



Community  
Leadership  
Council

# What have we heard?

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When asked what problems TMIP could address, the top answers included:

- Infrastructure (10)
- Transit (10)
- Equity (5)
- Impacts of Tourism (4)
- Quality of life (3)

When considering the opportunities that tourism brings to the Buncombe County community, CLC members indicated:

- Jobs (14)
- Growth (6)
- Businesses (6)
- Revenue (5)
- Arts & Culture (3)

# What is your role?

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# Where are we?

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**PHASE 1**

Assessment

**PHASE 2**

Discovery

**PHASE 3**

Collaboration

**PHASE 4**

Prioritization

We're here!



# Agenda

1. Tourism Benefits & TPDF Criteria
2. Project Brainstorm
3. Creative Placemaking
4. Small Group Discussion
5. Discussion & Networking

# Tourism Benefit in Buncombe County

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\$2 billion spending with local businesses | Provides 27,000 jobs | Generates \$200 million in state and local taxes

Every \$1 invested in marketing generates \$43 of local business revenue and \$3 of sales tax

Occupancy Tax has generated \$44 million which has been awarded to 39 Community Projects

This includes \$22 million to City of Asheville-owned Assets

# TPDF Criteria for Evaluation of Projects

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## **Project Impact**

- Ratio of Room Nights Generated to Funding Requested
- Generator of New or Incremental Room Nights
- Association with an Identified Need Period
- Size of Market to be Served
- Scope of Impact Upon Lodging Market
- Ability to Serve as a Contributing Asset

## **Project Information**

- Strength of the Sales and Marketing Plan
- Timeliness of the Project
- Uniqueness and Innovation of the Project

## **Financial Strength**

- Financial Stability of the Requesting Org.
- Strength of Business Planning
- 1-to-1 Funding Match Exceeded

## **Destination Branding**

- Strength of Brand Alignment

# Project Brainstorm in Small Groups

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- What are your ideas for projects that could be funded?
- How would you prioritize those projects?

## Things to keep in mind:

- TPDF criteria
- Who benefits?

*Each table should identify a notetaker who can capture your thoughts on the flip chart paper.*

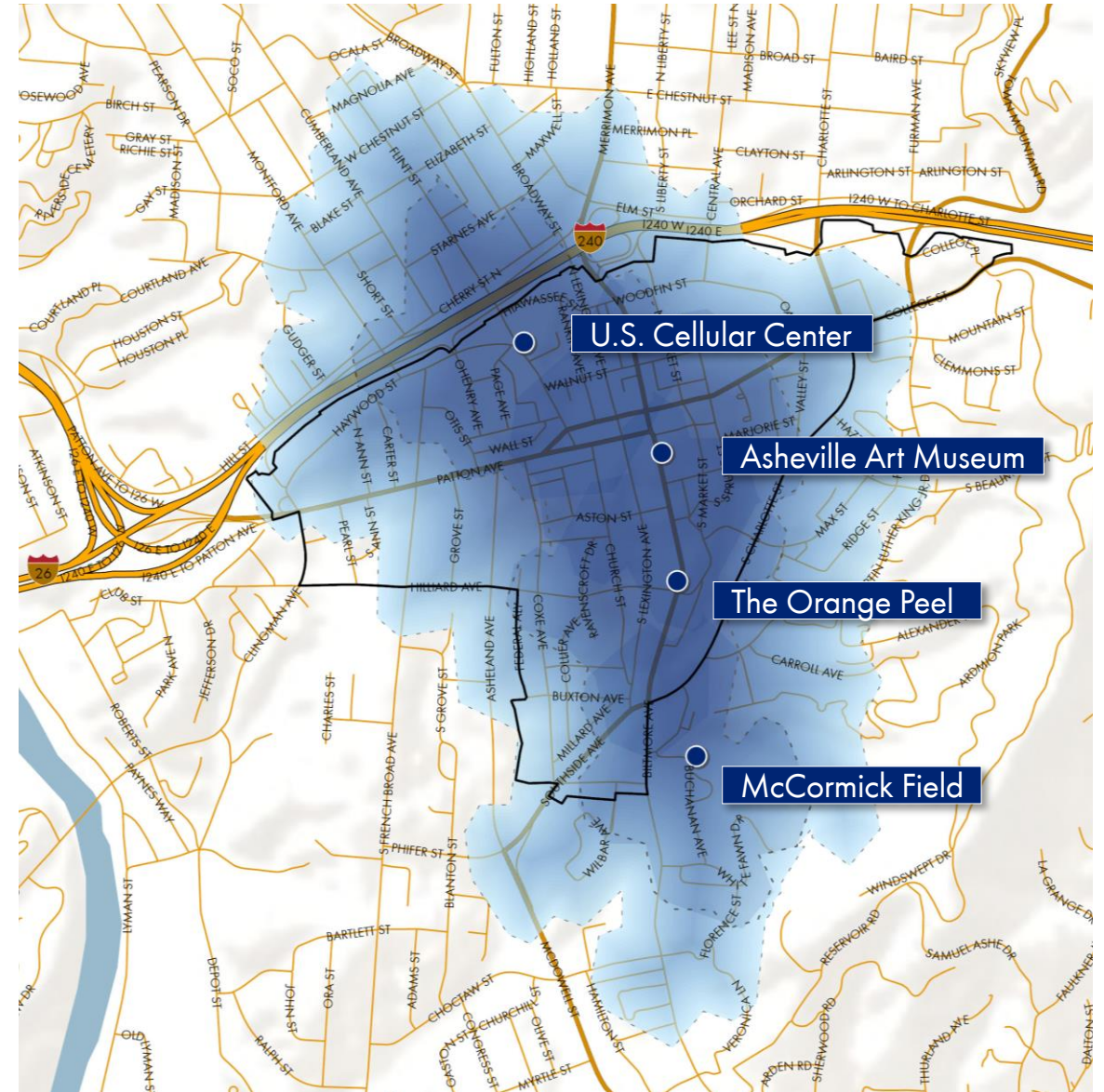
*At the end, your table will share some of your ideas.*



# Creative Placemaking

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- Partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities
- A place that is a consistently interesting and active presence to the street promotes more pedestrian activity and more prospective customers on the street to support more small businesses
- Creative placemaking can be used as a tool to disperse visitors and create interesting places!





# Wayfinding







Public Art can be used to attract visual interest and move people towards new spaces.





**Pop Up Gardens create interest in the summer months – allowing for additional spaces for people to congregate.**

**The Philadelphia pop-up garden includes food, drink, and a place to linger.**







**Parklets create a place to stop and linger. They also draw your attention down a street to see new and interesting things.**



**Projection Mapping: The art of turning unusual or irregularly shaped objects – such as buildings – into a video projection surface.**





Living Alleys make unusable space,  
usable.





Interesting transit-shelters will create unique places that add to the character of a place. They serve locals who use transportation and create interest to encourage visitors to try alternative transportation.



# Small Group Discussion

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- Where do you see places in need of creative placemaking in Asheville and Buncombe County?
- What projects are in the works in your organizations that could use a creative placemaking sprinkle?

## Things to keep in mind:

- Be creative!

*Each table should identify a notetaker who can capture your thoughts on the flip chart paper.*

*At the end, your table will share some of your ideas.*

# Discussion & Networking

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**Our goal is to find the overlap between what benefits locals AND visitors.**

What can be done to ensure the community benefits from this project?

**Share your thoughts with us!**

# Public Workshops

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## **Public Workshop #1**

Thursday, August 15, Noon – 2:00 p.m.  
at the US Cellular Center, Banquet Hall, 87 Haywood Street, Asheville

## **Public Workshop #2**

Thursday, August 15, 6 – 8 pm  
at Arthur R. Edington Center, 133 Livingston St, Asheville

## **Public Workshop #3**

Friday, August 16, 9:00 - 11:00 a.m.  
at the US Cellular Center, Banquet Hall, 87 Haywood Street, Asheville