TPDF 2017 Information Session

April 5, 2017

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Pat Kappes

Director of Public Affairs
Asheville Convention & Visitors Bureau

Special Guest: Ken Stamps

Owner, Navitat Canopy Adventures
& TPDF Grant Recipient

Agenda

1. TPDF Background
2. Requirements & Criteria
3. Application Process
4. Questions

TPDF Background

History of the TPDF

- Established in 2001
- TPDF Application Improvement Study in 2013-14
- Funded with 1.5% tax on paid accommodations
- Approximately $4 million of room tax revenue is generated annually for the fund

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TPDF Legislation

As per the legislation, there are two essential requirements to be considered for funding:

1. The funding must be for capital expenses, meaning bricks and mortar (excludes design and operational costs), and

2. A project must demonstrate that it will create substantial new or incremental room nights in Buncombe County.

Strategic Tools Adopted by BCTDA in 2015

- Strategic Priority List
- Major Works Pathway

TPDF Committee

- Comprised of nine members appointed by the BCTDA.

- A majority of the members must represent owners or operators of hotels, motels, or other taxable tourist accommodations.

- One member must be a BCTDA member; the remainder of the committee is made up of representatives with tourism, legal or financial expertise.

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TPDF Committee Members

Robert Foster – Chair
Doubletree by Hilton Biltmore/Asheville
Lodging Appointment

Jay Curwen
Nantahala Outdoor Center
Tourism Appointment

Mark Hemphill, Biltmore Company
Lodging Appointment

Himanshu Karvir, Holiday Inn Biltmore
Lodging Appointment & BCTDA Liaison

Fielding Lowe, Carolina Alliance Bank
Finance Appointment

John Luckett, Grand Bohemian Hotel
Lodging Appointment & BCTDA Liaison

David McCartney, Aloft Asheville Downtown
Lodging Appointment

Ken Stamps
Navitat Canopy Adventures
Tourism Appointment

Ruth Summers, Grove Arcade
Tourism Appointment

TPDF has awarded a total of **$27 million to 31 projects** since the fund's inception in 2001.

In the 2016 cycle, $3.93 million was awarded to five projects.

Theatre Expansion & Renovation
Asheville Community Theatre
Award: $1,000,000

Theater Creation & Meeting Room Conversion
City of Asheville
Award: $1,500,000

Pulliam Stadium Phase II
Montreat College
Award: $350,000

Retail Revitalization Project
WNC Farmers Market
Award: $380,000

Pack Place Performing Arts
The Wortham Center
Award: $700,000

Additional Projects
(Completed or In Development)

Museum Expansion
Asheville Art Museum
Award: $1,500,000 (2007 and 2009)

Amphitheatre Renovations
Montford Park Players
Award: $125,000 in 2012

Enka Center Ballfields
Enka Youth Sports Organization
Award: $2,000,000 in 2014

Riverfront Destination Development - 1.0
City of Asheville

- Craven Street Parking/ Visitor Launch Pad – DONE
- Arts & Culture Dispensary – April 2017
- Jean Webb Boat Ladder – Summer 2017
- East Bank Greenway – Fall 2018
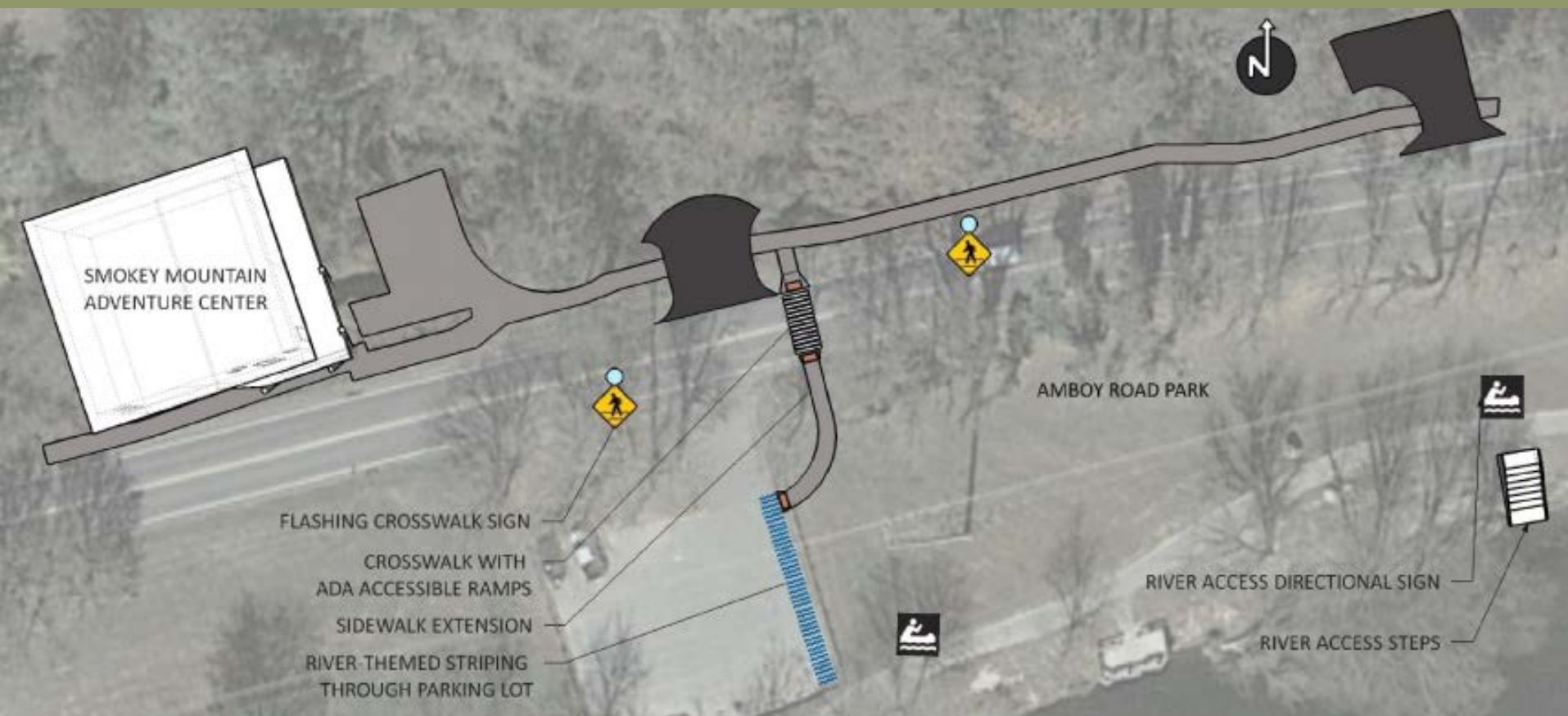- Clingman Forest Greenway – 2019
- Town Branch Greenway – 2019

Ribbon-Cutting Ceremony Friday, April 21

Riverfront Destination Development - 2.0
City of Asheville

- Crosswalk/river access on Amboy Road - DONE
- Beaucatcher Greenway – June 2018
- French Broad River Greenway - November 2018

WNC Nature Center
Friends of WNC Nature Center
Award: $313,000 in 2015

John B. Lewis Soccer Complex
ABYSA
Award: $1,100,000 in 2015

Asheville Museum of Science
Award: $400,000 in 2015

Event & Meeting Space Development
Highland Brewing Company
Award: $850,000 in 2014

The Collider
ABSCI
Award: $300,000 in 2014/2015

Smoky Mountain Adventure Center
Award: $100,000 in 2012

Pearson Bridge River Access
RiverLink
Award: $25,000 in 2014

U.S. Cellular Center Renovations
City of Asheville
Award: $4,175,000 (in 2010, 2012 & 2013)

Pack Square Park Canopy
Asheville Downtown Association
Award: $25,000 in 2013

Sports Field Lighting
UNCA
Award: $500,000 in 2013

Blue Ridge Experience Zipline
Navitat Canopy Adventures
Award: $500,000 in 2012

Asheville Area Wayfinding
Award: $1,650,000 in 2007, 2010

Grove Arcade
Award: $500,000 in 2002

Asheville Visitors Center
Award: $750,000 in 2003

The Orange Peel
Award: $250,000 loan guarantee and $50,000 grant in 2009

A complete list of all TPDF funded projects can be found on AshevilleCVB.com

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About the BCTDA   CVB 101   Research & Reports   Sales & Marketing   News & Events   Careers in Tourism   Tourism in the Community

TPDF Funded Projects

Projects funded by occupancy tax collected by the Buncombe County lodging industry:

Project	Award	Year of Award
The John B. Lewis Soccer Complex at Azalea Park	$400,000 $400,000 $500,000	2002 2004 2009
Grove Arcade	$500,000	2002
The Bonsai Garden at the North Carolina Arboretum	$750,000	2003
Asheville Visitor Center	$750,000	2003
Western North Carolina Veterans' Memorial at Pack Square Park	$67,000	2007
Buncombe County Civil War Trails	$16,500	2007
Asheville Area Wayfinding Program Phase II	$1,650,000 $150,000	2007 2010
Pack Square ParkPack Square Park Pavilion	$500,000 $1,500,000 $500,000	2004 2007 2009
Asheville Art Museum	$1,000,000 $500,000	2007 2009

Quick Links

» Grant Programs

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Upcoming Events

Tourism Product Development Fund (TPDF) Information Session
Wednesday, April 5, 3:00 pm - 5:00 pm

CVB 101 Open Door Session
Thursday, April 13, 10:00 am - 11:30 am

BCTDA Board Meeting – April 2017
Wednesday, April 26, 9:00 am - 11:30 am

Requirements & Criteria

Grant Requirements

1. Funding must be for capital investments only ("bricks and mortar" projects). Operational expenses will not be considered for funding.

2. A project must demonstrate that it will create substantial new and incremental hotel room nights in Buncombe County.

3. The TPDF will only fund projects that have a minimum of a one-to-one funding match to the TPDF funding requested (excluding in-kind goods and services). Design fees already expended will be considered as counting towards the match.

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Grant Requirements (cont'd)

4. Projects which either directly increase hotel room nights by themselves or support a larger initiative that will increase room nights will be evaluated equally.

5. Projects may not benefit solely a single hotel owner, hotel property, or be situated on a hotel property.

6. TPDF funds cannot be the first funds committed to a project.

7. For-profit entities are not eligible for TPDF funding.

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Criteria by Which Projects are Evaluated

- Project Information
- Strength of Sales and Marketing Plan
- Timeliness of the Project
- Uniqueness and Innovation of Project

- Financial Strength
- Financial Stability of the Requesting Organization
- Strength of Business Planning
- 1-to-1 Funding Match Exceeded

Project Impact
- Ratio of Room Nights Generated to Funding Requested
- Generator of New or Incremental Room Nights
- Association with an Identified Need Period
- Size of Market to be Served
- Scope of Impact Upon Lodging Market
- Ability to Serve as a Contributing Asset

Destination Branding
- Strength of Brand Alignment

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Application Process

TPDF 2017 Grant Cycle Timeline

October 19
Phase II Review
Meeting

September 28-29
Project Presentations

June 21
Phase I Review
Meeting

Site Visits
October 5 & 10

May 31
Phase I Due

August 30
Phase II Due

April 5
Information
Session

June 28
Phase I
Applicants
Notified

October 25
Awards
Announced

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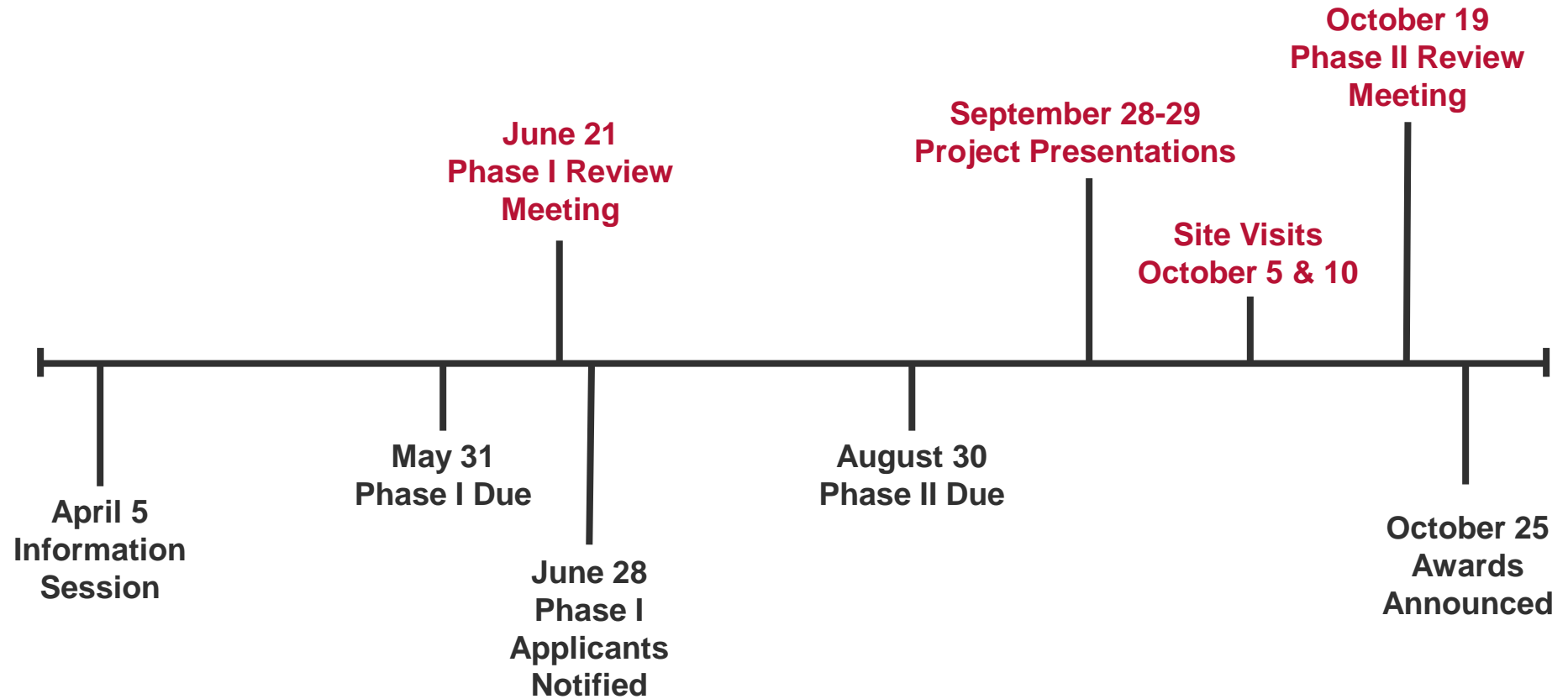
Phase I – Due May 31, 2017

- Short application

- Designed to assess the viability of the application and conformity to the goals of the fund

Phase I Applicants will be notified on June 28, 2017.

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Phase II – Due August 30

- Lengthy application
- Requires detailed information such as financials, business plans and feasibility studies

Phase II Applicants will be notified on October 25, 2017.

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Project Presentations

- Each applicant participating in Phase II will have the opportunity to present their proposal to the TPDF Committee

- 30 minutes including Q & A

Presentations will be scheduled on September 28 or 29, 2017.
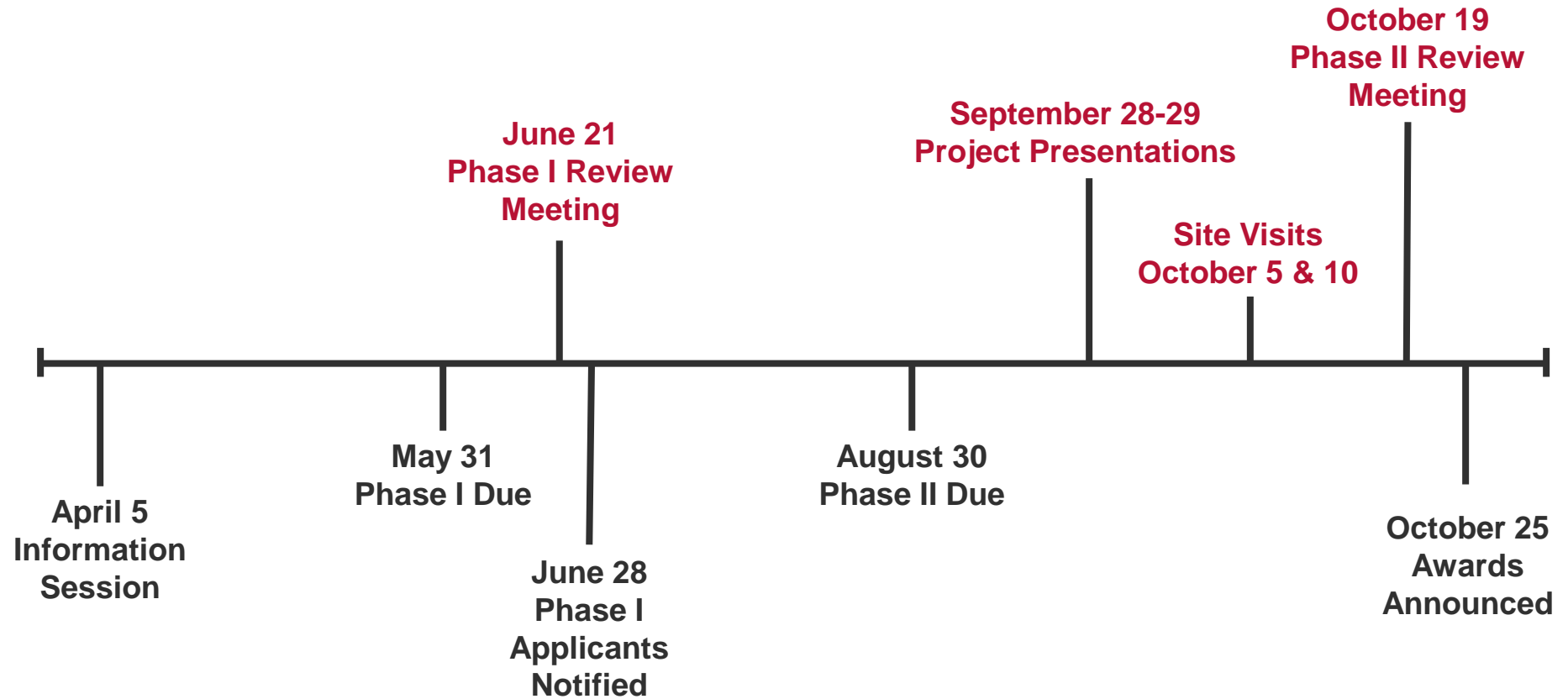
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Site Visits

- Each applicant participating in Phase II will also have the opportunity to provide a tour of your project site to the entire TPDF Committee

Site visits will be scheduled on October 5 or 10, 2017.

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Considerations post-award:

TPDF Agreement Contract

- Performance Bond Requirement

- Disbursement Process

- Annual Reporting Requirements

Before You Get Started

1. **Review the TPDF Program Guide** & understand the grant eligibility requirements

2. **Download the Applications** – both Phase I and Phase II

3. **Review a TPDF Agreement Contract**
   - Recognition requirements
   - Disbursement Process
   - Annual reporting requirements

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Helpful Tips

1. **Save the PDF file to your computer.** It is not possible to enter and save data while viewing the PDF in web browser.

2. Use Adobe Acrobat on PC platform to complete the PDF forms.

3. Add the name of your project to the application PDF file name and every attachment submitted.

4. For essay answers, work in another program such as Word and copy/paste your answer in the field provided.

5. Limit your answers to the space provided. Answers that extend beyond the field will not be reviewed.

6. Ensure your application was received – check for a confirmation email from Pat!

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Need Support?

Contact Pat Kappes with any questions or technical troubleshooting issues:

828-210-2724
pkappes@ExploreAsheville.com

Questions?