THE CITY OF ASHEVILLE

City Council Staff Report

Council Meeting Date

- April 14, 2026

Subject

- McCormick Field Naming Approval

Staff Resource(s)

- Chris Corl, Director, Community & Regional Entertainment Facilities

Action Requested

- Adoption of a resolution authorizing the renaming of Lewis McCormick Field located at 30 Buchanan Place in the City of Asheville, North Carolina, 28801 to Hometrust Park.

Background

- The City of Asheville owns Lewis McCormick Field, opened in 1924 and named after the then staff bacteriologist Dr. Lewis McCormick who started the 'Swat That Fly' campaign in 1905 to reduce the area's burgeoning problem with the housefly.
- Dewine Seeds - Silver Dollar Baseball, LLC. owns the Asheville Tourists, a Major League Baseball (MLB) Professional Development League (PDL) team which plays its home games at McCormick Field.
- The Asheville Tourists have called McCormick Field home since 1924, with some exceptions around World War II when minor league baseball was suspended. The current ownership group has leased the facility from the City since 2010.
- On March 14, 2023, Asheville City Council approved Resolution 23-49 authorizing the City manager to sign a funding letter of commitment to Major League Baseball regarding the City's intent to bring the facility into compliance with MLB PDL facility standards at an estimated total cost of $37.5 Million.
- Funding to offset the debt services required for a construction project of this magnitude was sourced and committed to by four entities.
    - City of Asheville
    - Buncombe County Government
    - Buncombe County Tourism Development Authority
    - Dewine Seeds - Silver Dollar Baseball LLC.
- On May 13, 2025, Asheville City Council approved Resolution 25-95 authorizing a long-term lease agreement with Dewine Seeds - Silver Dollar Baseball, LLC. As part, the team is responsible for annual lease payments, averaging over $475,000 to the City for

use to offset debt service payments.
- Within the lease agreement, Section 8.07 Naming Rights, the City has granted the right and authority to market and sell Naming Rights for the facility and to retain the revenue therefrom. The identity of any future sponsor of the name of the facility (the 'Naming Rights') shall be subject to approval of the City, such approval will not be unreasonably withheld, conditioned or delayed.
- Potential Naming Rights payments were calculated into the potential capital stack required to offset debt service payments on the renovation project. In order to protect the City's risk, the effort and expense to sell Naming Rights was placed on the team during contract negotiations.
- Asheville Tourists staff has secured a naming rights sponsor and proposes to rename the facility to 'Hometrust Park' after the sponsor, publicly traded and locally operated regional bank, Hometrust Bank.
- Hometrust Bank is a strong community partner supporting many organizations in the Asheville area with company fundamentals that align well with Council goals.

Vendor Outreach Efforts:

- Not Applicable

Council Vision 2036 Focus Area(s):

- A Will-Planned and Livable Community
- Thriving Local Economy
- Connected and Engaged Community
- Fiscally Resilient City

Council Priority Recovery Area(s):

- Infrastructure & Environment
- Economic Recovery

Committee(s):

- Not Applicable

Pro(s)

- Naming sponsor is a local company
- Naming rights funds help to ensure team is able to pay annual lease payments and reinvest in the facility through the term of the lease agreement.

Con(s)

- None

Fiscal Impact

- No fiscal impact to the City, revenue from Naming Rights sponsorship is paid directly to the team.
- There are no City expenses associated with Naming Rights, all expenses are that of the Team.

Suggested Motion

- Motion to adopt a resolution authorizing the renaming of Lewis McCormick Field located at 30 Buchanan Place in the City of Asheville, North Carolina, 28801 to Hometrust Park.

Attachment(s)

- Resolution

City of Asheville Resolution Number 26-___

Resolution authorizing the renaming of Lewis McCormick Field to Hometrust Bank Park

Whereas, the City has the authority pursuant to G.S. 160A-11 and G.S. 160A-272 to enter into leases for real property, and

Whereas, the City has leased the property known as Lewis McCormick Field to DeWine Seeds - Silver Dollar Baseball, LLC for a term of 20 years beginning January 1, 2026, and

Whereas, as a term within the lease agreement the City has assigned the right and authority to market and sell naming rights for the facility to the tenant, and

Whereas, per the agreed upon terms of the lease agreement, the final approval of the naming sponsor cannot be unreasonably withheld, conditioned or delayed, and

Whereas, the tenant has successfully entered into a Naming Rights/Sponsorship Agreement with Hometrust Bank, a publicly traded and locally operated bank, effective April 21, 2026, subject to City Council approval; and

Whereas, the Asheville City Council finds that the naming Hometrust Park is consistent with the lease term requirements that the name of the facility shall be a name that is appropriate for a publicly-owned facility and is not in conflict with the City's community standards and therefore, approves this naming rights agreement;

Now, Therefore, be it resolved by the City Council of the City of Asheville that:

The City Manager is hereby authorized to approve a change to the facility name located at 30 Buchanan Place from Lewis McCormick Field to Hometrust Park effective April 14, 2026 for a term of 10 years.

Read, approved and adopted this 14th day of April, 2026.

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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk