

2025 Grant Cycle - Phase I Application

Name of Project	White Horse Community Patio
Organization Name	White Horse Black Mountain
Contact Name	Selena Hilemon
Email	selena@whitehorseblackmountain.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

Applicant Organization Information

Organization Type	Non-Profit Organization
Organization Phone	(347) 262-0961
Organization Physical Address	105 Montreat Road Unit C Black Mountain, NC, 28711
Organization Mailing Address	PO Box 456 Black Mountain, NC, 28711

Primary Contact Information

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

Name	Selena Hilemon
Title	Director of Membership, Marketing & Communications
Email	selena@whitehorseblackmountain.org
Phone Number	(828) 773-8880

Project Details

Physical Address of Project	105 Montreat Road 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 White Horse Community Patio Project strives to expand the space that can be used to host live music, art and community gatherings in Black Mountain, NC.

White Horse Black Mountain is located at the intersection of Montreat Road and State St, the main intersection in Black Mountain. With premier access to our town's entry point, our goal is to both increase the number of visitors to Black Mountain and also lengthen the time spent in our town by remodeling our patio space, making it an ideal venue for vetted busking musicians, community markets hosting locally made arts and crafts and expanding our venue space that we offer to local nonprofits for their event and fundraising efforts.

In the spring and summer of 2024, we completed a full renovation of our interior space. This renovation included updated ADA compliance, new electrical and HVAC and updated sound and light systems. Since becoming a nonprofit organization in the spring of 2023, our goal has been twofold; to increase the quality and access to live music and art performances in the eastern corner of Buncombe County and to return profits to other nonprofits in the Swannanoa Valley who work to support our community. Since Hurricane Helene, we have remained true to our mission and made all events "pay what you can" so that all may access the healing power of live music and community. We have offered the space for free or a very low charge, to nonprofits hosting their fundraising efforts. And, we founded the White Horse Community Fund that supports the rebuilding efforts of four nonprofits working to address direct recovery needs in our county. We see this patio project as an opportunity to both reach organizational sustainability, so that our work to directly support other nonprofits is able to continue. We also view this as an opportunity to significantly impact the overall artistic economy of Black Mountain specifically and Buncombe County in general.

The project includes a roof height deck that provides panoramic mountain views and doubles the current footprint of our patio space, as well as the demolition and reconstruction of our current ticket lobby.

The lower portion of the patio will feature a buskers stage, with sound and lighting and provide dry performance and gathering space for music, markets and community meetings. The upper patio will provide unparalleled views of the region and expanded seating capacity. Additionally, we will partner with local restaurants to provide food access in these areas. The reconstructed ticket lobby will allow further compliance with all ADA requirements and provide adequate points of egress for an expanded building capacity.

With increased programmable and flexible space, we believe this renovated exterior will attract many new visitors, increase our sales and as a by-product, provide direct financial resources to the local nonprofits that we support.

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

This project includes two areas of focus that must be done in tandem. In order for the White Horse to remain open, productive and serving the community's rebuilding efforts, the project must be completed during the late fall and winter months, so that we may protect the higher yield spring through early fall's seasonal incomes.

The project includes the demolition and reconstruction of the current ticket lobby and the demolition of the patio and reconstruction of the lower patio and new construction of a roof-height deck.

The new ticket lobby is required because of the new capacity egress and will affect the footprint of the new patio and roof-height deck. The expanded and improved patio spaces will provide additional performance spaces, murals and art installations and expanded capacity for events and gatherings. These spaces will generate additional revenue to the nonprofit, which will in turn be redirected into other community nonprofits for decades to come.

Work Completed

Structural Engineer \$11,600.00
Soil Engineer \$2,800.00
Civil Engineer \$810.00
Architectural Design - \$41,976

Building Permit Town of Blk Mtn \$0.00

11/1/2025 - Demolition Begins

Demo Labor (Ticket Lobby and patio) \$8,000.00
Grading of site \$10,000.00

11/24/2025 - Build Begins

Materials:

Steel (Deck Support) \$378,000.00
Stairways/Railings \$160,000.00
Demo of patio concrete \$4,000.00
Concrete Materials \$28,000.00
Concrete Forming \$64,000.00
Drainage Work. \$18,000.00
Fencing / Dividers \$2,500.00
Built in heating system for patio & deck \$120,000

Trades:

Electrical Labor \$80,000.00
Sprinkler System \$53,650.00
Plumbing Labor \$40,000.00

03/02/2026 - Finishing Work Begins

Tables / Chairs \$40,000.00
Serving ware (patio and deck) \$12,000.00
Serving Infrastructure (including counters, refrigeration, etc for patio and deck) \$80,000.00
Edison Bulbs Strips. \$1,000.00
Solar Caps for stairway posts \$1,000.00
Landscaping. \$18,000.00
Lid for upper level \$22,000.00
Dumbwaiter \$20,000.00
Shade Sails. \$12,000.00
Outside Stage (sound / lights) \$50,000.00
Awnings \$12,000.00
Windows \$60,000.00

Exterior wall refurbishment \$30,000.00
Mural Artists \$30,000.00
Glass Center Artists \$20,000.00

Overall Project Costs
Dumpster Rental \$6,000.00
Miscellaneous (Tarriff increase contingency) \$100,000.00

TOTAL: \$1,495,360

Project Milestones

What is the projected break ground date? Saturday, November 1, 2025

What is the projected completion date? Thursday, April 2, 2026

What is the projected opening date? Friday, May 1, 2026

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

Architectural set design - COMPLETE

Building permit - COMPLETE

Community artistic mural design with NC Glass Center - COMPLETE

Securing a construction company and General Contractor - COMPLETE

Confirmed start date with General Contractor - TBD late summer 2025

11/1/2025 - Demolition begins

11/19/2025 - Grading begins

11/24/2025 - Build begins - this includes construction of the new ticket lobby, the lower patio and the roof height deck. All necessary trades involved in this step including, plumbing, electrical and sprinkler system work.

03/02/2026 - Finishing work begins - This stage includes basic finishing work including landscaping, furniture, sun shades, etc. But also include installation of a public art project (joint project with NC Glass Center), an outdoor mural and window and awning replacement.

04/02/2026 - Project completion date

05/01/2026 - Grand opening date - (includes additional finishing time if necessary)

Project Financial Information

What type of funding are you requesting?

Grant

What is the total budget for your project?

1,495,360

What is your requested funding amount?

675,000

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	T-Mobile Hometown Grant	50,000	Pending
Source 2	Private Donor	770,360	Committed
Source 3			
Source 4			
Source 5			
Source 6			
Source 7			
Source 8			
Source 9			
Source 10			

Total Amount of non-TPDF funding

820,360

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.

The amount of non-TPDF funding exceeds the requested TPDF funding amount. We have worked diligently over the last two years to cultivate a group of individual donors and are excited to be able to match this specific donor with this project and the potential of TPDF funds required to move the project to completion.

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

Yes, our private donor is interested in donating to the project only if we can secure the remaining funds that will solidify the project's start date. This project will provide for White Horse's sustainability as a music and art center in Black Mountain and as a anchor institution that redirects financial resources to other nonprofits in the Swannanoa Valley who are working to rebuild our community. Our donor values not only our artistic impact on our community but also our community investment in other nonprofits and deeply believes in our model of music powered recovery.

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?

4,000

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

35,160

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

40,434

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

48,520

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

We have based our visitation numbers on capacity, local market research and our ticket sale trends over the last 2 years. We have also consulted local visitor data that tracks visitor numbers throughout all seasons and created a formula that we believe represents the real potential for this project.

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

1-2

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 is made up of an eclectic group of people. While we currently attract a majority of those 50 years of age and older, we are beginning to see trends of a growing 30-50 year old population after an intentional 24 month period of marketing and booking strategies. While we have prided ourselves on providing space for racially and ethnically diverse artists, we have also recommitted to this purpose and have seen growing numbers of these groups represented in our audience as well.

With the expansion of the White Horse Community Patio, our goal is to broaden our reach even further and host events that will attract a wide variety of artists and community events. We will be able to host a wider variety of new and upcoming artists on smaller outdoor stages, we will have a dry patio to host maker markets and expanded space for community nonprofit gatherings and fundraisers. All of these new and expanded relationships and event connections, will aid in our goal of broadening our community reach.

At the White Horse we believe communities need a place to intentionally connect with music and art. We believe these moments of connection repair some of the tears in the fabric of our society. We believe that art lightens our load, gives solace to the weary, can help heal the wounded and honors the part of our lived experience that we can't find adequate words to express.

The White Horse Community Patio enables us to serve this mission on a broader, more inclusive and more creative scale.

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