

# 2025 Grant Cycle - Phase I Application

Name of Project	AMOS Musuem Master Plan - Infrastructure Expansion
Organization Name	Asheville Museum of Science
Contact Name	Amanda Bryant
Email	abryant@ashevillescience.org

## Eligibility

Please complete the questions in this section to confirm your project is eligible for the Tourism Product Development Fund before beginning the application.

Is the applicant a federally recognized non-profit organization or government entity?

Yes

Is the project a festival, cultural event, or other event?

No

Is the grant application for operational expenses only?

No

Is the project located in Buncombe County?

Yes

At the time of application, does the applicant organization have legal control of the property through recorded deed or long-term lease agreement?

Yes

Will the project solely benefit a single lodging owner, lodging property, or be situated on a lodging property?

No

Is the project a major tourism capital project?

Yes

Will the project increase patronage of lodging facilities in Buncombe County by attracting tourists, business travelers, or both, AND further economic development in Buncombe County?

Yes

Will requested grant funds be used for one of the following: (1) Construction of a new location or relocation, or (2) Expansion of an existing location?

Yes

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## Applicant Organization Information

Organization Type

Non-Profit Organization

Organization Phone

(828) 254-7162

Organization Physical Address

43 Patton Ave  
Asheville, North Carolina, 28801

Organization Mailing Address

43 Patton Ave  
Asheville, North Carolina, 28801

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## Primary Contact Information

Please provide the contact information for the primary point of contact for this application.

Name

Alex Morrison

Title

AMOS Manager

Email

abryant@ashevillescience.org

Phone Number

(828) 254-7162

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## Project Details

Physical Address of Project

43 Patton Ave  
Asheville, North Carolina, 28801

**Is your project an expansion of or improvement to an existing facility?**

Yes

**At the time of application, does the applicant organization have legal control of the property through a recorded deed or long-term lease agreement? If property is owned by a municipal partner, such as the City or County, a non-profit organization may provide a letter of support or other agreement with the municipal partner.**

Yes, the applicant organization has legal control of the property through a letter of support or other agreement with a municipal partner

**Please describe your project.**

AMOS is the “Family Museum” of our area. We serve our mission by providing tourist and locals alike with fun, indoor play with through the lens of Science, Technology, Engineering, Arts, and Math. AMOS serves our guest with hands on, interactive museum exploration including a wide variety of educational programs serving a broad age range from preschoolers to adult science enthusiasts.

AMOS is seeking funding from the BCTDA to advance its Museum Master Plan by renovating the adjacent space to meet code requirements and create accessible areas for exhibits, lectures, and Maker Labs. With this project AMOS aims to be a recognizable cultural organization that can easily be located as a downtown destination and resource for the community. AMOS' previous BCTDA project demonstrated that the museum attracts more visitation and enhances the experience of visitors to downtown Asheville as a family-friendly destination. Moving forward with these basic upgrades while continuing to work through AMOS's Master Plan, will allow the museum to optimize the available space and attract more patrons while larger design-build work continues on exhibits and attractions.

The specific enhancements to the 9,989 sqft space include:

- Install a comprehensive fire sprinkler system throughout the entire commercial space.
- Renovating and expanding bathrooms to comply with accessibility standards.
- Replacing flooring to ensure consistency throughout the space.
- Demolition: Removal of nonstructural glass walls and tear-out and disposal of built-in teller stations.
- Removal and installation of new interior entrance doors (two sets) and one exterior door located on Haywood St.
- Build structural walls to separate and support maker labs, exhibit zones, and administrative/storage areas.
- Construct a layout featuring a 4,000 sqft exhibit, 2,000 sqft Maker Lab/lecture/meeting area, and designated office storage space.
- Fabricate and install a 12 by 4 foot art display on the exterior of the building facing Pritchard Park to beautify the building and highlight AMOS's location.

As the center for experiential science learning in Western North Carolina, Asheville Museum of Science (AMOS) strives to spark imagination & foster lifelong curiosity through in-house & outreach programming.

With its downtown location open six days a week and its ability to bring programs on the road to classrooms and learning centers all over WNC, AMOS endeavors to spark early and lasting interest in STEM/STEAM study and careers.

- Visitors depend on AMOS to provide hands-on, engaging activities that educate and entertain youth and the young at heart. AMOS allows visitors to touch, explore, discover, and learn. AMOS's goal is that guest will learn about our regions rare and diverse make up, develop an appreciation for our natural resources, ultimately leaving WNC better or the same as they found it as they explore the region. Surveys validate that we are meeting this goal.
- Area parents and educators depend on AMOS to provide hands-on, engaging activities that meet or exceed North Carolina's K-12 educational standards and help close the achievement gap by serving as a strategic partner with families and school systems. Programs include: field trips, in-school & after-school programs, intensive science camps, Saturday STEAM education, adult science events, and fun hands-on

activities delivered at community events.

AMOS has served the community of Buncombe County since 1960, when we opened as the Burnham S.Colburn Memorial Museum. Since moving to our new location in 2016, we have only grown our capacity to provide the highest quality science education year after year.

Currently, AMOS is engaged in a Buncombe County Tourism Development LIFT-funded project, which provided planning resources to conduct a feasibility study for expansion in downtown Asheville and to develop design-build architectural plans for the available museum space.

As the study neared completion, AMOS—and our entire community—was devastated by the impacts of Hurricane Helene. In the immediate aftermath, AMOS served as a family resource center and reopened to the public six weeks later.

In response to the storm’s long-term effects, AMOS and our partners recognized the urgent need to re-evaluate the original feasibility study and architectural plans. This re-evaluation included:

- Developing new study indicators
- Consulting with communities, museums, and attractions that have experienced extreme disasters
- Reassessing architectural needs and spatial priorities
- Hosting listening sessions with community leaders, educators, and family partners
- Adding an economic impact and opportunity assessment component.

As AMOS continues to near the completion of this work it has been determined that moving forward with an expansion in the Downtown Asheville space is feasible and will support the areas recovery by attracting more families to the area - AMOS is a key part of the Comeback!

**Provide a detailed description of the project scope of work. For each task / deliverable, include description, cost, and timeline of completion.**

The below scope of work is summarized pulling from the Beverly Grant Draft Scope of Work (for draft budgetary purposes) and Legerton Architects Recommended Scope. Beverly Grant has not provided a timeline for each task but a comprehensive draft scope of work for the majority of the work to complete.

08/2025: \$55,000

- Install a comprehensive fire sprinkler system throughout the entire commercial space.

02/2026: \$11,000

- Fabricate and install a 12 by 4-foot art display on the exterior of the building facing Pritchard Park to beautify the building and highlight AMOS’s location.

01/2026-04/2026: \$190,000

- Demolition: Removal of nonstructural glass walls and tear-out and disposal of built-in teller stations.
- Renovating and expanding bathrooms to comply with accessibility standards.
- Replacing flooring to ensure consistency throughout the space.
- Construct a layout featuring a 4,000 sqft exhibit, 2,000 sqft Maker Lab/lecture/meeting area, and designated office storage space.
- Build structural walls to separate and support maker labs, exhibit zones, and administrative/storage areas.

04/2026: \$48,000

- Removal and installation of new interior entrance doors (two sets) and one exterior door located on Haywood St.

04/2026: \$21,000

## Project Milestones

What is the projected break ground date? Tuesday, July 1, 2025

What is the projected completion date? Tuesday, June 30, 2026

What is the projected opening date? Monday, August 3, 2026

Please provide other project milestones, if applicable. Please include the date and the milestone description.

See Budget Scope for Milestones.

Work on this space will begin in early Fall of 2025 and will be completed by 2026.

## Project Financial Information

What type of funding are you requesting? Grant

What is the total budget for your project? 325,000

What is your requested funding amount? 162,000

List the current mix of non-TPDF funding for your project. Include the source, amount, status, and if the funding is contingent on TPDF funds.

	Source	Amount	Status
Source 1	Callen Center	50,000	Committed
Source 2	Dogwood	25,000	In-Hand
Source 3	NC Science Museum Grant	10,000	In-Hand
Source 4	Truist Recovery	25,000	Pending
Source 5	Burroghs Wellcome	20,000	Pending
Source 6	AMOS Captial	17,000	Committed
Source 7			
Source 8			

	Source	Amount	Status
Source 9			
Source 10			

Total Amount of non-TPDF funding 147,000

If the total amount of non-TPDF funding sources listed above is less than the requested TPDF funding amount. Please describe your plan to raise the remaining amount to meet the 1-to-1 funding match requirement.

AMOS plans to fundraiser to donors, sponsors, and foundations once project is approved in phase II. AMOS believes it will be able to raise funds to meet the full match.

If any of the above funding sources are contingent on receiving funding through the Tourism Product Development Fund, please explain below.

No. However, once the TPDF funds are received AMOS believes this seed funding will be the critical success of the project that will then support the full build out and further expansion in years to come.

Have you received TPDF funding in the past for this specific project? No

## Project Impact

Will the project be able to track the number of visitors to the project through ticket sales, registration, surveys, or other similar methods? Yes

If applicable, how many visitors does your current operation serve annually? 62,000+

What is the estimated number of visitors at your project for YEAR 1 of operation? 72,000

What is the estimated number of visitors at your project for YEAR 2 of operation? 85,000

What is the estimated number of visitors at your project for YEAR 3 of operation? 90,000

What are your visitation estimates based on? (Example: existing customer data, ticket sales, research, etc.)

AMOS employs a robust and integrated point-of-sale, visitation, and tracking system that allows for

efficient operations and data-driven decision-making. This system provides detailed insights into visitor patterns, sales performance, and engagement metrics, helping the organization tailor its offerings to meet the needs of its audience more effectively. In support of its strategic planning, AMOS has also partnered with consulting firms PGVA and PLACR to conduct in-depth research on family visitation trends in the Asheville area. These studies have provided valuable data on regional traffic patterns and demographic preferences, informing AMOS's efforts to identify new growth opportunities and better serve the community.

**How many days would a typical visitor patronize your project during one visit to Buncombe County?** 1

**What is your estimated percentage of visitors to this project who will stay overnight in Buncombe County in paid lodging?** 40%

**Please describe your current or expected audience.**

AMOS expects to continue to attract locals and tourists of all ages, especially with the addition of this project. Our local focus provides standards-based education to preK-8 students, informal educational weekend workshops for families, summer camps, and evening programs for adults by local scientists. Our focus on visitors to the area has drawn from almost all 50 states and several international visitors. This project will enhance the visibility and visitor awareness not only of AMOS offerings but also of our local partners as well.

In addition, in the exhibit space, AMOS plans to install highly visible exhibits that attract broader audiences. For example, The Human Body and Smithsonian's Mission to Mars.

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## Terms of Agreement

Please read each of the following statements and acknowledge that you understand and agree to them by checking the boxes. Applications cannot be submitted unless this field is completed.

### Disclsoure for the Public Record

As a public authority, the Buncombe County Tourism Development Authority is subject to Chapter 132 of the North Carolina General Statutes. Therefore, any and all aspects of this application must be made available by the BCTDA to any party, public or private, upon request without exception. If you are concerned that the distribution of any of your application materials may do irreparable damage to you, your organization, or associated parties, the BCTDA highly recommends that you seek alternative funding in lieu of TPDF funds.

### Project Monitoring

I hereby acknowledge that if I am awarded TPDF funding, I will be required to submit an annual report by January 15 of each year during the term of the agreement, with the term commencing on the effective date and continuing for four years after the completion date. Reports include marketing plans and methodologies for capturing annual and out-of-market visitation, up-to-date room night projections, and copies of survey instruments used for data among other requirements.

### BCTDA Marketing

I hereby acknowledge that certain information from my application, such as the project description, timeline, and leadership, may be used by the BCTDA at its sole discretion for the promotion and marketing of the TPDF program and the region as a tourism destination.

**Completed Application**

I hereby acknowledge that I have completed this application in good faith and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application. The information contained in this application is complete and accurate to the best of my knowledge.

**Terms and Conditions**

Accepted