will be bringing a set of strategies and tools comprising thought-leadership, trainings, on-the ground place-based work, materials, national networks, and collaboration coaching bringing a value of approximately \$700,000 per site of in-kind support for the duration of the project.

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

The arts and cultural sector can be a part of the solution in helping to address the needs of other sectors, but it requires a solution-minded approach that makes the needs of partners a priority. Building familiarity and trust across systems is a key place to start while gathering insights for how the arts and cultural sector can make a difference.

Creating engagement and buy-in on collaborative efforts will require a basis of trust. To achieve this, Arts Council’s leadership, volunteers and staff will need to demonstrate a willingness to ‘go to’ the community, getting proximate to those the organization aims to convene and serve, and focus on listening. Demonstrating a commitment to community voice is essential to developing a basis of trust.

Arts Council will add a new role to its staff that will focus on community initiatives and social impact. The individual in this role will connect with neighborhood and community leaders, businesses, and individuals to understand the needs of our area. Through this work, this person along with members of the community can identify how the arts can respond to those needs, bringing organizations, artists and others together to create programs in an intentional and meaningful way with long-lasting partnerships, commitment and impact. This person will also work closely with the partners of this project to ensure effective implementation and accessibility of the program, to actively monitor the impact and outcomes, and see it to completion.

We and our partners are building the program and will include details on project/program access, service use, and beneficial outcomes from participation as part of our plan.

C.3 Total estimated number of unique participants to be served annually

50,000

C.4. Will program beneficiaries be only residents of Winston-Salem?

Yes

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$1,000,000.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

n/a

C.8 Operating Spending Timeframe

24 months

D. Project Budget Categories

Completed by dsilver@intothearts.org on 4/25/2022 3:59 PM

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D. Project Budget Categories

Please provide the following information.

Use templates below to input **the total** Project Budget (**only requested expenses and estimated revenues related to the program or project for which you are requesting funding**) by clicking **Add Column**. Please include all funding from the City and other sources.

Operating Costs	Total
Direct Programmatic Costs (artists fees, program staffing/project management staff, materials, research, evaluation, workshops/trainings, festivals, large-scale art installation, artists-in-residence, etc.)	\$1,500,000.00
	\$1,500,000.00

Capital Costs	Total
No defined capital costs	\$0.00
	\$0.00

PROJECT/PROGRAM REVENUE CATEGORIES

Please fill out the revenue estimate table. **Note: operating revenues and expenses must be balanced (be equal).**

Operating	Total
City of Winston-Salem Transformational Grant	\$1,000,000.00
Forsyth County ARPA funding	\$350,000.00
Other funding sources	\$150,000.00
	\$1,500,000.00

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

Note: capital revenues and expenditures must be balanced (be equal)

Capital	Total
No defined revenue	\$0.00
	\$0.00

E. Demographic and Geographic Distribution

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E. Demographic and Geographic Distribution

Please provide the following information.

Demographic distribution is an assessment of the level of the project funds spent on a program or service provided at a physical location in a Qualified Census Tract (QCT), OR where the primary intended beneficiaries live within a QCT, OR whether the program benefits residents that earn less than 60 percent of median income for the City, OR whether over 25 percent of program beneficiaries are below the federal poverty line.

E.1 Is this project/program located in a QCT or serve residents that live in a QCT?

Yes

If yes, what percentage of clients served are estimated to be residents of QCTs? ([Click here](#) to view the QCT mapping tool)

100.00 %

E.2 If the project or program is not a QCT or specifically serve residents in a QCT, will residents meet the follow criteria:

25% or more of participants below the federal poverty line or participants served make less than 60% of the Area Median Income

The project/program does not operate in a QCT, and beneficiaries neither reside in a QCT nor meet the income thresholds mentioned above.

F. Alignment to Strategic Plan

Completed by dsilver@intothearts.org on 4/25/2022 3:59 PM

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F. Alignment to Strategic Plan

Please provide the following information.

Strategic planning is a process in which organizational leaders determine their goals and objectives, and allocate needed/limited resources to successfully achieve those goals and objectives. [Click here](#) to view Winston Salem's Strategic Plan. The Strategic Plan includes three (3) tiers of priorities:

Tier 1:

- Focus on job creation/sustainability and workforce development
- Collaboration and funding for pre-K opportunities
- Funding for affordable housing
- Funding for economic development

Tier 2:

- Poverty reduction/cessation
- COVID reopening plan
- Community engagement (Power of connections)
- Funding for arts

Tier 3:

- Community Fundraising
- Environmental initiatives
- Address digital divide
- Address childcare needs
- Neighborhood maintenance
- Organization efficiency and public-private partnerships
- Law enforcement reform

F.1. Please select the primary priority from the list above addressed by your project/program.

Tier 2

F.2. Please select the secondary priority from the list above addressed by your project/program.

Tier 1

F.3. Please describe how the workload or outcomes from your project/program addresses the primary priority you

selected.

Our primary priority falls under Tier 2, particularly around the COVID reopening plan, community engagement (power of connections) and funding for the arts. However, Arts Council is also focused on workforce development and economic development through the City of Winston-Salem Community Development's Cleveland Avenue Choice Neighborhood Initiative. Residents on the East Side of the city will gain better access to the broader Triad area, more robust connections to commercial and employment assets, more and affordable housing options, early childhood education, and adult employment opportunities that add to community resilience. As part of the Choice Neighborhood Initiative, the City is partnering with United Health Centers to build a new health center in town. Arts Council and Triad Cultural Arts are working with them to do some community engagement and cultural asset mapping for the area to gather community input on creative placemaking such as public art, gateways, and heritage trails.

Arts Council of Winston-Salem & Forsyth County has been focused on relief, recovery, and revitalization of the arts and cultural sector, and the entire community. The pandemic's impact on the arts and cultural sector has been severe. In NC, estimated losses include \$300 million in lost sales from shuttered arts nonprofits, \$1 billion in total economic impact from shuttered arts nonprofits, and \$3.4 billion in revenue from our entire North Carolina creative economy. Job losses are estimated at 80,000, which includes those laid off with unemployment and workers who shifted from work to no income in North Carolina.

Locally, arts organizations have worked hard to simply sustain themselves with bare bones staffs to keep the doors open and be ready to reopen when the time was right. While many arts organizations, including Arts Council, received PPP monies, those funds only covered staff salaries and benefits, essential utilities, and mortgage fees.

Non-profits need a combination of contributed and earned revenue to survive. Only a handful of organizations were eligible for the Shuttered Venues Operator grants, which only covered a portion of lost earned revenue. This does not include the losses incurred by any individual artists.

In our community, a collection of 20 arts organizations that have historically received operational support from Arts Council reported over \$7.3 million in losses for both earned and contributed revenue over the first 9-10 months in the first part of the pandemic. This was a mere sampling of our arts, cultural and creative community. These figures do not include smaller Arts Council partners that receive program or other arts support, and these figures also omit our local artists and creative individuals. Including these groups and individuals, and factoring in the March 2020 through August 2021 timeframe, this would increase the estimated losses in earned and contributed income to more than \$20 million in our area.

Arts Council was recently awarded a significant grant from the Forsyth County ARPA allocations to help with reenergizing the arts and cultural sector, professional and workforce development, and community expansion. This transformative grant from the City's ARPA allocations will directly support a collaborative community project that not only integrates the arts, but also involves a variety of sectors in Winston-Salem (healthcare, arts, government, etc.), engages residents and community involvement, helps respond to real needs in our city (healthcare, jobs, recovery, etc.), all the while focusing on the neighborhoods that need it most. This project is directly in line with Arts Council's new strategic vision as well as the City's goals listed in its strategic plan.

The social, economic, and health tolls of the COVID-19 pandemic have resulted in empty city streets, community members struggling with physical and mental health challenges, and profound economic disruption. This new initiative, Improving Community Health and Resilience through the Arts, will leverage the power of the arts to support city leaders' efforts to improve the health, cohesion, and resilience of their communities.

In March 2022, Winston-Salem/Forsyth County was selected to participate as one of eighteen municipalities across the United States in the Improving Community Health and Resilience through the Arts pilot cohort through the National League of Cities and One Nation/One Project (ONOP). We are part of the first 9 city cohort. Now that we have accepted the offer to be a part of this national project, we are working to determine the details of the workload and expected outcomes as we build out the details of the project. Once we have these completed, we will share them with the City once fully established and as they continue to evolve.

G. Collaboration

Completed by dsilver@intothearts.org on 4/25/2022 4:00 PM

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Address: *No Address Assigned

G. Collaboration

Please provide the following information.

Collaboration is when an organization is partnering or proactively working with one or more external stakeholders to achieve the same goal.

G.1. How many other external partners, organizations, stakeholders will you be collaborating with to provide the project/program?

3+

G.2. Please provide the names of the organizations and the roles they will serve in the project/program?

Current Partners include:

Chase Law
President & CEO
Arts Council of Winston-Salem & Forsyth County

Kevin W. Bitterman
Executive Director
Thomas S. Kenan Institute for the Arts
University of North Carolina School of the Arts

LaShun Huntley, MHA
CEO
United Health Centers

Marla Newman
Director of Community Development
City of Winston-Salem
Department of Community Development

Joshua Swift, MPH
Public Health Director
Forsyth County Department of Public Health

Additional partners will be added as the program/project evolves.

Arts Council is fortunate to have been selected to be part of this national pilot project. We and our partners are building the program and will include project/program access, service use, and beneficial outcomes from participation as part of our plan. As the plan is built, the role each entity plays will continue to be clearly defined.

From an arts organization perspective, we will support artists from a range of disciplines that have the opportunity to devise and build a large-scale public arts project in collaboration with our community.

The Thomas S. Kenan Institute for the Arts of the University of North Carolina at School of the Arts (TSKIA) believes that artists can contribute their creative ideas, visionary leadership and novel strategies to strengthen our culture, build businesses and generate innovative ideas. TSKIA forges alliances aimed at strengthening the arts ecosystem and increasing the contributions that artists make to develop social and economic capital.

Community Health Centers will partner with Arts Council and TSKIA to bring in artists to support in-house arts programming that address the local needs of our community. Moreover, artists will be hired to advance arts and wellness that integrates the arts, including literary, performing, and visual arts and design, into a wide variety of healthcare solutions and community settings for therapeutic, educational, and expressive purposes.

The City of Winston-Salem's Choice Neighborhood Initiative will create local employment for Section 3 and MWBE businesses. In addition to physical development, a human capital plan will link residents to an array of educational opportunities, proven employment programs, and a network of medical providers. Access to high quality early childhood education and living wage jobs will be central to the transformation of the neighborhood and improving the lives of residents of Cleveland Avenue Homes.

Curating Hope Through COVID, an Art Initiative and Exhibition of the Forsyth County Department of Public Health and Arts Council of Winston-Salem & Forsyth County, will be on display April 11 – 30, 2022 in the Annex Gallery of Milton Rhodes Center for the Arts. The Forsyth County Department of Public Health will participate in Improving Community Health and Resilience through the Arts to help work on something similar to the Curating Hope Through COVID initiative.

Civic leaders will champion the projects' vision and the successful collaboration of Artists and our Community Health Centers throughout the duration of the project.

H. Administration/Reporting

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H. Administration/Reporting

Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

H.1. Please clearly define the workload and outcome measures that are associated with your project/program

Workload	<p>We were recently selected to be part of this national pilot project. We and our partners are building the program and will include program access, service use, and beneficial outcomes from participation as part of our plan. As the plan is built, the role each entity plays will continue to clearly be defined. From an arts organization perspective, we will hire artists from a range of disciplines that have the opportunity to devise and build a large-scale public arts project in collaboration with our community.</p> <p>TSKIA believes that artists can contribute their creative ideas, visionary leadership and novel strategies to strengthen our culture, build businesses and generate innovative ideas. TSKIA forges alliances aimed at strengthening the arts ecosystem and increasing the contributions that artists make to develop social and economic capital.</p> <p>The Improving Community Health and Resilience through the Arts has chosen the Cleveland Avenue Choice Neighborhoods to develop a creative project around the theme There's No Place Like Home. Forsyth County Dept. of Public Health has partnered with Arts Council on an exhibition, Curating Hope Through COVID, for April 2022 and will continue to partner around the creative project for this initiative.</p> <p>Community Health Centers partners with Arts Council and TSKIA to bring in artists to support in-house arts programming that address the local needs of our community. Artists will also be hired to advance arts and wellness that integrates the arts, including but not limited to literary, performing, and visual arts and design, into a wide variety of healthcare solutions and community settings for therapeutic, educational, and expressive purposes.</p> <p>The cohort will work with civic leaders to ensure we are meeting the priorities of local government and community. We also ask civic leaders to champion the</p>

	projects' vision and the successful collaboration of Artists and our Community Health Centers for the duration of this project.
Effectiveness/Outcome	<p>Our goal for this project is to leverage existing strengths of the healthcare community, artists, and other innovators to enhance the creative community, promote the recovery and growth of the city and county, improve health outcomes for residents in underserved areas, and build social cohesion in communities. This will fulfill our mission as a leader in lifting up, creating awareness, and providing support to grow and sustain the arts and cultural offerings in our communities. Our objective is designed to leverage the proven benefits of arts engagement to foster holistic recovery, well-being, and social cohesion in communities.</p> <p>In order to track the impact/effectiveness of this project and hit desired outcomes, we have national tools that are available to us through One Nation One Project and through work that Dr. Jill Sonke has done in this arena (https://arts.ufl.edu/directory/profile/1181). We will take advantage of these tools and will build a local matrix to track progress and impact.</p>

H.2. Does the project/program use evidence-based interventions?

Yes

Please provide a link to (or attach a copy of) the evaluation of the program model

<https://www.euro.who.int/en/publications/abstracts/what-is-the-evidence-on-the-role-of-the-arts-in-improving-health-and-well-being-a-scoping-review-2019>

Program Model Evaluation

***No files uploaded*

H.3. For transparency purposes, the risk matrix is attached. This is NOT required, however, you can self-assess if you wish. Please fill out and upload the [Risk Matrix](#).

Risk Matrix

Risk Assessment.xlsx

I. Capacity

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I. Capacity

Please provide the following information.

An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.

I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.

Arts Council of Winston-Salem and Forsyth County is the chief advocate of the arts and cultural sector in Forsyth County. We promote, support, and develop the arts in Winston-Salem ensuring that they are a vital presence for all our diverse community members. We provide a variety of support services including direct and indirect funding to assist individual artists, arts organizations and the community-at-large. We do so because studies have shown that arts have beneficial societal impacts from education, wellness, safety, to economic development.

Our goal for this project is to leverage existing strengths of the healthcare community, artists, and other innovators to enhance the creative community, promote the recovery and growth of the city and county, improve health outcomes for residents in underserved areas, and build social cohesion in communities. This will fulfill our mission as a leader in lifting up, creating awareness, and providing support to grow and sustain the arts and cultural offerings in our communities. Our objective is designed to leverage the proven benefits of arts engagement to foster holistic recovery, well-being, and social cohesion in communities.

I.2. Describe the organization's current infrastructure and capacity to deliver the program services or complete the project. Include any relevant current programming and experience providing similar services.

For over 70 years, we have supported our local arts and cultural sector in a variety of ways including grantmaking to arts organizations and individual artists, owning and managing arts and cultural facilities, and conducting arts programs for the greater community.

Our largest programmatic area is our grants and programs department. Grants to arts and cultural organizations, both large and small, ensure that there is equitable access to funding that supports their operational and programmatic needs to serve the interests of the community. On average, we award 75 grants per year to arts organizations and individual artists with programming that annually reaches over 800,000 people that includes over 160,000 youth.

I.3. Describe the program/project implementation plan. Include any known barriers to success and how those will be overcome

As Arts Council, along with our partners, is just starting to build this program out, we will include a successful implementation plan as part of the design.

The arts and cultural sector can be a part of the solution in helping to address the needs of other sectors, but it requires a solution-minded approach that makes the needs of partners a priority. Building familiarity and trust across the

community and within different sectors is a critical place to start while gathering insights for how the arts and cultural sector can make a difference.

Creating engagement and buy-in on collaborative efforts will require a basis of trust. To achieve this, Arts Council's leadership, volunteers, and staff will need to demonstrate a willingness to 'go to' the community, getting proximate to those the organization aims to convene and serve, and focus on listening. Demonstrating a commitment to community voices is essential to developing a basis of trust.

I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.

As we are just starting to build this program, we will be assessing several program assessment plans and deciding which one or ones to use. Data collection will include the number of participants served, ages of the participants, gender of the participants, race/ethnicity of participants, and participant satisfaction. Additionally, in order to track the impact/effectiveness and hit desired outcomes, national tools are available to us through One Nation One Project and through work that Dr. Jill Sonke has done in this arena. We will take advantage of those tools and will build a local matrix to track progress and impact. This will continue to evolve as we build the project out.

J. Impact/Community Need

Completed by dsilver@intothearts.org on 4/25/2022 4:04 PM

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

J. Impact/Community Need

Please provide the following information.

Impact/Community needs concern whether or not the proposed project will address an identified need within the community and what the short term (One year) and long term (3 years) impact of this project will be

J1. Describe the identified community need for this project/program. Cite specific data or studies/reports that have identified this as a community need.

Our application will center around improving the health and economic mobility of local residents, specifically in the 27105 area code where United Health Centers plans to build a new facility. Currently, that zip code has 39,568 residents, which mirrors the city's gender demographics, with 53% female and 47% male. Within this community, the wealth and health gap are wide, which is not uncommon in BIPOC neighborhoods/communities like those in the 27105 zip code. The median household income is \$30,308, as opposed to \$47,269, for the city as a whole. 34.3% of individuals in Winston-Salem have a Bachelors Degree, but only 10% in our target zip code hold that level of education.

Based on our evidence-informed data, more than 70% of residents are either uninsured or underinsured, as opposed to 14% of the city as a whole.

In these census tracks, approximately 30% to 50% of adult residents are obese and high blood pressure rates among adults range from 37% to 54%. These statistics are the highest concentrated rates in the county. The Improving Community Health and Resilience through the Arts' research team will help each community focus on priority health and health equity improvements and will build capacity for asking and answering questions in each community through establishment of local research/inquiry groups. They will also help us develop engagement activities for the community through participatory arts experiences.

J2. Describe the short-term impacts of the project/program and how they align with the community need identified above.

The objective is to pilot an arts and wellness project designed to leverage the proven benefits of arts engagement to foster holistic recovery, well-being, and social cohesion in communities. Short term goals include strengthening cross sector collaboration for health workers, artists, and municipal officials. This will include training for local public health employees, local municipal staff, and local artists, as well as coaching on collaborative practices.

J3. Describe the long-term impacts of the project/program and how they align with the community need identified above.

Long term impacts of the program include creating social change in our Choice Neighborhood community, building trust in the Cleveland Avenue neighborhood, bridging gaps in healthcare, and ensuring access to quality healthcare. In addition, studies have shown that art can reduce depression, improve overall physical well-being, and slow cognitive decline over time (The Connection Between Art and Health, Arlita, August 2020).

Other studies show that creative expression helps maintain our immune systems and is clinically proven to reduce

stress, elevate mood, and lower blood pressure (<https://intermountainhealthcare.org/blogs/topics/live-well/2019/07/can-art-affect-your-health/>).

Our goal for this project is to leverage existing strengths of the healthcare community, artists, and other innovators to enhance the creative community, promote the recovery and growth of the city and county, improve health outcomes for residents in underserved areas, and build social cohesion in communities. As this project culminates another goal would be to replicate this or expand into other neighborhoods and areas in Winston-Salem.

J4. Referencing previous section on outcomes, describe how the impacts noted above will be measured.

Dr. Jill Sonke is an expert in the field of arts and wellness research. She is research director in the Center for Arts in Medicine at the University of Florida and director of national research and impact for the One Nation/One Project initiative. She has developed tools, including surveys, that we will use to track effectiveness and ensure long lasting results. We will also be using tools we develop for the project to track local project effectiveness.

K. Funding Stability

Completed by dsilver@intothearts.org on 4/25/2022 4:04 PM

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

K. Funding Stability

Please provide the following information.

Funding stability is an assessment of both the organization's annual funding and the planned funding mechanism for the project/program from grants, donations, sales, and other income generators. To the extent possible, the City wishes to ensure applying entities have sustainable funding sources outside the City's ARPA allocation. An entity will be deemed as having superior funding stability if it demonstrates at least three years of sustainable grant, contribution, and/or fee-based revenues to cover operating costs. The entity must also demonstrate commitments from other organizations to cover the full cost of project deficits or future-year operating costs (in combination with realistic fee-based revenue assumptions).

K.1. Have your organization's operating revenues covered operating expenses the last three years?

Yes

K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?

57.00 %

K.3. What percentage of your project/program's budget is covered by City ARPA funds as part of this request?

66.00 %

K.4. Please provide narrative on funding for this program after City ARPA funding has been exhausted.

Arts Council recognizes that ARPA funds are a special once-in-a-lifetime opportunity. These funds are not intended to replace funds raised on an annual basis for ongoing operations and programs. We will continue to raise support throughout the year to not only support our mission currently, but to grow our organization and funding programs in new ways. As we are building our fund development strategies and working to increase general support, we will be able to maintain added community program staff and continue making grants to support the overall arts and cultural sector.

The initiative we described in this application is a pilot project designed to leverage the proven benefits of arts engagement to foster holistic recovery, well-being, and social cohesion in communities. Arts Council and our partners will learn from this program, and it will, hopefully, be replicated in other neighborhoods and areas in Winston-Salem. Funding to replicate the initiative after it is complete will need to be secured by public and private funders.

K.5. Please attach commitment letters from other organizations showing financial support for the project/program.



Commitment Letters

Forsyth County Winston-Salem Arts Health Letter.pdf

Thomas S. Kenan Institute at UNCSA - Letter of support ARPA (arts council).pdf

Letter of recommendation from Mayor Joines to NLC for One Nation One Project.pdf

L. Representation

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

Completed by dsilver@intothearts.org on 4/25/2022 4:04 PM

L. Representation

Please provide the following information.

Representation deals with how diverse an organizations leadership is compared with community demographics, which includes Winston-Salem's race/ethnic backgrounds as well as gender. Local non-profit organizations should reflect the communities they serve. Since organizations are requesting to receive ARPA funding through the City, we must ensure these entities hold themselves accountable to having diverse staff and leadership panels

L.1. Provide a list of board members including the race, ethnicity, and gender identification for each member.

Name	Race	Ethnicity	Gender Identification
Todd Bankhead	White/Caucasian	White/Caucasian	Male
Stephen Berlin	White/Caucasian	White/Caucasian	Male
Chad Cheek	Black/African-American	Black/African-American	Male
Iris Cole	Hispanic/Latinx	Hispanic/Latinx	Female
Clare Fader	White/Caucasian	White/Caucasian	Female
Linda Gaskins	Black/African	Black/African American	Female
Richard Geiger	White/Caucasian	White/Caucasian	Male
Drew Gerstmyer	White/Caucasian	White/Caucasian	Male
John Helmle	White/Caucasin	White/Caucasian	Male
Sue Henderson	White/Caucasin	White/Caucasian	Female
Shannon Henry	Black/African	Black/African American	Female
Jason Kaplan	White/Caucasin	White/Caucasian	Male
Michael Kelley	White/Caucasin	White/Caucasian	Male
Camille Kluttz-Leach	Black/African American	Black/African American	Female
Mike Lancaster	White/Caucasin	White/Caucasian	Male
Lance Latham	White/Caucasin	White/Caucasian	Male
Chase Law	White/Caucasin	White/Caucasian	Female
Jeff Lindsay	White/Caucasin	White/Caucasian	Male
Paula McCoy	Black/African American	Black/African American	Female
Rick Moss	White/Caucasian	White/Caucasian	Male
Kenneth Pettigrew	Black/African American	Black/African American	Male
Peggy Reingold	White/Caucasian	White/Caucasian	Female
Robert Slappery	White/Caucasian	White/Caucasian	Male
Christina Soriano	White/Caucasian	White/Caucasian	Female
Michael Suggs	Black/African American	Black/African American	Male
Eric Swaim	White/Caucasian	White/Caucasian	Male
Claire Tuttle	White/Caucasian	White/Caucasian	Female
Talitha Vickers	Black/African American	Black/African American	Female
Jake Wharton	White/Caucasian	White/Caucasian	Male

Jacinta White	Black/African American	Black/African American	Female
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M. Required Documents

Completed by dsilver@intothearts.org on 4/25/2022 4:05 PM

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

M. Required Documents

Please provide the following information.

For North Carolina Secretary of State - Current and Active Status, [Click Here](#)

Documentation

Code of Conduct/Conflict of Interest Policy *Required

AC Conflict of Interests and Comp Policy.pdf

Copy of the agency's latest 990 Form as submitted to the Internal Revenue Service *Required

990 YE 9302020.pdf

Organization By-Laws *Required

Amended and Restated Bylaws (as revised Dec. 5, 2018).pdf

Articles of Incorporation *Required

AC Articles of Incorp.pdf

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

Arts Council Handbook -- 02-02-2022 Revision - final.docx

Cash disbursements process.docx

Purchasing Policy.docx

IRS 501(c)3 Designation Letter *Required

501c3.pdf

Most recent audited financial statements or a third-party review *Required

Audit20.final.pdf

North Carolina Secretary of State - Current and Active Status *Required

CSL 2022.pdf

N. Submit

Completed by *dsilver@intohearts.org* on 4/25/2022 4:08 PM

Case Id: 15125

Name: Law, Chase - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

I certify that all information entered into this application is true.

Chase Law

Electronically signed by dsilver@intohearts.org on 4/25/2022 4:08 PM

04/25/2022