

COMMUNITY GRANT / PRODUCT DEVELOPMENT FUND

Twenty-five percent of the lodging tax paid by visitors to Buncombe County (also known as the “occupancy tax”) is dedicated to community grants through the Tourism Product Development Fund. It is the largest fund of its type in Western North Carolina.

Since the fund’s inception, 39 community projects have benefited from \$44 million in grants from the Buncombe County TDA, including cultural, education and history projects, greenways and outdoor recreation, visual and performing arts, event and gathering spaces, sports and athletic facilities, and infrastructure, wayfinding and visitor services.

People who live here as well as those who visit here can enjoy these community projects made possible by the value that visitors contribute to our community through the lodging tax.

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