

# TDA LIFT Grant Application Update

Presentation to the Board of Commissioners

September 17th, 2024



# Agenda

- Overview of Tourism Development Authority (TDA)'s grant funding programs
- Match requirements and future planning
- Potential Projects for October 2024 LIFT
- Next Steps



# TPDF and LIFT

	<b>Tourism Product Development Fund</b>	<b>Legacy Investment from Tourism (New)</b>
Applications Open	April	October
Decisions Made	October	April
Type of Project	Construction, shovel ready projects	Design and engineering allowed, in addition to construction costs
Permissible Use of Funds	Construction of a new location/relocation or expansion of an existing location	Restoration or rehabilitation of an existing location, maintenance, project management of a project, enhancement of natural resources, or expansion of necessary infrastructure



# Tourism Development Authority (TDA) Grant Program Eligibility

- Located in Buncombe County\*
- Major Tourism Capital Project that furthers economic development of Buncombe County\*
- Demonstrate ability to increase patronage of lodging facility in BC\*
- Must not solely benefit a single lodging owner
- Legal control of the property through recorded deed or long-term lease at the time of application
- **Minimum of 1-to-1 funding match**

\* Required by Statute



# Grant Match

- Longer term planning
- Align with budget process
  - Capital Improvement Plan (CIP)
  - Grant Justification Form
- Leverage existing projects and department needs
- Seek other grants and funding sources where appropriate



# Example Budget Process



	FY25	FY26	FY27	FY28	Funding Source
<b>Ferry Road</b>					
Design & Construction	\$4,000,000				LIFT
Design & Construction	\$3,000,000				Match - Bond
<i>Future Project*</i>					
<i>Design</i>			\$200,000		LIFT
<i>Design</i>			\$200,000		Match - County
<i>Construction</i>				\$4,000,000	TPDF
<i>Construction</i>				\$4,000,000	Match - County

\*Hypothetical, for example only



# LIFT Application October 2024



# Projects for Discussion – Long Term Planning

*Note for discussion only. Projects are subject to change based on planning efforts in progress, such as the Capital Improvement Plan (CIP) and the ongoing Parks and Rec Master Plan.*

	<b>Project Name</b>	<b>Description</b>	<b>Estimated Total Cost</b>	<b>Year</b>
A	<b>River Park Restoration</b>	Improve park facilities at Hominy Creek, Glen Bridge, and Bent Creek, including updates such as boat launches, bathrooms, and adding parking	\$2.5M	2024
B	<b>Coxe Avenue Mixed Use Housing and Cultural Hub</b>	Mixed use development on County-owned property to include affordable housing and market rate housing for service industry and other workers including commercial and/or institutional space for retail, arts, and cultural amenities.	\$50M	2024
C	<b>Enka Phase II</b>	Add turf and lights for 4 additional fields at Buncombe County Sports Park.	\$21M	2024
D	<b>Deaverview Park</b>	Construct parking, restrooms, road, and trail access for Deaverview Mountain	\$8M	2026
E	<b>Lake Julian Improvements</b>	Replace boat launch, bathroom, and shelters to increase accessibility of Lake Julian	\$6M	2026
F	<b>Enka Recreation Destination – Phase 3</b>	Build a competitive sports court system on fields	\$10M	2027
G	<b>Baseball Fields Restoration</b>	Improve network of Buncombe County baseball fields in order to recruit youth sports tournaments and increase sports tourism	\$10M	2027





# Potential Projects – LIFT 2024

	Project Name	Description	Estimated Total Cost	Year
A	<b>River Park Restoration</b>	Improve park facilities at Hominy Creek, Glen Bridge, and Bent Creek, including updates such as boat launches, bathrooms, and adding parking	\$2.5M	2024
B	<b>Coxe Avenue Mixed Use Housing and Cultural Hub</b>	Mixed use development on County-owned property to include affordable housing and market rate housing for service industry and other workers including commercial and/or institutional space for retail, arts, and cultural amenities.	\$50M	2024
C	<b>Enka Phase II</b>	Add turf and lights for 4 additional fields at Buncombe County Sports Park. This will bring the total turfed fields to 7 out of 9. Turf and lights will increase playable hours. Additional destination amenities include indoor recreation facility, community meeting space, playground amenities, and visitor amenities (e.g., concessions, lockers).	\$21M	2024



# Next Steps

## Next Steps

- Staff will submit LIFT application in October 2024 cycle
- Work with departments on CIP/TDA grant opportunities for FY26 ahead of November deadline
- For awareness, Contract and Grant Agreement for Ferry Road LIFT Award



# Questions



# Appendix



# TDA Granting Overview

- Funds come from the Occupancy Tax
- The community funds are currently split into two granting opportunities
  - Tourism Product Development Fund (TPDF)
  - Legacy Investment From Tourism (LIFT) - **new**
- About \$10,000,000 each per year
- LIFT is new this year, first awards were made in April 2024
  - 77% went to local government



# Potential Projects

Project ideas were developed in a series of meetings with Department Heads. The departments are identified below with their proposed projects listed. Projects that align with the current CIP are starred.

- Parks
  - Additional Funding for Enka Phase 2 ★
  - Hominy Creek Restoration ★
  - Baseball Fields ★
  - Connection/Improvements at Lake Julian ★
  - Deaverview ★
  - Enka Phase 3 ★
- Agriculture
  - Water Quality in French Broad
- Sustainability
  - EV infrastructure ★
  - Bike Sharing
- General Services
  - Additional exit at Enka
  - Parks and services in East Asheville
- Library
  - Special Collections
- Economic Development
  - Coxe Avenue community spaces

