

*Projects Funded by the Buncombe County
Lodging Industry totaling nearly \$12 million*

Project	Award	Year Awarded
The John B. Lewis Soccer Complex at Azalea Park	\$400,000	2002
	\$400,000	2004
	\$500,000	2009
Grove Arcade Public Market	\$500,000	2002
The Bonsai Garden at the North Carolina Arboretum	\$750,000	2003
Asheville Visitor Center	\$750,000	2003
Western NC Veterans' Memorial	\$67,000	2007
Buncombe County Civil War Trails	\$16,500	2007
Asheville Area Wayfinding Program	\$1,650,000	2007
	\$150,000	2010
Pack Square Park	\$500,000	2004
	\$1,500,000	2007
	\$500,000	2009
The Health Adventure/ Momentum	\$500,000	2004
	\$1,000,000	2007
	\$500,000	2009
Asheville Art Museum	\$1,000,000	2007
	\$500,000	2009
Bob Moog Museum	\$600,000	2009
The Orange Peel	\$250,000 loan guaranty	2009
Asheville Civic Center	\$2,000,000	2010
Smoky Mountain Center - Asheville Adventure Center	\$100,000	2010

Buncombe County Tourism Development Authority

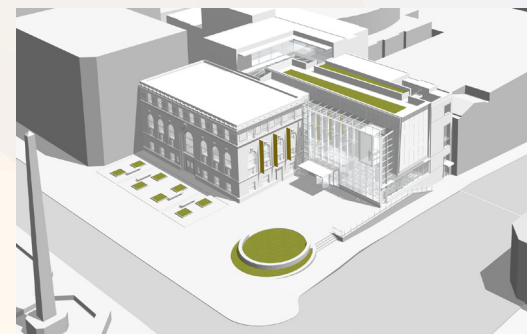
Tourism Product Development Fund Annual Report FY 2009-2010



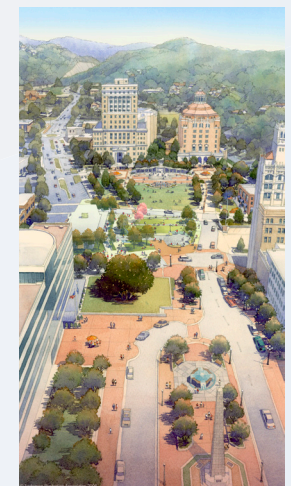
*John B. Lewis Soccer Complex
(2002, 2004, 2009)*



Momentum (2004, 2007, 2009)



Asheville Art Museum expansion (2007, 2009)



Pack Square Park (2004, 2007, 2009)

About the Tourism Product Development Fund

The Tourism Product Development Fund (TPDF) is funded through Buncombe County occupancy tax (or room tax). The tax rate in Buncombe County was increased from three cents to four cents in August 1, 2001. The additional cent generates approximately \$1.5 million of room tax revenue per year, of which 100 percent is dedicated to the TPDF. The original three cent tax continues to be dedicated to out-of-market advertising. The purpose of the TPDF is to provide financial assistance for major tourism projects in order to substantially increase patronage of lodging facilities in Buncombe County. To date, \$14,183,500 from the TPDF has been granted to fourteen community projects.

TPDF funds can be awarded as either a grant, pledge of debt service or loan guaranty. The legislation establishing the TPDF states that the funds are to be used for tourism capital projects, such as construction costs for a new tourism project. To qualify, a project must demonstrate that it will generate new and incremental room nights in Buncombe County.

Funding Process

A nine-person review committee called the TPDF Committee reviews all funding applications. There is a two-stage approval process that each project must pass prior to receiving TPDF funding. First, the TPDF Committee will thoroughly review all applications. The committee makes funding recommendations to the Buncombe County Tourism Development Authority (BCTDA) and final granting is given by the BCTDA.

Core Funding Criteria

- Asheville destination brand alignment
- Return on investment (ROI) & economic impact
 - New room nights generated in Buncombe County
 - Ratio of dollars loaned to anticipated revenue generation based on room nights
 - If applicable, number of new local jobs created based specifically on new employment
 - Ability to measure out-of-market visitation and economic impact data

Additional Funding Criteria:

- Community value
- Environmental sustainability
- Feasibility of the project
- Timeline of project completion
- Current financial picture
- Ability of project to leverage additional development for the community

Committee Members

Committee members represent either lodging properties or tourism organizations and are appointed by the BCTDA. A committee member may serve two full consecutive two-year terms.

2010 Committee Members

John Ellis (Chair), Diana Wortham Theatre
Shawn Boone (Vice Chair), The Grove Park Inn Resort & Spa
Jeff Covington, Forest Commercial Bank
Robert Foster, Doubletree Hotel Biltmore
Himanshu Karvir, Holiday Inn Biltmore West
Marilyn Marino, Crowne Plaza
Chuck Pickering, The Biltmore Company
Eric Scheffer, Vinnie's & Dining Innovations
Thomas Wright, Battery Park Book Exchange



TPDF members reviewing applications (2010)

Asheville Area Wayfinding Program Ribbon Cutting (2010)



FY 09-10 Financials

- \$1,542,100 in occupancy tax was collected in FY 09-10 for the TPDF.
- \$2.25 million was awarded to three projects in the 2010 funding cycle

Future Funding

TPDF funding is on an 18-month cycle. Applications for the next funding cycle are due on January 27, 2012. For more information about the funding process contact Cate Marvill at 828.210.2724.