**From:** Esther Manheimer
**To:** Julie Mayfield
**Cc:** Andrew Celwyn; Brownie W. Newman
**Subject:** Re: $5 million TPDF Grant Proposal
**Date:** Saturday, April 18, 2020 7:37:04 AM

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That's great news Julie. On both of these items. Thanks

On Fri, Apr 17, 2020 at 4:38 PM Julie Mayfield <juliemayfield@avlcouncil.com> wrote:

> Hi all – I spoke with Jim Muth about this just last night. They are working hard to work out the final kinks on the emergency legislation for use of existing TPDF funds and then he also wants to turn back to the longer term fixes to the legislation.
>
> He indicated that he thinks he actually has agreement with his folks on the one sticking point that was holding us up before – that the detail on how the 33% would be used will be in board policy rather than the legislation. So I hope that means we're actually finished negotiating. The hope is that this legislation would be introduced and adopted in the summer session rather than the session coming up in April.
>
> He will reach out to set up a meeting when they are finished with the emergency legislation.
>
> Julie
>
> **From:** Andrew Celwyn [mailto:andrew@herbiary.com]
> **Sent:** Friday, April 17, 2020 2:14 PM
> **To:** Julie Mayfield <juliemayfield@avlcouncil.com>
> **Cc:** Brownie W. Newman <Brownie.Newman@buncombecounty.org>; Esther Manheimer <esthermanheimer@avlcouncil.com>
> **Subject:** Re: $5 million TPDF Grant Proposal
>
> Good afternoon all,
>
> Is it time to revisit the idea of putting forward a TPDF proposal?
>
> "In response to a question from *Xpress*, Turner added that he didn't expect the

General Assembly to take up changes to legislation governing the Buncombe County Tourism Development Authority during the short session. “We will pick up where we left off after the crisis is over,” he said.

I know you all have lots on your plate (as do I), but I think the ball is in our court.

-Andrew

On Mon, Apr 6, 2020 at 2:25 PM Julie Mayfield <juliemayfield@avlcouncil.com> wrote:

> The legislature is still scheduled to reconvene at the end of this month, but they are trying to figure out how to do that and comply with social distancing. I heard Gary say at last week’s meeting that they hoteliers hope to reveal their proposal this week, so we will see.
>
> And I don’t know if this is even possible, but it would be great if their proposal could be met with something other than complete rejection and derision. The relationship is so broken right now, and I don’t know if they even care what we think since they can probably get what they want without us on this legislation, but this will be an opportunity to try to build rather than tear down. I hope we take advantage of it even if their proposal isn’t exactly what we would want. We aren’t fully responsible for the relationship being broken, but the initial response will set the stage for whether we can cooperate on this or anything else. And we still will/do need to cooperate on the more permanent fixes to the legislation, so finding a constructive path forward remains important.
>
> Julie
>
> **From:** Andrew Celwyn [mailto:andrew@herbiary.com]
> **Sent:** Sunday, April 5, 2020 7:55 PM
> **To:** Brownie W. Newman <Brownie.Newman@buncombecounty.org>
> **Cc:** Esther Manheimer <esthermanheimer@avlcouncil.com>; Julie Mayfield <juliemayfield@avlcouncil.com>
> **Subject:** Re: $5 million TPDF Grant Proposal
>
> Good evening all,

Julie, please see Brownie's email below, I think you were inadvertently left off.

I'm certainly in agreement that I'd like to use marketing dollars, but that feels less likely at the moment as the board looks to protect the marketing money to bring back tourists whenever that is possible.

The idea to help businesses reopen when our society opens back up is certainly an admirable one, but it is not necessarily ideal. First, we don't know if that money will be disbursed 3 months, 6 months, or (I hate to say it) over a year from now when we have a vaccine or better way to fight the virus. Second, it may certainly help some businesses that aren't receiving aid from the Payroll Protection and other SBA programs, but to displaced workers it may just seem like another plan to help out owners while many workers continue to suffer. I know that many businesses need to reopen in order for people to get jobs again, but again it's a question of priorities and the occupancy taxes don't seem to ever reach those who are most needy.

If the legislature passes some sort of change, I'm not sure we will have an opportunity to put forth a TPDF project for consideration, especially if there is a dollar figure associated with it.

Julie, do you know the time frame associated with any potential legislation? Will we know if anything is happening within the next week, or before the next TDA meeting?

Brownie, in terms of potential projects, I have several ideas. Some parklets downtown for both art & buskers to us (there is also one ready to go for the Center for Craft), perhaps some food truck parks in different areas of the city/county that have picnic tables designed & produced by local artists. But, there are many creatives in this sector who might be better suited to come up with a list of projects that could happen quickly and have a big impact. I'd look to gather Katie Cornell, Reggie Tidwell, Suzanne Hudson, Joel Osgood, and others (suggestions?) to spitball ideas and come up with a list ASAP so we can also put some good numbers behind any proposal. None of these people have been approached yet, and I certainly don't want to give them false hope if a deal in the legislature is imminent.

Happy to help in whatever way is most useful.

-Andrew

On Sun, Apr 5, 2020 at 2:36 PM Brownie W. Newman <Brownie.Newman@buncombecounty.org> wrote:

> Andrew, Julie and Esther:
>
> So, I am hearing two ideas here. One is grants to artists for beautification or other types of short-term projects. The other is using funds for grants/ forgivable loans to restaurants to get their businesses re-started.
>
> I am open to both ideas. Of course, I'd prefer to see some of the advertising funds used rather than just TPDF but it sounds like from the emails, this is just being envisioned as as a use of TPDF funds.
>
> In terms of the idea of artist projects, it would be helpful for me to hear some examples of some types of projects this might involve. I am not coming up with any great ideas on my own but if I could see some examples of what others are thinking, perhaps I'd have a few ideas.
>
> One other brief comment. If there is going to be some amendment to the hotel tax law to make funds available during the Covid-19 emergency, I certainly hope no one tries to enact controversial, permanent changes to the hotel tax law. I think there would be a lot of public outrage if some positive changes were made to help workers and businesses in the short term were to be attached to a hotel industry version of changing the hotel tax law for the long-term. I think we need to keep those issues separate.
>
> Brownie Newman
> Sent from my iPad
>
> > On Apr 2, 2020, at 6:21 PM, Andrew Celwyn <andrew@herbiary.com> wrote:
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> >
> > Good evening to you both.
> >
> > With little help from my fellow board members (and others on the call), I'm turning to both of you to see if you would like to help coordinate putting together a $5million dollar TPDF grant over the next three weeks.
> >
> > My preference would be to solicit projects around the city and the county that could be tackled in a relatively short period of time, 1-3 months, and could inject some money into our community during this critical time. Artistic endeavors that could beautify our county and other projects that might fall within the typical TPDF parameters would be

critical to making this application strong.
>
> Getting this together by April 21st or 22nd would be helpful as the next board meeting is April 29th. There is Currently $4.6 million in the TPDF fund and there will be more than $5 million available after March receipts are included.
>
> You both have a lot on your plates at the moment, as do I with keeping my business afloat and getting applications in for grants and SBA relief. If the two of you are able to provide some staffing to actually put the proposal together, I'm willing to help get the word out to the community that we need people to put forward projects that would be worthy of TPDF money. Lots of people may be disappointed that their projects aren't funded, but we've got a lot of creative juices out there as well as people with time on their hands who can help make this "kitchen soup" TPDF project a success.
>
> Maybe it only ends up as $2 million or $3 million depending on what comes in. I've got to think that's better than letting that money sit for another six plus months.
>
> If the legislature isn't going to help out, I hope we can find a way to help ourselves.
>
> Thanks for considering this idea. Happy to discuss further when you have time.
>
> -Andrew

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buncomberready.org<https://buncomberready.org>

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