

# LEGACY INVESTMENT FROM TOURISM FUND

POWERED BY  
Buncombe County Tourism  
Development Authority

## LEGACY INVESTMENT FROM TOURISM (LIFT) FUND INVESTMENT SUMMARY

The Buncombe County Tourism Development Authority’s Legacy Investment from Tourism (LIFT) Fund provides financial investment through grants, loan guarantees, or pledges of debt service to tourism-related capital projects that will increase patronage of lodging facilities and benefit the community at large in Buncombe County. In the first cycle of the LIFT Fund, the Buncombe County Tourism Development Authority (BCTDA) invested **nearly \$10 million in 12 community projects across Buncombe County.**

### LIFT Fund Investments

Grantee	Project	Year Awarded	Award
Buncombe County	Ferry Road Community	2024	\$4,000,000
City of Asheville	Aston Park Tennis Center	2024	\$40,000
City of Asheville	Coxe Avenue Complete Street	2024	\$2,983,890
City of Asheville	Harrah’s Cherokee Center–Asheville (ExploreAsheville.com Arena)	2024	\$675,000
Asheville Museum of Science	Asheville Museum of Science (AMOS)	2024	\$250,000
Black Wall Street AVL	Black Wall Street AVL	2024	\$77,500
Blue Ridge Parkway Foundation	Craggy Gardens Visitor Center & Picnic Area	2024	\$750,000
Hood Huggers Foundation	Blue Note Junction	2024	\$500,000
Media Arts Project (MAP)	Supernova Immersive Experience Project	2024	\$200,000
RiverLink	Gateway Park	2024	\$270,018
Swannanoa Valley Fine Arts League	Red House Gallery and Studios	2024	\$92,495
University Botanical Gardens at Asheville, Inc.	Asheville Botanical Garden	2024	\$150,000