

TOURISM PRODUCT DEVELOPMENT FUND (TPDF)

The Tourism Product Development Fund comes from 25% of the occupancy tax paid by people who stay overnight in Buncombe County in commercial lodging facilities. It is the largest fund of its type in Western North Carolina. Since the fund's inception, the Buncombe County Tourism Development Authority has awarded

\$44 million of occupancy tax revenue to 39 projects. Many of these projects would not have been possible without it. The TPDF has funded several infrastructure projects, including:

- **\$7.1 million** for City of Asheville Riverfront Redevelopment
- **\$22 million** in total for City of Asheville-owned projects
- **\$6 million** to Buncombe County for the Enka Sports Complex
- **\$2.25 million** for Town of Woodfin's Greenway & Blueway
- **\$2 million** for Pack Square Park
- **\$5.675 million** for the Civic Center

Projects supported by Buncombe County TDA through the Tourism Product Development Fund

- African-American Heritage Trail & Website – *Staff support & project implementation*
- African-American Heritage Museum at Stephens-Lee - \$100,000
- Asheville/Buncombe Wayfinding - \$1,800,000
- Asheville Art Museum - \$1,500,000
- Asheville Community Theatre - \$1,000,000
- Asheville Museum of Science - \$400,000
- Asheville Visitors Center - \$750,000
- Black Mountain College Museum + Arts Center - \$200,000
- Buncombe County Civil War Trails - \$16,500
- Center for Craft - \$975,000
- City of Asheville / U.S. Cellular Center - \$5,675,000
- The Collider - \$300,000
- Enka Recreation Destination - \$6,000,000
- Enka Youth Sports / Bob Lewis Ballpark - \$2,000,000
- Grove Arcade - \$500,000
- Highland Brewing Company* - \$850,000
- John B. Lewis Soccer Complex - \$2,300,000
- LEAF Global Arts Center - \$705,000
- Montford Park Players - \$125,000
- Montreat College Pulliam Stadium - \$350,000
- Navitat Canopy Adventures* - \$500,000
- North Carolina Arboretum - \$1,650,000
- The Orange Peel* - \$50,000 (grant), \$250,000 (loan guarantee)
- Pack Square Park - \$2,550,000
- Riverlink / Pearson Bridge River Access - \$25,000
- River Arts District - \$7,100,000
- Smoky Mountain Adventure Center* - \$100,000
- UNC Asheville / Sports Field Lighting - \$500,000
- WNC Nature Center - \$313,000
- WNC Farmers Market - \$380,000
- WNC Veterans' Memorial at Pack Square Park - \$67,000
- Woodfin Greenway & Blueway - \$2,250,000
- The Wortham Center for Performing Arts- \$700,000
- YMI Cultural Center - \$800,000

**For profit entities are no longer eligible to receive TPDF grants*