

**REQUEST FOR BOARD ACTION**  
**HENDERSON COUNTY**  
**BOARD OF COMMISSIONERS**

**MEETING DATE:** August 21, 2019  
**SUBJECT:** Proposed Rental Agreement Jackson Park House  
**PRESENTER:** Carleen Dixon, Parks & Recreation Director  
**ATTACHMENTS:** Yes  
1. Hola Community Arts Lease Proposal

**SUMMARY OF REQUEST:**

Hola Community Arts approached the Parks and Recreation Department with an interest in sharing space at the Jackson Park House for their base operation and to host cultural arts events. They have since this time been working on the attached proposal.

Adriana Chavela and Ron Stamey are the co-founders of Hola Community Arts where they created an innovative social enterprise that gives critical voice to the diversity of our community. Through strategic programs that celebrate cultural diversity with related educational and outreach activities, they bring people together to build stronger and more economically vibrant communities.

Hola Community Arts received a grant from the Community Foundation of Henderson County with the plan to work towards establishing a Cultural Arts Center to be professionally managed by the Community Foundation.

Parks and Recreation has worked with Hola Community Arts for many years and they have always been great partners.

Attached is a proposal detailing the plans from Hola Community Arts.

**BOARD ACTION REQUESTED:**

The Board is requested to discuss the proposal, and direct staff accordingly. Should the Board decide in favor of the proposal, the following motion is suggested.

**Suggested Motion:**

*I move the Henderson County Board of Commissioners authorize staff to develop and sign a lease based on the attached proposal and “option2” which would include a 5-year term and the \$10,000.00 leasehold improvement budget to make improvements to the inside of the Jackson Park house after a published notice and a resolution adopted, on 30 days’ notice, by the Board of Commissioners under GS 160A-272.*



## **Hola Community Arts Cultural Center Proposal to Henderson County**

### **Overview**

Investing in culture changes lives and we are proud to be part of a community that shares a passion for driving big change. We understand there is power in going beyond organizational boundaries and doing together what we may not be able to do alone.

Hola Community Arts is requesting a creative partnership with the Henderson County Parks and Recreation Department and access to County facilities for the development of the Hola Community Arts Cultural Center.

The two-story brick Ernest W. Ewbank home, located in Jackson Park, has been identified as a potential location for the proposed Cultural Center Project.

Hola Community Arts has secured \$80,000 in seed money for the Cultural Center Project. The Community Foundation of Henderson County and the Z. Smith Reynolds Foundation recognize Hola Community Arts as a fresh organization experiencing forward momentum, making progress and crushing goals. Their investment in our community provides an infusion of funding to challenge the norms and encourage community engagement.

Henderson County is clearly a collaborative community where people work together on projects and support each other. Its vibrant cultural landscape provides the perfect backdrop for the Cultural Arts Center project.

## **About Hola Community Arts**

Hola Community Arts is a 501(c)(3) nonprofit organization governed by a dedicated volunteer board of directors.

Our mission is to build bridges between cultures, embrace diversity and create more economically vibrant communities.

Many people know Hola Community Arts as producers of the following International Festivals: Fiesta Hendersonville, International Children's Day, Día de los Muertos, Hola Asheville Celebration, and the Cinco de Mayo Festival. These signature events celebrate cultural diversity with related educational and outreach activities.

We're very proud to welcome the world to Henderson County, but we're more than a festival. Our programs bridge cultural communication between government, business and historically underrepresented and underserved communities building strategic partnerships to support greater engagement of these communities in policy, leadership, and initiatives.

Our flagship program is Hola Carolina Magazine. A Spanish-language lifestyle magazine designed to reinforce Hola Community Arts identity as a leading public service organization, serving as a key element in the organization's overall outreach and marketing campaigns.

In 2018, Hola Community Arts was honored with the distinguished EMMY® Award by the National Academy of Television Arts & Sciences for Community Public Service.

In 2019, Hola Community Arts was recognized by North Carolina First Lady, Kristin Cooper for our collaboration with the NC Department of Cultural Resources and the NC Arts Council celebrating the NC Year of Music.

## **Cultural Center Project Description**

The Hola Community Arts Cultural Center will be an educational facility that welcomes diversity, builds social cohesion, amplifies marginalized voices, and promotes community well-being.

The year-round facility will host a variety of multidisciplinary events and activities for audiences of all ages and backgrounds throughout the year.

The Hola Community Arts Cultural Center will be a place that unites community and culture through creative discovery, exploration, and enlightenment.

**The Hola Community Arts Cultural Center** will provide:

Cultural Engagement / Educational Enrichment  
Visual Arts / Gallery Exhibits / Educational Classes  
and most importantly - Community Space

As community demographics change, leaders often face a challenge: how to preserve cultural equity by allocating strategic use of community resources that celebrate an area's unique culture and reflect the needs and values of both the current and future residents.

Cultural Centers are the lifeblood of a vibrant community, expressed in the many ways we tell our stories, celebrate, remember the past, entertain ourselves, and imagine the future.

In addition to its intrinsic value, Cultural Centers provide important social and economic benefits, such as improved learning, increased tolerance, and ability to bridge, bond and make connections with others.

## **Proposed Lease of Space at the Jackson Park House**

**Lease Rate:** \$0. In lieu of rent, Hola Community Arts will provide Spanish-language services such as translation, interpretation, marketing and communications for the Henderson County Parks and Recreation Department.

- 1X Full Page Ad in Hola Carolina Magazine for Henderson County Parks and Recreation Programming. 12X Issues (Value: \$1,040/Month X 12 = \$12,480/Annual)
- Bilingual Outreach Support at all Hola Community Arts events for the Henderson County Parks and Recreation Department. 6X Events (Value: \$1,500 X 6 = \$9,000/Annual)
- Bilingual Translation Services - Translate documents from English to Spanish (Value: \$80 per page - unlimited translate documents for the Henderson County Parks and Recreation Department)

### **Lease Term: Two Options**

Option 1: Initial Term - 1 Year 9/1/2019 - 8/31/2020, Extended Term - Option to renew with County Approval.

Option 2: 5 Year Term - 9/1/2019 - 8/31/2026 with leasehold upfit. Our initial leasehold improvement budget is \$10,000 payable by Hola Community Arts. The first floor public space is our number one priority for refurbishment (1st Floor Main Room, Entrance and 2X Small Rooms.) Extended Term - Option to renew with County Approval.

Proposed Improvements Include:

- Deep cleaning and pest control of the entire house.
- Gallery Lighting and additional electrical requirements (1st Floor Main Room, Entrance and 2X Small Rooms)
- Audio/Video Installation (1st Floor Main Room)
- Removal of existing reception desk and carpet (1st Floor Small Entrance Room)
- Flooring Restoration (1st Floor Main Room, Entrance and 2X Small Rooms)
- Cosmetic Improvements, such as wall repair, paint, trim, etc.
- Removal of wood stove (1st Floor Main Room)
- Decorative Improvements, such as window treatments, fixtures, etc. (1st Floor Main Room, Entrance and 2X Small Rooms)

**Move-in Date:** October 1, 2019

**Hours of Operation:**

Public Hours: Monday - Thursday 10am - 4pm and by appointment.

Administrative Hours: Monday - Saturday 8am - 6pm and by appointment.

Special Event Hours: Weekdays - 5:00pm - 8pm; Saturday 10am - 2pm (*We will have a published monthly schedule of events*)

*(We will review hours of operation and use of space after the first six months)*

**Holiday Closures:**

Christmas Day

New Year's Day

Memorial Day

Labor Day

Thanksgiving Day

**Use of Space:**

The first floor of the Cultural Center is designated as Public Use Space (1st Floor Main Room, Entrance and 2X Small Rooms.) This area will be used primarily for Visual Arts, Gallery Exhibitions, Events, Performances, Meeting Space and Educational Classes.

Two offices on the second floor are needed for administrative office space. An additional second floor room will be used for a video/photography studio space (studio lighting, backdrops and green screen.)

Special Use:

Special Functions & Events outside of the building will be coordinated with Henderson County Parks and Recreation Department.

## **Maintenance and Repair**

### Maintenance

Hola Community Arts proposes to provide general maintenance and keeping the property neat and in good order, and repair non structural or "decorative" features. Examples of general maintenance include painting, cleaning, clearing debris, housekeeping, replacing light bulbs and entrance landscaping.

### Repairs

A "repair" contemplates damage or system failure to a portion of the premises which needs to be fixed. Major structural and mechanical system repairs such as HVAC, electrical, plumbing, building shell, foundation, and roof would be the responsibility of the Henderson County Parks and Recreation Department.

## **Insurance**

Hola Community Arts would maintain insurance on the contents of the Cultural Center.

[www.holacommunityarts.org](http://www.holacommunityarts.org)

### **Hola Community Arts**

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