

Black Mountain Infrastructure and Small Business Support

RFP for Coronavirus State and Local Fiscal Recovery Funds

Black Mountain Swannanoa Chamber of Commerce

Sharon Tabor
201 E. State St.
Black Mountain, NC 28711

director@blackmountainchamber.com
O: 828-669-2300

Sharon Tabor

201 E. State St.
Black Mountain, NC 28711

director@blackmountainchamber.com
O: 828-669-2300

Application Form

Question Group

Buncombe County requests proposals for projects to help the community recover from and respond to COVID-19 and its negative economic impacts.

Buncombe County has been awarded \$50,733,290 in Coronavirus State and Local Fiscal Recovery Funds (Recovery Funding), as part of the American Rescue Plan Act. This infusion of federal resources is intended to help turn the tide on the pandemic, address its economic fallout, and lay the foundation for a strong and equitable recovery.

Buncombe County is committed to investing these funds in projects that:

- Align to county strategic plan and community priorities
- Support equitable outcomes for most impacted populations
- Leverage and align with other governmental funding sources
- Make best use of this one-time infusion of resources
- Have a lasting impact

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

[Click here for the full terms and conditions of the RFP](#)

Coronavirus State and Local Fiscal Recovery Funds*

Name of Project.

Black Mountain Infrastructure and Small Business Support

Amount of Funds Requested*

\$2,050,000.00

Recovery Fund Eligible Category*

Please select one:

Small business and non-profit support

Brief Project Description*

Provide a short summary of your proposed project.

The following project proposes the relocation of the Black Mountain Swannanoa Chamber of Commerce and Visitor Center offices to better serve and support area businesses and visitors. The new centralized location will have an opportunity to expand parking infrastructure with a forty-one-space deck in support of community growth. The proposed location will be a suitable trailhead convenient to the Black Mountain

Greenways and Fonta Flora Trail system as an information center and rest stop. The location will also be more closely aligned to the ART Transit system and will provide training space options for workforce development in conjunction and partnership with A-B Tech, the Buncombe Count Public Library small business project, S.C.O.R.E., and Swannanoa Valley Christian Ministries to provide assistance to unemployed and underemployed residents serving hospitality, retail, childcare, and other services critical for balanced lifestyle of residents and guests.

Project Plan*

Explain how the project will be structured and implemented, including timeframe.

With Recovery Funds, three adjacent parcels with building will be purchased on Hwy 9 (aka Broadway) between I-40 exit 64 and Hwy 70 (aka State St.). A portion of the land will be utilized with a parking deck to serve the needs of an expanding community. Between March 2020 and June 2021, Black Mountain experienced the addition of nineteen new businesses, expansion of seven businesses, and four additional projected businesses to launch before the end of 2021, requiring a need for additional parking. The deck will also be located next to a renovated historic building allowing parking for future tenants. The deck will provide centralized access to Broadway, Sutton, Richardson, Ridgeway, State, and Cherry streets in downtown Black Mountain.

The relocated Visitor Center will allow expansion of current services to businesses, travelers, hikers, and bicyclists as the Black Mountain Greenways project is developed and the Fonta Flora Trail is routed through east Buncombe County.

Property purchase would be supported with the sale of the current Chamber of Commerce building. Architectural and engineering drawings, Historic Preservation review, project RFP and contractor bid awards for the parking deck is anticipated to be a nine-to-twelve-month process. Project completion is anticipated to be 2023.

Statement of Need*

Describe the need that this project will address. Include data to demonstrate the need, and cite the source of the data.

The Elevate Black Mountain comprehensive plan parking study, from approximately three years ago, indicated sufficient parking in the Black Mountain business district. However, since March 2020, Black Mountain has experienced business growth with nineteen new businesses, seven business expansions, and approximately four more opening before the end of 2021. Brick and mortar retail and hospitality businesses within the downtown district need parking in order to serve their patrons and for long-term sustainability.

The Black Mountain Swannanoa Visitor Center, operated by the Chamber of Commerce, welcomed over 21,000 people through its doors during 2020, with 200% current increase in 2021. An unexpected impact of the COVID pandemic is that it increased visitation to small communities for recreation and relocation. With county, city, and state emphasis on outdoor adventure via Greenways and state trail programs, Black Mountain will continue to be a popular destination for outdoor recreation and relocation.

The current Black Mountain Swannanoa Chamber of Commerce and Visitor Center facility is not well suited for current demand of work force training as outlined in the Project description.

Link to COVID-19*

Identify a health or economic harm resulting from or exacerbated by the public health emergency, describe the nature and extent of that harm, and explain how the use of this funding would address such harm.

The COVID-19 pandemic has seen an explosion in outdoor tourism, increased visitation to small towns, and a decrease in workforce. Relocation of the Black Mountain Swannanoa Chamber of Commerce and Visitor Center operations would put the organization front and center in serving and educating current and potential employees in childcare, hospitality, service, and retail along with outdoor adventurers utilizing current hiking and biking trails and the expanded Black Mountain Greenways and Fonta Flora Trail system. The new location of the Chamber of Commerce operation will increase accessibility to public transportation for business workforce and provide additional training for underemployed or those newly entering the workforce community.

Population Served*

Define the population to be served by this project, including volume and demographic characteristics of those served.

This project is anticipated to impact approximately 2 million annual visitors to Black Mountain (per BCTDA 2019 MAP survey) and over 22,000 east Buncombe County residents. Additionally, this project will support over 270 chamber business partners with employee training, customer parking, and direct business promotion for area guests and residents.

Results*

Describe the proposed impact of the project. List at least 3 performance measures that will be tracked and reported. If possible, include baselines and goals for each performance measure.

Visitors to Visitor center: double within 18 months
 Workforce training; work with training partners to host 2 classes per month
 Parking utilization: 70% daily parking rate

Evaluation*

Describe the data collection, analysis, and quality assurance measures you will use to assure ongoing, effective tracking of contract requirements and outcomes.

Document increase in facility visitors in excess of 21,000 via door counter.
 Track training programs via participation count for classes offered and follow-up surveys with employers.
 Conduct parking counts twice daily to determine parking usage.

Equity Impact*

How will this effort help build toward a just, equitable, and sustainable COVID-19 recovery? How are the root causes and/or disproportionate impacts of inequities addressed?

Small town businesses have experienced greater COVID resilience than larger cities due to lower density in population. However, this growth has created greater job needs to sustain the future of east Buncombe

County businesses. Black Mountain and Swannanoa Valley need staff for childcare, food service, manufacturing, and retail operations. The relocation of the Black Mountain Swannanoa Chamber of Commerce and Visitor Center will provide accessible training resources in support of area underemployed and unemployed residents and businesses in addition to cultural and outdoor adventurist visitors.

Project Partners*

Identify any subcontractors you intend to use for the proposed scope of work. For each subcontractor listed, indicate:

- 1.) What products and/or services are to be supplied by that subcontractor and;
- 2.) What percentage of the overall scope of work that subcontractor will perform.

Also, list non-funded key partners critical to project.

A-B Tech Workforce Development and Continuing Education
 Black Mountain Tyson/Buncombe County Library small business support resources
 Charles D. Owen High School Career Guidance staff
 Fonta Flora Trails, Inc.
 Town of Black Mountain
 Town of Black Mountain Greenways Commission
 Town of Black Mountain Greenways Committee
 S.C.O.R.E
 Swannanoa Valley Christian Ministries

Capacity*

Describe the background, experience, and capabilities of your organization or department as it relates to capacity for delivering the proposed project and managing federal funds.

The Black Mountain Swannanoa Chamber of Commerce Executive Director has twelve years grant writing and administration experience that includes Federal Transportation Enhancement Funds and other grants totaling \$1M along with oversight of tourism tax based funds.

The current board chair has experience in commercial real estate construction and renovation with thirty years as CFO of a multi-million dollar service organization.

The Chamber board includes long-term residents and experienced business owners within the hospitality, service, and retail industries who provide aid and guidance on community workforce needs and support.

Budget*

Provide a detailed project budget including all proposed project revenues and expenditures, including explanations and methodology. For all revenue sources, list the funder and denote whether funds are confirmed or pending. For project expenses, denote all capital vs. operating costs, and reflect which specific expenses are proposed to be funded with one-time Buncombe County Recovery Funds.

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Recovery-Funds-budget-template.xlsx

Special Considerations*

Provide any other information that might assist the County in its selection.

COVID RFP Siteplan.png

One of the successes of the Black Mountain Swannanoa Chamber of Commerce during COVID-19 was as an information conduit for the ever-changing opportunities and protocols for relief funding for our small businesses. The effective utilization of private and government aid during this difficult time allowed many of our patrons to stay afloat. As we transition into the next phase of pandemic recovery, our greatest need is for trained workforce. Our Chamber is well positioned to serve the growing needs of workforce employment for area residents and our expanding number of small businesses.

File Attachment Summary

Applicant File Uploads

- Recovery-Funds-budget-template.xlsx
- COVID RFP Siteplan.png

Coronavirus State and Local Fiscal Recovery Funds Proposed Project Budget

| | |
|---------------------------|---|
| Organization Name: | Black Mountain Swannanoa Chamber of Commerce |
| Project Name: | Black Mountain Infrastructure and Small Business Support |
| Amount Requested: | \$2,005,000 |

| Proposed Project Revenue Funder | Amount | Confirmed or Pending? | Notes |
|--|------------------------|--------------------------|-------|
| Proposed Buncombe COVID Recovery Funds | \$2,050,000 | | |
| Sale of Current Property | <300,000> | Pending Sale of Property | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| List other sources here | | | |
| Total | \$ 2,050,000.00 | | |

| Proposed Project Expenses | Proposed Recovery Funds | Other Funds | Total | Capital or Operating Expense? | Notes |
|--------------------------------------|-------------------------|-------------|------------------------|-------------------------------|-------|
| Purchase of 3 parcels | \$1,300,000 | | \$ 1,300,000.00 | Capitol | |
| Parking Deck design and construction | \$1,000,000 | | \$ 1,000,000.00 | Capitol | |
| Renovation of building | \$50,000 | | \$ 50,000.00 | Capitol | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| List expenses here | | | \$ - | | |
| Total | | | \$ 2,350,000.00 | | |

Proposed site
Black Mountain Swannanoa Chamber of Commerce relocation and parking deck

0.55 Acres

