

2025 Grant Cycle - Phase II Application

Name of Project Beacon Park

Organization Name Beacon Foundation

Email casey.watkins@quility.com

Eligibility

Please complete the questions in this section to confirm your project is eligible for the Tourism Product Development Fund before beginning the application.

Applicant Organization Information

Organization Type Non-Profit Organization

Organization Phone (828) 691-6334

Organization Physical Address 204 Whitson Ave
Swannanoa, NC, 28778

Primary Contact Information

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

Project Details

Physical Address of Project 204 Whitson Avenue
Swannanoa, NC, 28778

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 in detail.

Beacon Park is a transformative public green space currently in development in the heart of downtown Swannanoa—part of the historic Beacon Blanket mill village. Long defined by its textile manufacturing roots, Swannanoa has faced decades of economic stagnation following the loss of its industrial base. In more recent history, the community was hit hard by Hurricane Helene in 2024, facing widespread flooding, displacement, and loss. Fortunately, Beacon Park sits safely outside the newly established floodplain and sustained little to no damage during the storm, making it one of the few large, accessible parcels of land in the area ready for immediate revitalization. This project seeks to breathe new life into the community by converting a former brownfield into a vibrant regional destination that celebrates outdoor recreation, fosters economic opportunity, and strengthens community identity.

At the heart of the park is a world-class bike facility designed and constructed by Velosolutions, the global leader in urban bike infrastructure. Beacon Park will feature the largest all-wheel facility of its kind in North and South America, designed for accessibility and inclusivity across bikes, skateboards, scooters, and adaptive equipment. This uniqueness and innovation will undoubtedly draw new and untapped niche markets to Buncombe County. The site is expected to draw national and international attention through partnerships with event organizers such as Red Bull, UCI, and USA BMX, leveraging their extensive reach to promote Swannanoa as a premier outdoor destination. These events, often multi-day affairs, are significant generators of new and incremental room nights and will contribute to the ratio of overnight lodging generated to funding requested. Furthermore, this facility will serve as a critical resource for local youth programming, including after-school events, clinics, and camps, promoting community connections and business opportunities for local instructors and businesses.

Additional amenities will include professional-grade outdoor bouldering walls, a one-mile paved walking loop, and a large, open green lawn built to host up to 4,000 people for concerts, festivals, and other cultural gatherings. These community-forward elements are designed to complement Swannanoa's historic character while bringing much-needed economic energy and cultural visibility to this often-overlooked part of Buncombe County. The open green lawn and walking loop will provide freely accessible recreational opportunities for both residents and visitors, ensuring broad community benefit.

Beacon Park's location along the proposed Swannanoa River Greenway (with its first segment expected to be completed in 2026, offering a direct link to Asheville's greenway network) and the future Fonta Flora Trail makes it a key connection point in the region's growing outdoor recreation infrastructure. This strategic location enhances its appeal as a contributing asset to the broader Buncombe County outdoor recreation scene. Anchored in principles of environmental sustainability and stormwater management, the landscape architecture plan is designed to enhance long-term resiliency and sustainability in the aftermath of Hurricane Helene, encouraging safe and responsible travel by promoting mindful interaction with the environment. The project also serves as a model for green development in post-industrial areas.

While the majority of Beacon Park will remain freely accessible to the public, the bike facility will operate under a mission-aligned access model that generates the revenue needed to support ongoing maintenance and reinvestment. This thoughtful business plan ensures financial stability and sustainable operation once the park is open. 100% of proceeds will be reinvested directly into the park and into the surrounding community through the Beacon Foundation's broader work to promote outdoor equity and long-term community resilience in Swannanoa and beyond. This demonstrates our ability to raise additional funds and manage financial resources effectively.

The development team is currently working toward a soft opening in Fall 2025—a timeline that holds deep symbolic meaning, arriving near the one-year mark since Hurricane Helene. This makes the project highly timely and "shovel ready." This moment of return and renewal serves as a powerful bookend to the

storm's devastation: bringing new life, green space, and joyful gathering back to the very heart of Swannanoa. The opening is envisioned as a regional celebration, drawing residents and visitors from across Asheville and beyond to honor the strength and spirit of this community. Early activation of Beacon Park will leverage this significant milestone and the park's unique offerings to drive visitation and encourage sustainable growth in this vital corridor between Black Mountain and Asheville. Following successful collaboration with partners and grant funding awards, the grand opening is planned for Q2 of 2026.

Beacon Park is more than a park—it's a catalyst for inclusive tourism, a magnet for outdoor adventure, and a bold invitation to reimagine the future of small-town Appalachia. It directly aligns with the BCTDA's strategic imperatives by delivering balanced recovery and sustainable growth through geographic dispersion of visitors, encouraging safe and responsible travel by promoting outdoor recreation and environmental stewardship, and supporting engagement with and appeal to more diverse audiences through its inclusive design and programming. The project is a true motivator of visits, offering a unique and compelling reason for travelers to choose Buncombe County.

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.

Beacon Park's construction scope is strategically phased to ensure rapid progress towards opening and to maximize the crucial TDPF match. The project's modular budget prioritizes critical infrastructure in Phase 1, with most of this work already underway, allowing for a substantial initial impact. Phase 2 builds upon this foundation, with all preparations made for immediate execution upon grant award, ensuring comprehensive enhancements.

Our financial strategy for the project revolves around two distinct phases. Phase 1, focused on accelerated opening and maximizing our TDPF match, targets completion by October 2025. This phase concentrates on the core elements necessary for a Fall 2025 soft opening. Construction for the majority of these Phase 1 components is actively underway, demonstrating immediate impact and project viability. An internal Beacon Park funding of \$4,953,638.00 will be fully expended by October 2025. This expenditure directly supports a TDPF request of up to \$4,953,638.00.

Phase 2, designed for comprehensive enhancement and full readiness for execution upon grant award, will dramatically improve almost all aspects of the park, maintaining its core vision while adding significant amenities. All planning, design, and preliminary permitting for Phase 2 are complete, ensuring it is prepared for immediate execution once funding is secured. The project's carefully honed and prioritized budget for Phase 2 allows specific elements to be highlighted, offering flexibility in alignment with the TDA's investment priorities. This The total budget for Phase 2 is \$5,755,000.

The detailed construction scope, with precise costs for each component, is presented in the attached modular budget document. This allows for a clear and prioritized budget submission for the TDPF.

Phase 1: (Work already underway - Total: \$5,541,470.00)

Velosolutions All-Wheel Facility (Bike Park Construction): This involves the design and construction of the primary 4.7-acre asphalt multi-use bike park, including integral tunnels, start ramps, and specialized features. The scope includes intricate shaping of terrain for slopestyle, jumpline, and pump track features suitable for all-wheel users (bikes, skateboards, scooters, adaptive equipment). This will entail significant earthwork, sub-base preparation, and the specialized application of Velosolutions' asphalt technique for a smooth, grippy, and durable surface.

Actual Cost: \$1,600,000.00

Natural Surface Pedestrian Trail & Initial Grading: Construction of a natural surface trail encircling the bike park, designed for walkers, runners, and casual bikers, along with initial site grading and drainage improvements. This involves clearing, grading, and compacting a permeable surface.

Actual Cost: \$947,500.00

Event Lawn & Initial Landscaping: Preparation and establishment of a large, open green lawn capable of

hosting events for up to 4,000 people. This includes grading, soil amendment, seeding/sodding, and initial thoughtful landscaping around the core park area (e.g., perimeter trees, foundational plantings).
Actual Cost: \$200,000.00

Bike Park Pavilions & Support Services: Construction of functional pavilion structures to serve as welcome points, shelter, and house essential services like a mobile retail space, mobile office, and a convenient mobile bike shop for rentals and minor repairs. This also includes associated container covers, painting/murals, decking, hardscapes, and shade structures.
Actual Cost: \$441,000.00

Essential Infrastructure & Utilities (Phase 1 Portion): This includes essential utilities connections (water, sewer, electricity) for key areas and facilities. It also encompasses the installation of thoughtfully designed parking, lighting for safety and usability, security cameras, and permanent fencing.
Actual Cost: \$512,750.00

General Site Preparation & Soft Costs (Initial): Necessary site clearing, demolition of any remaining minor structures from the brownfield, initial environmental remediation, and initial engineering and soft costs to prepare the land for park development.
Actual Cost: \$275,000.00

Phase 2: (Grant-Dependent - Total: \$5,755,000.00)

Stormwater/Infrastructure (Bike Park): Enhanced stormwater management and infrastructure within the bike park area.
Actual Cost: \$75,000.00

Park Pavilions (Bike Park): Additional pavilion structures within the bike park.
Actual Cost: \$240,000.00

Landscaping (Bike Park): Enhanced landscaping within the bike park area.
Actual Cost: \$125,000.00

Art Installations: Integration of art installations throughout the park.
Actual Cost: \$225,000.00

Soft Costs (Bike Park): Additional engineering, design, and other soft costs for the bike park.
Actual Cost: \$90,000.00

Paved Parking (100 spots): Expansion of paved parking facilities.
Actual Cost: \$750,000.00

Walking Track (Full 1-Mile): Upgrading and extending the walking loop to a full one-mile paved surface.
Actual Cost: \$735,000.00

Benches/Miscellaneous (Walking Track): Installation of benches and other miscellaneous amenities along the walking track.
Actual Cost: \$67,500.00

Bouldering Modules: Design and construction of specialized climbing structures.
Actual Cost: \$400,000.00

Soft Costs (Walking Track): Additional engineering, design, and other soft costs for the walking track.
Actual Cost: \$75,000.00

Security / Cameras (Walking Track): Installation of security cameras along the walking track.
Actual Cost: \$7,500.00

Lighting (Walking Track): Installation of lighting along the walking track.
Actual Cost: \$150,000.00

Landscaping (Walking Track): Enhanced landscaping along the walking track.
Actual Cost: \$200,000.00

B Lines / Skill Development (Walking Track): Development of additional skill lines along the walking track.
Actual Cost: \$45,000.00

Stormwater/Infrastructure (Walking Track): Enhanced stormwater management and infrastructure along the walking track.
Actual Cost: \$75,000.00

Artificial Turf (Event Lawn): Installation of additional artificial turf for the event lawn.
Actual Cost: \$1,875,000.00

Permanent Stage: Construction of a permanent stage for events on the lawn.
Actual Cost: \$275,000.00

Lighting (Event Lawn): Enhanced lighting for the event lawn.
Actual Cost: \$100,000.00

Landscaping (Event Lawn): Enhanced landscaping for the event lawn.
Actual Cost: \$150,000.00

Soft Costs (Event Lawn): Additional engineering, design, and other soft costs for the event lawn.
Actual Cost: \$95,000.00

Container Bathrooms: Acquisition and setup of containerized bathroom facilities.
Actual Cost: \$125,000.00

Stormwater / Infrastructure (Event Lawn): Enhanced stormwater management and infrastructure for the event lawn.
Actual Cost: \$80,000.00

Project Milestones

What is the projected break ground date? Tuesday, April 15, 2025

What is the projected completion date? Wednesday, October 15, 2025

What is the projected opening date? Saturday, October 18, 2025

If applicable, please list any additional project milestones. Be sure to include both the date and a brief description of each milestone.

Phase 1 Milestones (Work Underway)

April 15, 2024: Phase 1 of the Beacon Park Project began. This phase focuses on core elements essential for the park's initial opening.

September 2025 (Estimated): Finalize the construction of the natural surface pedestrian trail and initial site grading. Complete the initial preparation and establishment of the event lawn, including grading, soil amendment, mulching, and initial landscaping around the core park area.

September 2025 (Estimated): Hire or contract the marketing team to launch a digital launch campaign, media relations and influencer outreach, and local partnerships and community engagement initiatives in preparation for the soft opening.

October 15, 2025: Projected completion date for Phase 1 of the Beacon Park Project.

October 18, 2025: Projected soft opening date for Phase 1 of the park. This opening, timed near the one-year mark of Hurricane Helene, will serve as a symbol of community renewal and bring new life and gathering spaces back to Swannanoa.

Phase 2 Milestones (Grant-Dependent)

Phase 2 is a modular, phased buildout designed for comprehensive park enhancement. The work for this phase is grant-dependent, but all planning, design, and preliminary permitting are complete, making it prepared for immediate execution once funding is secured. The project will also consider additional funding mechanisms for Phase 2, beyond the requested TPDF funds.

Q4 2025 / Q1 2026: TPDF funds for Phase 2 are first required for reimbursement.

Early 2026 (Estimated): Begin construction on priority Phase 2 elements, including the permanent stage and enhanced lighting for the event lawn, preparing it for large-scale cultural gatherings.

Q4 2025 (Estimated): Upgrade and extend the walking loop to a full one-mile paved surface with benches, lighting, and enhanced landscaping.

Q2 2026 (Estimated): Install professional-grade outdoor bouldering walls and various art installations throughout the park.

Q2 2026 (Proposed): Grand Opening of Beacon Park . The full park will represent the completion of the comprehensive vision, offering a premier destination that includes the Velosolutions bike facility, a one-mile paved walking loop, bouldering walls, and a large event lawn. The project's full completion is anticipated in Q2 2026.

Project Financial Information

What type of funding are you requesting? Grant

What is the total budget for your project? \$11,871,970.00

What is your requested funding amount? \$4,953,638.00

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	HomeTrust Bank Line of Credit	\$3,000,000	In-Hand

	Source	Amount	Status
Source 2	Beacon Foundation Founders	\$1,915,000	In-Hand
Source 3	Beacon Foundation Design Fees to Date	\$38,638,000	In-Hand
Source 4			
Source 5			
Source 6			
Source 7			
Source 8			
Source 9			
Source 10			

Total Amount of non-TPDF funding \$4,953,638.00

If the total amount of non-TPDF funding sources listed above is less than the requested TPDF funding amount. Please describe your plan to raise the remaining amount to meet the 1-to-1 funding match requirement.

N/A

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

N/A

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?

N/A

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

N/A

What percentage of your out-of-market visitors spend the night in paid accommodations in Buncombe County?

N/A

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)

The visitor and out-of-market visitor estimates for Beacon Park are developed using a multi-faceted methodology that incorporates historical tourism data, market research, and projections based on the park's unique offerings and planned activities, along with comparable destination parks.

Key data and methods include:

Buncombe County Tourism Data: The project leverages existing data on visitor volume and characteristics within Buncombe County. For instance, in 2023, Buncombe County attracted nearly 14 million visitors, including 5 million overnight guests and 9 million day-trip guests from 50+ miles away. Overnight guests, while 37% of visitor volume, contributed 70% of visitor spending. This informs the understanding of the existing market and potential for growth.

North Carolina Visitor Profile: State-level data provides a broader context. In 2023, approximately 30.5 million overnight person-trips were taken in North Carolina. The average out-of-state overnight visitor to North Carolina in 2023 spent \$1,230 per party and stayed an average of 3.9 nights. This helps to set realistic expectations for the duration and spending of out-of-market visitors.

Market Research on Outdoor Recreation: The estimates are informed by current trends in outdoor recreation. The outdoor recreation participant base grew 2.3 percent in 2022 to a record 168.1 million participants nationally. The economic impact of outdoor recreation is substantial, accounting for 2.3% (\$639.5 billion) of the U.S. GDP in 2023. This validates the strong and growing market for facilities like Beacon Park.

Economic Impact of Bike Parks and Events: Specific research on the economic benefits of mountain biking indicates that mountain biking tourists spend an average of \$416 per visit, contributing to local businesses, lodging, and dining establishments. The report highlights that trails can generate significant economic impact, with networks in some studies supporting up to 1,626 jobs and \$54.1 million in labor income annually. The plan to host regional and national bike competitions and signature cultural events is based on the proven ability of such events to attract dedicated enthusiasts, generating significant overnight stays and media attention.

Data from Comparable Destination Parks:

Clinton, Tennessee ("Aspire"): This comparable outdoor recreation facility estimates 200,000 visitors per year.

Bentonville, Arkansas ("Railyard"): This bike park averages over 52,000 visitors per year.

Kingdom Trails, Vermont: This trail system attracts 94,000 annual visitors and generates \$10.3 million in local economic impact each year.

W&OD Trail, Northern Virginia: While primarily a local resource (95% of visits are by locals), this trail system has an estimated 1.7 million adult visits annually, with 89,807 visits (5.24%) from users living outside the northern Virginia area. It generates about \$12 million annually related to recreational use.

Projected Growth and Market Penetration: The estimates for total park visitors (50,000 in Year 1, 75,000 in Year 2, 100,000 in Year 3) and overnight visitors (500 in Year 1, 1,000 in Year 2, 1,500 in Year 3) are projections based on the park's unique selling propositions, including its Velosolutions-designed bike park and inclusive design for adaptive wheelchairs, which are expected to attract new and varied audiences.

Targeted Marketing Efforts: The marketing plan's specific focus on attracting visitors from key feeder markets like Charlotte, Raleigh, and Atlanta, as well as an incremental increase in the percentage of out-of-market visitors staying overnight (25% in Year 1 to 37% in Year 3), is a direct input into the estimates, reflecting the anticipated success of these targeted campaigns.

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

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

Beacon Park aims for an incremental increase in the percentage of out-of-market visitors staying overnight in paid lodging within Buncombe County, ultimately aligning with the county's average. Year 1: An estimated 25% of out-of-market visitors are projected to stay overnight in paid lodging within Buncombe County. This initial target is a foundational step in establishing the park's appeal for multi-day visits, with a goal of 500 overnight visitors. Year 2: This percentage is projected to increase to 30-35% as awareness grows and signature events become established, aiming for 1,000 overnight visitors. Year 3: The goal is to reach the Buncombe County average of 37% of out-of-market visitors staying overnight in paid lodging, with a target of 1,500 overnight visitors.

Describe the market to be served by your project.

Beacon Park is poised to serve a diverse and expansive market, ranging from local residents to international tourists, driven by its unique offerings as a multi-use park. The core markets include:

Local Community and Regional Visitors: This segment encompasses families and individuals within Swannanoa and the broader Buncombe County area who seek accessible outdoor recreation, community gatherings, and cultural events. The park aims to foster local engagement through events like outdoor movie nights, local band showcases, and farmers' markets on its expansive event lawn.

Active Outdoor Enthusiasts: This group consists of individuals passionate about wheeled sports, including mountain biking, skateboarding, inline skating, and one-wheeling. The Velosolutions-designed bike park, featuring slopestyle, jumphline, and pumptrack lines, is a premier facility that caters to a wide array of skill levels and user groups. This innovative design is anticipated to draw national and international riders, leveraging the region's existing appeal for outdoor adventures in areas like the Blue Ridge Parkway and Pisgah National Forest. The outdoor recreation participant base grew 2.3 percent in 2022 to a record 168.1 million participants or 55 percent of the U.S. population ages six and older.

Adaptive Sports Community: A key unique selling proposition is the park's explicit design to accommodate adaptive wheelchairs, making it an inclusive and welcoming destination for this underserved niche market. The global adaptive sports market size was valued at \$5.09 billion in 2024 and is projected to expand at a compound annual growth rate (CAGR) of 8.9% during the forecast period, reaching a value of \$10.97 billion by 2032.

Event-Goers and Cultural Tourists: The integration of the event lawn allows for diverse programming, including music events, film screenings, and community gatherings. This expands the park's reach beyond core recreation users, attracting those interested in cultural experiences and supporting the local creative sector. Strong demand exists for in-person event spaces, indicating a robust market for such offerings.

Responsible and Values-Driven Travelers: With its eco-friendly design elements, such as bioswales and rain gardens, Beacon Park appeals to eco-conscious visitors who prioritize destinations demonstrating environmental stewardship and sustainable practices. This aligns with a growing trend among travelers who desire to connect with local culture and heritage. The project is conceived as a "community gathering spot" intended to "catalyze the commercial and residential rebirth" of the surrounding 20-block town of Swannanoa. This holistic vision positions the park not just as a recreational amenity but as a catalyst for broader economic revitalization, serving both visitors and the local population by honoring the historical significance of the former Beacon

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	Casey Watkins
Title	Director
Phone Number	(828) 230-2908
Federal EIN Number	88-2482223
Organization Mailing Address	204 Whitson Avenue Swannanoa, NC, 28778

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

The Beacon Foundation was established to transform a place deeply significant to us, driven by the conviction that green spaces, parks, and public areas are vital for community healing, connection, and progress. We believe public spaces can act as a catalyst for belonging, recovery, and civic pride, rebuilding not just physical landscapes but also the spirit of a town. Our ultimate goal is to cultivate a more vibrant, inclusive, and resilient future for all residents.

The Beacon Foundation, a 501(c)(3) non-profit organization, was formed in 2022 with a goal of revitalizing the historic Beacon Manufacturing mill site in Swannanoa, North Carolina. The inspiration for this began a couple of years before Hurricane Helene, when a small group of friends, neighbors, and lifelong locals started envisioning the potential of that old mill site. Having built a national business from humble beginnings in this very community, our roots remained firmly planted here. This community shaped us, and we're committed to supporting it in every way possible.

When the mill site became available, we collectively purchased the land, not as developers, but as individuals deeply invested in this place and its people. The devastation wrought by Hurricane Helene only intensified this commitment, solidifying our resolve to contribute to genuine, lasting recovery, connection, and pride. Beacon Park lies at the heart of this vision. It will be owned and operated as its own 501(c)(3) non-profit, representing an opportunity to honor the past, help our town move forward, and leave a lasting, positive legacy for future generations.

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, the Beacon Park 501c3 is registered with the IRS, the State of North Carolina and is in good standing.

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	Casey Watkins	Quility	Board Co-Chair
Key Leadership of Project or Organization #2	Meredith Ellison	Quility	Board Co-Chair
Key Leadership of Project or Organization #3	Jon Sarver	Sarver Realty	Board, Real Estate Advisor
Key Leadership of Project or Organization #4	Rob Dull	Find the Line Studios	Board, Landscape Architect
Key Leadership of Project or Organization #5	Maitland Demos	Quility	Board Secretary
Key Leadership of Project or Organization #6	Katy Post	Quility	Board, Communications

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.

N/A

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

No

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

Beacon Park is set to become a major driver of tourism in Buncombe County, transforming Swannanoa into a destination in its own right and fundamentally shifting the center of gravity eastward for visitor engagement. This project's value is deeply rooted in the powerful story of regeneration; it is situated on the former Beacon Blanket Factory site, a location with a rich industrial history in Swannanoa. Its transformation from this historic industrial landmark into a vibrant community and tourism asset represents a compelling narrative of economic revitalization, a story that resonates with visitors seeking authentic experiences. While the community faced significant hardship and widespread flooding during Hurricane Helene in 2024, Beacon Park is uniquely situated safely outside the newly established floodplain and sustained minimal damage, positioning it as a critical, ready-to-revitalize asset in the community's post-Helene recovery. This robust design, incorporating regenerative stormwater management and permeable surfaces from the outset, ensures long-term environmental stewardship and contributes to broader flood mitigation efforts in the Swannanoa area, showcasing responsible site development.

Anchored by what will be the largest urban-style bike park of its kind in North and South America, designed and constructed by global leader Velosolutions, the project embodies uniqueness and innovation that will attract a distinct scope of market to be served, including regional, national, and international riders, events, and competitions. This premier athletic facility, unlike many seasonal sports fields, offers year-round accessibility due to its all-weather asphalt pumptrack performance, making it a consistent draw, particularly during the TDA-identified periods of need like January-March and mid-week

visitation. Its diverse user base — appealing not just to mountain bikers but also BMX riders, skateboarders, inline skaters, scooter riders, and adaptive equipment users — ensures a wider and more consistent stream of visitors. This makes Beacon Park a true motivator of visits, drawing enthusiasts and families who might otherwise not have traveled to Buncombe County, thereby serving as a significant generator of new and incremental room nights.

This level of unique visibility translates directly into substantial economic impact, creating a highly favorable ratio of overnight lodging generated to funding requested. Mountain biking tourists are known to spend hundreds of dollars per visit, with successful networks elsewhere generating millions in annual economic impact from tens of thousands of visitors. This demonstrates the immense potential for Beacon Park to drive increased overnight stays and boost local spending within Swannanoa and surrounding communities. The broader outdoor recreation economy in North Carolina is already a powerful force, contributing billions annually and supporting hundreds of thousands of jobs, with the Western North Carolina region alone seeing billions in economic output from outdoor recreation. Beacon Park will significantly contribute to this thriving sector, embodying resiliency and green development in a post-industrial area. Beyond the world-class bike trails, the park's expansive event lawn opens the door for diverse programming including concerts, festivals, and large-scale gatherings capable of drawing thousands, which directly promotes and supports the local creative sector while enhancing the destination's cultural offerings. These flexible programming opportunities, including mid-week events, training sessions, and group visits, can strategically target slower periods to drive additional room nights when lodging occupancy may be lower. These events will generate additional opportunities for hotels, restaurants, and various businesses across the county, extending the scope of impact upon lodging beyond immediate proximity and fostering demand in more than one area. Beacon Park is not merely a community asset; it is a powerful tourism engine and a contributing asset with the capacity to spark lasting investment in Swannanoa's post-Helene revival, encourage safe and responsible travel through its design and programming, and support engagement with and appeal to more diverse audiences, including youth and adaptive sports communities, aligning seamlessly with Buncombe County's strategic imperatives for a resilient and inclusive tourism future. Its Fall 2025 soft opening, strategically timed near the one-year mark since Hurricane Helene, will serve as a powerful bookend to the storm's devastation, bringing new life, green space, and joyful gathering back to the very heart of Swannanoa and attracting visitors drawn to this story of community strength and renewal.

To rigorously track this impact, we plan to monitor future visitation through ticket sales (for ticketed events/bike park access), registrations, and surveys. We will also pursue partner data sharing with local hotels to accurately quantify lodging impact and ensure continuous improvement of our marketing efforts. Our projections indicate that Beacon Park will attract a significant percentage of out-of-market visitors, who are estimated to spend multiple days patronizing the project and other Buncombe County attractions, thereby generating substantial new lodging demand. Specific estimated total guests and out-of-market percentages for the first three years of operation will be provided, with out-of-market visitors clearly defined based on established studies of similar projects. The project also anticipates creating a number of new permanent full-time and seasonal/part-time positions directly after opening, further contributing to the local economy.

Beacon Park inherently aligns with the Buncombe County Tourism Development Authority's strategic imperatives. It delivers balanced and sustainable growth by catalyzing economic activity and job creation in Swannanoa, distributing visitor impact geographically and promoting environmental stewardship through its stormwater management and flood mitigation efforts. We are committed to encouraging safe and responsible travel through the high-quality, durable design of the bike park and clear visitor management guidelines. The park's multi-faceted design, including the all-wheel facility for various skill levels, the walking track, and the event lawn, ensures it engages and invites more diverse audiences, inherently supporting family-friendly and inclusive access for all ages and abilities. Furthermore, we will make proactive efforts to engage and benefit local artists, particularly those affected by Hurricane Helene, providing opportunities for creative expression and economic recovery through artistic contributions to the park. The event lawn also specifically promotes and supports WNC's creative spirit by serving as a venue for cultural programming and community events throughout the year.

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")

N/A

When will TPDF funds first be required? It is anticipated that TPDF funds for Phase II would likely be first required for reimbursement in Q4 2025 or Q1 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.

N/A

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?

Our overarching organizational goal, deeply rooted in the Beacon Foundation's mission, is to cultivate a more vibrant, inclusive, and resilient future for all residents of Swannanoa, transforming a historically significant site into a dynamic regional destination that champions community healing, fosters connection, and drives sustainable economic progress. Beacon Park is positioned as the heart of this vision, designed to serve as a cornerstone for the community's post-Hurricane Helene recovery and economic revitalization.

To achieve this, our key project goals and the metrics by which we will determine success are outlined across three strategic pillars:

- I. Driving Transformative Tourism and Economic Impact:
Goal: Significantly increase out-of-market visitation and lodging patronage in Buncombe County, particularly during identified periods of need.
Objective 1.1: Attract a growing number of out-of-market visitors, specifically targeting 17,500 in Year 1, 33,750 in Year 2, and 55,000 in Year 3.
Measurement: We will track visitation rigorously through bike park ticket sales, concert sales, data from our CRM platform, waiver registrations, staff surveys, and strategically placed physical counters.
- Objective 1.2: Generate substantial new room nights in Buncombe County's paid accommodations, with a conservative projection of 8,750-13,125 room nights in Year 1, growing to 27,500-41,250 by Year 3.
Measurement: We will pursue partner data sharing agreements with local hotels to accurately quantify lodging impact and ensure continuous improvement of our marketing efforts. Our definition of "out-of-market visitors" will align with methodologies used in established studies of similar projects.
- Objective 1.3: Disperse tourism activity eastward within Buncombe County and encourage consistent, year-round, and mid-week visitation.
Measurement: We will monitor visitor origin data and track seasonal/mid-week usage patterns through our visitation metrics and hotel data. The all-weather performance of the Velosolutions asphalt pumptrack and flexible programming will be key indicators of success in this area.
- Objective 1.4: Create new employment opportunities and stimulate wider local economic activity.
Measurement: We project creating 5 new permanent full-time and 15 seasonal/part-time positions upon opening. We will also monitor increased patronage of local businesses through broader economic impact studies and anecdotal feedback, recognizing that mountain biking spending notably supports job growth in restaurants, lodging, and retail.

II. Fostering Community Resilience and Environmental Stewardship:

Goal: Serve as a vital community asset for post-Hurricane Helene recovery and promote environmental sustainability.

Objective 2.1: Provide crucial accessible outdoor spaces for community healing, gathering, connection, and mental/physical well-being in the wake of Hurricane Helene.

Measurement: Success will be evident in sustained community usage rates, positive feedback through surveys and direct engagement, and the park's function as a visible symbol of renewal and resilience, particularly following its Fall 2025 grand opening which aligns with the one-year mark of the storm.

Objective 2.2: Champion outdoor equity, youth programming, and serve as a model for green development in post-industrial areas.

Measurement: We will track participation in youth programs, partnerships with community organizations, and the effective long-term performance of our innovative regenerative stormwater management (e.g., bioswales, rain gardens, permeable paving) and green development model.

Objective 2.3: Promote and support Western North Carolina's creative spirit through diverse cultural programming.

Measurement: Success will be measured by the number and variety of concerts, festivals, and community events hosted on the expansive event lawn, and engagement with local artists, particularly those affected by Hurricane Helene.

III. Ensuring Operational Excellence and Viability:

Goal: Establish and maintain a financially stable, professionally managed, and highly utilized regional destination.

Objective 3.1: Complete Phase 1 construction on budget (\$5,037,700.00) by Q1-Q2 of 2026, and launch Phase 2 enhancements upon securing TPDF funding.

Measurement: Adherence to the detailed construction schedule and budget, with meticulous financial records maintained for all expenditures, including receipts, invoices, and bank statements to facilitate reimbursements and demonstrate fiscal responsibility.

Objective 3.2: Achieve sustainable operations through a mission-aligned access model for the bike facility, ensuring 100% of proceeds are reinvested into the park and community initiatives.

Measurement: Consistent generation of revenue from bike park access, rentals, sponsorships, and events, ensuring the estimated annual operating and maintenance costs (\$785,000-\$810,000) are met. Our clear delineation of responsibilities to specialized LLCs under the 501(c)(3) umbrella demonstrates a robust business plan for long-term sustainability.

Objective 3.3: Implement a comprehensive sales and marketing plan that drives consistent visitation, with a minimum of \$50,000 annually invested in out-of-market outreach.

Measurement: Tracking return on marketing investment through the previously detailed visitation and lodging impact methodologies.

Ultimately, our most profound measure of success will be if the people of Swannanoa, alongside regional and national visitors, embrace Beacon Park as a cherished community hub, a symbol of revitalization, and a premier outdoor recreation destination for generations to come. This kind of widespread buy-in and sustained engagement is what we are truly after.

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

N/A

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

Beacon Park's operations and maintenance are managed through a specialized, yet cohesive, legal framework designed for long-term sustainability and accountability. The Beacon Foundation, a 501(c)(3)

nonprofit, serves as the main umbrella organization, holding ownership and providing strategic oversight for all park assets and activities.

To ensure dedicated expertise and financial transparency, the operations are clearly delineated to two specialized entities, each with its own budget:

Beacon Bike Park Operations, LLC is solely responsible for the operations and maintenance of the bike park. This entity has a dedicated annual budget of \$560,000 to manage this core attraction, covering all aspects from professional trail maintenance, feature upkeep, and safety protocols to daily park operations.

Beacon Events Operations, LLC is responsible for the operations and maintenance of the event lawn and walking track. This entity has a dedicated annual budget of \$150,000 for event programming, venue management, and general park upkeep. The focus of this entity is to activate these spaces for community use and generate programming revenue.

Furthermore, a dedicated annual budget of \$75,000 to \$100,000 is allocated for marketing the entire park. This centralized marketing function ensures a unified brand message and maximizes the reach of both the bike park and event programming, driving park attendance and revenue.

This legal and financial structure demonstrates a robust, professional, and well-considered business plan. By allocating specific budgets to specialized LLCs under the unified governance of the Beacon Foundation, the organization ensures that each component of the park receives the focused resources and expertise necessary for its long-term success. This model provides a transparent and responsible framework for managing park assets and fulfilling the foundation's mission.

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

\$3,135,000.00

Project Marketing Plan

Describe the target audience for your project.

The target audience for Beacon Park is broad and diverse, designed to serve a wide range of individuals and groups.
Primary segments include:

Active Outdoor Enthusiasts: This group encompasses individuals and organized groups passionate about mountain biking, skateboarding, and other wheeled sports. The park's unique scale and innovative design, particularly the Velosolutions-designed bike park with slopestyle, jumpline, and pumptrack lines, is anticipated to draw national and international riders, in addition to local and regional visitors.

Families & Youth: The bike park's accessible design caters to "a variety of skill levels and user groups," making families seeking safe, engaging, and inclusive outdoor activities a key target.

Event-Goers & Community Members: The expansive event lawn, envisioned for outdoor movie nights, music events, and picnicking, will attract individuals interested in local music, film screenings, and other community gatherings, fostering local engagement and repeat visitation. The inclusion of these event and concert facilities will expand the park's reach beyond core recreation users, attracting additional demand from new visitor segments and supporting the local creative sector.

Secondary segments include:

Outdoor Industry Businesses: The park's unique facilities offer an attractive proposition for companies seeking venues for employee wellness programs, team-building events, or product testing, aligning with

the vision of the park as a catalyst for economic development.

Adaptive Sports Community: The park's specific design for adaptive wheelchairs provides a unique opportunity to attract this underserved niche market, promoting inclusivity and broadening the park's appeal to all ages and abilities.

Responsible Travelers: Eco-conscious visitors who prioritize destinations demonstrating environmental stewardship and sustainable practices will be targeted, aligning with the park's eco-friendly design elements such as bioswales and rain gardens. This inclusive approach promotes community cohesion and offers recreational opportunities for diverse audiences from within Swannanoa and beyond.

How do you plan to reach your target audience?

To reach its target audience, Beacon Park plans to implement a multi-faceted marketing strategy that leverages modern technologies, strategic partnerships, and a robust event schedule.

The outreach strategy will leverage high-impact partnerships to achieve significant market penetration. The project expects to garner national and international attention through strategic collaborations with globally recognized event organizers such as Red Bull, UCI (Union Cycliste Internationale), and USA BMX, leveraging their extensive reach to promote Swannanoa as a premier outdoor destination. This approach demonstrates a clear plan to access specific, high-value niche markets that may not be reached through general tourism marketing efforts. The overall sales and marketing plan will capitalize on the significant milestone of the Fall 2025 soft opening and the park's distinctive offerings to drive initial and sustained visitation. The marketing plan will incorporate a robust schedule of potential events, programming, and activities, including bike races, community festivals, fitness classes, and arts events hosted on the event lawn, to ensure consistent activation and draw both local and visitor engagement throughout the year. A key aspect of this strategy is the deliberate targeting of TDA-identified periods of need, specifically January-March and mid-week visitation.

Key initiatives to reach the target audience include:

Digital Launch Campaign (Year 1): This includes launching a mobile-friendly website with AR/VR tours, implementing a robust social media strategy across platforms like Instagram, TikTok, YouTube, and Facebook, running targeted paid digital advertising campaigns on social media and Google Ads, and building an email list for personalized updates.

Media Relations & Influencer Outreach (Year 1): Comprehensive press kits will be distributed to media outlets, and familiarization (FAM) tours will be hosted for journalists and key influencers (outdoor sports, adaptive sports, family travel bloggers) to generate authentic content.

Local Partnerships & Community Engagement (Year 1): Collaborations will be established with local businesses, and regular family-friendly events will be hosted on the event lawn to foster community connection.

Advanced Digital Marketing (Year 2): This involves sophisticated retargeting advertisements to re-engage visitors, personalized content streams based on gathered data, and continuous optimization for evolving voice search trends.

Event Series Development (Year 2): Beacon Park plans to host regional or national amateur bike competitions and develop one to two signature annual cultural events on the event lawn to attract dedicated enthusiasts and larger crowds. Active marketing efforts will also target group bookings for corporate events, school trips, and private events.

Content Marketing & Storytelling (Year 2): Production of long-form content (blog posts, articles, video series) will highlight visitor stories, the park's history, and environmental stewardship. User-generated content contests will also be launched.

Expanded Partnerships (Year 2): Collaboration with regional tourism boards to promote multi-destination itineraries, pursuit of sponsorships with major outdoor brands, and partnerships with local universities/conservation groups are planned.

New Market Exploration (Year 3): If data supports it, targeted digital campaigns will be initiated towards specific international feeder markets, and partnerships for specialized events will be explored to tap into new niche markets.

Enhanced Sustainability Messaging: Messaging about the park's eco-friendly design and its role in promoting responsible outdoor recreation will be integrated into all marketing materials, framing sustainability as an "invitation to be part of something meaningful". This taps into the growing market segment of values-driven travelers seeking sustainable destinations.

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.)

The project plans to invest an estimated \$75,000-\$100,000 annually in marketing efforts. Of this annual investment, a minimum of \$50,000 will be directly allocated towards attracting visitors from outside the Asheville market (defined as 50 miles or more from Asheville). This demonstrates a clear and measurable strategy for driving new tourism to Buncombe County

The marketing plan's success metrics will specifically emphasize the generation of new and incremental visitors. This means prioritizing marketing efforts for events, such as regional and national bike competitions and signature festivals, that are highly likely to attract out-of-county visitors. Key Performance Indicators will specifically track visitor origin data and event-related visitation. The plan will articulate how Beacon Park's unique offerings, including its Velosolutions-designed park and accessible features, serve as strong motivators for new visits, rather than merely a redistribution of existing regional tourism.

Who will implement the marketing plan?

The marketing plan will be managed by a hybrid contract or salaried position associated directly with the Beacon Park 501c3. This individual will oversee the design, implementation, and execution of the plan.

In addition, we're proud to be partnering with two outstanding local firms. One is a creative content agency with a reputation for bold, impactful storytelling, which is essential for capturing the spirit of our park. The other is a highly respected trail-building company known for creating sustainable, world-class trails that draw visitors from across the country. Both firms are deeply rooted in the Western North Carolina community and their passion for the region is evident in their work. We're confident their expertise will be invaluable in crafting and executing our soft and grand opening events and much more.

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

N/A

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

N/A, this is a new destination

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

Beacon Park will be a powerful driver of increased patronage for lodging facilities in Buncombe County by attracting a diverse and sustained flow of tourists. The project's strategy for achieving this is multi-faceted:

Targeted Attractions for Overnight Stays:

Bike Park: The large-scale bike park is a unique, regional draw. It will attract dedicated mountain bikers and enthusiasts who travel for specialized recreation. Events such as races, clinics, and festivals will require participants and spectators to book overnight accommodations, especially for multi-day events.

Events and Programming: The event lawn and its associated programming, including concerts, festivals, and community gatherings, will appeal to a broad audience. Unlike day-trip-focused activities, these larger-scale events are a primary reason for travelers to plan a weekend or multi-day trip, directly translating to increased lodging demand.

Walking Track and Outdoor Recreation: These features, while also serving the local community, enhance the overall visitor experience. They position Beacon Park as a comprehensive destination for outdoor recreation, encouraging visitors who are already in the area for other reasons to extend their stay and explore more.

Encouraging Repeat Visits and Extended Stays:

Seasonal Programming: By offering a dynamic calendar of events throughout the year, from summer camps to fall festivals and winter activities, Beacon Park will create reasons for visitors to return. This model of repeat visitation is crucial for sustained lodging patronage.

Synergy with Existing Tourism: Beacon Park complements Buncombe County's existing tourism infrastructure. It provides a new anchor attraction that can be packaged with other local offerings, such as downtown Asheville's restaurants and breweries, scenic drives, and other outdoor activities. This encourages visitors to extend their stay to experience everything the region has to offer, leading to longer lodging bookings.

Attracting Both Tourists and Business Travelers:

While the primary focus is on leisure tourists, the event lawn and its potential for hosting corporate retreats, team-building events, and conferences will also attract business travelers. These events can be scheduled during off-peak tourism seasons, helping to fill lodging vacancies and stabilize demand throughout the year.

In summary, Beacon Park is not just a recreational facility; it is a strategic tourism asset designed to generate new visitor segments and increase the length and frequency of stays. Its unique attractions and robust event calendar will directly and indirectly drive demand for Buncombe County's lodging facilities, contributing significantly to the local tourism economy.

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	50000	35
Year 2	75000	45
Year 3	100000	55

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).

To determine Beacon Park's impact upon lodging once the project opens, a robust methodology will be implemented that involves multiple data collection channels and collaborative efforts.

The core methods include:

Partner Data Sharing with Local Hotels: The project will actively pursue data sharing agreements with local hotels to accurately quantify lodging impact. This direct collaboration will provide insights into room nights generated that are attributable to Beacon Park visitors and events.

Visitor Surveys: Both on-site and online surveys will be implemented. These surveys will capture essential visitor demographics, geographic origin, length of stay, and spending habits, including lodging choices.

Analysis of Event-Related Visitation: The project will rigorously track visitation to events such as bike park competitions and concerts. These events are anticipated to be significant drivers of overnight stays, and the data collected from ticket sales and registrations will help correlate event attendance with lodging demand.

Tracking Out-of-Market Visitors: The definition of "out-of-market visitors" will be clearly established and consistently applied. Data on visitor zip codes will demonstrate the geographic distribution of the park's impact across the area. This will allow for the specific quantification of lodging impact from new visitors drawn to Buncombe County by Beacon Park.

Comprehensive Digital Analytics: Data from the park's CRM platform, website analytics, and social media insights will be utilized for comprehensive digital performance tracking. While not directly measuring lodging, this digital data can indirectly contribute to understanding visitation patterns and the effectiveness of marketing efforts aimed at attracting overnight stays.

This multi-faceted approach to data collection demonstrates a commitment to accountability and data-driven decision-making, ensuring the project can effectively prove its return on investment. Quarterly performance reports will be submitted, culminating in a comprehensive annual review that synthesizes all findings and progress.

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.

The estimate that a typical out-of-market visitor would patronize Beacon Park for at least two days during one visit to Buncombe County is supported by several data-driven considerations:

Overnight Visitor Targets: The marketing plan explicitly sets targets for generating overnight visitors, aiming for 500 in Year 1, 1,000 in Year 2, and 1,500 in Year 3. This demonstrates an inherent expectation that visitors from outside the immediate area will be staying in the region for more than a single day.

Trends from Similar Venues and Events: The estimate is informed by trends observed at comparable outdoor recreation parks and venues. For instance, data from North Carolina's visitor profile indicates that out-of-state overnight visitors, on average, stay 4.1 nights. While this is a broader state average, it suggests a propensity for multi-day stays in the region. For specific event-driven tourism, similar parks and outdoor venues find that families and riders typically stay 2 to 3 nights when attending weekend events or camps.

Impact of Multi-Day Events: The plan's emphasis on hosting regional and national bike competitions and signature cultural festivals is a key driver for multi-day stays. Large-scale events are known to attract visitors from different regions, injecting new revenue streams into local businesses such as hotels, restaurants, and transportation services. Studies on event economic impact often consider multi-day events as particularly effective in driving overnight stays and significant visitor spending. Events such as these require participants and spectators to stay overnight, extending their patronage beyond a single day.

Strategic Scheduling for Extended Stays: The marketing strategy deliberately targets periods of the year and week that typically have lower visitation, such as January-March and mid-week. This indicates an intentional effort to encourage longer stays during these times, suggesting that the park's diverse offerings are expected to create a compelling reason for out-of-market visitors to extend their trip beyond a single day, optimizing for year-round economic impact.

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

Beacon Park is strategically designed to draw out-of-market visitors to Buncombe County during identified periods of need for lodging room nights. The marketing plan specifically addresses this by:

Targeting Low Season and Mid-Week Visitation: A key aspect of the marketing strategy is the deliberate targeting of specific periods of need, namely January-March and mid-week visitation. The park's all-weather asphalt pumptrack allows for consistent usage even during colder months, directly addressing these periods of need. Similarly, the flexible programming opportunities afforded by the event lawn and multi-use trails will enable the scheduling of mid-week events, training sessions, or group visits. Weekday events are critical to growing the economy of the region by supporting local hotels, restaurants, and shops that thrive on midweek traffic.

Hosting Events to Drive Overnight Stays: The plan outlines a robust schedule of events and activities, including regional and national bike competitions and signature cultural events. These types of multi-day events are highly likely to attract out-of-county visitors who would require paid lodging, thereby generating room nights during these targeted periods. Events like races, summer camps, and music nights on the expansive event lawn will encourage overnight stays and repeat visits, helping drive demand for nearby lodging.

Focus on Incremental Visitors: The success metrics for the marketing plan emphasize the generation of new and incremental visitors. By attracting new visitors specifically for these events and the park's unique offerings, Beacon Park aims to create new demand for lodging rather than simply redistributing existing tourism within the county. Mountain biking tourists, a key demographic, spend an average of \$416 per visit, with spending contributing to lodging, dining, and retail establishments.

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

To determine Beacon Park's impact upon lodging once the project opens, a robust methodology will be implemented that involves multiple data collection channels and collaborative efforts.

The core methods include:

Partner Data Sharing with Local Hotels: The project will actively pursue data sharing agreements with local hotels to accurately quantify lodging impact. This direct collaboration will provide insights into room nights generated that are attributable to Beacon Park visitors and events.

Visitor Surveys: Both on-site and online surveys will be implemented. These surveys will capture essential visitor demographics, geographic origin, and critically, length of stay and spending habits, including lodging choices.

Analysis of Event-Related Visitation: The project will rigorously track visitation to events such as bike park competitions and concerts. These events are anticipated to be significant drivers of overnight stays, and the data collected from ticket sales and registrations will help correlate event attendance with lodging demand.

Tracking Out-of-Market Visitors: The definition of "out-of-market visitors" will be clearly established and consistently applied, drawing from methodologies used in established studies of similar projects and outdoor venues. This will allow for the specific quantification of lodging impact from new visitors drawn to Buncombe County by Beacon Park.

Comprehensive Digital Analytics: Data from the park's CRM platform, website analytics, and social media insights will be utilized. While not directly measuring lodging, this digital data can indirectly contribute to understanding visitation patterns and the effectiveness of marketing efforts aimed at attracting overnight stays.

This multi-faceted approach to data collection demonstrates a commitment to accountability and data-driven decision-making, ensuring the project can effectively prove its return on investment. Quarterly performance reports and a comprehensive annual review will synthesize all findings

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?

5

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? 15

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 Authority's Strategic Imperatives.](#)

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

The Beacon Park project directly complements and supports the strategic imperative of delivering balanced and sustainable growth by bringing tourism to Swannanoa, supporting a more even distribution of visitors across Buncombe County and throughout the year. This approach helps to alleviate visitor pressure on more concentrated areas, such as downtown Asheville, while simultaneously stimulating economic activity in a community that has experienced decades of economic stagnation. The park's diverse offerings, including its all-weather bike facility, walking loop, and event lawn, are designed to attract visitors consistently, not just during peak seasons. Furthermore, this investment in a previously overlooked area helps spark lasting economic and community revival. The project is also anchored in principles of environmental sustainability and advanced stormwater management, designed to enhance long-term resiliency and serves as a leading example of green development in post-industrial landscapes.

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

The park promotes outdoor recreation in a safe, inclusive, and environmentally responsible way while revitalizing a former industrial site. The world-class bike facility, designed and constructed by Velosolutions, ensures a high-quality, durable, and safe asphalt pumptrack, promoting secure and enjoyable recreational experiences for all users. It is designed for exceptional accessibility and inclusivity across bikes, skateboards, scooters, and adaptive equipment. Comprehensive plans for clear guidelines and visitor management will be implemented to encourage responsible use of the park by both local residents and tourists. The transformation of a brownfield site, coupled with the integration of regenerative stormwater management and permeable surfaces, exemplifies responsible development practices that minimize environmental impact and enhance the site's natural functions. Furthermore, the Beacon Foundation's broader mission to foster community healing, connection, and pride through public spaces contributes to a responsible and healthy environment for both residents and visitors.

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

Beacon Park is uniquely positioned to complement and support the strategic imperative of "Engaging and Inviting More Diverse Audiences" through its inclusive design, multifaceted offerings, and targeted marketing efforts. This imperative emphasizes extending a genuine invitation and making community connections for all, aligning with Buncombe County's broader commitment to diversity, equity, and inclusion.

Here's how Beacon Park will achieve this:

Inclusive Paved-Surface Bike Park Designed for All Abilities: The centerpiece of Phase 1 is a nearly 5-acre paved-surface bike park, meticulously designed by Velosolutions, a global leader in creating accessible recreational facilities. This state-of-the-art bike park will feature slopestyle, jumpline, and pumptrack lines, catering to a wide array of users including those with push bikes, mountain bikes, skateboards, inline skates, one-wheels, and critically, adaptive wheelchairs. This explicit commitment to inclusivity is a significant draw, broadening its appeal beyond traditional extreme sports enthusiasts and providing a

unique offering within the region. The marketing plan specifically details partnerships with adaptive sports influencers to highlight the park's inclusive features and welcoming environment.

Multifaceted Events and Community Hub: The development includes an expansive event lawn, envisioned as a versatile space for community gatherings such as outdoor movie nights, music events, and picnicking. This ensures a diverse range of activities that appeal to various visitor segments, from active adventurers to those looking for cultural events or a tranquil outdoor space. The marketing plan will strategically highlight the event lawn as a vibrant platform for local artists, musicians, and performers, achieved through regular programming of local music festivals, art markets, and community movie nights. This supports the "Promoting & Supporting Asheville's Creative Spirit" imperative, which aims to elevate creative experiences and actively promote the creative community to groups and events.

Authentic Community Revitalization and Heritage: By revitalizing a site with deep local historical significance, Beacon Park provides an experience that resonates with travelers seeking genuine, localized engagements rather than generic tourist attractions. This approach aligns with a growing trend among travelers who desire to connect with local culture and heritage. The broader vision for Beacon Park extends to being a "community gathering spot" intended to "catalyze the commercial and residential rebirth" of the surrounding 20-block town, aiming to "bring this old mill village back to life" and honor its profound personal and collective memories.

Targeted Marketing for Diverse Audiences: The marketing strategy for Beacon Park specifically identifies "Adaptive Sports Community" and "Event-Goers & Community Members" as key target segments.

Marketing efforts will specifically target adaptive sports communities and inclusive travel groups, utilizing testimonials and visual content that showcase the park's welcoming environment. This dual focus demonstrates a comprehensive commitment to broader community benefits and supports the imperative of increasing diversity of the partner network.

Sustainability and Responsible Travel: The park's eco-friendly design elements, including bioswales and rain gardens, appeal to "Responsible Travelers" who prioritize destinations demonstrating environmental stewardship and sustainable practices. This approach frames sustainability as an "invitation to be part of something meaningful," empowering visitors to become partners in preservation rather than simply tourists. This aligns with the "Encouraging Safe & Responsible Travel" imperative, which aims to engage residents and visitors with shared values to care for and respect natural, cultural, and human resources.

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

Beacon Park and its proposed project will significantly complement and support the strategic imperative of "Promoting and Supporting Asheville's Creative Spirit" by providing a vibrant platform for artistic expression and integrating creative elements into its core offerings and marketing.

Here's how Beacon Park will achieve this:

Vibrant Platform for Local Artists and Musicians: The expansive event lawn is specifically envisioned as a versatile space for community gatherings such as outdoor movie nights, music events, and picnicking. The marketing plan will strategically highlight this event lawn as a vibrant platform for local artists, musicians, and performers. This will be achieved through regular programming of local music festivals, art markets, and community movie nights.

Signature Cultural Events: Year 2 of the marketing plan details the development and hosting of one to two "signature annual cultural events" on the event lawn, providing significant opportunities to draw larger crowds and further support the local creative sector. Examples suggested include a "Blue Ridge Bike & Brew Fest" or a "Swannanoa Arts & Outdoors Festival," directly building on the region's reputation for craft beverages and arts.


Integration with the Region's Brand Identity: The overarching theme for Beacon Park's marketing is "Beacon Park: Where Adventure Meets Community in the Blue Ridge," which seamlessly aligns with the region's established "Art Meets the Outdoors" identity. This reinforces the idea that the park is not just a recreational facility but also a cultural hub.

Community Connection and Engagement: By fostering community connection through events and gatherings, Beacon Park creates an environment where local creative talents can thrive and be showcased to both residents and visitors. The project's deep roots in the community's history, aiming to

"bring this old mill village back to life," also offers a narrative that can inspire and integrate local storytelling and artistic interpretation.

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.

 Proof of Legal Site Control for Beacon... .pdf

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

 2023 Beacon Foundation Tax Packag... .pdf

List of your organization's Board of Directors and affiliations

 Beacon Foundation Board.pdf

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





Beacon Site Plan 7.17.25.pdf



Beacon Village Rendering 2.27.24.pdf



Beacon Village 3d Views 2.27.24.pdf

Completed Room Night Calculator



TDA Room Night Calculator.docx

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).



BEACON PARK TDPF PHASED BUDGET.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.



Submission of Required Financial Doc... .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.

 Submission of Required Financial Doc... .pdf

 BEA02_June-2025_Financials_4246.pdf

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

 Submission of Required Financial Doc... .pdf

 BEA02_June-2025_Financials_8474.pdf

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

 Submission of Required Financial Doc... .pdf

 BEA02_June-2025_Financials_1645.pdf

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

 PAS LOS Beacon Park.pdf

Any additional supporting documentation (optional).

 Beacon Park Project and Operating Pr....xlsx

Terms of Agreement