Staff Report

Council Meeting Date: January 10, 2023

Subject: Tourism Product Development Funds

Staff Resource(s): Jade Dundas, Capital Projects Director
Tony McDowell, Finance Director

Action Requested: Adoption of a resolution authorizing the City Manager to enter into grant agreements with the Buncombe County Tourism Development Authority (TDA) for Tourism Product Development Fund (TPDF) grants in the total amount of $6,458,425; and adopt the associated budget amendments to the City's capital budget incorporating the funds into the appropriate project budgets.

Background:

- Four capital improvement projects were submitted to the TDA for funding consideration in their 2022 funding cycle.
- All four project applications received TPDF funding in the following amounts:
  - Coxe Ave - $1,950,000
  - Asheville Municipal Golf Course Revitalization - $1,641,425
  - Swannanoa River Greenway - $2,300,000
  - WNC Nature Center Enhancements - $567,000
- The total TPDF grant award through this round of funding is $6,458,425.
- All projects selected for TPDF funding have been funded previously or are planned in the City's Capital Improvement Program (CIP), and have a significant connection to tourism development in the City of Asheville.
- The grant funds awarded to these projects supplement existing project budgets and help to ensure that the projects are completed as envisioned and presented to the granting agency.
- The grants require that certain promotional activities occur throughout the duration of the grant and associated project.
- Project managers in coordination with other City staff will ensure that all of the requirements of the grant are met including but not limited to providing the necessary information to request reimbursement from the grantor at the time designated in the grant.

Vendor Outreach Efforts:

- Vendor outreach is not applicable when applying for grant funds.
- The appropriate vendor outreach will be conducted to ensure that all requirements and expectations are met in the procurement of services required to complete the projects which these grant funds support.

Council Goal(s):

- A well planned and livable community
- Equitable and diverse community
- Transportation and accessibility
- Thriving local economy
- Financially resilient city

Committee(s):

- For the approval of these grant awards no committees were engaged.
- City Council received a presentation from staff on the projects that would be submitted for funding, and positive feedback was provided.

- The projects, throughout their development, have been reviewed by the various and appropriate committees.

Pro(s):
- Accepting these funds supplements existing budgets which helps to complete the projects as envisioned.
- The projects are all currently budgeted or planned and can be constructed with the funding that is available through these grants and the existing capital budgets.

Con(s):
- There are no cons to accepting the funds provided by these grants.
- The projects supported by these grants typically create some level of disruption to the community.

Fiscal Impact:
- The required matching funds for these grants were previously budgeted in the General Capital Projects Fund or are planned for in the CIP.

Suggested Motion:
- Motion authorizing the City Manager to enter into agreement with the Buncombe County Tourism Development Authority for Tourism Product Development Fund grants in the total amount of $6,458,425; and to adopt the associated budget amendment to the City's capital budget incorporating the funds into the appropriate project budgets.

Attachment(s)
- Resolution
- Budget Amendment

RESOLUTION NO. 22-_____

RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO GRANT AGREEMENTS WITH THE BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY FOR TOURISM PRODUCT DEVELOPMENT FUND GRANTS.

WHEREAS, North Carolina General Statutes 160A-11 authorizes the the City to accept or acquire funds and to enter into contracts; and

WHEREAS, City Council recognizes the importance of financially supporting a capital improvements plan that creates and maintains infrastructure throughout the City**;** and

WHEREAS, City Council encourages investment in the City infrastructure to support the economic well being of the City by supporting residents while also promoting a healthy tourism economy; and

WHEREAS, City Council supports fiscal partnerships that reduce City taxpayer burden for the Capital Improvement Plan; and

WHEREAS, the Buncombe County Tourism Development Authority is offering the City grant funds for four projects in the total amount $6,458,425. The projects and their awarded amounts are as follows: Coxe Ave - $1,950,000, Asheville Municipal Golf Course Revitalization - $1,641,425, Swannanoa River Greenway - $2,300,000 and WNC Nature Center Enhancements - $567,000;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The City Manger is hereby authorized to enter into agreement with the Buncombe County Tourism Development Authority and accept TPDF grant funds in the total amount of $6,458,425

Read, approved and adopted this the 10th day of January, 2023.

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City Clerk Mayor

Approved as to form:

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City Attorney

ORDINANCE NO. _____

BUDGET ORDINANCE AMENDMENT

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE

That Section 2 of the City of Asheville Fiscal Year 2022-2023 Budget Ordinance be amended to provide an appropriation of $6,458,425 from the Buncombe County Tourism Development Authority's TPDF grant program to fund capital projects as follows:

GENERAL CAPITAL PROJECTS FUND

Revenues:

Restricted Intergovernmental Participation (TPDF Grants)	$6,458,425

Expenditures:

Various Accounts (Coxe Avenue Redesign)	$1,950,000
Various Accounts (Municipal Golf Course Renovations)	$1,641,425
Various Accounts (Swannanoa River Greenway)	$2,300,000
Various Accounts (WNC Nature Center Enhancements)	$ 567,000
Total Expenditures	$6,458,425

That this ordinance shall be in full force and effect upon the date of final passage.

Read, approved and adopted this the 10th day of January, 2023.

_____ _____

City Clerk Mayor

Approved as to form:

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City Attorney