

2025 Grant Cycle - Phase I Application

Name of Project	Lipinsky Concert Hall Renovation - Furnishings & Equipment
Organization Name	University of North Carolina at Asheville
Contact Name	Melodie Galloway
Email	mgallowa@unca.edu

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

Applicant Organization Information

Organization Type

Non-Profit Organization

Organization Phone

(828) 251-6432

Organization Physical Address

1 University Heights, CPO #2290
Asheville, North Carolina, 28804

Organization Mailing Address

1 University Heights, CPO #2290
Asheville, North Carolina, 28804

Primary Contact Information

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

Name

Melodie Galloway

Title

Professor of Music

Email

mgallowa@unca.edu

Phone Number

(828) 646-1147

Project Details

Physical Address of Project

300 Library Lane
Asheville, North Carolina, 28804

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 long-term lease (Applicant leases the property)

Please describe your project.

The primary performance venue, to include a large concert hall, smaller theater/jazz club, lobby, and outdoor concert space, on the UNC-Asheville campus, will be renovated starting summer 2025, to be a destination location for concerts, music festivals, community arts engagement, educational events, including the potential for district and state-level music and theatrical conferences and camps, and world-class entertainment. The 500-seat concert space, with accessibility, will accommodate full orchestra on a large stage, with state-of-the-art lighting, comfortable seating, and a 'raised roof' to allow for high-quality acoustics. The lobby area will be a welcoming, well-lit area, for audience and community gathering, small soirees, and easy access to restrooms and the concert hall entrance, with capacity for up to 640 people across 3 open levels. In addition, a smaller theater/jazz club (90-seat) is planned on the main floor for more intimate gatherings and performance events. The reimagined entrance and outdoor performance venue will provide a 'front porch' for multiple music festival events, student performance, and outdoor arts exhibitions. The vision for the newly renovated facility overall is to offer live entertainment, community-enhancing programming, both for entertainment and education, while providing a beautiful and functional learning space for the university. It aligns well with Explore Asheville's brand by providing 'activities that are new to the region' and includes 'projects that promote and support the community's creators and makers.'

This grant request is to support the purchase of professional lighting, sound reinforcement & recording equipment, and beautifully designed furnishings, with the goal to create accessible, welcoming public performance spaces in both indoor and outdoor state-of-the-art venues.

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

The scope of the work includes furnishing and equipment for 2 state-of-the-art performance spaces, a 500-seat auditorium and a 150-seat intimate theater/jazz club space, and a community-facing lobby area with capacity of 200.

The timeline is May 2025-August 2027.

Fixtures, Furnishings & Equipment Costs:

Sound -

- Concert hall (500-seat) Sound Equipment - Total: 700k-1,100m
- Auditorium fixed equipment - 400k-600k
 - includes mixing console, loudspeakers, processors, amplifiers, main intercom system and ADA-compliant listening system.
- Auditorium loose equipment - 100k-200k
 - includes wired and wireless microphones, microphone stands, onstage audio monitoring equipment and ADA-compliant listening system receivers.
- Auditorium additional equipment - 200k-300k
 - includes projection system and further microphone and intercom system components.

Jazz Club venue (90-seat) Sound Equipment - 400k-550k

Club fixed equipment - 250k-350k
- sound system including speakers, microphones, ADA-compliant listening system
Club additional equipment - 150k-200k
- includes wired and wireless microphones, stands, projection system

Theater Lighting & Equipment:

Concert Hall - scope & cost estimates -
116143 Performance Draperies 21,500
116144 Performance Drapery Tracks 22,500
116134 Performance Static Rigging 12,000
116135 Performance Powered Rigging 107,000
116153/55 Acoustic Control Draperies 208,000
116113 Acoustic Shell (no cost avail. yet)
116161 Performance Lighting Power & Controls 161,560
126113 Fixed Audience Seating 305,500
116164 Portable Performance Lighting - 310,425
Equipment Total \$1,148,485
Design Contingency (5%) \$57,424
Total Estimate \$1,205,909

Theatre/Jazz Club - scope & cost estimates -
116123 Performance Platforms 25,800
116134 Performance Static Rigging 50,000
116153/55 Acoustic Control Draperies 129,500
116161 Performance Lighting Power & Controls 59,100
126200 Portable Seating 13,000
116164 Portable Performance Lighting 61,970
Equipment Total \$339,370
Design Contingency (5%) \$16,969
Total Estimate \$356,339

Lobby Furnishings - Total \$12,692

Total Funding Request - \$2,674,940 (conservative)-\$3,224,940 (ideal)

Project Milestones

What is the projected break ground date? Sunday, June 1, 2025

What is the projected completion date? Sunday, August 1, 2027

What is the projected opening date? Sunday, August 15, 2027

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

Equipment and furniture will be purchased toward the completion of the building renovation. The projected date for this is August 1, 2027.

Project Financial Information

What type of funding are you requesting?

Grant

What is the total budget for your project?

41,150,000

What is your requested funding amount?

3,224,940

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	North Carolina Brd. of Governors	36,000,000	Committed
Source 2			
Source 3			
Source 4			
Source 5			
Source 6			
Source 7			
Source 8			
Source 9			
Source 10			

Total Amount of non-TPDF funding

36,000,000

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.

N/A

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?

2,500/yr.

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

5,500/yr.

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

7,500/yr.

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

9,500/yr.

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

Existing customer data, in the form of audience turn out for events currently and for the past 5 years. Visitation and attendance will increase with a better/more attractive performance space and festival and other performance offerings due to improved technical capacity, more community-focused events and new kinds of creative enterprise (listed below).

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

1-2 days

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.

Our current audience attends concerts, lectures, and other special events. We plan to continue these current events and add NEW events, such as performances by local professional artists and groups, visual arts exhibits, music festivals, guest touring artists, state-wide music conferences and symposia, i.e., high school choral/vocal & band competitions, IdeaFest, a chamber music series, theater performances & workshops, and outdoor performances (outside stage), among others. This new and diverse programming will attract a wide-range of demographics and increase visitation and attendance from outside Western North Carolina.

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