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September 9, 2014

Jeff Covington, Chair, TPDF Committee
Bob Patel, Chair, Buncombe County TDA
Stephanie Pace Brown, Executive Director, Buncombe County TDA

RE: Joint Support by City of Asheville and Buncombe County for TPDF Applications

Greetings:

First, please allow us to express our appreciation to each of you for the tremendous amount of hard work and dedication that you bring to the Buncombe County TDA and the Tourism Product Development Fund (TPDF) program.

With that spirit of cooperation, great things can be achieved! And in that spirit, we would like to jointly express our mutual support for both the Enka Youth Sports Organization Development TPDF application and the City of Asheville Riverfront Destination Development TPDF application. We strongly believe that both of these projects are worthy of TPDF funding.

Both applications will clearly create substantial incremental increases in new room night generation for the Buncombe County hospitality industry. Both projects will grow the sports/outdoor recreation tourism cluster in Buncombe County. Both projects have substantial matching contributions by the City and County. Both projects have the ability to make immediate positive economic impacts on the region. The location of both projects will allow for significant future synergy and linkage between each other with the Hominy Creek Greenway corridor. Both projects target families that will come to the area and stay additional nights because of the projects.

These projects represent significant partnerships and involvement of both the public and private sector. We are confident that both merit funding because they achieve in significant ways the intent of the TPDF Program as established, and we urge your positive consideration of these projects. The future is very bright for tourism in Buncombe County with these two projects.

We are happy to answer any questions you have, and again, we appreciate your consideration.

Sincerely,

David Gantt,
Chair, Buncombe County Commission

Esther Manheimer,
Mayor, City of Asheville