

2025 Grant Cycle - Phase I Application

Name of Project	UNC Asheville On-Campus Tennis Complex
Organization Name	UNC Asheville Foundation - Athletics
Contact Name	Janet R. Cone
Email	jccone@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) 251-6922

Organization Physical Address

One University Hts., CPO#2600
ASHEVILLE, NC, 28804

Organization Mailing Address

CPO#2600, CPO#2600
ASHEVILLE, NC, 28804

Primary Contact Information

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

Name

Janet R. Cone

Title

Director of Athletics

Email

jccone@unca.edu

Phone Number

(828) 606-1014

Project Details

Physical Address of Project

136 Campus Drive, Corner of Broadway and Campus Drive
Asheville, NC, 28804

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

No

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.

UNC Asheville Director of Athletics Janet R. Cone announced on Thursday, July 18, 2024 that a \$4 million outdoor tennis facility will be built on the campus of UNC Asheville. The on-campus facility will replace the Bulldog hardcourts located on the property of Asheville Racquet Club Downtown, which will be demolished due to the I-26 connector project. A feasibility study by McMillan Pazdan Smith Architects determined that an on-campus facility would best serve not only UNC Asheville student-athletes but also the campus and local community.

The project is part of the ALL IN Comprehensive Campaign and will be funded through gifts from donors, corporate partners, alumni and grants. In addition, much like the recently completed Karl Straus Track, community members will be able to reserve court time for lessons and play. The University also expects to bid on hosting the Big South Conference and other tennis championships, such as USTA Adaptive Tennis, and to create tennis programs for youth and adults, including camps and clinics.

The facility will be located on the site of an existing parking lot at the corner of Broadway and Campus Drive, and will feature six lighted competition courts with viewing stands. Plans also include a dedicated tennis building that will house coaches’ offices, team locker rooms, storage, a sports medicine room and public bathrooms.

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

Site Construction New: 6 Tennis Courts, Court Lightning, Fencing, Seating & ADA Accessible Parking and Pathway, and other site prep work - \$2,212,800

Site Construction New: Field House that includes Offices, Locker Rooms, Storage, Sports Medicine Room, and Public Bathrooms - \$1,118,241

Total New Construction = \$3,331,041

Owner's Estimated Soft Costs: Advance Planning, Design, Inspections, Permits, Survey, AV/Technology Equipment & Installation, Chairs, Desks, Tables, and other equipment - \$1,067,040

Estimated Total Project Costs: \$4,398,081

Project Milestones

What is the projected break ground date?	Monday, February 2, 2026
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What is the projected completion date?	Tuesday, March 2, 2027
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What is the projected opening date? Tuesday, March 2, 2027

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

On Campus Tennis Facility Feasiblity Study completed by McMillan Pazdan Smith (MPS), October, 2022.

UNC Asheville Board of Trustees approves site selection (Park Lot P1) for new on-campus tennis facility, February 2023.

"All In" Comprehensive Capital Campaign Kicks Off to raise funds to transform the outdoor facilities (baseball, soccer, track, and tennis), June 2023.

Agreement signed with MPS to begin Advanced Planning on Tennis Facility Project, December 2023.

Peter and Sandi Heckman make first "leadership" gift to the new on-campus tennis facility, July 2024.

Full Design and Engineering Agreement signed with MPS, September 2024.

An anonymous donor makes a \$250,000 Challenge gift to the new on-campus tennis facility, March 2025. See next section for other gifts and grants.

Please note that since we are using Foundation Funds, we will need to have cash/pledges in hand to begin the construction.

Beverly-Grant Construction and TP Howard join as partners on this project, April 2025.

Project Financial Information

What type of funding are you requesting?

Grant

What is the total budget for your project?

Estimated Total Project Costs: \$4,398,081

What is your requested funding amount?

\$500,000

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	Ricky & Traci Silver	\$250,000	In-Hand
Source 2	Peter & Sandi Heckman	\$100,000	In-Hand
Source 3	Ron & Nancy Edgerton	\$50,000	In-Hand
Source 4	Buster & Karen Brown	\$35,000	In-Hand
Source 5	Allen Stahl + Kilbourne Law Firm	\$30,000	Committed

	Source	Amount	Status
Source 6	Paul Fanning	\$25,000	Committed
Source 7	Lisa LaFlav & Trish Jones	\$20,000	In-Hand
Source 8	USTA Grant	\$200,000	Pending
Source 9	Southern Tennis Association	\$20,000 - \$40,000	Pending
Source 10	NC Tennis Association	\$20,000 - \$40,000	Pending

Total Amount of non-TPDF funding \$750,000

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.

We are in the process of the All IN Capital Campaign to secure additional private funds and grants.

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?

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?

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

What is the estimated number of visitors at your project for YEAR 1 of operation? 15000 (Synergy Sports)/7500 (UNC AVL Estimate)

What is the estimated number of visitors at your project for YEAR 2 of operation? 18000 (Synergy Sports)/9000 (UNC AVL Estimate)

What is the estimated number of visitors at your project for YEAR 3 of operation? 20000 (Synergy Sports)/10000 (UNC AVL Estimate)

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

Synergy Sports provided this data based on having 6 lighted hard courts and possible collaborations with other tennis entities in our area.

How many days would a typical visitor patronize your project during one visit to Buncombe County? 2-3

What is your estimated percentage of visitors to this project who will stay overnight in Buncombe County in paid lodging? 10%

Please describe your current or expected audience.

Tennis has a very diverse audience that includes active players, casual fans, and those who follow specific athletes or tournaments such as parents and grandparents. The demographics ranges from youth through senior adults. There is a strong effort through the National, Regional, and State Tennis Associations to grow the game by engaging youth including those from underserved populations.

U.S. tennis participation surged to new highs in 2024, growing by 1.9 million players (+8%) to reach 25.7 million Americans.

Players under 35 powered tennis' expansion in 2024, contributing nearly two-thirds of all growth (+1.2M players). The youth influence is especially clear among those under 25, who drove 45% of total gains.

This expansion reflects both broader cultural shifts and targeted strategic initiatives, with notable momentum among Black/African American players, young adults, and senior participants. These trends suggest tennis is strengthening its position as a cornerstone of community engagement and healthy lifestyle choices.

Below are some of the typical events that we would attempt to host at our facility and partnering with the Asheville Tennis Association and the Asheville Racquet Club Downtown and South:

>NCAA Division I Collegiate Tennis Matches and Tournaments such as the Big South Conference(BSC) Regular Season matches for men's and women's tennis, the Big South Conference Fall Individual Championships and the Spring Big South Conference Team Championships.

>Host middle school and high school tennis matches, tournaments, and championships.

>Host large USTA State Championship and Southern events.

>Host Junior Team Tennis, all matches are currently played at Aston Park, but we know that the participants have asked often if there couldn't be other sites used.

>UNC Asheville courts could be an additional site to host JTT matches or events.

>10 & under events must be played on hard courts because they play on a shorter court where throw down lines must be used. The USTA is pushing facilities to host more 10 & under events so we could run some 10 & under events.

>In the beginning of the USTA league season, prior to the local clay courts being open, there is a huge demand for more outdoor hard courts since that is the only surface open. Match play begins much earlier than clay courts can open. The UNC Asheville courts could be a site used for ARC league play at 6 pm in the evenings, that would be a major benefit for ARC and would allow our WNC league coordinators

- to schedule more matches early in the season.
- >WNC adaptive and wheelchair tennis.
 - >Hosting high level camps and clinics from youth to adult.
 - >Hosting a summer camp for underserved youth.
 - >Community memberships will be available to reserve court time.
 - >Private tennis lessons will be available.
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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.

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