

ARPA Transformational Grants – Funding Round 1
Scope of Work by Organization

Arts Council of Winston-Salem and Forsyth County

- *Project:* There's No Place Like Home
- *Funding Amount:* \$1,000,000 - Operating Request (Potential Capital – Public Art)
- *Scope of Work:* One Nation/One Project will bring together 18 Cities, Artists, and Community Health Centers to premiere collaborative artworks 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.

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 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 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, and distribution.

Boston-Thurmond Community Network

- *Project:* Boston-Thurmond United Initiative
- *Funding Amount:* \$2,465,503 - Capital and Operating Request
- *Scope of Work:* Boston-Thurmond is a pivotal residential neighborhood just north of downtown Winston-Salem, along University Parkway. In May 2019, Boston-Thurmond became part of the Purpose Built Communities network of community revitalization initiatives across the country. The official name of the initiative is Boston-Thurmond United (BTU). BTU includes both the Boston-Thurmond Community Network (BTCN) and Boston-Thurmond Community Engagement

Roundtable (BTCER). The mission of BTU is to end the cycle of intergenerational poverty in the Boston-Thurmond community by working with partners to achieve the following vision:

- All families have safe, dignified, and affordable housing
- All children in Boston-Thurmond obtain an education that ensures social connectivity, self-efficacy, and postsecondary education
- All families have a strengthened mind and body and obtain health and well-being through quality health care, food, and physical activity

To provide the necessary resources for the work in the Boston-Thurmond neighborhood, BTCN is taking the lead with fundraising for the BTU Initiative. Funds will be used from 2022-2026 to do the following:

- a) Fund an early learning strategy partnering with Imprints Cares to implement an early literacy initiative
- b) Retain consultant/firm to conduct a landscape analysis of the Boston-Thurmond neighborhood and complete a feasibility study to determine options for development around housing and other community development including options to expand health and wellness initiatives with new brick and mortar facilities throughout the community;
- c) Purchase and up-fit (lead-based paint, mold remediation, roof replacement) of a building in the Boston-Thurmond neighborhood that can be used as office space for BTU staff, BTCER resident leaders, and other community partners. We have been in conversations with several community organizations to co-occupy space in the building including Wake Forest University (WFU) Office of Civic and Community Engagement to host educational programming catered to K-12 initiatives including a college clinic that will serve as a "one-stop shop" for young people in Winston-Salem/Forsyth County who are interested in pursuing higher education.
- d) Fund a public art project in Boston-Thurmond to preserve the cultural history and heritage of the neighborhood by creating physical, visual art that highlights the people, places, and events that have shaped and continue to reshape Boston-Thurmond.
- e) Purchase a van to provide transportation to programs in efforts to increase resident partnerships and engagement;
- f) Build the operational budget to hire additional staff including a Community Resource Connector who will conduct administrative tasks to assist staff, BTCER resident leaders, and BTCN staff, but will also work with other community agencies to connect residents with adult literacy opportunities such as GED, Adult High-School Diploma, and/or Adult Basic Education (ABE).

Old Salem Museum and Gardens

- *Project:* Reopen Our Doors
- *Funding Amount:* \$731,813 - Operating Request
- *Scope of Work:* The COVID pandemic has had a profound impact on Old Salem Museum & Gardens (OSMG), which was totally closed to the public from March 2020 until May 2021. Since then, Old Salem has operated under a responsible and carefully phased re-opening plan, with limited hours in order to save expenses for employee compensation and allowing some historic buildings to remain closed to minimize operating costs. Currently OSMG is open Wednesday through Saturday, 10 a.m. to 2 p.m., with about half of its facilities open.

Pre-COVID, Old Salem's staff size was 136. During the pandemic, 70 were laid off or furloughed. Our board of directors has asked us to expand our public hours to 10 a.m. to 4 p.m., Wednesday through Saturday, and to open more of our buildings, as of June 1, 2022. This will require hiring or rehiring a minimum of 24 positions and an increase in operating costs.

Most members of the public do not realize that "walk-up" tourist ticket sales provide only about 30 percent of our revenue. Visits from school groups, who generally come from within a two-hour driving radius, account for 70 percent. Thus, the struggles that public schools have had with their own re-openings, and their hesitancy to schedule field trips weeks and months in advance, have devastated our bottom line. We have been fortunate that some area private and charter schools have been able to visit this spring. Still, attendance in February and March 2022 was 37% of what it was pre-COVID in 2019. Although we expect an increase in visitation this fall, we are conservatively estimating that it will still be about 50% of pre-COVID levels. Our projections are that we will finish the year with just under \$408,000 in visitor revenues, total, compared with \$1.02 million in 2019.

Public school officials expect an increase in field trips in fall 2022 and a rebound to near pre-COVID levels by spring 2023. Old Salem's education staff is making a concerted effort to bring students from Title I schools to Old Salem, and the Moravian story is being expanded and diversified to include the long overlooked, but significant, contributions of enslaved people. The hiring/rehiring of the 24 positions will prepare us to handle the return of the students as well as the additional staffing demands from expanded hours and re-opening more facilities.

The cost of filling the positions is estimated to be just over \$435,000. In addition, because school visits and overall visitation did not rebound as predicted for 2022, we are projecting a revenue shortfall of \$631,058 this year, for a total deficit of \$1.06 million. This is despite our best efforts to save expenses by waiting as long as possible to fill vacant positions and re-open buildings.

The Salvation Army of Greater Winston-Salem and Forsyth County

- *Project:* Teen Center
- *Funding Amount:* \$994,035 - Capital and Operating Request
- *Scope of Work:* Our Teen Center project will help us prepare young people to meet the workforce challenges of tomorrow and provide the needed safe spaces and positive mentorships to level the playing field and help them stay on the right path in the midst of change. The Salvation Army seeks to create a dedicated Teen Center within our existing facility located at 2100 Reynolds Park Rd. in Winston-Salem. The Teen Center will provide staff, volunteer mentors, and activities that will help teens develop essential skills like creativity, communication, and critical thinking. Our Boys & Girls Club Workforce Readiness (Development) program will spark interests in careers related to STEM (Science, Technology, Engineering and Math), business, the arts, and more. We plan to include a youth mental health issues educational program in partnership with The Mental Health Association in Forsyth County.

The Teen Center design will be innovative and engaging with bold colors, designated areas for activities, and a teen café. There will be colorful paint, interesting lighting, large rugs, and functional, comfortable furniture that is movable. We currently have a large inventory of tables and metal chairs for large activities and educational curriculum and events. We have been reviewing all the needed materials and know the cost of furniture, paint, etc. to make our final decisions. Those costs are included in our budget.

We plan to convert two classrooms into a teen café that includes a small kitchen area, refrigerator, sink, appliances (microwave, air fryer) and high-top seating with a charging station. Teens will be able to prepare their own snacks, which creates independence they are seeking, and we will re-locate our current cooking classes to that area. On the other side of the building, we will convert two classes into an activities area and open a doorway and glass storefront (glass windows with aluminum support) into a wall that currently separates our existing game room. The new teen space will accommodate multiple activity areas for education, gaming, art, exercise, and fun areas for socializing. Rugs, furniture and/or equipment will define these activity spaces.

All of the teen space will have new glass/aluminum storefronts creating visibility into all areas for staff. In addition, we will add two storefronts to both hallways that lead to the remainder of the current facility. This will allow us to restrict access to unauthorized areas during teen only hours. We want the teens to be safe and deter any temptation to leave the supervised area and engage in behaviors the club does not condone or promote. This additional safety measure did create a challenge with restrooms since we only have single use bathrooms in the proposed teen space. We propose using ARPA funds to expand those current restrooms in the dedicated space to handle the expansion of teens served. Our facility already has a gymnasium for physical activities and educational programs. We plan to serve 100 teen club members, with most attending evenings and weekends and full capacity during the summer. Some teens will attend for all programming (after-school, extended teen hours and summer) and some may

choose one or more of those options, which allows for more than 100 unique individuals to enjoy the program. In addition, we will offer opportunities for other teens to drop in and try the program and to participate in collaborative community events (educational training, sports tournaments, job fairs, etc.).

The teen center will have extended hours into the late evening and on weekends to give teens safe alternatives. Our teen center will create a community of teens with shared values like respect, education, and healthy lifestyles. The program will provide high quality resources to teens ages 13 through 18 who need the most help due to income disparities. Teens will be empowered to explore volunteerism, extracurricular activities, and certifications in their communities. They will access financial literacy programs, internships, and local jobs. Our partnership with MHA (Mental Health Association in Forsyth County) will provide 12 educational programs annually, led by a licensed therapist focusing on youth mental health issues including coping with stress in school, coping with anger and frustration, appropriate vs. inappropriate texting, setting boundaries, recognizing crisis in others and when to tell an adult, and more. In addition, youth that are experiencing mental health challenges can be confidentially referred for short-term counseling for themselves and/or family free of charge.

An integral part of our programming is to continue collaborations with current organizations and seek new resources. We will collaborate with various community partners such as the school system, local governments, local non-profit agencies and churches, and many more. We will rely on our partners' expertise to offer teens resources that promote equity, accountability, teamwork, respect, and continuing learning and improvement. New programs will include internships and part-time employment for teen members. We are in conversations with Forsyth Tech for internships and technical school opportunities post high school, and they have included a letter of support of our plan.

Our goal will always be to provide innovative programming for teens to promote the health, safety, wellbeing, and economic and social vitality for low-income teens. Our teen programming focuses on equitable education, workforce readiness and healthy lifestyles, including courses like Diplomas2Degrees, Digital Literacy, and Money Matters. Please see a complete listing of programming below.

Along with funding for the space for teens within our building, funds are requested to hire a program director and staff that specialize in teen centered programming to lead this effort. The additional staff will have skilled and experienced current club staff to support them. We are asking for two years of funding for staff and additional operational expenses to allow time to secure future resources.

YMCA of Northwest North Carolina

- *Project:* YMCA REACH Center
- *Funding Amount:* \$950,000 - Capital Request
- *Scope of Work:* The YMCA of Northwest North Carolina is requesting \$950,000 to support the development of the YMCA REACH (Resources for Economic Development, Academics, and Community Health) Center. Formerly the Winston Lake Family YMCA, the REACH Center is a multi-service provider destination where all people can learn, grow and thrive by working collaboratively and providing a hand up, not a handout, to those in need. The YMCA REACH Center will serve East Winston, a community stigmatized by high poverty and, more recently, severely affected by the health and economic fallout due to COVID-19. The YMCA REACH Center will increase accessibility to services, and build trust between residents and bridges over our divided community.

Data from key stakeholders in our community reflected the socio-economic disparities between East Winston and the larger service area prior to the pandemic, and now these gaps have widened significantly. While a community resource center is not what we think of as a traditional YMCA, the concept is not novel. YMCAs in large metropolitan areas have adopted this service model in vulnerable communities in both Raleigh and Charlotte.

A core component of the REACH Center's design is an education center that includes several multipurpose classrooms. These classrooms will be utilized for a variety of programs (literacy and career education courses, evidence-based health interventions, and youth development programs) hosted by the Y or one of our many community partners. Funding from the City of Winston-Salem will be used for facility renovations to create these educational spaces and support the Y and our collaborative partners as we work to strengthen our community.

The ability of an individual or a family to become economically mobile directly correlates to their ability to fully participate in society. This requires access to resources such as education, transportation, housing support, affordable childcare and health care, just to name a few. While Forsyth County is rich in many community resources and amenities, residents of East Winston are cut off and largely unable to access them. There is a need to bridge that gap and create a network, a mechanism to assist residents in removing barriers and navigating these resources. This is the purpose of the YMCA Reach Center and the Y's East Winston Initiative.