

TOURISM PRODUCT DEVELOPMENT FUND (TPDF)

The Tourism Product Development Fund comes from 25% of the occupancy tax paid by visitors who stay overnight in Buncombe County in commercial lodging facilities. Since the fund's inception, the Buncombe County Tourism Development Authority has invested nearly **\$44 million of occupancy tax revenue to support 39 community projects**. Many of these projects would not have been possible without it.

The TPDF has funded several infrastructure projects, including:

- **\$7.1 million** for City of Asheville Riverfront Redevelopment
- **\$22 million** in total for City of Asheville-owned projects
- **\$6 million** to Buncombe County for the Enka Sports Complex
- **\$2.25 million** for Town of Woodfin's Greenway & Blueway
- **\$2 million** for Pack Square Park
- **\$5.675 million** for the Civic Center (now known as Harrah's Cherokee Center – Asheville)

Projects supported by Buncombe County TDA through the Tourism Product Development Fund

- African American Heritage Museum at Stephens-Lee - \$100,000
- African American Heritage Trail - *Staff support & project implementation*
- Asheville/Buncombe Wayfinding - \$1,800,000
- Asheville Art Museum - \$1,500,000
- Asheville Community Theatre - \$1,000,000
- Asheville Museum of Science - \$400,000
- Asheville Visitor Center - \$750,000
- Black Mountain College Museum + Arts Center - \$200,000
- Buncombe County Civil War Trails - \$16,500
- Center for Craft - \$975,000
- City of Asheville / U.S. Cellular Center - \$5,675,000
- Enka Recreation Destination - \$6,000,000
- Enka Center Ballfields - \$2,000,000
- Grove Arcade - \$500,000
- Highland Brewing Company - \$850,000
- John B. Lewis Soccer Complex - \$2,400,000
- LEAF Global Arts Center - \$705,000
- Montford Park Players - \$125,000
- Montreat College Pulliam Stadium - \$350,000
- Navitat Canopy Adventures - \$500,000
- North Carolina Arboretum - \$1,655,000
- Pack Square Park - \$2,550,000
- River Arts District - \$7,100,000
- RiverLink/Pearson Bridge River Access - \$25,000
- Smoky Mountain Adventure Center - \$100,000
- The Collider - \$300,000
- The Orange Peel - \$50,000 (*grant*), \$250,000 (*loan guaranty*)
- UNC Asheville / Sports Complex Lighting - \$500,000
- WNC Farmers Market - \$380,000
- WNC Nature Center - \$313,000
- WNC Veterans' Memorial at Pack Square Park - \$67,000
- Woodfin Greenway & Blueway - \$2,250,000
- Wortham Center for the Performing Arts- \$745,000
- YMI Cultural Center - \$800,000

TOURISM PRODUCT DEVELOPMENT FUND PROJECTS	AWARD	YEAR of Award
African American Heritage Museum at Stephens-Lee Community Center	\$100,000	2018
African American Heritage Trail	*See below	2018
Asheville/Buncombe Wayfinding Program Phase II	\$1,650,000 \$150,000	2007 2010
Asheville Art Museum	\$1,000,000 \$500,000	2007 2009
Asheville Community Theatre	\$1,000,000	2016
Asheville Museum of Science	\$400,000	2015
Asheville Visitor Center	\$750,000	2003
Black Mountain College Museum + Arts Center	\$200,000	2017
Buncombe County Civil War Trails	\$16,500	2007
Center for Craft	\$975,000	2018
City of Asheville - ExploreAsheville.com Arena at the U.S. Cellular Center <i>(now Harrah's Cherokee Center – Asheville)</i> City of Asheville - U.S. Cellular Center	\$2,000,000 \$1,375,000 \$800,000 \$1,500,000	2010 2012 2013 2016
Enka Recreation Destination - Buncombe County	\$6,000,000	2018
Enka Center Ballfields – Enka Youth Sports/Bob Lewis Ballpark	\$2,000,000	2014
Grove Arcade	\$500,000	2002
Highland Brewing Company**	\$850,000	2014
John B. Lewis Soccer Complex at Azalea Park JBL Soccer Complex <i>via Asheville Buncombe Youth Soccer Association</i>	\$400,000 \$400,000 \$500,000 \$1,100,000	2002 2004 2009 2015
LEAF Global Arts Center	\$705,000	2018
Montford Park Players	\$125,000	2012
Montreat College – Pulliam Stadium	\$350,000	2016
Navitat Canopy Adventures**	\$500,000	2012
North Carolina Arboretum Bonsai Garden	\$905,000 \$750,000	2018 2003

Pack Square Park	\$500,000	2004
	\$1,500,000	2007
Pack Square Park Pavilion	\$500,000	2009
Pack Square Park Canopy <i>via Asheville Downtown Association</i>	\$50,000	2013
River Arts District		
City of Asheville - Riverfront Destination Development 1.0	\$1,800,000	2014
City of Asheville - Riverfront Destination Development 2.0	\$725,000***	2015
City of Asheville - Riverfront Destination Redevelopment/RADTIP	\$4,600,000	2017
RiverLink - Pearson Bridge River Access	\$25,000	2014
Smoky Mountain Adventure Center**	\$100,000	2010
The Collider	\$150,000	2014
	\$150,000	2015
The Orange Peel**	\$50,000 grant + \$250,000 loan guaranty	2009
UNC Asheville Foundation - Outdoor Sports Complex Lighting	\$500,000	2013
WNC Farmers Market	\$380,000	2016
WNC Nature Center via Friends of the WNC Nature Center	\$313,000	2015
WNC Veterans' Memorial at Pack Square Park	\$67,000	2007
Woodfin Greenway & Blueway	\$2,250,000	2017
Wortham Center for the Performing Arts	\$700,000	2018
	\$45,000	2021
YMI Cultural Center	\$800,000	2018
TOTAL - 39 Projects	\$44 Million	

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