TPDF Funding Request

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Key Takeaways

- Eligible projects based on current legislation
- Interdepartmental evaluation group
- Created & followed a process to select eligible projects
- Prioritized selected projects for recommendation

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Buncombe County Occupancy Tax
&
Tourism Product Development Fund

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Buncombe County Occupancy Tax

- Buncombe County levies a 6% tax on “the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the county that is subject to sales tax imposed by the State.”

- “This tax is in addition to any State or local sales tax. This tax does not apply to accommodations furnished by nonprofit charitable, educational, or religious organizations when furnished in furtherance of their nonprofit purpose.” Any accommodation that collects sales tax must also collect occupancy tax. This includes short term rentals.

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Buncombe County Occupancy Tax

- “Three-fourths of the funds may be used only to further the development of travel, tourism, and conventions in the county through state, national, and international advertising and promotion.”

- The limitation on state, national and international advertising and promotion has been consistently interpreted as excluding local advertising and promotion.

Tourism Product Development Fund (TPDF)

- “TDA shall create a Tourism Product Development Fund and, in order to further economic development in the county, shall credit the remainder of the funds to the TPDF.”

- “The purpose of the fund shall be to provide financial assistance for major tourism projects in order to significantly increase patronage of lodging facilities in Buncombe County.”

Current Legislation & Potential Legislative Changes

- Existing legislation requires 75% of total revenue to be invested in marketing and promotion and 25% to be invested in tourism-related projects

- The $15 million projected to be available in the Fund has been collected under existing legislation. Legally it must be used according to those legislative guidelines.

- Reports say the hospitality community is supportive of and advocating for a change to the Buncombe County occupancy tax legislation in the current short session which began in Raleigh on May 18.

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Current Legislation & Potential Legislative Changes

- Split of funding dedicated to marketing vs community projects could move from 75%-25% to 66%-33%

- Broadening of usage of 25% (or 33%) split to maintenance for projects could broaden in type and scope

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TPDF Fund Balance Available

$11.1 Million

- TPDF fund balance available as of latest financials

$15.1 Million

- TPDF fund balance projected to be available by FY end (June 2022)

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TPDF 2022 Cycle Timeline



**Applicants required to be available one of the two scheduled presentation and site visits dates*

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TPDF Core Criteria

- Funding must be for capital investments only
- Project must demonstrate that it will create substantial new and incremental overnight lodging in Buncombe County
- Restricted to nonprofit organizations including municipal partners

*Additional Criteria considered to assess if projects are in alignment with the BCTDA's strategic pillars

TPDF Strategic Pillars

- Deliver Balanced Recovery & Sustainable Growth
- Encourage Safe & Responsible Travel
- Engage & Invite More Diverse Audiences
- Promote & support Asheville's Creative Spirit

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City Proposed Projects for TPDF Funding

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City Project Selection Criteria

- Deliver Balanced Recovery & Sustainable Growth
- Encourage Safe & Responsible Travel
- Engage & Invite More Diverse Audiences
- Promote & support Asheville's Creative Spirit

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Proposed Projects in Priority Order

1. Asheville Municipal Golf Course
2. Swannanoa Greenway Phase One
3. WNC Nature Center - ‘Gateway to the Southern Appalachians’
4. Coxe Avenue Complete Street

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1.Municipal Golf Course

- Donald Ross designed course
- First Public Golf Course in NC
- First Integrated Course in the SouthEast
- Home of the Skyview Tournament
- Last remaining ‘affordable’ public fee course in Asheville.


Municipal Golf Course Will Be
One of Finest in Country, Says
Ross After Property's Survey

1. Municipal Golf Course

- Significant stormwater repairs needed - assessed & estimated in 2020 @ $2.2M
- Water retention & irrigation
- Tree adjustments
- Bunkers, fairways & green repairs *where required due to stormwater repairs*

1. Municipal Golf Course

Survey

- 68% - Course is in terrible or poor condition
- Current Fees - Fair
- Support increase - If & when improvements are made
- 77% - feel COA should invest $1M or more
- 90% - support thinning of trees at direction of design team.

1. Municipal Golf Course

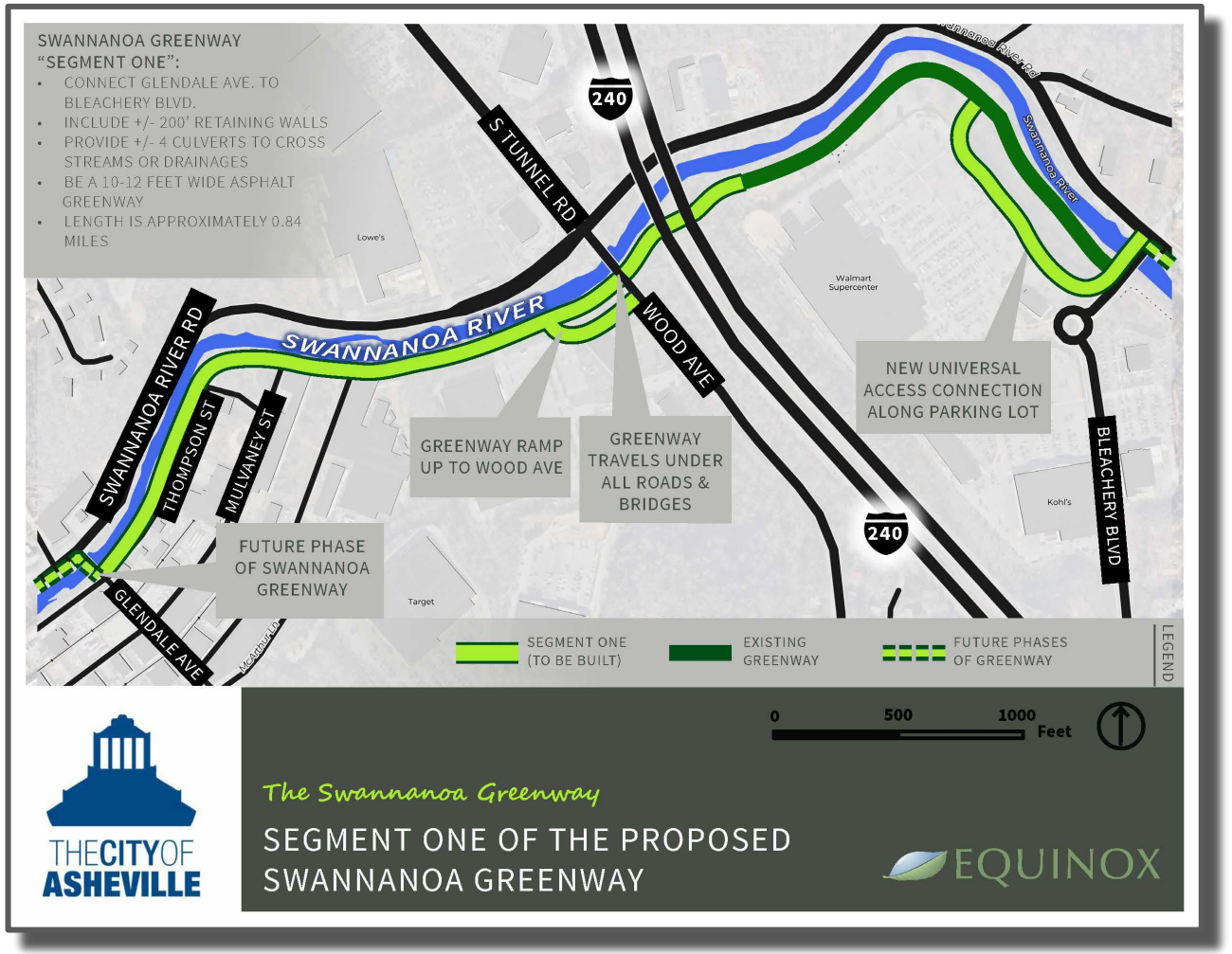
- TPDF Requested amount - up to $2,000,000
- City of Asheville - $1,000,000
- New Operator - up to $1,000,000
- Estimated overall project budget $2 - $4,000,000

2. Swannanoa River Greenway

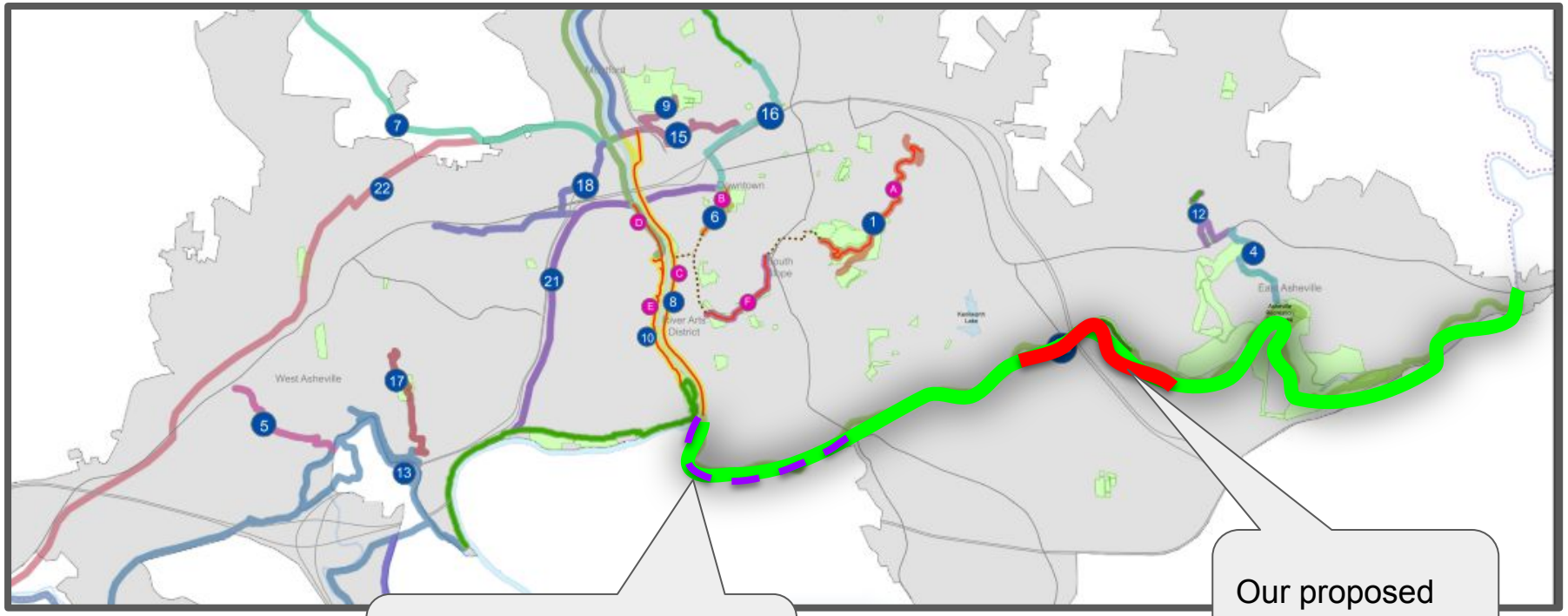
This project will be SHOVEL READY by 10/2022

The TPDF funding would allow the City to build the whole project seamlessly without breaking it into two projects:

- Maximize cost efficiencies
- Minimize environmental impacts to area
- Minimize impacts to businesses in project area



2. The Swannanoa River Greenway Corridor is 7.5 miles long
Two active projects for greenway opportunities



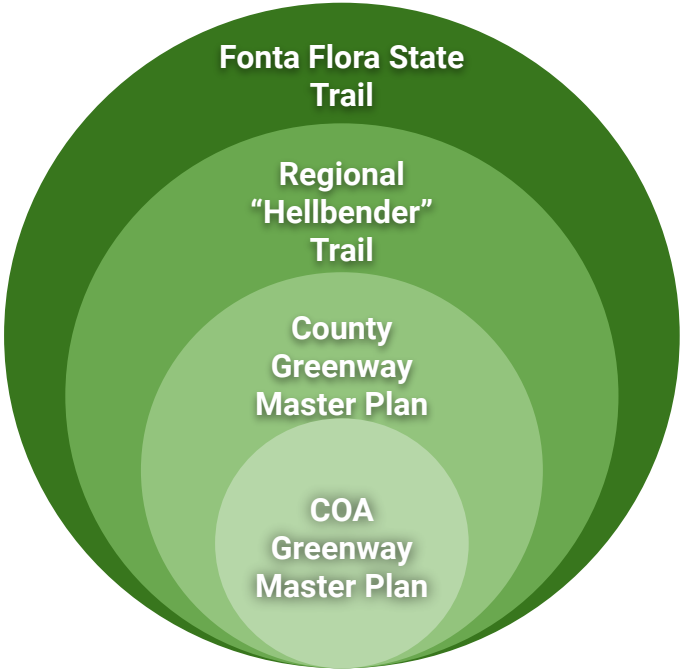
2. Swannanoa River Greenway

The Swannanoa River Greenway is an **important greenway**.

The Swannanoa River Greenway is an essential part of Asheville's Greenway Network but also an important corridor in:

- Buncombe County's Master Plan
- The Wilma Dykeman RIverWay Plan
- The Regional Trail Plan (aka Hellbender Trail)
- The Fonta Flora State Trail

This project is the first phase of a very important greenway for the City, the County, the Region and the State.



2. Swannanoa Greenway

- TPDF Requested amount - $2,300,000
- Current budget - $3,835,819
  - Current budget is 100% GO Bond Funds
- Total estimated project cost - $6,135,819

3. WNC Nature Center "Gateway to the Southern Appalachians" Enhancement

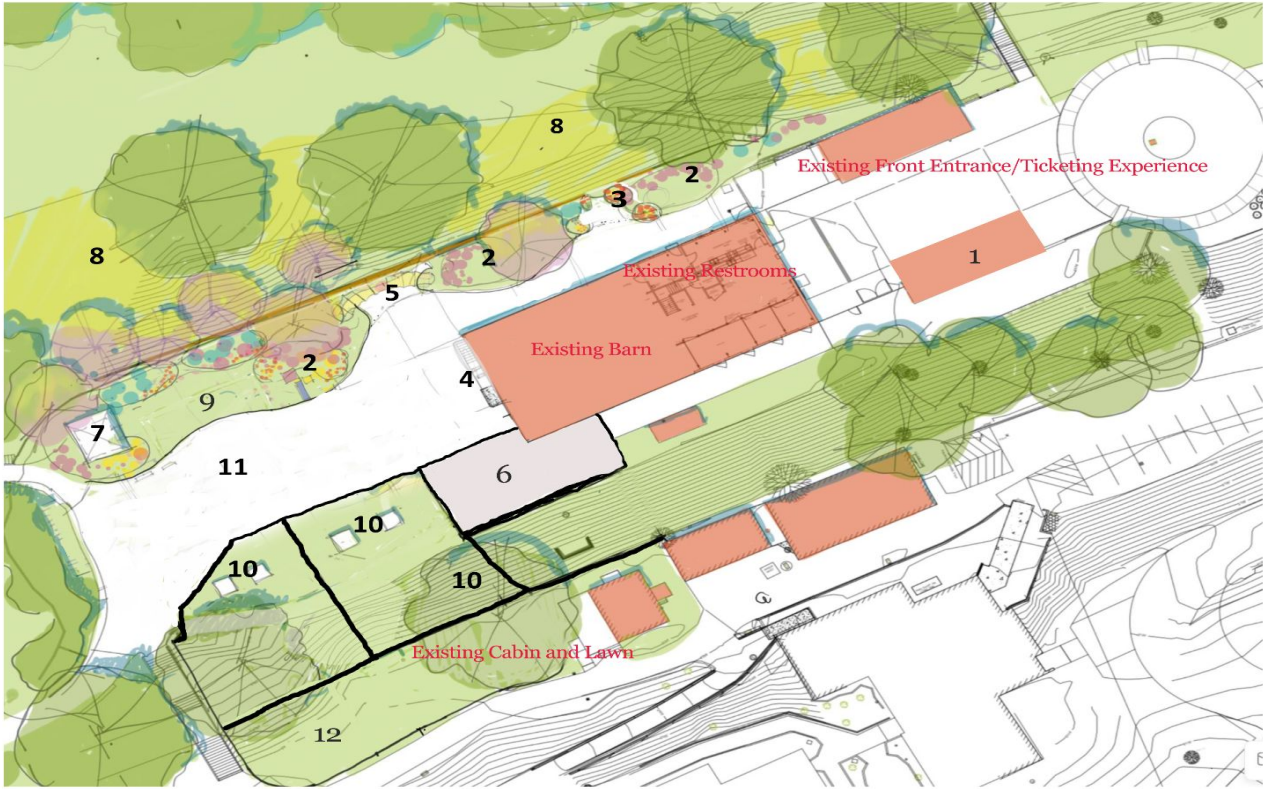
A period of excellent growth

WNC NATURE CENTER ATTENDANCE as of 5/9/2022													
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
January	1,885	1,018	1,692	2,354	4,609	2,591	3,980	4,024	4,933	3,368	4,661	5,405	7,204
February	3,207	2,678	3,574	3,270	3,026	4,618	3,257	4,946	7,729	6,173	10,524	6,705	7,202
March	5,577	8,483	5,579	7,694	7,062	7,918	9,713	13,938	8,976	9,869	17,884	3,700	13,182
April	11,865	11,608	11,926	13,847	12,892	13,154	14,155	14,870	18,235	16,906	22,037	0	18,414
May	9,350	9,130	11,404	11,222	11,422	12,872	14,229	13,802	13,584	13,824	18,361	0	15,813
June	11,188	11,384	10,645	12,371	13,048	13,205	14,043	15,029	16,056	16,597	19,065	0	20,895
July	15,401	13,624	13,770	13,327	14,833	18,661	17,680	18,670	20,393	19,986	23,577	0	**24,256**
August	10,607	10,113	10,468	12,201	12,958	14,671	14,350	13,889	15,398	15,196	18,307	0	16,283
September	5,725	5,084	5,823	7,445	7,941	8,085	8,197	9,463	12,311	10,550	13,376	813	11,634
October	7,176	9,791	8,715	10,168	10,555	10,803	9,572	12,717	13,844	12,716	14,201	13,708	13,198
November	4,428	3,427	5,041	5,253	5,670	6,173	6,221	7,433	8,314	7,434	10,493	12,532	11,453
December	1,519	1,267	3,818	3,562	3,933	4,702	6,581	5,662	5,133	5,547	8,644	7,914	12,562
TOTAL ATTENDANCE	**87,928**	**87,607**	**92,455**	**102,714**	**107,949**	**117,453**	**121,978**	**134,443**	**144,906**	**138,166**	**181,130**	**50,777**	**172,096**
% incr/decr from prev year		-0.37%	5.53%	11.10%	5.10%	8.80%	3.85%	10.22%	7.78%	-4.65%	31.10%	-71.97%	238.93%
600 plus attendance days	9	7	8	15	29	47	58	60	85	74	129	18	124
1,000 plus attendance days	2	2	2	2	2	3	3	4	9	8	27	2	26
ADMISSIONS REVENUE													
Total Admissions Revenue						$474,713	$501,282	$700,409	$713,061	$654,055	$900,138	$287,469	$1,194,908
Admission Per Cap						$4.04	$4.11	$5.21	$4.92	$4.93	$4.97	$5.66	$6.94

3. Bird's Eye View - now



3. A Vision for the Future - The “Gateway to the Southern Appalachians”



1. 800 sq ft Gift Shop
2. Native Plantings
3. Chrysalis Swing Play Feature
4. Repaint Barn Facade
5. Caterpillar Play Feature
6. Donkey Exhibit
7. Seasonal Live Butterfly Exhibit
8. Native Planting Meadow
9. Event/Activity Lawn
10. Goat and Sheep Exhibits
11. Open Guest Plaza
12 Farm Play Features

3. WNC Nature Center “Gateway to the Southern Appalachians” Enhancement

- TPDF Requested amount - $ 567,000
- Friends of the Nature Center - committed $ 150,000
- City of Asheville $ 480,000
- Estimated overall project cost - $ 1,197,000

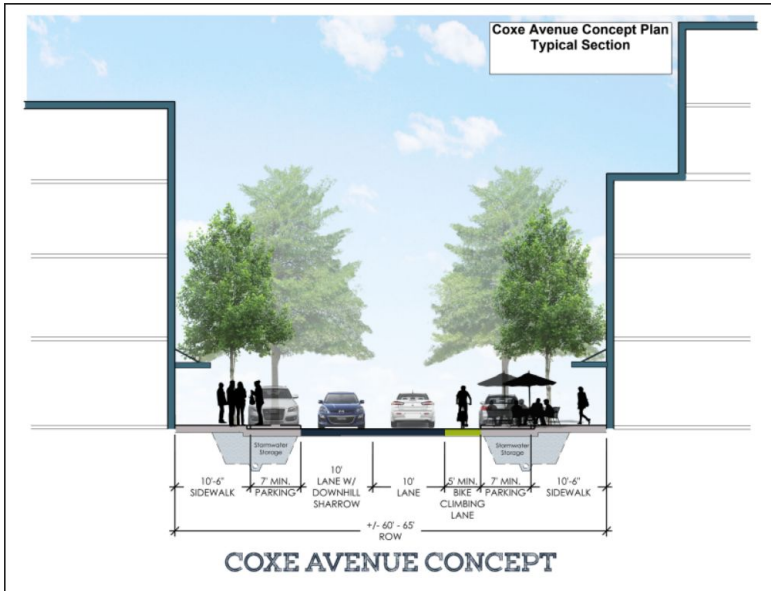
4. Coxe Avenue Complete Street

- Transform Coxe Ave in Accordance with the Community-Developed South Slope Vision Plan
- Design from Patton Ave to Southside Ave
- Construction - Based on Available Construction Funds
- Approximately .6 miles

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4. Coxe Avenue Complete Street

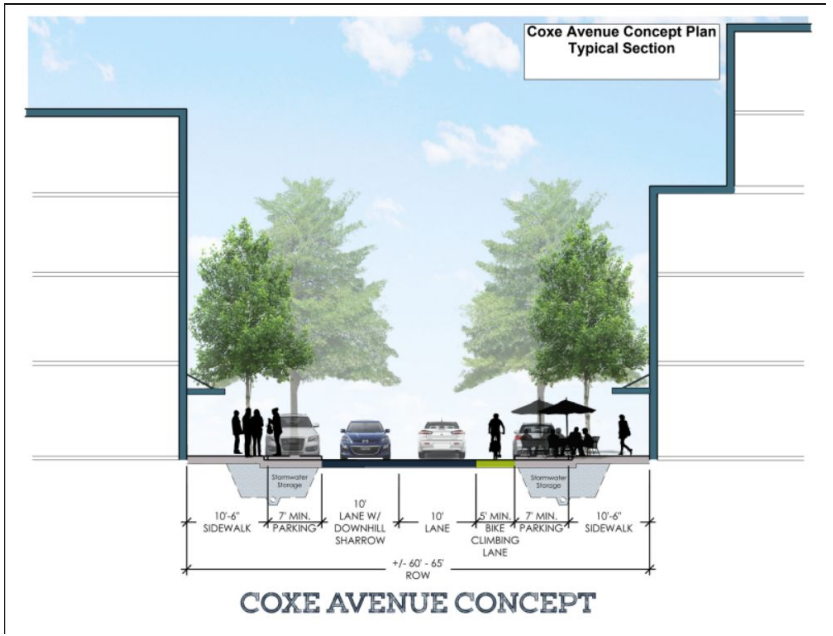
- Bike/Pedestrian Safety & ADA concerns
- Public Space Capacity/Connectivity
- Failing Stormwater Infrastructure/Impact on Southside Neighborhood
- Climate Related Threats



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4. Coxe Avenue Complete Street

- Safer Places for Pedestrians, Arts, Commerce, History and Culture
- Bike Lanes
- Stormwater Improvements Benefitting Neighbors Downstream
- Green Infrastructure
- Increased Tree Canopy



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4. Coxe Avenue Complete Street

- TPDF Requested amount - $3,000,000
- City of Asheville - $2,365,000
- NCDOT Grant - $9,460,000
- Estimated overall project budget $14,825,000

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Total TPDF Grant Amount Requested

1.	Municipal Golf Course	$2,000,000
2.	Swannanoa Greenway	$2,300,000
3.	WNC Nature Center	$567,000
4.	Coxe Avenue	$3,000,000

Total Request: $7,867,000

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Key Takeaways

- Eligible projects based on current legislation
- Interdepartmental evaluation group
- Created & followed a process to select eligible projects
- Prioritized selected projects for recommendation

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TPDF - Funding Request

Questions?

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