

Buncombe County

TPDF Update and Discussion

April 19, 2022



TPDF Overview

- Tourism Product Development Fund (TPDF) is a Tourism Development Authority (TDA) grant program.
- TPDF projects are funded by the Hotel Occupancy Tax.
- TPDF projects are evaluated and selected by the TPDF Committee.
- TPDF has funded 39 community projects and awarded nearly \$44M.
- Example Buncombe County projects include:
 - Enka Recreation Destination
 - Woodfin Blueway and Wave
- TPDF application cycle is approaching and the TDA has requested input on potential projects.



Upcoming TPDF Cycle

Program Guide & Application Materials Released	Wednesday, April 27
Information Session for Prospective Applicants	Wednesday, May 4 3:00—4:30 p.m.
Phase 1 Applications Due	Wednesday, June 1 5:00 p.m. ET
Phase 1 Applicants Notified (Invite to Phase 2)	Wednesday, June 29
Phase 2 Applications Due	Wednesday, August 31 5:00 p.m. ET
Phase 2 Review & Project Presentations*	Thursday, September 29 & Friday, September 30
Site Visits*	Monday, October 10 & Tuesday, October 11
Grant Awards Announced at BCTDA Board Meeting	Wednesday, October 26



Projects for Discussion

Project Name	Description	Estimated Total Cost	Priority
Affordable Housing Development	Recurring contribution to affordable housing development in Buncombe County. Housing will be utilized by residents that are likely to be employed in the service, hospitality and other industries.	\$2M/annual	TBD
BCSP Recreation Destination – Phase 2	Add turf and lights for ~3 additional fields at Buncombe County Sports Park. This will bring the total turfed fields to 6 out of 9. Turf and lights will increase playable hours.	\$6-7M	TBD
Ferry Road Destination (Greenway, Trails, and River Access)	Greenway (~2 miles), trail (~2 miles) and river access park at the Buncombe County-owned Ferry Road site. These recreation assets will connect the Ferry Road site to Bent Creek River Park, the Blue Ridge Parkway and Arboretum. The site is anticipated to be utilized for mixed income housing, recreation, light commercial/industrial and conservations purposes.	\$5M	TBD
Woodfin Greenway and Blueway	Complete Woodfin Recreation destination amenities including, but not limited to, ‘the wave’ and Riverside Park. Note that additional funding is under consideration for the Woodfin Greenway.	\$6M	TBD
Farm Heritage Trail Phase 2	Farm Heritage Trail phase 2 in East Buncombe County	\$500K	TBD



Projects for Discussion (continued)

Project Name	Description	Estimated Total Cost	Priority
McCormick Field Improvements	Improvements to the City-owned McCormick Field.	\$30M	TBD
UNCA Track	Improve the UNCA track which is used by the University and community	\$5M	TBD
I-26 Aesthetics	Improvements to I-26 improvements in Buncombe County. The total aesthetics improvement cost is included and includes improvements to Bowen Bridge, Patton Avenue, and Amboy Road. The total cost does not reflect contributions from local governments including the City of Asheville.	\$10M	TBD
Black Mountain Site Plan	Improvements in the Town of Black Mountain including, but not limited to, ADA River Access, Cragmont Park improvements, and Mountain Bike Park	\$5M	TBD
Weaverville Site Plan	Improvements in the Town of Weaverville including, but not limited to, Reems Creek Greenway and Recreational and multi-use field space	TBD	TBD
Swannanoa Site Plan	Improvements to the Beacon site for the Mountain Sports Complex	TBD	TBD
Montreat Site Plan	Greenway connectivity between Montreat and Black Mountain	\$1M	TBD

