

2025 Grant Cycle - Phase II Application

Name of Project	Reclaiming the Gateway to the Valley
Organization Name	Black Mountain Swannanoa Chamber of Commerce
Email	Director@ExploreTheValley.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) 669-2300
Organization Physical Address	201 East State Street Black Mountain, North Carolina, 28711

Primary Contact Information

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

Project Details

Physical Address of Project	201 East State Street Black Mountain, North Carolina, 28711
Is your project an expansion of or improvement to an existing facility?	Yes

At the time of application, does the applicant organization have legal control of the property through a recorded deed or long-term lease agreement? If property is owned by a municipal partner, such as the City or County, a non-profit organization may provide a letter of support or other agreement with the municipal partner.

Yes, the applicant organization has legal control of the property through a recorded deed (Applicant owns the property)

Please describe your project in detail.

The Black Mountain-Swannanoa Chamber of Commerce is seeking support for a comprehensive renovation and revitalization of our Visitor Center—an essential hub for tourism in the Swannanoa Valley. This project, titled “Reclaiming the Gateway to the Valley,” will restore and reimagine a space that has long served both residents and the 30,000+ annual visitors seeking guidance, recommendations, and a warm welcome to our region.

Over the years, delayed maintenance compounded by storm damage—most significantly from Hurricane Helene—has left the back portion of the building unusable. Severe water intrusion destroyed all contents of the back storage areas, which are now gutted and in need of full remediation. This includes asbestos removal, water damage repair, and upgrades to gutters and grading to ensure the space remains dry and safe going forward.

We propose to transform this area into a dual-purpose space:

Essential storage to relocate overflow materials currently housed in our front offices—space that should be used for welcoming visitors and meeting with Chamber members.

A small meeting room that can accommodate board meetings, collaborative planning, and community use. This would provide both a needed amenity and a modest source of rental income.

In addition to repurposing the space, we plan to upgrade the flooring throughout the affected areas to ensure durability, cleanliness, and aesthetic appeal. The back exterior of the building will also receive new landscaping, creating a low-maintenance, professional-looking space that reflects our community values and is more welcoming to visitors and event guests.

The exterior of the building also requires urgent attention. Our current façade sends the wrong message to guests arriving in Black Mountain—cracked windows, deteriorated trim, a malfunctioning front door, and general disrepair fail to reflect the quality of our community or the vibrancy of our tourism economy. Planned improvements include:

Full exterior paint and glazing

Window repair and/or replacement

A new front entry door compliant with fire code and accessible design standards

ADA-compliant bathroom upgrades to ensure all guests, regardless of ability, feel welcome and accommodated

Finally, we plan to convert our front office area into a retail and merchandise space, similar to the Asheville Area Welcome Center. This will offer products from local retailers and artisans, giving businesses greater exposure while generating non-dues revenue that helps sustain Chamber operations. This retail space would also serve as an additional tourism draw, connecting guests to the flavor and creativity of the valley before they even step foot onto State Street.

This project is not simply about fixing what’s broken—it’s about restoring pride, improving function, and ensuring that the first impression visitors have of our valley is one of professionalism, warmth, and possibility. With your support, the Black Mountain Visitor Center will become a modern, welcoming, and revenue-supporting tourism hub worthy of our region.

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.

Project Title: Reclaiming the Gateway to the Valley – Visitor Center Restoration & Revitalization

Location: Black Mountain Visitor Center, single-building structure (approx. 2,000–2,500 sq ft total)

1. Asbestos Remediation & Water Damage Mitigation

Remediate asbestos in the affected rear structure and perform moisture/mold abatement

Remove damaged drywall, insulation, and flooring

Estimated Area: ~500 sq ft (rear section)

Estimated Cost: \$18,000 – \$22,000

2. Structural Repairs and Gutters/Grading

Repair/replace compromised framing and insulation in the rear storage area

Install new gutters and correct grading to divert water away from the foundation

Estimated Cost: \$10,000 – \$15,000

3. Meeting Room & Storage Build-Out

Rebuild rear space as a dual-purpose meeting room and storage

Install new drywall, lighting, ceiling, HVAC extension, and built-in storage solutions

Add small conference table, seating, and AV outlets

Area: ~300–400 sq ft

Estimated Cost: \$20,000 – \$25,000

4. Flooring Upgrades Throughout Building

Remove existing damaged flooring and install durable, easy-clean LVT (Luxury Vinyl Tile) or commercial carpet in office, front lobby, and rear areas

Estimated Area: ~1,500–1,800 sq ft

Estimated Cost: \$15,000 – \$18,000

5. ADA-Compliant Bathroom Renovation

Retrofit at least one bathroom for ADA compliance: widened doorway, grab bars, sink/toilet repositioning, updated finishes

Estimated Cost: \$12,000 – \$15,000

6. Exterior Building Repairs and Facade Improvement

Full exterior repainting and reglazing of windows

Replace broken/cracked windows (estimated: 6–8 units)

Replace mal-functional front door with code-compliant, ADA-accessible door that opens outward

Estimated Cost: \$18,000 – \$25,000

7. Landscaping (Rear of Building)

Remove overgrowth, correct drainage issues

Add low-maintenance landscaping: gravel, native plants, privacy screening

Estimated Area: ~500 sq ft

Estimated Cost: \$5,000 – \$7,000

8. Retail Area Build-Out (Front Office Conversion)
Install shelving, retail counters, and secure display units for local goods

Update lighting, signage, and POS (point-of-sale) area

Estimated Cost: \$8,000 – \$12,000

9. Project Management, Permits, and Contingency
Architectural design, permitting, project oversight, and 10–15% contingency for unknowns

Estimated Cost: \$15,000 – \$20,000

Total Estimated Project Cost:
■ \$121,000 – \$159,000

Project Milestones

What is the projected break ground date? Monday, November 3, 2025

What is the projected completion date? Thursday, March 26, 2026

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

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

Project Milestones: Reclaiming the Gateway to the Valley

- September 2025
- Finalize project scope
 - Issue RFPs for contractors and remediation specialists
 - Confirm design direction with Asheville Visitor Center collaboration
 - Select contractors
 - Secure permits and schedule inspections
 - Begin asbestos remediation, demolition, and water damage repair in rear storage area

- October 2025
- Complete gutter and grading improvements to prevent future water intrusion

- November 2025
- Begin framing, electrical, and HVAC updates for new storage/meeting room

- December 2025
- Begin flooring upgrades
 - Start ADA-compliant bathroom renovation

- January 2026
- Complete exterior repairs: painting, window reglazing/replacement, and new front door installation

- February 2026
- Finalize low-maintenance landscaping in rear
 - Complete finish work for meeting room and bathrooms

- March 2026
- Install retail displays and POS system
 - Conduct final inspections and host public ribbon-cutting
 - Project completed before March 26, 2026

Project Financial Information

What type of funding are you requesting? Grant

What is the total budget for your project? 130,000

What is your requested funding amount? 100,000

List the current mix of non-TPDF funding for your project. Include the source, amount, status, and if the funding is contingent on TPDF funds.

	Source	Amount	Status
Source 1	Anonymous Donor	up to 40,000	Pending
Source 2	Money Market Funds	30,000	In-Hand
Source 3	Swannanoa Valley Medical Center Donation	10,000	In-Hand
Source 4	Givens - Highland Farms	10,000	In-Hand
Source 5			
Source 6			
Source 7			
Source 8			
Source 9			
Source 10			

Total Amount of non-TPDF funding 90,000

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

We plan to secure the required 1-to-1 match by reaching out to specific community partners and donors who have expressed interest in supporting projects that produce long-term value. Our focus will be on securing income-producing donations—particularly those that align with the Visitor Center’s new retail area and meeting space—to cover the remaining funding needed. These contributions will help ensure both short-term success and long-term sustainability for the project.

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

The matching funds of up to \$40,000 are contingent upon receiving support from the Tourism Development Authority, which will make it possible to secure the remaining contributions.

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? 30000

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

We estimate that approximately 75% of our 30,000 annual visitors are out-of-market, meaning they live more than 45 minutes away and are typically visiting from beyond the immediate Buncombe County region. Many of these visitors return to the Center during or after their stay to share highlights of their experience, ask for additional recommendations, or express appreciation—demonstrating the ongoing impact of their initial visit.

What percentage of your out-of-market visitors spend the night in paid accommodations in Buncombe County? 50% is the best gueestimate

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)

Our visitor and out-of-market estimates are based on historical manual tallies recorded daily by volunteers, along with conversational feedback regarding visitors' places of origin. While we do not currently collect formal data, these ongoing interactions have provided consistent insights over time. Looking ahead, we anticipate that implementing digital marketing tools like geofencing will allow us to gather more precise demographic and geographic data to inform future planning.

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

What percentage of out-of-market visitors to your project do you estimate will stay overnight in paid lodging within Buncombe County? 50-60%

Describe the market to be served by your project.

Our project serves both tourists and local residents. The primary market includes the 30,000 annual visitors—primarily out-of-market travelers—who use our Visitor Center as the launching point for exploring

Buncombe County. These visitors rely on our team for personalized recommendations, lodging referrals, and curated experiences in the region. The secondary market includes the 9,000+ residents of Black Mountain, who will benefit from improved meeting space, a more accessible facility, and increased access to local resources through the updated Center.

Terms of Agreement

Please read each of the following statements and acknowledge that you understand and agree to them by checking the boxes. Applications cannot be submitted unless this field is completed.

Disclsoure for the Public Record

As a public authority, the Buncombe County Tourism Development Authority is subject to Chapter 132 of the North Carolina General Statutes. Therefore, any and all aspects of this application must be made available by the BCTDA to any party, public or private, upon request without exception. If you are concerned that the distribution of any of your application materials may do irreparable damage to you, your organization, or associated parties, the BCTDA highly recommends that you seek alternative funding in lieu of TPDF funds.

Project Monitoring

I hereby acknowledge that if I am awarded TPDF funding, I will be required to submit an annual report by January 15 of each year during the term of the agreement, with the term commencing on the effective date and continuing for four years after the completion date. Reports include marketing plans and methodologies for capturing annual and out-of-market visitation, up-to-date room night projections, and copies of survey instruments used for data among other requirements.

BCTDA Marketing

I hereby acknowledge that certain information from my application, such as the project description, timeline, and leadership, may be used by the BCTDA at its sole discretion for the promotion and marketing of the TPDF program and the region as a tourism destination.

Completed Application

I hereby acknowledge that I have completed this application in good faith and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application. The information contained in this application is complete and accurate to the best of my knowledge.

Terms and Conditions

Accepted

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	Cheryl Hyde
Title	Executive Director
Phone Number	(828) 423-6830
Federal EIN Number	56-0556064
Organization Mailing Address	201 East State Street Black Mountain, North Carolina, 28711

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

The mission of the Black Mountain Swannanoa Chamber of Commerce is to serve as the voice of local businesses, fostering a thriving economic environment by supporting entrepreneurship, advocating for business-friendly policies, and championing initiatives that drive sustainable growth. We are dedicated to promoting tourism as a vital component of our community, showcasing the unique charm and attractions of our region to visitors far and wide. Through collaboration, we encourage residents and visitors alike to embrace the power of buying locally, strengthening our businesses, creating jobs, and enriching the fabric of our community. Together, we strive to build a vibrant, resilient, and welcoming destination for all.

Founded in 1923, the Black Mountain-Swannanoa Chamber of Commerce is organized for the purpose of advancing the general welfare and prosperity of Black Mountain and the Swannanoa Valley, so that its citizens and all areas of its business community shall thrive.

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	Ken Floyd	Black Mountain Swannanoa Chamber of Commerce	President of the Board

	Name	Primary Company / Organization	Role
Key Leadership of Project or Organization #2	Kannah Begley Walker	Black Mountain Swannanoa Chamber of Commerce	Vice President of the Board
Key Leadership of Project or Organization #3	Joey Abel	Black Mountain Swannanoa Chamber of Commerce	Treasurer of the Board
Key Leadership of Project or Organization #4	Matthew Daughtry-Grubbs	Black Mountain Swannanoa Chamber of Commerce	Secretary
Key Leadership of Project or Organization #5	Board of Directors	Black Mountain Swannanoa Chamber of Commerce	Board of Directors
Key Leadership of Project or Organization #6	Cheryl Hyde	Black Mountain Swannanoa Chamber of Commerce	Executive Director

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

No

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

Reclaiming the Gateway to the Valley project will significantly enhance tourism in Buncombe County by restoring and modernizing one of the only two official visitor centers in the region—the Black Mountain Visitor Center. While the Asheville Area Visitor Center is a well-established, professionally curated facility, our building has fallen into disrepair due to years of deferred maintenance and storm damage. This project aims to bring our Center up to a standard that reflects the quality of the tourism experience we promote throughout the Swannanoa Valley and Buncombe County as a whole.

Serving over 30,000 visitors annually, our Center is often the first impression travelers have of eastern Buncombe County. It is a vital connector between tourists and local businesses, lodging, outdoor recreation, cultural experiences, and events. In its current state, the facility undermines our ability to fully serve visitors, offer professional guidance, and represent the vibrant community we are promoting.

We are fortunate to collaborate closely with Marie-Louise Ramsey, Director of the Asheville Area Visitor Center, who has generously offered insight and guidance as we plan the renovation. Her experience and our shared commitment to high-quality visitor engagement have shaped our vision for a refreshed facility—one that is not only more functional but also more inspiring and effective as a tourism hub.

Key tourism benefits include:

Enhanced Visitor Experience: A welcoming, ADA-compliant, and visually appealing space will better serve all travelers and encourage longer stays and repeat visits.

Support for Local Businesses: Our planned retail section will feature products from local merchants and artisans, creating a new channel for exposure and visitor spending.

Event and Meeting Space: The addition of a small, functional meeting room supports collaboration, regional planning, and small tourism-focused events.

Tourism Equity: By elevating a rural visitor center to a higher standard, we extend the reach of Buncombe County tourism efforts beyond Asheville, ensuring all parts of the county benefit from a strong tourism infrastructure.

Operational Sustainability: Improvements to layout, storage, and revenue potential help ensure we remain a thriving, self-sustaining resource for both visitors and the tourism sector.

Ultimately, this project ensures that visitors to Buncombe County receive consistently excellent experiences, no matter where they enter the region. With guidance from our regional partners and investment in this critical asset, we can transform the Black Mountain Visitor Center into a true gateway—one that reflects the quality, hospitality, and opportunity that define tourism in Buncombe County.

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")

While the milestones listed above align with the general vision outlined in the Phase I application, this version includes significantly more detail and refined timelines based on further planning, professional input, and updated project goals. As the scope has become clearer, we've been able to break down the phases more precisely to ensure transparency and accountability.

When will TPDF funds first be required? November 3, 2025

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 They will begin as soon as funds are available.

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.

We are not aware of other similar projects, but there must have been some as most Visitor Centers do not look like this one.

Has a feasibility study been completed for this project? No

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

Our goal is to create a clean, accessible, and professional space that better serves visitors and reflects the quality of our community. We'll evaluate success through volunteer feedback, public response, increased use of the new meeting space and retail area, and an overall improvement in the visitor experience. Our volunteers, who interact with guests daily, will be key in helping us understand what's working.

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

The \$10,000 Swannanoa Valley Medical Center grant, awarded to us last month, is designated specifically for the renovation and ADA compliance of the bathrooms. Additionally, Givens Estates provided a \$10,000 contribution toward the lobby facelift, which has already begun.

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 project is \$175,000. While an Executive Director is responsible for the day to day operations of the organization, the ultimate responsibility lies on the Board of Directors of the Chamber of Commerce.

What is the LEAST amount of TPDF Funding your project could receive without significant changes to the project scope? 100,000

Project Marketing Plan

Describe the target audience for your project.

The target audience includes the 30,000 annual visitors who begin their exploration of the region at the Black Mountain Visitor Center, as well as the 9,000—and growing—residents of Black Mountain who rely on the Center as a community resource and meeting space for everyday activities and local engagement.

How do you plan to reach your target audience?

In addition to our usual grassroots marketing, community outreach, and social media presence, we plan to expand our efforts by incorporating geofencing and digital targeting to more strategically reach visitors as they arrive in the area. These tools will help us promote the renovated space, highlight its offerings, and connect with both tourists and local residents in real time.

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.)

We plan to invest approximately \$8,000 annually in marketing, primarily focused on geofencing and digital targeting strategies. The majority of this investment—estimated at 75% or more—will be directed outside the Asheville market to reach potential visitors from 50 miles or more away, aligning with our goal of increasing tourism from beyond the immediate region.

Who will implement the marketing plan?

The marketing plan will be developed in partnership with a company that specializes in geofencing and digital outreach, but implementation and oversight will be handled in-house by our Executive Director to ensure consistency with our brand and community goals.

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

We do not formally track demographic data, but based on regular interactions and anecdotal observations from our staff and volunteers, our guests represent a wide range of ages, backgrounds, and geographic origins. Many are couples, families, and retirees exploring the region, with a mix of both first-time visitors and repeat travelers.

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

We track total annual visitation using a tally counter, with volunteers recording the number of guests each day. While we do not collect personal data, our volunteers frequently engage in conversation and often ask where visitors are from. We base our demographic understanding on these daily interactions.

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

Once the Visitor Center is fully renovated into a functional, welcoming, and professional space, we will launch targeted digital marketing campaigns designed to position Black Mountain as a must-visit destination within Buncombe County. A more engaging first impression—paired with strategic outreach—will encourage more travelers to choose our area for overnight stays, thereby driving increased patronage of local lodging facilities. By elevating the visitor experience, we aim to convert more day-trippers into overnight guests.

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	35000	50
Year 2	40000	55
Year 3	45000	60

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 will continue to be tracked using manual daily tallies recorded by volunteers, as this remains the most practical and accessible method for our current team. However, we plan to supplement this with digital tools such as geofencing and targeted online campaigns, which will provide anonymous location-based data and help us better understand visitor origins and engagement patterns. We may also incorporate brief in-person or QR-based surveys at key points in the building to gather optional feedback without requiring complex systems.

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.

Our estimate is based on anecdotal evidence gathered over time from daily interactions with visitors. Many out-of-market guests begin their trip at the Visitor Center, often using it as a starting point to plan the rest of their stay in Buncombe County. Some even contact us in advance to request information or get help mapping out their visit. Because we help shape their itinerary, we believe a typical out-of-market visitor engages with our Center at least once per trip—often more than once, especially when they return for additional recommendations or local insights during their stay.

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

Yes, our project will help draw out-of-market visitors to Buncombe County during key periods when lodging demand is needed. The Black Mountain-Swannanoa Chamber of Commerce organizes and promotes several high-traffic annual events—including the Sourwood Festival and Holly Jolly—which already bring thousands of visitors into town. In addition, the area hosts destination events such as the Mount Mitchell Mountain Marathon, the Blue Ridge Blues Festival, and seasonal happenings like the Lake Tomahawk Summer Concert Series, Leaf Global Arts programming, and holiday markets that attract both tourists and regional day-trippers.

Our community’s strong arts and cultural scene, local music venues, galleries, and artisan markets also play a major role in year-round visitation. A revitalized Visitor Center will allow us to more effectively connect travelers with these experiences, extend their stays, and drive additional overnight lodging—particularly during off-peak seasons when personal recommendations and curated itineraries can help turn a casual visit into a weekend getaway.

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

We plan to use a combination of digital analytics from our geofencing and targeted marketing campaigns to track increases in visitor engagement and regional reach. While we do not book lodging directly, we anticipate that a more professional and welcoming Visitor Center—paired with smarter marketing—will increase the number of overnight visitors. Additionally, we expect this growth to drive greater interest in Chamber membership from local hotels, Airbnbs, and vacation rental owners, many of whom could benefit from increased tourism visibility and collaboration. Their participation will provide valuable

feedback and help us better understand the project's impact on lodging in and around Black Mountain.

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? 1

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? 1

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?

Our organization supports balanced and sustainable growth by promoting tourism that is community-focused, locally informed, and capacity-conscious. The proposed renovation of the Visitor Center helps guide visitors to local businesses, lodging, and events in a way that spreads tourism activity more evenly throughout the year and encourages longer, more intentional stays rather than high-impact, short-term spikes.

By improving accessibility, aesthetics, and functionality, the Center will better serve both visitors and the local population—enhancing the experience without overburdening infrastructure. We also believe the local community will take greater pride in a more welcoming and professional space, using it as a resource for information, referrals, and civic engagement. Our emphasis on digital marketing, thoughtful planning, and collaboration with regional partners ensures that we attract visitors who are genuinely invested in exploring and supporting the Swannanoa Valley in a meaningful, sustainable way.

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

Our Visitor Center plays a direct role in encouraging safe and responsible travel by offering trusted, in-person guidance to thousands of visitors each year. Our volunteers and staff help travelers make informed choices about where to go, how to get there, and what to expect—especially important in a region with mountain roads, changing weather, and trail systems. With a fully renovated and more functional space, we'll be better equipped to provide up-to-date information about road closures, weather alerts, outdoor safety, and respectful recreation practices.

We also promote local businesses and events that align with our community's values, steering visitors away from overcrowded or overused spots and toward lesser-known experiences that support both sustainability and positive visitor behavior.

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

While our project doesn't specifically target any one demographic, it creates a more accessible and welcoming environment for all visitors, with ADA-compliant upgrades and an improved, inclusive space. As we expand our digital marketing, we aim to reach a broader audience by highlighting the wide variety

of cultural and recreational experiences our area offers—ensuring everyone feels invited and valued.

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

By creating a more visually engaging and welcoming environment, the renovated Visitor Center will better reflect the creative spirit of the Swannanoa Valley and greater Asheville area. The improved space will allow us to highlight the region’s rich offerings in arts, music, local craftsmanship, outdoor recreation, and culinary experiences, encouraging visitors to explore beyond Asheville and discover the vibrant, creative culture woven throughout our entire community.

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.

 Chamber Property Deed- January 18th....pdf

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

 BMSCC 2023 Final Form 990 for Publi... .pdf

 BMSCC 2023 Final Form 990 E-filed 2... .pdf


List of your organization's Board of Directors and affiliations

 CHAMBER BOARD MEMBERS 2025.xlsx


Completed Room Night Calculator

 Buncombe County Room Night Calcul... .pdf


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).


 Visitor_Center_Restoration_Budget.csv

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.


 Swannanoa Valley Medical Center Gra... .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.


 BMS Chamber Balance Sheet as of Ja... .pdf

 BMS Chamber Balance Sheet as of Ju... .pdf

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

 BMS Chamber Profit and Loss for 2024.pdf

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

 BMS Chamber Profit and Loss for 2025.pdf

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



Let of Rec Tim Helms.docx



Let of Rec Robert Hope.docx



Let of rec Wesley Barker.pdf

Terms of Agreement