

# 2025 Grant Cycle - Phase I Application

Name of Project	Visitor Center Update
Organization Name	Black Mountain Visitor Center
Contact Name	Cheryl Hyde
Email	Director@BlackMountainChamber.com

## 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
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Is the project a festival, cultural event, or other event?	No
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Is the grant application for operational expenses only?	No
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Is the project located in Buncombe County?	Yes
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At the time of application, does the applicant organization have legal control of the property through recorded deed or long-term lease agreement?	Yes
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Will the project solely benefit a single lodging owner, lodging property, or be situated on a lodging property?	No
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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) 669-2300
Organization Physical Address	201 East State Street Black Mountain, NC, 28711
Organization Mailing Address	201 East State Street Black Mountain, NC, 28711

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## Primary Contact Information

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

Name	Cheryl Hyde
Title	Executive Director
Email	Director@BlackMountainChamber.com
Phone Number	(828) 423-6830

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## Project Details

Physical Address of Project	201 East State Street Black Mountain, NC, 28711
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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 recorded deed (Applicant owns the property)

Please describe your project.

The Black Mountain Visitor Center, located at 201 East State Street in Black Mountain, North Carolina, serves as a welcoming gateway to the town and the surrounding Swannanoa Valley. Housed in a charming brick building, the center offers a warm, small-town atmosphere that reflects the community's hospitality. A distinctive feature of the center is its large red rocking chair, which has become a local icon and a favorite photo spot for visitors.  
Black Mountain Arts

Inside, the Visitor Center is staffed by friendly volunteers who provide a wealth of information to help guests explore the area. Visitors can find maps, brochures, and locally crafted gifts, making it a convenient first stop for anyone new to the region. The center is also home to "Carl Bearlett," a wooden bear sculpture named in honor of Carl Bartlett, a beloved former mayor and community volunteer. This sculpture, created by chainsaw artist Shawn Fisher, stands as a testament to the town's appreciation for its residents and their contributions.  
The Valley Echo

The Black Mountain Visitor Center is not just a place to gather information but also a reflection of the town's rich history and community spirit. Whether you're planning your visit or simply passing through, it's a spot that captures the essence of Black Mountain.

The Black Mountain Visitor Center, originally renovated in 1987, has since experienced significant wear and deterioration due to years of deferred maintenance. While it once served as a welcoming hub for visitors, the building now faces challenges that hinder its functionality and appeal.

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

Black Mountain Visitor Center Renovation Proposal

HVAC System Replacement:

Current Issue: The existing HVAC system is inoperable due to attic damage and outdated components.

Proposed Solutions:

Full HVAC System Installation: Install a new HVAC system with complete ductwork replacement.

Mini-Split Systems: Install two mini-split units for zoned heating and cooling.

Estimated Costs:

Full HVAC System: Approximately \$55,000.

Mini-Split Systems: Approximately \$30,000.

Recommendation: Opting for a full HVAC system provides long-term reliability and efficiency, making it a

better investment for the facility's future.

Aesthetic Enhancements:

Scope: Update the Visitor Center's appearance to improve visitor experience.

Proposed Improvements:

Exterior Painting: Refresh the building's exterior to enhance curb appeal.

Interior Lighting: Install modern, energy-efficient lighting to improve ambiance.  
The Spruce

Woodworking Updates: Revamp display areas to better showcase local activities and information.

Estimated Cost: \$12,000.

Back Storage Space Conversion:

Current Use: The back storage area is underutilized.

Proposed Renovation: Transform the space into a meeting room for Chamber members and tourist groups.

Estimated Cost: \$32,000.

Total Estimated Investment: \$99,000

This investment will restore and enhance the Black Mountain Visitor Center, ensuring it continues to serve as a welcoming and functional space for both locals and visitors.

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## Project Milestones

<b>What is the projected break ground date?</b>	Sunday, March 1, 2026
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<b>What is the projected completion date?</b>	Friday, May 15, 2026
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<b>What is the projected opening date?</b>	Friday, May 15, 2026
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**Please provide other project milestones, if applicable. Please include the date and the milestone description.**

While we continue to make the center the best it can be, we still see more than 30,000 visitors to our visitor center a year. That number should increase as the building can offer more than brochures and a cup of coffee.

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## Project Financial Information

What type of funding are you requesting?

Grant

What is the total budget for your project?

100,000

What is your requested funding amount?

50.000

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	Donations from anonymous benefactor	50,000	Pending
Source 2			
Source 3			
Source 4			
Source 5			
Source 6			
Source 7			
Source 8			
Source 9			
Source 10			

Total Amount of non-TPDF funding

50,000

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.

N/A

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

The benefactor will donate the 50,000 if we can find the matching funds.

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?

No

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

30000

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

40000

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

50000

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

50000

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

Increased curb appeal, increased opportunities for information, increased offerings to the visitors and business meetings that can be held here.

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?

70%

Please describe your current or expected audience.

At this time, we have between 20 and 50 visitors in the off season and up to 150 during peak seasons. We would like to offer a retail area, meeting space, and more opportunities to visit the center more than once per visit to Black Mountain.

## 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.

### Disclosure 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