

# TOURISM PRODUCT DEVELOPMENT FUND

POWERED BY

Buncombe County Tourism  
Development Authority

## 2023 GRANT CYCLE - PHASE I APPLICATION

The Buncombe County Tourism Development Authority (BCTDA) is pleased that you are interested in applying for funding from the Tourism Product Development Fund (TPDF). We are excited to work with you and to play a role in the development of projects that have potential to benefit both tourism and the entire community.

### ELIGIBILITY CRITERIA

- Applicant must be a federally recognized non-profit organization or government entity.
- If the applicant is a non-profit organization, the organization must have been in operation for at least 2 years at the time of application. Project must be principally located in Buncombe County.
- Project must be a major tourism capital project that furthers economic development of Buncombe County.
- Project must demonstrate ability to increase patronage of lodging facilities in Buncombe County by attracting tourists, business travelers, or both.
- Project must not solely benefit a single lodging owner, lodging property, or be situated on a lodging property.
- At time of application, applicant must have legal control of the property through recorded deed or long-term lease agreement. If property is owned by a municipal partner, such as the City or County, a non-profit organization may provide a letter of support or other agreement with the municipal partner.
- Applicant must show how a minimum of a 1-to-1 funding match to the requested grant amount (excluding in-kind goods and services) will be achieved.

### Application Instructions

- Prior to beginning the application, please review the [TPDF Program Guidelines](#) to review eligibility requirements, evaluation criteria, application process and submission guidelines.
- Please provide complete information in response to each question. Do not skip questions - a response is required for each question. If you are unable to answer a question or if a question is not applicable to your project, please briefly describe why it cannot be answered or enter "N/A."
- Please type your answers in the fields provided; handwritten applications will not be accepted. Limit the length of your answers to the space provided.
- Attachments and any other supplemental documentation are not required in Phase I and will not be accepted.
- You may save and resume your application by clicking on "Save and Resume Later" found at the bottom of each page. The application platform will send a unique link you can use to resume your application. To ensure you don't lose the link, we recommend you copy and save the link in safe place as well as input your email for the link to be emailed directly to you. Without the link, your saved data cannot be retrieved, and you will have to start filling out the application at the beginning.
- **Applications must be received no later than Wednesday, May 17, 2023 at 5 p.m. ET.**

## Eligibility

Please complete the questions in this section to confirm your project is eligible for the Tourism Product Development Fund before beginning the application.

**Is the applicant a federally recognized non-profit organization or government entity? \***

- Yes
- No

**Is the project a festival, cultural event, or other event? \***

Funding must be for capital investments only (“brick and mortar” projects). If the project is a festival, cultural event, or other event, then the project is not eligible for TPDF. Please see BCTDA’s Festival & Cultural Event Support Fund or Event Sponsorship Fund.

- Yes
- No

**Is the grant application for operational expenses only? \***

Operational expenses will not be considered for funding.

- Yes
- No

**Is the project located in Buncombe County? \***

- Yes
- No

**At the time of application, does the applicant organization have legal control of the property through recorded deed or long-term lease agreement? \***

Legal control of the property means that the applicant has the right to operate within a specific space on a continuous basis, including the legal permission to perform the work necessary for the project for which the grant is requested, either through a recorded deed or long-term lease on the property. If property is owned by a municipal partner, such as a City or County, a non-profit organization may provide a letter of support or other agreement between the applicant and the municipal partner, in lieu of a recorded deed or long-term lease, that demonstrates the applicant’s ability to operate within a specific space on a continuous basis on the municipal partner’s property.

- Yes
- No

**Will the project solely benefit a single lodging owner, lodging property, or be situated on a lodging property?\***

- Yes
- No

**Is the project a major tourism capital project? \***

A project is considered a major tourism capital project when the application demonstrates the project’s ability to create substantial new and incremental overnight stays in Buncombe County, thus creating a significant overall positive economic impact on the community. An example of a project that would meet the above definition is a project that creates a new attraction, or enhances or expands an existing attraction, that is ticketed and marketed in a way that will increase overnight visitors to Buncombe County.

- Yes
- No

**Will the project increase patronage of lodging facilities in Buncombe County by attracting tourists, business travelers, or both, AND further economic development in Buncombe County? \***

- Yes
- No

**Will requested grant funds be used for one of the following: (1) Construction of a new location or relocation, or (2) Expansion of an existing location? \***

- Yes
- No

## Applicant Organization Information

**Organization Name \***

**Organization Type \***

- Non-Profit Organization
- For-Profit Organization
- Government Entity

**If a non-profit organization, has the organization been in operation at least 2 years? \***

- Yes
- No

**Nonprofit Tax Code Designation \***

- 501(c)(3)
- 501(c)(4)
- 501(c)(6)

**Organization Phone \***

**Organization Physical Address \***

Address Line 1

Address Line 2

City

State

ZIP Code

## Primary Contact Information

Please provide the contact information for the primary point of contact for this application.

**Name \***

**Title \***

**Email \***

**Phone \***

## Project Details

**Name of Project \***

The project name will be used to identify the project throughout the application process, and if selected for an award, it will be used for the award announcement and within the contract.

**Physical Address of Project \***

Address Line 1

Address Line 2

City

State

ZIP Code

**Is your project an expansion of or improvement to an existing facility? \***

- Yes
- No

**At the time of application, does the applicant organization have legal control of the property through a recorded deed or long-term lease agreement? If property is owned by a municipal partner, such as the City or County, a non-profit organization may provide a letter of support or other agreement with the municipal partner. \***

- Yes, the applicant organization has legal control of the property through a long-term lease (Applicant leases the property)
- Yes, the applicant organization has legal control of the property through a recorded deed (Applicant owns the property)
- Yes, the applicant organization has legal control of the property through a letter of support or other agreement with a municipal partner.
- No, the applicant organization does not currently have legal control of the property.

**Briefly describe your project. \***

**Project Milestones:**

**What is the projected break ground date? \***

**What is the projected completion date? \***

**When is the projected opening date? \***

**Please provide other project milestones, if applicable. (Please provide date and milestone description) \***

## Project Financial Information

**What type of funding are you requesting? \***

- Grant
- Loan Guarantee
- Debt Service

**What is the total budget of your project? \***

**If any expenses in your project budget are non-construction related (including design), please describe those expenses below. \***

**What is your requested funding amount? \***

List the current mix of non-TPDF funding for your project. Include source, amount, and status. \*

	Source	Amount	Status	Contingent on TPDF Funds
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Total Amount of non-TPDF funding

If the total amount of non-TPDF funding sources listed above is less than the requested TPDF funding amount. Please describe your plan to raise the remaining amount to meet the 1-to-1 funding match requirement. If the total amount of non-TPDF funding sources is the same or more than the requested grant amount, please input "N/A". \*

If any of the above funding sources are contingent on receiving funding through the Tourism Product Development Fund, please explain below. If not, please input "N/A". \*

Have you received TPDF funding in the past for this specific project? \*

- Yes
- No

If yes, please provide the following information regarding that project:

Name of Project	Amount	Year

**Please explain why you are applying for funding for this project again. \***

## Project Impact

**Will the project be able to track the number of visitors to the project through ticket sales, registration, surveys, or other similar methods? \***

- Yes
- No

**If applicable, how many visitors does your current operation serve annually?**

If your project is a new location and you do not have comparable information to provide, please input "N/A".

**Please describe how the above number was determined. \***

**What is the estimated number of visitors at your project for each of the first three years of operation? \***

Year 1	Year 2	Year 3

**What are your submitted estimates based on? (Example: existing customer data, ticket sales, research, etc.) \***

**How many days would a typical visitor patronize your project during one visit to Buncombe County? \***

**What is your estimated percentage of visitors to this project who will stay overnight in Buncombe County in paid lodging? \***

**Please describe your current or expected audience. \***



## Terms of Agreement

Please enter your initials on each of the following statements, acknowledging that you understand and agree to them. Applications cannot be submitted unless these fields are completed.

### **DISCLOSURE FOR PUBLIC RECORD**

As a public authority, the Buncombe County Tourism Development Authority is subject to Chapter 132 of the North Carolina General Statutes. Therefore, any and all aspects of this application must be made available by the BCTDA to any party, public or private, upon request without exception. If you are concerned that the distribution of any of your application materials may do irreparable damage to you, your organization, or associated parties, the BCTDA highly recommends that you seek alternative funding in lieu of TPDF funds.

### **PROJECT MONITORING**

I hereby acknowledge that if I am awarded TPDF funding, I will be required to submit an annual report by January 15 of each year during the term of the agreement, with the term commencing on the effective date and continuing for four years after the completion date. Reports include marketing plans and methodologies for capturing annual and out-of-market visitation, up-to-date room night projections, and copies of survey instruments used for data among other requirements.

### **BCTDA MARKETING**

I hereby acknowledge that certain information from my application, such as the project description, timeline, and leadership, may be used by the BCTDA at its sole discretion for the promotion and marketing of the TPDF program and the region as a tourism destination.

### **COMPLETED APPLICATION**

I hereby acknowledge that I have completed this application in good faith and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application. The information contained in this application is complete and accurate to the best of my knowledge.

Submit Application