

TOURISM PRODUCT DEVELOPMENT FUND

POWERED BY
Buncombe County Tourism
Development Authority

TOURISM PRODUCT DEVELOPMENT FUND (TPDF) INVESTMENT SUMMARY

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 provided nearly **\$89 million through 66 investments in 41 community projects across Buncombe County**. Many of these projects would not have been possible without it.

The TPDF has funded several major tourism capital projects, including:

- **\$45 million** for all City of Asheville-owned and applied projects
- **\$7.1 million** for the City of Asheville's Riverfront Redevelopment project
- **\$7.2 million** for the Harrah's Cherokee Center – Asheville
- **\$23.95 million** for the City of Asheville's McCormick Field
- **\$18.9 million** for all Buncombe County-owned and applied projects
- **\$8.14 million** for the Town of Woodfin's Blueway & Greenway
- **\$10.8 million** for the Buncombe County Sports Park
- **\$2.5 million** for Pack Square Park

Tourism Product Development Fund Investments

TPDF Project	Year of Award	Award	Type	Total Investment
John B. Lewis Soccer Complex at Azalea Park	2002	\$400,000	Grant	\$4,555,000
	2004	\$400,000	Grant	
	2009	\$500,000	Grant	
	2015	\$1,100,000	Grant	
	2025	\$2,155,000	Grant	
Grove Arcade	2002	\$500,000	Grant	\$500,000
North Carolina Arboretum	2003	\$750,000	Grant	\$1,655,000
	2018	\$905,000	Grant	
Asheville Visitor Center	2003	\$750,000	Grant	\$750,000

TPDF Project	Year of Award	Award	Type	Total Investment
Western North Carolina Veterans' Memorial at Pack Square Park	2007	\$67,000	Grant	\$67,000
Buncombe County Civil War Trails	2007	\$16,500	Grant	\$16,500
Asheville Area Wayfinding Program	2007	\$1,650,000	Grant	\$1,800,000
	2010	\$150,000	Grant	
Pack Square Park	2004	\$500,000	Grant	\$2,550,000
	2007	\$1,500,000	Grant	
	2009	\$500,000	Grant	
	2013	\$50,000	Grant	
Asheville Art Museum	2007	\$1,000,000	Grant	\$1,500,000
	2009	\$500,000	Grant	
The Orange Peel	2009	\$250,000	Grant	\$300,000
		\$50,000	Loan Guarantee	
Harrah's Cherokee Center - Asheville	2010	\$2,000,000	Grant	\$7,261,000
	2012	\$1,375,000	Grant	
	2013	\$800,000	Grant	
	2016	\$1,500,000	Grant	
	2023	\$1,586,000	Grant	
Smoky Mountain Adventure Center	2010	\$100,000	Grant	\$100,000
Navitat Canopy Adventures	2012	\$500,000	Grant	\$500,000
University of North Carolina at Asheville - Sportsfield Lighting	2013	\$500,000	Grant	\$500,000
Highland Brewing Company	2014	\$850,000	Grant	\$850,000
The Collider	2014	\$150,000	Grant	\$300,000
	2015	\$150,000	Grant	
Pearson Bridge River Access	2014	\$25,000	Grant	\$25,000
Bob Lewis Ballpark	2014	\$2,000,000	Grant	\$2,500,000
	2025	\$500,000	Grant	
Riverfront Destination Development****	2014	\$1,800,000	Grant	\$7,125,000
	2015	\$725,000	Grant	
	2017	\$4,600,000	Grant	
Asheville Museum of Science (AMOS)	2015	\$400,000	Grant	\$525,000
	2022	\$125,000	Grant	
WNC Nature Center	2015	\$313,000	Grant	\$880,000
	2022	\$567,000	Grant	
Asheville Community Theater	2016	\$530,000	Grant	\$530,000
Montreat College - Pulliam Stadium	2016	\$350,000	Grant	\$350,000
WNC Farmers Market	2016	\$380,000	Grant	\$380,000

TPDF Project	Year of Award	Award	Type	Total Investment
The Wortham Center	2016	\$700,000	Grant	\$825,000
	2021	\$45,000	Grant	
	2022	\$80,000	Grant	
Woodfin Greenway & Blueway	2017	\$2,250,000	Grant	\$8,140,000
	2022	\$5,890,000	Grant	
Black Mountain College Museum + Arts Center	2017	\$200,000	Grant	\$200,000
Buncombe County Sports Park (Enka Recreation Destination)	2018	\$6,000,000	Grant	\$10,804,415
	2022	\$750,000	Grant	
	2023	\$4,054,415	Grant	
Center for Craft (National Craft Innovation Hub)	2018	\$975,000	Grant	\$975,000
YMI Cultural Center	2018	\$800,000	Grant	\$800,000
LEAF Global Arts Center	2018	\$705,000	Grant	\$705,000
African-American Heritage Museum at Stephens-Lee Community Center	2018	\$100,000	Grant	\$100,000
Black Cultural Heritage Trail Project*	2018	\$500,000	Grant	\$500,000
UNC Asheville - Karl Straus Track	2022	\$1,500,000	Grant	\$1,500,000
Asheville Municipal Golf Course	2022	\$1,641,425	Grant	\$1,641,425
NC Glass Center - Black Mountain Facility	2022	\$330,000	Grant	\$330,000
Asheville on Bikes - AVL Unpaved	2022	\$188,355	Grant	\$188,355
RiverLink - Karen Cragnolin Park	2022	\$360,790	Grant	\$360,790
City of Asheville - Swannanoa River Greenway	2022	\$2,300,000	Grant	\$2,300,000
McCormick Field	2023	\$1,950,000	Grant	\$22,950,000
		\$21,000,000	Debt Service	
Western NC Agriculture Center	2023	\$500,000	Grant	\$500,000

* In lieu of a TPDF grant, the BCTDA committed to provide dedicated staff and funding for the development of the Asheville Black Cultural 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.