

FY2022 Buncombe County Strategic Partnership Grant Report

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

Narrative summary of grant related activities

Please provide brief responses that fit within the box provided

Overall project updates:	<p>The focus in Q4 was finishing up the Go Local Asheville smartphone app. Phase II, which is the GPS locator was completed in April and Phase III, the digital card, was completed in May. With these two phases now complete, we finished the app project. In 2023 we will look for ways to leverage the app to further promote our local business community to both residents and visitors. In addition, we fielded our annual business member and cardholder surveys. We had over a 20% response to each and are currently finishing up the analysis in order to share with our community. It is always interesting and reaffirming to reach the responses and reminds me of how important Go Local is to the culture and uniqueness of Asheville.</p>
Activities related to increasing equity, diversity and inclusion:	<p>The weekend of April 8-10th, Go Local was a partner in the WNC Black Business Expo. Leading up to this, we promoted the Expo through our newsletter and on social media. As registration coordinator, I personally oversaw the registration process and was at the Expo the entire weekend. Through social media, Go Local promoted Pride Month and Juneteenth this quarter. We can do more and I strive to find ways to support the underrepresented businesses in Asheville.</p>
Activities related to increasing operational excellence:	<p>As I mentioned in previous quarters, I continually look for ways to be more efficient. I am a company of one and to build and grow, I have to use technology to reach more people, and to lift up and recognize more business members. For instance, social media is an effective way to reach and engage our community. This quarter, we began to post our newsletter on our website to leverage our communications across multiple platforms. It increases number of people who see the content while making the work that goes into creating content more efficient. Also, by launching a digital card on our app, we've made it easier for more people to access the card (without having to go on-line, order and wait for it to arrive). This will be particularly important for our visitors who are only here for a short time and want to use the card when they're here.</p>

FY2022 Buncombe County Strategic Partnership Grant Report

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

Progress toward annual goals

Measure	Annual Goal	Actual Results (Enter Data)				Progress toward Annual Goal
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Please only include new data for the specific quarter						
Percent increase in outreach across platforms	10%				8%	8%
Percent increase in website traffic	10%	10%	-12%	11%	36%	45%
Percent increase in card sales over FY21	10%	-56%	47%	61%	0%	52%
Percent increase in memberships over FY21	10%	175%	3%	0%	0%	178%
Percent increase in money donated to public schools	10%	NA	NA	50%	-25%	25%

Comments:

Percent Increase across platforms: For the three major outreach mechanisms, website, instagram and facebook, using users and followers respectively, we're up 9% in website users, 14% in Instagram followers, and 2.5% in Facebook followers, for an increase for the year of 8% across all platforms.

Website Traffic: Users for the quarter were up 36%, 7.5K vs. 5.5K YAG. Pageviews increased 20% from 16,401 to 19,743 . For the year, we had 25,389 users, up 9.2% vs. YAG, just under our 10% goal.

Card Sales: Card sales for the year are up 16% vs. prior year. We have sold 3,961 cards this year vs. 3,424 prior year. (Note: I'm using 2022 card sales vs. 2021 card sales as it is a more accurately represents year on year growth.

Memberships: For the quarter, we added 14 new business members, flat vs prior year. We ended the year with 579 business members, up from 564 businesses prior year, or 3% increase. I think it is important to point out some of these large increases are timing as you've probably noted in prior quarters. When we wrap up the year next quarter it'll give us a better sense of how we did year on year vs. qtr by qtr.

School Donations: We are proud to report we continue to outpace prior years in school donations. For the second accounting to the schools that include sales thru mid-June, we'll have distributed \$36,391 vs. \$29,181 prior year, an increase of 25%. So while we're slightly down for the second payment vs. prior year, we're still tracking substantially above last year and above our 10% goal for the year.

FY2022 Buncombe County Strategic Partnership Grant Report

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

Use of funds to date and any budget considerations

Spending Category	Starting Budget	Total Spending (Enter Data)				Amount Remaining
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Personnel						\$ -
Training						\$ -
Supplies/Materials						\$ -
Meetings						\$ -
Equipment/Furniture						\$ -
Printing/Marketing						\$ -
Licensing/Memberships/Dues/Subscriptions						\$ -
Client Support						\$ -
Contracts	\$ 7,200	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ -
Professional Services	\$ 100	\$ 25	\$ 25	\$ 25	\$ 25	\$ -
Insurance and Bonds						\$ -
Building Maintenance						\$ -
Website	\$ 2,700	\$ 675	\$ 675	\$ 675	\$ 675	\$ -
List other cost						\$ -
List other cost						\$ -
Total	\$ 10,000	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ -

Comments:

Contracts: We pay \$600 per month for our social media consultant.
 Professional Services: This includes service for our graphic design person who creates the design for our annual Go Local cards.
 Website: We pay FullSteam Labs a flat rate of \$225 per month for website maintenance.