

## TOURISM PRODUCT DEVELOPMENT FUND (TPDF)

The Tourism Product Development Fund comes from one-third of the occupancy tax paid by visitors who stay overnight in Buncombe County in commercial lodging facilities including hotels, vacation rentals, and bed and breakfast inns. Since the fund's inception, the Buncombe County Tourism Development Authority has invested nearly **\$60 million of occupancy tax revenue to support 46 community 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
- **\$28.5 million** in total for City of Asheville-owned projects
- **\$6.75 million** to Buncombe County for the Enka Sports Complex
- **\$8.14 million** for Town of Woodfin's Greenway & Blueway
- **\$5.675 million** for the Civic Center (now known as Harrah's Cherokee Center – Asheville)
- **\$2 million** for Pack Square Park

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

- African American Heritage Museum at Stephens-Lee - \$100,000
- African American Heritage Trail - *Staff support & project implementation*
- Asheville/Buncombe Wayfinding - \$1,800,000
- Asheville Art Museum - \$1,500,000
- Asheville Community Theatre - \$1,000,000
- Asheville Municipal Golf Course - \$1,641,425
- Asheville Museum of Science - \$525,000
- Asheville Visitor Center - \$750,000
- AVL Unpaved - \$188,355
- 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
- Coxe Avenue Green Street - \$1,950,000
- Enka Recreation Destination - \$6,750,000
- Enka Center Ballfields - \$2,000,000
- Glass Center in Black Mountain - \$330,000
- Grove Arcade - \$500,000
- Highland Brewing Company - \$850,000
- John B. Lewis Soccer Complex - \$2,400,000
- 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 - \$1,655,000
- Pack Square Park - \$2,550,000
- River Arts District - \$7,100,000
- RiverLink - Karen Cragnolin Park - \$360,790
- RiverLink - Pearson Bridge River Access - \$25,000
- Smoky Mountain Adventure Center - \$100,000
- Swannanoa River Greenway - \$2,300,000
- The Collider - \$300,000
- The Orange Peel - \$50,000 (*grant*), \$250,000 (*loan guaranty*)
- UNC Asheville Karl Straus Track - \$1,500,000
- UNC Asheville Sports Complex Lighting - \$500,000
- WNC Farmers Market - \$380,000
- WNC Nature Center - \$880,000
- WNC Veterans' Memorial at Pack Square Park - \$67,000
- Woodfin Greenway & Blueway - \$8,140,000
- Wortham Center for the Performing Arts - \$825,000
- YMI Cultural Center - \$800,000

TOURISM PRODUCT DEVELOPMENT FUND PROJECTS	AWARD	YEAR OF AWARD
African American Heritage Museum at Stephens-Lee Community Center	\$100,000	2018
African American Heritage Trail	*See below	2018
Asheville/Buncombe Wayfinding Program Phase II	\$1,650,000	2007
	\$150,000	2010
Asheville Art Museum	\$1,000,000	2007
	\$500,000	2009
Asheville Community Theatre	\$1,000,000	2016
Asheville Museum of Science	\$400,000	2015
	\$125,000	2022
Asheville Visitor Center	\$750,000	2003
AVL Unpaved Phase I	\$188,355	2022
Black Mountain College Museum + Arts Center	\$200,000	2017
Buncombe County Civil War Trails	\$16,500	2007
Center for Craft	\$975,000	2018
City of Asheville - Coxe Avenue Green Street	\$1,950,000	2022
City of Asheville - ExploreAsheville.com Arena at the US Cellular Center <i>(now Harrah's Cherokee Center - Asheville)</i>	\$2,000,000	2010
	\$1,375,000	2012
	\$800,000	2013
City of Asheville - U.S. Cellular Center	\$1,500,000	2016
City of Asheville – Asheville Municipal Golf Course	\$1,641,425	2022
City of Asheville - Swannanoa River Greenway	\$2,300,000	2022
Enka Recreation Destination - Buncombe County	\$6,000,000	2018
	\$750,000	2022
Enka Center Ballfields - Enka Youth Sports/Bob Lewis Ballpark	\$2,000,000	2014
Grove Arcade	\$500,000	2002
Glass Center in Black Mountain	\$330,000	2022
Highland Brewing Company**	\$850,000	2014
John B. Lewis Soccer Complex at Azalea Park	\$400,000	2002
	\$400,000	2004
	\$500,000	2009
	\$1,100,000	2015
JBL Soccer Complex <i>via Asheville Buncombe Youth Soccer Association</i>		
LEAF Global Arts Center	\$705,000	2018
Montford Park Players	\$125,000	2012
Montreat College - Pulliam Stadium	\$350,000	2016
Navitat Canopy Adventures**	\$500,000	2012
North Carolina Arboretum Bonsai Garden	\$905,000	2018
	<b>\$750,000</b>	2003

Pack Square Park	\$500,000	2004
	\$1,500,000	2007
Pack Square Park Pavilion	\$500,000	2009
Pack Square Park Canopy <i>via Asheville Downtown Association</i>	\$50,000	2013
River Arts District		
City of Asheville - Riverfront Destination Development 1.0	\$1,800,000	2014
City of Asheville - Riverfront Destination Development 2.0	***\$725,000	2015
City of Asheville - Riverfront Destination Redevelopment/RADTIP	\$4,600,000	2017
RiverLink - Karen Cragolin Park	\$360,790	2022
RiverLink - Pearson Bridge River Access	\$25,000	2014
Smoky Mountain Adventure Center**	\$100,000	2010
The Collider	\$150,000	2014
	\$150,000	2015
The Orange Peel**	Grant: \$50,000 Loan Guaranty: \$250,000	2009
UNC Asheville Foundation - Outdoor Sports Complex Lighting	\$500,000	2013
UNC Asheville Karl Straus Track	\$1,500,000	2022
WNC Farmers Market	\$380,000	2016
WNC Nature Center via Friends of the WNC Nature Center	\$313,000	2015
	\$567,000	2022
WNC Veterans' Memorial at Pack Square Park	\$67,000	2007
Woodfin Greenway & Blueway	\$2,250,000	2017
	\$5,890,000	2022
Wortham Center for the Performing Arts	\$700,000	2018
	\$45,000	2021
	\$80,000	2022
YMI Cultural Center	\$800,000	2018
<b>TOTAL - 46 Projects</b>	<b>&gt;\$59 million</b>	

\* In lieu of a TPDF grant, the BCTDA committed to provide dedicated staff and funding for the development of the African American Heritage Trail.

\*\* For-profit entities are no longer eligible for TPDF funding.

\*\*\* The City of Asheville was originally awarded a total of \$1.7 million in the 2015 cycle. The city withdrew the Beaucatcher Greenway from the scope reducing the award by \$975,000.

### **SPECIAL NOTE: Buncombe County Tourism Jobs Recovery Fund**

To help local businesses begin to recover from the pandemic and save jobs, legislation signed into law in May 2020 by Gov. Roy Cooper allowed the Buncombe County TDA to appropriate \$5 million from unallocated monies in the Tourism Product Development Fund to establish a one-time emergency relief grant program. By the end of June 2020, a total of 394 local small businesses and nonprofits that provide a direct visitor experience were awarded grants of up to \$50,000 through the Buncombe County Tourism Jobs Recovery Fund to help safely restart businesses and support nearly 4,800 jobs. One year later, 97% of grantees were still in operation.