

2025 Grant Cycle - Phase II Application

Name of Project	AMOS Downtown Expansion: Immersive Science Destination
Organization Name	Asheville Museum of Science (Colburn Mineral Museum)
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.

Applicant Organization Information

Organization Type	Non-Profit Organization
Organization Phone	(828) 254-7162
Organization Physical Address	43 Patton Ave Asheville, NC, 28801

Primary Contact Information

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

Project Details

Physical Address of Project	1 Haywood Street Asheville, NC, 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 in detail.

The Asheville Museum of Science (AMOS) is undertaking a bold, high-impact expansion that will transform an underutilized and highly visible downtown Asheville property into a regional destination for immersive science learning and tourism. This project directly aligns with TPDF's priority to develop standout, family-friendly attractions that enhance Buncombe County's appeal to overnight visitors.

This phase builds on AMOS's recent infrastructure investments and takes the next major step: delivering a fully realized, museum-quality experience across an additional 10,000–12,000 square feet of prime real estate—doubling AMOS's public footprint and positioning it as a key downtown anchor for families, school groups, and tourists. Importantly, this project will revitalize a vacant, underutilized space that has become a visual and functional gap in the heart of downtown. What is currently an eyesore will be transformed into a vibrant, educational, and welcoming hub for locals and visitors alike—contributing to downtown beautification and the overall guest experience.

This is not simply a renovation—it is a reimagining of what science exploration can look like in Western North Carolina.

Highlights of the transformation include:

New Exhibit Experiences:

A dramatic Ceiling Aerospace and Space Exhibit spotlighting the region's cutting-edge aerospace and engineering workforce.

A bold, interactive Health Science Wall Exhibit focused on the human body, wellness, decision-making, and scientific discovery—designed to engage all ages.

A flexible, high-visibility Traveling Exhibit Space to bring in rotating, national-caliber displays that encourage repeat visitation.

Two new themed discovery zones: one designed for early childhood science exploration (under age 5), and a second art-meets-science play area to blend creativity with inquiry-based learning.

Tourism-Driven Enhancements:

A refreshed Entry Experience that activates AMOS's downtown presence with increased signage, visibility, and curb appeal facing Pritchard Park. This will improve walk-up traffic, pedestrian flow, and cleanliness along this key downtown block.

Relocated Front Desk and Gift Shop area to better support guest flow and tourism purchases.

Expanded Maker Labs and Gathering Space to accommodate high-volume school groups, science talks, and traveling families. Previous science talks have included astronauts and well-known figures such as Bill Nye.

Accessibility and Family-Readiness Upgrades:

Renovated Men's and Women's Restrooms and the addition of a Family/Gender-Neutral Restroom to ensure AMOS meets today's visitor expectations and supports all families.

This project is informed by a recently completed feasibility study conducted by PGAV Destinations—an international leader in museum planning. The study, supported by Explore Asheville’s LIFT Fund, was developed with extensive input from educators, tourism stakeholders, local leaders, and national museum consultants. The process validated AMOS’s readiness to expand in place and identified key visitor engagement strategies, workforce connections, and educational themes that would offer the greatest return for both community benefit and tourism impact.

In addition, museums like AMOS play a vital role in regional tourism by offering engaging, educational, and culturally enriching experiences that appeal to multi-generational audiences. Asheville is well known for its outdoor recreation and vibrant arts scene, but has a growing need for high-quality indoor attractions that can serve families during inclement weather or off-peak seasons. AMOS fills this gap by providing a dynamic, hands-on science museum experience that inspires curiosity and supports extended visitation. As one of the few family-focused indoor destinations in downtown Asheville, AMOS contributes to year-round tourism, extends guest stays, and enhances the overall value of a visit to Buncombe County.

This expansion isn’t just a project—it’s a transformation of a vacant space into a dynamic, educational, and family-centered tourism asset that supports both recovery and resilience in downtown Asheville.

Construction Scope: To help us understand the size and scope of the project, please provide a detailed description of the scope of work for the physical construction of the project, along with associated costs for each component. As applicable, include number of buildings/structures, materials, square footage, equipment, etc.

The Asheville Museum of Science (AMOS) will expand into approximately 10,000–12,000 square feet of adjacent commercial space at 1 Haywood St in downtown Asheville. This transformative project will turn long-vacant, underutilized space into a dynamic, fully accessible, and tourism-focused science museum environment—doubling AMOS’s public footprint and significantly enhancing Asheville’s offering of family-friendly indoor attractions.

Scope of Work & Construction Elements:

Demolition and Site Preparation

Removal of existing non-structural glass walls, teller stations, flooring, and ceiling finishes.

Preparation of the space for modern build-out including electrical and structural adjustments.

Life Safety and Code Compliance Upgrades

Installation of a comprehensive fire sprinkler system throughout the space.

Upgraded fire alarm system and life safety components integrated with the museum’s building systems.

Restroom Renovations and Family Accessibility

Full renovation of existing men’s and women’s restrooms, including new tile, fixtures, partitions, lighting, and finishes.

Construction of a new ADA-compliant family/gender-neutral restroom to meet modern accessibility and inclusivity standards.

Interior Framing and Build-Out

Construction of new framed walls to define:

A 4,000 sq. ft. open exhibit space for permanent and rotating displays

A 2,000 sq. ft. Maker Lab and classroom space for programs and visiting groups

Two smaller rotating exhibit areas (early childhood discovery zone and a creative play/art space)

Storage and administrative support spaces

Use of durable commercial-grade construction materials including steel studs, drywall, museum-grade paint, and acoustic enhancements where needed.

Flooring and Interior Finishes

Installation of commercial-grade LVT flooring throughout public spaces for durability and ease of maintenance.

Tiled flooring in all restrooms.

Wall protection and museum-quality finishes for a clean, professional visitor experience.

Doors and Entry Improvements

Replacement of two sets of interior entry doors and one exterior entrance door on Haywood Street to improve flow and accessibility.

Upgraded signage and entrance aesthetics to enhance visibility from Pritchard Park and create a more welcoming entry point for visitors.

Electrical and Lighting Upgrades

Upgrades to electrical panels, lighting, and data to support exhibit technology and programming needs.

Installation of LED lighting with zone control for exhibit flexibility and energy efficiency.

Exterior Beautification and Public Art

Fabrication and installation of a 12' x 4' public-facing art panel on the Pritchard Park side of the building.

This feature serves both as public art and directional signage, supporting wayfinding and contributing to downtown beautification.

This construction project positions AMOS as a leading indoor cultural and educational destination in downtown Asheville. It not only activates a currently underutilized space but also enhances the broader downtown landscape—contributing to the revitalization and walkability of the city’s core while serving both locals and tourists with high-quality, all-weather experiences.

Project Milestones

What is the projected break ground date?	Tuesday, July 1, 2025
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What is the projected completion date?	Monday, June 1, 2026
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What is the projected opening date?	Saturday, August 1, 2026
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If applicable, please list any additional project milestones. Be sure to include both the date and a brief description of each milestone.

Additional Project Milestones:

July 2025: AMOS began activating the expansion space by installing a temporary exhibit and hosting summer camp programming. This early use allowed AMOS to test space functionality, support downtown foot traffic during the busy tourist season, and serve both local families and visitors. The activation received positive feedback and demonstrated the demand and potential for the full build-out.

August – September 2025: Pre-construction planning, including finalizing construction documents, confirming exhibit layouts, and preparing for utility upgrades. AMOS will also work closely with contractors, exhibit designers, and accessibility consultants during this phase.

October 2025: Installation of a comprehensive fire sprinkler system throughout the commercial space to meet life safety and code compliance standards.

October – December 2025: Demolition and interior preparation of the space, including removal of outdated teller stations, interior partitions, and flooring.

January – April 2026: Construction of exhibit zones, Maker Lab space, restrooms (including the addition of a family/gender-neutral option), and interior infrastructure to support public programming and visitor circulation.

April 2026: Installation of upgraded entry doors, final finishes, and fabrication of exterior public art to enhance the Pritchard Park-facing entrance and beautify the block.

June 2026: Final inspections, exhibit installation, and training of staff for expanded operations.

August 2026: Public grand reopening of the expanded Asheville Museum of Science, doubling the museum's footprint and officially launching the new visitor experience in time for the peak travel season.

Project Financial Information

What type of funding are you requesting?

Grant

What is the total budget for your project? 400000

What is your requested funding amount? 195000

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			
Source 2	Callen Center	50,000	Committed
Source 3	Dogwood	30000	In-Hand

	Source	Amount	Status
Source 4	NC Science Museum Grant	10000	Committed
Source 5	Burroghs Wellcome	20000	Pending
Source 6	AMOS Capital (Donations)	25000	In-Hand
Source 7	Pratt and Whittney	5000	In-Hand
Source 8	Truist	15000	In-Hand
Source 9	Cannon Foundation	10000	Committed
Source 10	City of Asheville	10000	Pending

Total Amount of non-TPDF funding 175000

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 just began our Capital Campaign planning and are confident that the full matching funds will met. We have already raised 25,000.

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

no

Project Impact

Does your project currently serve (or will serve) visitors to Buncombe County?

Yes

How many total guests do you receive annually, including local residents and out-of-market visitors? 62,000+ (hurricane impacts included)

How many out-of-market visitors do you receive annually? Please describe how you define "out-of-market"?

AMOS defines "out-of-market visitors" as individuals who travel 50 miles or more from Asheville, in accordance with TPDF guidelines.

Based on visitor data, zip code tracking, and survey insights, AMOS welcomes approximately 30,000 out-of-market visitors annually. These guests include families on vacation, regional tourists, and members of the ASTC (Association of Science and Technology Centers) reciprocal network who actively seek science museums when traveling.

With the upcoming expansion and a focused marketing strategy targeting regional and national audiences, AMOS expects to significantly grow this number in the first three years post-expansion—supporting longer visits, increased lodging stays, and enhanced economic impact for downtown Asheville

and Buncombe County.

What percentage of your out-of-market visitors spend the night in paid accommodations in Buncombe County? 35 % (current numbers)

What data or methods did you use to develop your visitor and out-of-market visitor estimates? (e.g., historical data, ticket sales, market research)

AMOS developed its visitor and out-of-market projections using a combination of historical data, ticket sales, feasibility research, and third-party market analysis.

We leveraged detailed data from our Altru ticketing and CRM system, which tracks guest zip codes and visitation patterns. This data is supplemented by on-site and post-visit surveys, providing insights on lodging, trip motivation, and guest demographics.

Additionally, AMOS partnered with PLACR, a tourism consulting firm, to conduct audience modeling and regional demand assessments as part of a broader feasibility study. This study considered visitor trends, museum benchmarks, and regional travel behaviors, helping project realistic growth scenarios following expansion.

AMOS also considered broader regional tourism trends—including reports from Explore Asheville and the Association of Science and Technology Centers (ASTC)—as well as statewide data from the NC Science Network and NC Department of Commerce.

In Year 1, AMOS’s estimates take into account potential lingering impacts of Hurricane Helene on regional tourism. However, we anticipate AMOS will quickly become a centerpiece in Asheville’s comeback story—drawing both locals and tourists with its unique offerings, strategic downtown location, and reputation as a family-friendly, weather-proof destination.

These estimates are further supported by our experience opening the Science on a Sphere gallery in 2024, which led to increased visitation and repeat tourism interest. AMOS is confident that this expansion will similarly increase demand and elevate Asheville’s tourism portfolio.

How many days would a typical out-of-market visitor patronize your project during one visit to Buncombe County? 1 day

What percentage of out-of-market visitors to your project do you estimate will stay overnight in paid lodging within Buncombe County? 40-45%

Describe the market to be served by your project.

The Asheville Museum of Science (AMOS) serves a diverse and growing market that includes:

1. Out-of-Market Tourists and Traveling Families:
AMOS is strategically located in the heart of downtown Asheville—a high-traffic tourism corridor that welcomes millions of visitors annually. The expanded museum will cater to regional, national, and international tourists, particularly families traveling with children who seek enriching, all-weather indoor activities. National travel data shows that families actively seek out museums and science centers as essential parts of their vacation itineraries, often extending their stays to include them.

2. Local Residents and School Groups:

AMOS serves as a vital educational resource for Buncombe County and Western North Carolina. The expanded space will provide more capacity for school field trips, after-school programs, and homeschool families, offering standards-aligned, hands-on STEM learning. It also supports lifelong learning through science talks, adult programming, and community workshops.

3. Regional and Rural Visitors:

AMOS draws visitors from surrounding counties and rural communities that may have limited access to museums. These guests often plan day trips or weekend stays in Asheville centered around museum visits.

4. Educational and Workforce Development Partners:

AMOS collaborates with local businesses, universities, and workforce development groups to support the region's science and technology sectors. The expanded museum will help meet the growing demand for STEM workforce exposure and engagement, especially in aerospace, health sciences, and environmental sustainability—areas where Western North Carolina is growing.

5. Repeat Visitors and Members:

With an enhanced visitor experience, rotating exhibits, and expanded programming, AMOS will continue to attract repeat visits from both locals and tourists. The expanded space is designed to grow membership, encourage return traffic, and increase time spent downtown.

This broad and balanced market ensures AMOS's long-term sustainability while contributing to the region's cultural, economic, and educational goals.

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

2025 Grant Cycle - Phase II Application

Many of these questions will build on the Phase I application and some of the questions are the same. For ease of the application, we recommend you have your Phase I submissions on hand to copy / paste and modify from there. Please reach out to our team if you have any questions along the way.

Primary Contact Information

Name of Person Completing the Application	Amanda Bryant
Title	Executive Director
Phone Number	(828) 775-1012
Federal EIN Number	56-1342340
Organization Mailing Address	43 Patton Ave Asheville, NC, 28801

Briefly describe your organization's mission and the history of the organization.

The Asheville Museum of Science (AMOS) is Western North Carolina’s home for experiential science learning. Our mission is to spark imagination and foster lifelong curiosity through engaging hands-on exhibits, educational programming, and community outreach.

AMOS traces its roots to 1960, when it was founded as the Burnham S. Colburn Memorial Museum. Originally focused on earth science and regional heritage, AMOS has evolved into a dynamic science center located in the heart of downtown Asheville. Since relocating to 43 Patton Avenue in 2016, AMOS has dramatically expanded its programming and visitor base, serving more than 62,000 guests annually—many of whom are tourists.

In late 2024, AMOS completed an expansion that included an updated entrance and a new exhibit gallery featuring NOAA’s Science on a Sphere. This state-of-the-art, immersive experience has been well received by visitors. Guest satisfaction ratings have increased, and AMOS has welcomed several out-of-town visitors who reported traveling specifically to experience the new exhibit.

The museum continues to offer traveling exhibits, STEAM camps, in-school and after-school programs, adult science nights, and community-wide festivals, all designed to make science accessible and exciting for learners of all ages. Through continued investment and strong community partnerships, AMOS remains committed to inspiring the next generation of scientists, thinkers, and innovators—and to providing experiences that educate and encourage stewardship of our natural world.

Identify and describe any pending legal action against you or your organization that would threaten the ability of the applicant to complete this project. If none, enter "N/A".

N/A

Is your organization formally registered with the IRS and State of North Carolina and is it in good standing? If not, please explain below.

Yes

List the key leadership of your organization and project. Please also include a description of each individual's specific role with the project. (You can list up to 6 people.)

	Name	Primary Company / Organization	Role
Key Leadership of Project or Organization #1	Amanda Bryant	AMOS	Visionary and Executive Director - Navigator
Key Leadership of Project or Organization #2	Maggie Chardell	AMOS	Museum Manager - Visitor Experience
Key Leadership of Project or Organization #3	Alex Morrison	AMOS	Experiences and Exhibits - Imagineer
Key Leadership of Project or Organization #4	Jon Neumann	AMOS Board Member	Fund Development
Key Leadership of Project or Organization #5	Micheal Mitchell	Legerton Architects	Project Lead
Key Leadership of Project or Organization #6	Ryan Boyles	Beverly Grant Contractor	Contractor

If applicable, identify any current partnerships your organization holds with other organizations that are related to this project. Include the name of the organization and nature of the partnership.

AMOS maintains numerous active partnerships that directly support this expansion project and our broader mission to serve both locals and tourists through engaging STEM learning experiences:

Explore Asheville / Buncombe County TDA – Explore Asheville supported AMOS through its LIFT Fund, enabling a feasibility study that prioritized expansion in our current downtown location. They continue to be a strategic partner in AMOS’s tourism efforts.

Asheville Downtown Association – A vital collaborator on downtown placemaking, ADA supports this expansion as a way to increase downtown foot traffic and enhance family-friendly offerings for both locals and tourists.

Asheville Area Chamber of Commerce – AMOS works closely with the Chamber to position itself as a core community resource, especially in their efforts to recruit and retain businesses to the region. The Chamber often highlights AMOS in conversations with companies considering relocating to Western North Carolina as a key contributor to community livability, workforce education, and downtown vibrancy.

NC Science Museums Grant Program – AMOS is a proud member of North Carolina’s science museum network and is advised by the state program on best practices in visitor engagement, exhibit development, and equitable access.

North Carolina Science Trail – AMOS is a marketing partner of this statewide tourism initiative, which highlights science destinations across North Carolina and drives science-oriented travel to Western NC.

PGAV Destinations – This national planning and design firm conducted AMOS’s feasibility study and continues to serve as a strategic advisor on developing a world-class museum experience that aligns with regional tourism trends and local economic development goals.

Legerton Architecture – Legerton is AMOS’s lead architect on this expansion and has helped shape the vision for improved accessibility, layout, and design that supports interactive learning and expanded visitation.

Beverly-Grant Construction – Our general contractor partner providing preconstruction guidance, budget estimates, and renovation expertise for this adaptive reuse of the bank space.

Design Dimensions – A highly experienced exhibit designer and fabricator, Design Dimensions is consulting with AMOS to create engaging, rotating, and durable hands-on STEM exhibits that appeal to a wide audience.

AMOS STEM Ecosystem – AMOS convenes a collaborative network of educators, scientists, businesses, and parents to advise on exhibit development, workforce relevance, and programming priorities. This ecosystem helps ensure our museum offerings reflect the strengths and future opportunities of our region.

Callen Center – Our landlord and long-time community supporter, the Callen Center is a project donor and advocate for AMOS’s role in revitalizing downtown Asheville as a family-friendly destination.

Project Donors and Supporters (Confirmed and Pending):

Dogwood Health Trust

Pratt & Whitney

Hedrick Industries

Eaton Corporation

NC Science Museums Grant Program

Truist Foundation

Burroughs Wellcome Fund (tentative)

Have you received TPDF funding in the past for this specific project?

Yes, but for a different phase or project scope items

Describe the value of your project to tourism in Buncombe County.

The Asheville Museum of Science (AMOS) expansion is a high-impact investment in downtown Asheville that aligns directly with Buncombe County Tourism Development Authority (BCTDA) priorities: it enhances Asheville’s appeal to families, supports year-round visitation, and revitalizes a critical block of downtown with a standout attraction.

This project doubles AMOS’s footprint and creates a dynamic, world-class science destination in the heart of downtown—providing much-needed indoor, all-weather activities for tourists of all ages. Asheville is already known for its outdoor recreation, arts, and dining, but lacks family-focused indoor cultural experiences that can draw and retain overnight visitors. AMOS fills that gap.

AMOS has a proven track record of attracting visitors from across the country—welcoming guests from nearly all 50 states and several international locations annually. The expanded museum will increase capacity by 20–25%, offering engaging exhibits like an aerospace ceiling installation, a human health science wall, and a traveling gallery space that encourages repeat visitation.

Feasibility studies by PGAV and stakeholder feedback confirm that AMOS’s growth will contribute to a longer average stay among families visiting Asheville. Many of our out-of-town guests already cite AMOS as a key reason for their visit—and this expansion only enhances that draw.

In addition, this project revitalizes a long-vacant commercial space, replacing a downtown eyesore with a vibrant, educational, and visually appealing family destination. It strengthens Asheville’s tourism economy while also contributing to downtown beautification, foot traffic, and a more positive visitor experience.

Importantly, this expansion also delivers on the broader intent of the TPDF to balance tourism investments with local community needs. AMOS is more than a museum—it is an educational hub that supports local school systems, afterschool programs, and underserved students across Western North Carolina. The expansion allows AMOS to scale its programs for local learners while inspiring the next generation of scientists, healthcare professionals, and engineers—helping build the workforce that will sustain the region’s economic future. This dual impact ensures that the benefits of tourism investments are felt broadly across the community.

AMOS is also a responsible steward of previous BCTDA investments. Prior TPDF funding supported the launch of our new exhibit gallery featuring Science on a Sphere, resulting in a 20% increase in attendance. A second investment supported design, planning, and safety repairs—laying the groundwork for this expansion. These successes demonstrate AMOS’s ability to turn strategic investments into tangible outcomes for both the community and the tourism sector.

By investing in AMOS, Buncombe County continues to build a more inclusive, family-friendly, and resilient tourism ecosystem—one that honors science, strengthens the region’s future, and inspires the next generation of curious travelers.

If any of the above milestones have changed from what was provided in your Phase I application, please provide an explanation for the change. (If no changes, please enter "N/A")

Work on the space has proceeded in line with the timeline presented in Phase 1. This includes planning activities such as architectural scans, feasibility review, collaboration meetings with contractors and exhibit designers, and other pre-construction work. While actual construction has not yet begun, all preparatory efforts remain on track and aligned with the original projected milestones.

When will TPDF funds first be required? March 2026

If your project will not begin construction within 18 months of the award notification, please explain why securing funding at this stage is essential to the project's success.

N/A

Does a project similar to yours already exist in Western North Carolina? If so, please identify the project(s) and how your project will draw new or additional overnight visitors.

While there are other cultural and educational attractions in Western North Carolina—none offer the combination of hands-on STEM exhibits, accessibility, and downtown Asheville visibility that AMOS provides.

AMOS is uniquely positioned as the only science museum located in the heart of downtown Asheville, within walking distance of hotels, restaurants, breweries, and other key tourist destinations. Our expansion will more than double our public footprint, enabling us to install nationally relevant traveling exhibits and new immersive science experiences—specifically curated to draw in repeat visitation and overnight travelers.

This project adds a much-needed, all-weather, family-focused experience to Asheville’s tourism mix, increasing the city’s appeal for multi-generational travel, educational tourism, and longer guest stays. In addition, partnerships with marketing platforms like the NC Science Trail and Explore Asheville will ensure wide regional and out-of-state awareness—helping AMOS stand apart as a must-visit destination in the region.

Has a feasibility study been completed for this project?

Yes

What are your project and/or organizational goals, and how will you determine if you met them?

Project Goals:

Increase Tourism Visitation: Grow annual attendance from 62,000 to 90,000 within three years, with at least 50% of visitors coming from outside the region and staying in overnight accommodations.

Measurement: Point-of-sale and ticketing data, zip code analysis, and visitor surveys.

Enhance Visitor Experience: Deliver a world-class science experience that increases guest satisfaction and encourages repeat visitation.

Measurement: Post-visit surveys, Net Promoter Score (NPS), online reviews, and direct visitor feedback.

Expand Educational Impact: Double programming capacity for traveling school groups and locals, camps, and family workshops with the addition of new Maker Labs and flexible exhibit spaces. Provide well known, inspiring instructors to lead scheduled programs.

Measurement: Number of programs offered, attendance records, school/district engagement, and evaluations.

Support Downtown Revitalization: Activate an underused commercial space and enhance the streetscape along a key corridor of downtown Asheville.

Measurement: Visual improvement, public art installation completion, increased foot traffic as reported by adjacent businesses, and downtown partner feedback.

Organizational Goals:

Advance AMOS's Mission: Inspire curiosity, promote scientific literacy, and foster environmental stewardship among all visitors.

Measurement: Alignment of new exhibits and programs with core mission values, and testimonials from guests, educators, and partners.

Serve as a Responsible Tourism Investment: Deliver a high-impact project that supports both the local community and the regional economy.

Measurement: Completion of the project on time and on budget, transparent reporting to funders, and increased partnerships with tourism and education stakeholders.

AMOS will track these goals using a combination of internal performance dashboards, evaluation tools, visitor tracking systems, and ongoing community input. Regular reporting will ensure accountability and guide continuous improvement.

If any of the above funding sources are grants, please provide a description of the expenses covered by each grant.

The Cannon Foundation grant expenses must be capital. The NC Science Museum Funding is unrestricted support for the project.

What is the estimated annual cost to operate and maintain the project? Who will be responsible for ongoing operations and maintenance?

The estimated annual cost to operate and maintain the expanded project is approximately \$132,000 to \$180,000, based on projected monthly expenses of \$11,000 to \$15,000. These costs include rent, utilities,

maintenance, and staffing.

AMOS will be fully responsible for ongoing operations and maintenance. According to the museum's recent financial audit, feasibility study, and revenue analysis, approximately 75% of these operational costs are expected to be covered through increased admission revenue, the addition of highly desirable traveling exhibits AMOS can host in the expanded space and expanded sales from a larger science shop. To close the remaining gap, AMOS will continue to pursue grant funding, corporate sponsorships, and donor support and has a track record of consistently raising these funds.

What is the LEAST amount of TPDF 175000
Funding your project could receive
without significant changes to the
project scope?

Project Marketing Plan

Describe the target audience for your project.

The target audience for this project includes:

Tourists and Visitors: Families traveling to Asheville from across the Southeast and beyond who are seeking all-weather, educational attractions in the heart of downtown. The expanded museum will appeal to multigenerational travelers, including grandparents with grandchildren, and visitors staying in nearby hotels, especially those seeking kid-friendly activities.

School Groups and Educational Travelers: K–12 students, educators, and homeschool networks participating in field trips, STEM camps, and science programs. AMOS will serve both local and regional schools, with the added space supporting larger groups and more structured programming. Currently AMOS 25 % of AMOS's school groups are outside of the 65 mile radius with an expected 10 % staying overnight due to the distance.

Local Families and Residents: Buncombe County families seeking accessible, enriching weekend, afterschool, and summer programming. The new early childhood and family-friendly features will especially attract parents with young children looking for quality engagement close to home.

Adult Learners and Science Enthusiasts: Tourists and residents attending evening events, lectures, and science socials. The expanded Maker Lab and flexible space will allow for growth in adult-focused programming.

Regional STEM Ecosystem: AMOS also serves as a convening space for educators, researchers, and workforce development partners across WNC, who utilize museum programming to spark interest in future careers and scientific inquiry.

This project is specifically designed to attract and serve both out-of-town visitors and the local community—aligning with AMOS's dual mission and the goals of Buncombe County's tourism economy.

How do you plan to reach your target audience?

AMOS will use a multi-channel strategy to reach its target audience effectively, leveraging both established and new marketing, outreach, and partnership tools. Key approaches include:

1. Tourism Marketing Partnerships

Collaborate with Explore Asheville, NC Science Network, the NC Science Trail, and regional tourism boards to promote the museum through digital campaigns, vacation guides, and hotel concierge networks.

Cross-promote with nearby attractions and downtown businesses to create visitor itineraries that include

AMOS as a must-see stop.

2. Digital & Social Media Campaigns

Expand AMOS's strong online presence through targeted advertising, family travel influencers, and organic content showcasing new exhibits and programs.

Use geofencing and zip code targeting to reach out-of-town visitors planning trips to Asheville.

Incorporate marketing tied to Asheville's larger "Comeback" story by spotlighting AMOS as a symbol of the city's resilience and revitalization.

3. Educational Outreach

Market directly to schools across WNC and neighboring states with educator newsletters, field trip brochures, and partnerships with school districts and charter networks.

Promote summer camps, homeschool days, and science workshops via education listservs and parent groups.

4. Strategic Media & PR

Leverage exhibit openings and special events to secure regional and national media coverage.

Highlight AMOS's unique offerings in travel magazines, science publications, and parenting blogs.

Continue to promote the Hurricane Helene Recovery Exhibit, which has gained growing attention across science museum networks and online audiences. This compelling narrative and exhibit series supports AMOS's identity as a community responder and draws visitors interested in stories of recovery, climate resilience, and environmental science.

5. Community & Business Engagement

Work with local chambers, workforce development boards, and STEM businesses to elevate AMOS as both a cultural attraction and an economic development asset.

Offer group packages, membership discounts, and joint promotions with local hotels and attractions.

6. In-Market Signage & Visibility

Utilize the new exhibit window and exterior art display to attract walk-up visitors and increase AMOS's visibility in downtown Asheville.

Distribute rack cards, posters, and branded materials in high-traffic tourist areas and lodging partners.

7. Partnership with Lodging

In addition to its core digital and regional marketing strategies, AMOS is actively exploring partnerships with national travel membership programs like AAA, with the goal of bundling museum perks—such as discounted or complimentary tickets—with lodging benefits. AMOS is also in early conversations with local hospitality partners, including Marriott and other major hotel groups, to develop "Stay & Play" packages that incentivize overnight stays by offering value-added experiences at the museum. These initiatives aim to position AMOS as a featured benefit of staying in downtown Asheville, driving both hotel bookings and repeat visitation, particularly among families and multigenerational travelers.

8. ASTC Reciprocal Membership Program

AMOS is a proud member of the Association of Science and Technology Centers (ASTC), which includes over 350 participating museums worldwide. This global network provides a built-in audience of science-focused travelers who actively seek out ASTC partner institutions while on vacation.

AMOS will continue to promote its participation in the ASTC Travel Passport Program and strategically advertise through ASTC networks to attract these loyal museum-goers to Asheville.

Together, these strategies ensure AMOS reaches a diverse and growing audience—supporting tourism, celebrating resilience, and reinforcing Asheville as a vibrant destination for learning, play, and family connection.

How much do you plan to invest in marketing annually? How much will be invested outside the Asheville market? (Out-of-market is defined as 50 miles or more from Asheville.)

AMOS plans to invest approximately \$25,000–\$35,000 (paid and earned) annually in marketing to support the expanded museum and its tourism-focused programming.

Of this, an estimated 60% (\$15,000–\$21,000) will be directed toward out-of-market efforts (defined as 50+ miles from Asheville). These efforts include:

Digital advertising targeting drive markets like Charlotte, Atlanta, Knoxville, and Greenville.

Participation in regional tourism publications and travel planning platforms.

ASTC network marketing to attract science-focused travelers.

Paid placements in travel magazines and parenting blogs with a regional or national reach.

The remaining budget will support in-market marketing, including print collateral, signage, hotel partnerships, local media, and community outreach to ensure AMOS remains top-of-mind for both residents and walk-up visitors.

This investment is aligned with AMOS's commitment to drive overnight visitation, increase year-round attendance, and support Buncombe County's broader tourism development strategy.

Who will implement the marketing plan?

The AMOS marketing plan will be implemented by a collaborative team led by:

Holly Fisher, Marketing Chair of the AMOS Board of Directors, who brings deep experience in strategic communications and oversight of tourism-focused outreach.

Maggie Chardell, AMOS's internal Marketing & Communications lead, responsible for day-to-day execution, coordination of campaigns, and brand consistency.

They are supported by the AMOS Marketing Committee, which includes:

Key museum staff

Marketing interns

Area professionals who volunteer their expertise, including a digital media representative, content strategist, and graphic designer.

This multi-faceted team ensures AMOS maintains a well-rounded, creative, and data-informed approach to reaching target audiences across platforms and regions.

Please describe the demographics of your current guests, if possible.

AMOS serves a broad and diverse audience that reflects both regional demographics and national science museum trends. According to findings from our feasibility study conducted by PGAV and AMOS's Strategic Plan, our visitors fall into the following primary demographic categories:

Families with Children Ages 2–12

These are our core visitors, including both local and out-of-market families seeking enriching, hands-on learning experiences. Most include parents in the 25–44 age range.

Multi-Generational Travelers

Grandparents visiting Asheville with grandchildren comprise a growing segment, especially during holidays and summer breaks.

School Groups and Educators

PreK–8 school groups from across WNC participate in field trips and camps. Many of these groups come from Title I schools and rural areas where access to high-quality STEM learning is limited.

Young Adults and Adult Science Enthusiasts

Our evening events and adult programming attract college students, young professionals, and lifelong learners.

Tourists Seeking Indoor, Family-Friendly Activities

Visitors from drive markets like Atlanta, Charlotte, Greenville, and Knoxville who are drawn to Asheville for its outdoor beauty and cultural offerings, and are actively seeking weatherproof, kid-friendly options downtown.

Importantly, national trends show that traveling families increasingly expect high-quality museum experiences as part of their vacation itinerary. Museums are viewed not only as educational stops, but as key destinations for family bonding and experiential learning. These visitors often plan their time around the ability to spend a full morning or afternoon immersed in hands-on exhibits—and are more likely to stay overnight and spend locally to make the most of that experience.

AMOS's strategic and marketing planning aligns with benchmarks from the Association of Science and Technology Centers (ASTC), which indicate that science museums primarily serve middle-income households, with growing emphasis on access and inclusion for historically underserved communities.

As AMOS expands, it is committed to continuing its role as a destination that welcomes all ages, income levels, and backgrounds, offering affordable admission and inclusive programming that resonates with locals and tourists alike.

Please describe the methods your organization uses to calculate total annual visitation and to distinguish out-of-market visitors.

AMOS uses a combination of robust data tools and professional research partnerships to calculate total annual visitation and distinguish out-of-market visitors.

Our primary system is Altru by Blackbaud, a comprehensive ticketing and CRM platform that captures detailed visitor data, including zip code at point of sale. This enables us to distinguish between local and out-of-market guests, as defined by TPDF (50+ miles from Asheville).

In addition to our internal tracking system, AMOS regularly surveys visitors both in-person and via post-visit follow-up to gather insights on travel behavior, lodging, and motivation for visiting.

To supplement this data, AMOS has also engaged with external consulting firms such as PLACR, which has developed custom reports and visitation models specifically for AMOS, providing deeper analysis of travel patterns, geographic reach, and audience trends.

Together, these methods provide a comprehensive and reliable picture of AMOS's annual visitation and the growing number of tourists who visit from outside the region—many of whom now cite AMOS as a key reason for coming to downtown Asheville.

How will your project drive increased patronage of lodging facilities in Buncombe County by attracting tourists, business travelers, or both?

The Asheville Museum of Science (AMOS) is uniquely positioned to drive year-round, overnight visitation to Buncombe County by expanding its capacity, enhancing its visibility, and elevating the downtown Asheville visitor experience. The proposed expansion will significantly increase AMOS's ability to attract family tourists, educational groups, and cultural travelers seeking dynamic indoor attractions—especially those planning multi-day stays.

1. A Proven Draw for Families and Cultural Travelers

According to a 2023 report by the American Alliance of Museums (AAM), museum visitors tend to stay 50% longer and spend 36% more than other travelers when visiting a region. In Buncombe County, where Asheville is best known for its outdoor attractions, the demand for all-weather, family-friendly experiences downtown continues to grow. AMOS helps meet that need.

AMOS already welcomes over 30,000 out-of-market visitors annually, with 40% staying overnight in paid lodging—many drawn by the museum's unique exhibits, including the recently completed "Science on a Sphere" gallery, funded in part by TPDF. Multiple guests have reported visiting Asheville specifically to see the new exhibit, proving that museum-based tourism is a strong motivator for travel to the region.

The expansion will allow AMOS to accommodate 20–30% more guests annually, including school groups, visiting families, and repeat visitors returning for traveling exhibits and seasonal programming.

2. Destination-Worthy Exhibit Expansion

AMOS's expanded footprint will include:

Aerospace ceiling exhibit highlighting WNC's role in aviation and STEM careers

Health science exhibit wall focused on wellness, environmental health, and decision-making

Rotating traveling exhibit space designed to host national-caliber exhibits

Toddler zone and art-meets-science room to attract young families

Expanded Maker Labs and lecture space for large groups, field trips, and events

These new features will turn AMOS into a museum-quality anchor attraction, encouraging longer stays and positioning Asheville as a destination for STEM tourism, family travel, and immersive education.

3. Elevated Visitor Experience and Year-Round Accessibility

Tourism in Asheville often fluctuates with weather, seasonality, and capacity limitations at outdoor venues. AMOS's location and accessibility provide the ideal setting for a weather-proof indoor destination in the heart of downtown. The project includes:

An updated entrance facing Pritchard Park

Accessibility upgrades including family restrooms

A new layout to improve guest flow and accommodate high-volume visitation

Research from the U.S. Travel Association shows that families are increasingly planning trips around experiences that are enriching, educational, and flexible—and they are more likely to extend their stay to enjoy them fully.

AMOS's expansion directly aligns with that trend by offering multi-hour programming, hands-on exhibits, and engaging science experiences for all ages—helping turn day trips into overnight getaways.

4. A New Regional Anchor for Tourism Recovery

This expansion is not just about new space—it is about transforming a highly visible downtown block

from a dormant storefront into an engaging cultural and tourism anchor. The project supports Buncombe County’s economic recovery following Hurricane Helene and reflects AMOS’s commitment to revitalizing Asheville’s core with vibrant, family-centered activity.

AMOS is well-positioned to leverage its affiliations and networks to drive tourism impact: it is an active member of the NC Science Network, the Association of Science and Technology Centers (ASTC), and both state and national museum associations. These affiliations offer unparalleled marketing, collaboration, and audience development opportunities—promoting AMOS as a must-see destination through reciprocal admission programs, conference exposure, and tourism-focused partnerships that reach millions of science and museum travelers worldwide.

5. Validated proof of concept and need. Importantly, AMOS’s feasibility study—completed by PGAV in 2024—validated that expanding into the adjacent downtown space is not only viable, but highly strategic for location, capital investment, and community demand. The study affirmed that the site is ideal for maximizing foot traffic, tourism potential, and operational efficiency during this active recovery phase. It also demonstrated how phased growth in the current location is a fiscally responsible and scalable path forward while AMOS continues to evaluate opportunities for a larger regional presence in the years to come. Through national benchmarking with museums that expanded following large-scale disasters, AMOS learned that bold investment during recovery can reestablish institutions as hubs of inspiration and essential tools in the economic and cultural revitalization of their communities. This expansion positions AMOS—and Buncombe County—as a model for resilience, creativity, and sustainable tourism growth.

This collective impact helps position AMOS as a key player in science tourism, educational travel, and Asheville’s comeback story—driving sustained increases in lodging, local spending, and visitor satisfaction for years to come.

Please provide your estimated total number of guests—both local and out-of-market—for each of the first three years of operation. Also include an estimated percentage for out-of-market visitors for each year.

	Total Guests (Local + Out-of-Market)	Percentage of Out-of-Market Visitors
Year 1	72000	45
Year 2	85000	50
Year 3	90000	52

How will future visitation to the project be tracked? Please specify the methods you plan to use (e.g., ticket sales, registrations, surveys, or other tracking tools).

Future visitation to the expanded Asheville Museum of Science will be tracked through a multi-layered system that includes:

Ticket Sales & Admissions Data: AMOS uses the Altru point-of-sale and CRM system, which records each visitor’s transaction, including location of origin via zip code, ticket type, time of entry, and group size. This allows for detailed reporting on overall attendance, repeat visitation, and seasonal trends.

Membership Data: Membership sign-ups and renewals are tracked to help differentiate local vs. tourist engagement, and to measure the impact of exhibits and programs on recurring attendance.

Surveys: AMOS conducts regular on-site and digital surveys to capture guest demographics, lodging status, purpose of visit, and satisfaction. These surveys are also used to gather marketing insights and identify potential overnight visitors.

School and Group Registrations: Field trips, camps, and group bookings are recorded and analyzed separately to track education-based tourism and large group travel.

Third-Party Evaluations: AMOS will continue to engage external evaluators and consultants—such as PLACR—for periodic impact assessments and to support tourism reporting requirements.

Together, these tools provide robust, accurate tracking of both total attendance and out-of-market visitation, ensuring AMOS can clearly demonstrate its tourism value and growth over time.

Please describe how you came up with the above estimate for the number of days a typical out-of-market visitor would patronize your project during one visit in Buncombe County.

AMOS estimates that a typical out-of-market visitor will patronize the museum for one day during their visit to Buncombe County. This estimate is based on historical visitation patterns, ticketing data, and guest feedback—particularly from families—who often plan a dedicated day for museum exploration while in Asheville.

In addition, AMOS offers a "next-day return" ticket, and we frequently see young families taking advantage of this option, using the museum as a flexible, all-weather activity—especially in the morning before checkout or between other local attractions.

Importantly, AMOS current in person surveys show tourist expanding their stays to visit the museum as part of their vacation. Also, national tourism research supports the trend that families often add travel days when visiting destinations with museums or educational attractions. These cultural institutions are recognized as key trip enhancers, with organizations like the American Alliance of Museums (AAM) reporting that museum visits are consistently ranked among the most memorable and meaningful parts of family vacations. AMOS's expansion builds on this behavior by offering a compelling reason for families to stay longer in Asheville and fully experience its downtown core.

Will your project draw out-of-market visitors to Buncombe County during identified periods of need for lodging room nights?

Yes, the AMOS expansion project is intentionally designed to draw out-of-market visitors during identified periods of need for lodging room nights in Buncombe County—particularly on weekdays, shoulder seasons, and during inclement weather when outdoor activities may be limited.

Here's how the project supports need periods:

Weekday Tourism & School Calendars: AMOS's field trip and group visit model brings in both regional and out-of-market school groups primarily on weekdays, helping drive weekday occupancy at local hotels and restaurants. Expanded space allows AMOS to host more visiting groups year-round.

Shoulder Season Travel: Families often travel during spring and fall breaks, particularly in March, April, and October—periods that can still be underutilized in tourism. AMOS's indoor, family-friendly offerings are a draw during these months, helping fill lodging gaps.

Weather-Proof Destination: AMOS is one of the few indoor attractions for families in downtown Asheville. It provides a reliable, enriching experience regardless of weather, helping convert daytrips into overnight stays when rain or extreme temperatures limit outdoor recreation options.

Year-Round Programming: With enhanced exhibit space and classroom capacity, AMOS can expand its popular weekend programs, adult science nights, traveling exhibits, and maker workshops—all of which are designed to appeal to tourists and locals alike throughout the year, even during traditional off-peak times.

AMOS has a track record of drawing over 30,000 out-of-market visitors annually and estimates this expansion will increase that number significantly. The museum's strategic programming and family-focused mission align directly with tourism needs and room night goals in Buncombe County.

What methodology do you plan to implement to determine the project’s impact upon lodging once the project opens?

To determine the project’s impact on lodging once the expansion opens, AMOS will implement a multi-pronged methodology combining direct data collection, partner collaboration, and third-party analysis:

- 1. ZIP Code Tracking via Altru System
AMOS uses the Altru point-of-sale and ticketing system, which captures visitor ZIP codes at the time of ticket purchase or registration. This allows AMOS to accurately identify out-of-market visitors and cross-reference trends over time.
- 2. Visitor Surveys and Lodging Questions
AMOS will expand its existing survey tools—both digital and on-site—to include specific questions about lodging behavior (e.g., “Did you stay overnight in Buncombe County?”, “Which hotel did you stay at?”, “Was AMOS a primary reason for your visit?”). This will provide direct insight into how many museum visitors are contributing to local lodging stays.
- 3. Group and Field Trip Tracking
AMOS hosts numerous school and tour groups from outside Buncombe County. These groups will be logged and surveyed post-visit to determine their lodging and economic impact. This includes both student and adult tour groups that often book overnight accommodations.
- 4. Digital Campaign & Web Analytics
AMOS’s digital marketing campaigns targeting out-of-market audiences will be linked to unique promo codes, landing pages, and ticket pathways. These will help track ROI from geographic markets beyond the 50-mile radius and correlate interest with travel behavior.
- 5. Collaboration with Explore Asheville & Lodging Partners
AMOS will work closely with Explore Asheville and local hotel partners to track guest referrals and potential package deals (e.g., “stay and play” bundles). Metrics gathered from these collaborations will inform how often AMOS is a driver for overnight stays.
- 6. Third-Party Economic & Tourism Impact Studies
AMOS will consider periodic third-party evaluations (e.g., through firms like PLACR or PGAV) to assess museum-related lodging impact in a more robust and objective manner, especially as the expansion scales up over its first three years.

Together, these methodologies will ensure AMOS can measure and report the project’s direct impact on lodging with confidence and transparency.

After your project opens, how many new, permanent full-time positions do you anticipate your project will generate that are directly related to the project? 4

After your project opens, how many new, seasonal or part-time positions do you anticipate your project will generate that are directly related to the project? 6

Alignment with Strategic Imperatives and Destination Brand

Please describe how the project is aligned with each of the four strategic pillars of Buncombe County Tourism Development Authority. [Learn more about the Buncombe County Tourism Development](#)

How does your organization and proposed project complement and support the strategic imperative of: Delivering Balanced and Sustainable Growth?

The Asheville Museum of Science (AMOS) delivers balanced and sustainable growth by providing a family-friendly, indoor destination that complements Asheville's outdoor recreation and culinary tourism sectors. This project transforms a vacant space into a vibrant science learning center, enhancing the downtown experience for both residents and tourists while reducing visitor concentration in already crowded areas. Our expansion supports the long-term sustainability of the local tourism economy by offering weather-proof, all-season programming that draws overnight visitors during off-peak times. It also helps to balance TPDF investments by serving local needs—such as education, workforce readiness, and community engagement—while continuing to drive visitation and economic impact. AMOS has implemented data-driven strategies through feasibility studies and consulting partnerships to ensure this growth is responsible, accessible, and aligned with community values.

How does your organization and proposed project complement and support the strategic imperative of: Encouraging Safe and Responsible Travel?

AMOS encourages safe and responsible travel by offering an accessible, educational, and environmentally conscious destination that aligns with the values of today's travelers. As a museum rooted in science and sustainability, AMOS incorporates climate literacy and environmental stewardship into its exhibits, programs, and community partnerships. Our expansion includes interactive displays on human health, the natural world, and the interconnectedness of global systems—helping visitors understand their role in preserving our planet and making informed, responsible choices both during their travels and at home.

The museum offers a secure, indoor alternative to outdoor attractions—especially important during inclement weather—while modeling sustainable operations through resource-conscious renovations and long-term planning. Upgraded ADA-compliant facilities, improved guest flow, and intentional programming ensure a welcoming and safe experience for all. In addition, AMOS's educational programs promote responsible recreation, conservation, and science-based decision-making, contributing to a tourism culture that respects and sustains our shared environment.

The museum's Hurricane Helene Recovery Exhibit further deepens this commitment by educating visitors about climate resilience and natural disasters, while sharing AMOS's own recovery story as a model for community-based preparedness and adaptation.

How does your organization and proposed project complement and support the strategic imperative of: Engaging and Inviting More Diverse Audiences?

AMOS is deeply committed to access and inclusion, with expanded programming and exhibit development that reflects a wide range of perspectives and cultural experiences. Our museum offers bilingual signage, inclusive design features, and free or reduced admission opportunities for underserved communities. The expansion includes exhibits that center the human experience—health, wellness, exploration—and are developed with input from a diverse range of partners, including educators, artists, and scientists of color. AMOS is an active member of the NC Science Network and ASTC, where we share best practices in DEAI (Diversity, Equity, Accessibility, and Inclusion) and collaborate with other museums nationwide to attract and welcome broader audiences. In all outreach and marketing efforts, we make a conscious effort to invite Black, LGBTQ+, Latinx, and other historically underrepresented groups to engage with our mission and space. AMOS also works to ensure the museum is accessible to all. Including travelers on tighter budgets but looking to experience the world around them. AMOS admission program is scalable and also supports families who have EBT cards. Currently 3 percent of out of town travelers use some sort of discount program.

How does your organization and proposed project complement and support the strategic imperative of: Promoting and Supporting Asheville's Creative Spirit?

AMOS celebrates and elevates Asheville's renowned creative spirit by blending science with art in ways that are uniquely inspiring. Our exhibits and programs are intentionally designed to spark imagination and

innovation, embracing the natural curiosity that fuels both scientific discovery and artistic expression.

AMOS actively collaborates, partners, and contracts with local artists, designers, and creatives. Through our rotating Science + Art Feature Area, we showcase the work of regional artists whose practice intersects with environmental science, sustainability, and curiosity-driven inquiry. From exhibit fabrication to interactive installations and STEAM workshops, local artists play a vital role in shaping the museum experience.

Our exhibits often include commissioned murals, sculpture, and sensory-based elements, reinforcing Asheville's identity as a place where creativity and exploration thrive side by side. This project will deepen those collaborations, expand the visibility of artist contributions, and further position AMOS as a living intersection of science, creativity, and community.

As part of this expansion, AMOS is intentionally engaging artists, designers, and content experts to co-create exhibits and spaces that reflect the creative fabric of our region. From the design of murals to exhibit panels and interpretive displays, to hands-on maker spaces and health and wellness zones, this project will showcase Asheville's creativity and expertise in ways that are educational, imaginative, and inclusive. AMOS is not just a museum—it is a hub where the community's innovators, makers, and artists come together to inspire the next generation.

Required Supporting Documentation

Proof of Legal Site Control of the Property: May provide copy of 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.

 AMOS Executed Second Amendmentpdf

 AMOS Support Letter from Oceanside... .pdf

Proof of non-profit organization status through a filed IRS Form 990

 AMOS Combined 501c3 and name ch... .pdf

List of your organization's Board of Directors and affiliations

 AMOS Board List - May 2025.doc

Drawings, photos, or renderings related to the project (optional).





AMOS_PLAN_08-31-2025.pdf

Completed Room Night Calculator



Copy of Buncombe County Room Nig... .xlsx

Project Budget - if possible, budget line items should align with the scope of work provided in the "Project Financial Information" section of this application. Please provide the project budget in a Microsoft Excel or Word format (.xls, .xlsx, .csv, .doc, .docx).



AMOS Expansion - Schematic Budgetpdf



AMOS_Expansion_Budget_2025.xlsx

Proof of non-TPDF funds raised to date for the project. Example documents can include the following: commitment letters, account statements that show available cash in a dedicated checking account, cancelled checks from funders, loan documents, or any other evidence demonstrating proof of other funds to be used for the Project.



AMOS Screen Shots of Funding Check... .pdf

Most recent Statement of Activities or Income Statement showing current year-to-date actual revenues and expenses compared to year-to-date budget and a year-end projection.



StatementofActivity (7).pdf



StatementofActivity (8)_ 202334.pdf

Prior year Statement of Financial Activity showing previous year's total actual revenues and expenses compared to approved fiscal year budget.



StatementofActivity (8)_ 202334_8108.pdf

Statement of Financial Position or Balance Sheet showing current position and beginning year position.



StatementofFinancialPosition 080125.pdf

Letters of recommendation (up to 3) regarding your organization's ability to lead this project to success.



Letter of Support - AMOS TDA Projectpdf

Any additional supporting documentation (optional).



AMOS FeasibilityStudy_Final.pdf

Terms of Agreement