

# 2025 Grant Cycle - Phase II Application

Name of Project	UNC Asheville On-Campus Tennis Complex
Organization Name	UNC Asheville Foundation - Athletics
Email	jcane@unca.edu

## Eligibility

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

## Applicant Organization Information

Organization Type	Non-Profit Organization
Organization Phone	(828) 251-6922
Organization Physical Address	One University Hts., CPO#2600 ASHEVILLE, NC, 28804

## Primary Contact Information

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

## Project Details

Physical Address of Project	136 Campus Drive, Corner of Broadway and Campus Drive Asheville, NC, 28804
Is your project an expansion of or improvement to an existing facility?	No

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

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

**Please describe your project in detail.**

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

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

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

**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.**

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

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

Total New Construction = \$3,331,041

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

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

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## Project Milestones

**What is the projected break ground date?** Monday, February 2, 2026

**What is the projected completion date?** Tuesday, March 2, 2027

**What is the projected opening date?** Tuesday, March 2, 2027

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

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

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

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

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

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

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

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

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

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

Completed the USTA Facility Review, June 4, 2025.

Submitted additional grants to Southern USTA, USTA Collegiate, and NC Tennis Association, June 14, 2025.

Director of Athletics Janet R. Cone has been invited to serve on the USTA Collegiate Athletics Advisory Council, June, 2025.

## Project Financial Information

**What type of funding are you requesting?** Grant

**What is the total budget for your project?** \$4.5M

**What is your requested funding amount?** \$500K

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

	Source	Amount	Status
Source 1	Ricky & Traci Silver	\$250,000	In-Hand
Source 2	Peter & Sandi Heckman	\$100,000	In-Hand

	Source	Amount	Status
Source 3	Ron & Nancy Edgerton	\$50,000	In-Hand
Source 4	Buster & Karen Brown	\$35,000	In-Hand
Source 5	Allen Stahl, + Kilbourne Law Firm	\$30,000	In-Hand
Source 6	Paul Fanning	\$25,000	In-Hand
Source 7	Lisa LaFlav & Trish Jones	\$20,000	In-Hand
Source 8	USTA Grant	\$200,000	Pending
Source 9	Southern USTA	\$500,000	Pending
Source 10	NC Tennis Association	\$20,000-\$40,000	Pending

**Total Amount of non-TPDF funding**      \$1,230,000

**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.**

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 - We presently do not have an on-campus tennis facility. Our project would be a new location.

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

N/A - Since our present tennis courts were located at the Asheville Racquet Club Downtown, we did not track out-of-market visitors to that location. The only data that we can provide is subjective. We annually host between 10 - 12 men's home matches (a visiting team would have 12 - 15 participants and coaches along with family members/fans) and between 10 - 12 women's matches (a visiting team would have 12 - 15 participants and coaches along with family members/fans) including one fall tournament. The fall tournament would have three teams (total number of visiting participants and coaches would be 36 - 45 participants and coaches along with family members/fans) and play over three days. Teams normally came from across North Carolina, South Carolina, Florida, Kentucky, Tennessee, Georgia, and Virginia.

The Asheville Racquet Club South did host other adult and junior tennis tournaments on the hard courts.

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

N/A - estimated based on the above 30 - 50% which would include teams and fans.

**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)**

Synergy Sports used several estimating tools to calculate our visitor numbers and economic impact, including Implan and the Event Impact Calculator, developed by Destinations International. Additionally, through our event coordination partners, we have historical data and rightsholder estimates of participation in other sporting events on our campus.

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

3 days for tournaments and 1 day for single matches. A tennis tournament visitor would visit the tennis center on three separate days and potentially several times each day, depending on the times of their matches. A camp participant would visit the facility many times over the course of their camp experience.

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

Synergy's research indicates that typically, 60%- 75% of event participants would be from out of market and, therefore, stay overnight. Conservatively, we are estimating that 40 - 60% of attendees (visiting teams, participants in tournaments, parents, fans, officials, etc.) will be from outside of Buncombe County.

**Describe the market to be served by your project.**

Our tennis center potentially can serve a diverse market of players of all ages, skill levels, ranging from casual to competitive including tennis fans. More specifically, our market would be as follows:

Community Users of All-Ages and Skills  
Recreational Players  
League Players  
Campus Users - Students , Faculty, and Staff  
Youth and Junior Tournament Players  
Competitive Middle School, High School and College Players  
Tournament Adult Players  
Tournament Senior Players  
Adaptive Tennis Players  
Members who join the Bulldog Tennis Club  
Camps and Clinics  
Tennis Fans and Family Attendees

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## Terms of Agreement

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

### Disclosure for the Public Record

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

### Project Monitoring

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

### BCTDA Marketing

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

### Completed Application

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

### Terms and Conditions

Accepted

# 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	Janet R. Cone
Title	Director of Athletics & Sr. Admin. for UE
Phone Number	(828) 251-6922
Federal EIN Number	23-7073829
Organization Mailing Address	One University Hts., CPO#2600 ASHEVILLE, NC, 28804

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

The University of North Carolina Asheville (UNC Asheville) is North Carolina's designated public liberal arts university and one of the 17 diverse and accessible institutions within the UNC System. Its liberal arts and sciences curriculum emphasizes critical thinking, clear communication, undergraduate research, community engagement, and free inquiry. With small class sizes, close collaboration, and high-impact experiences, UNC Asheville is dedicated to preparing the next generation of leaders and productive citizens to serve both the state of North Carolina and the nation.

The mission of the UNC Asheville Foundation is to secure, manage, and distribute private support to enhance the university's growth and development. The UNC Asheville Foundation Inc. is a 501(c)(3) organization established in 1970, making donations tax-deductible.

UNC Asheville Athletics strives to provide an exemplary NCAA Division I athletics program that champions the university's mission and strategic plan. This program creates an environment where student-athletes can pursue their academic and athletic goals while connecting with both internal and external communities.

Founded in 1927 as Buncombe County Junior College, UNC Asheville was designed for local residents seeking higher education. The institution underwent several name changes and mergers with local governments and schools before relocating to its current campus in North Asheville in 1961. In 1969, Asheville-Biltmore College joined the University of North Carolina System and became the University of North Carolina Asheville, designated as the liberal arts and sciences institution within the 17-campus system. The UNC Asheville Foundation was established in 1970. Since 1986, UNC Asheville Athletics has competed in Division I of the NCAA and is a member of the Big South Conference. The university currently fields 16 varsity sports—7 for men and 9 for women—including men's and women's tennis.

### 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	Janet R. Cone	UNC Asheville Athletics	Director of Athletics
Key Leadership of Project or Organization #2	Scott Walker	UNC Asheville	Associate VC for Campus Operations
Key Leadership of Project or Organization #3	Kyle Kirkwood	McMillan Pazdan Smith Architects	Designer
Key Leadership of Project or Organization #4	Chris Smith	Beverly-Grant, Inc.	VP Construction
Key Leadership of Project or Organization #5	Josh Howard	TP Howard	VP of Operations
Key Leadership of Project or Organization #6	Shannon Earle	UNC Asheville Foundation	Associate VC for University Advancement

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.

Karen Zuidema, USTA Project Manager, Tennis Venue Services  
Scott Triebly, USTA Collegiate and Facility  
Kelly Gaines, USTA North Carolina & NC Tennis Foundation  
Mikeal Pettersson, USTA Southern  
Jason Boudrie, President, Synergy Sports  
Dr. Kimberly van Noort, Chancellor, UNC Asheville  
Kirk Swenson, Vice Chancellor, UNC Asheville Foundation  
Andy Lapple, Director of Outdoor Sports Complex, UNC Asheville  
Jeff Maren, Head Women's Tennis Coach, UNC Asheville  
Matt Frost, Head Men's Tennis Coach, UNC Asheville  
Jeff Joyce, Asheville Tennis Association  
Mindy Mintee, Sr. General Manager & Director of Tennis, AVL Racquet Club

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

No

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

A new tennis facility in our community will significantly boost the value of Asheville and Buncombe County, establishing a powerful economic engine through sports tourism. This state-of-the-art facility will draw both new and returning visitors, as well as active tennis participants, for many years. The UNC Asheville On-Campus Tennis Center will host multi-day tournaments, competitions, and events nearly year-round, generating a strong demand for overnight accommodations in Buncombe County. These stays will not only enhance the local economy but also immerse visitors in the vibrant offerings of UNC Asheville and the many attractions throughout our city and region.



Moreover, this project will serve as a vital catalyst for expanding the sport of tennis through engaging youth programs. It will have the ability to host many college, high school and middle school conference and regional tournaments.

Our vision and values for this initiative are outlined below:

**VISION:** We are committed to establishing a modern, stand-alone hardcourt tennis facility that will serve as a cornerstone of the UNC Asheville Outdoor Sports Complex, which includes track, soccer, and baseball facilities. This tennis center will deliver substantial returns on investment while effectively serving our internal and external stakeholders.

**LOCAL VALUE:** We will proactively strengthen and cultivate partnerships that drive our mission forward and maximize engagement with key organizations, including Asheville Buncombe Regional Sports Commission (ABRSC), Explore Asheville Conventions & Visitors Bureau (CVB), Big South Conference (BSC), NCAA, NAIA, Buncombe County Parks & Recreation, City of Asheville Parks & Recreation, City and County Schools, North Carolina High School Association, United States Tennis Association (USTA), Southern Tennis Association, NC Tennis Association, Asheville Tennis Association (ATA), and others. Our facility will provide vital health, wellness, recreational, and tennis programs for UNC Asheville, and the residents of Asheville and Buncombe County of all ages, significantly enhancing their quality of life.

**\*\*EDUCATIONAL, ECONOMIC, SOCIAL, & CULTURAL VALUES:\*\*** We will actively recruit, attract, and promote tennis tournaments, camps, clinics, and other events that will draw visitors and create a powerful economic impact for Asheville and Buncombe County through increased overnight stays. Our mission is to elevate Asheville's brand and solidify its reputation as a premier destination for tennis events and an exceptional place to live and visit. We will educate the public on the economic benefits, public relations value, health and wellness improvements, and recreational advantages of tennis events and activities, delivering outstanding customer service at every turn. Furthermore, we will capture local, regional, and national media attention to amplify our message.

**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")**

Added a couple of additional milestones with USTA, Southern USTA, NC Tennis Association, and USTA Collegiate for grant funding. Director of Athletics Janet R. Cone has been invited to serve on the USTA Collegiate Athletics Advisory Council, June, 2025.

**When will TPDF funds first be required?**

Not until construction begins 02/02/2026.

**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.**

Currently, the Asheville Racquet Club Downtown is home to Bulldog Tennis, featuring six outdoor hard courts and four indoor courts. However, these courts will be demolished due to the new I-26 Connector Project; therefore, the Bulldog on-campus tennis center will replace the hard courts at ARC Downtown. The property owner has no plans to rebuild the hard courts.

The nearest hard court facilities in Western North Carolina are located on the campuses of Brevard College (12 courts), Mars Hill University (6 courts), Montreat College (5 courts), Warren Wilson College (4 courts), and Western Carolina University (8 courts). Some local high schools also have hard courts, ranging from two to seven courts. Additionally, Asheville City and Buncombe County Parks and Recreation offer some courts, but there is no dedicated tennis center with hard courts specifically for tennis. It is worth noting that many public hard courts are now being shared with pickleball players.

**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?**

We are in the process of developing a business plan that focuses on four to five primary goals, summarized below. We will establish key performance indicators (KPIs) for each goal.

1. Player and Member Experience and Satisfaction which can be measured through recruitment and retainment of student-athletes, members, and players, the availability of diverse player development programs and events, and the results of satisfaction surveys.
2. Sustainable Financial Health which can be assessed through revenue growth, profitability, efficient operations, and effective cost management.
3. Operational Excellence which can be evaluated through efficient use of court time, facility maintenance, and the quality coaching and programming.
4. Community Engagement and Economic Impact which can be measured by number of members, leagues, community partners, sponsorships, visitors, tournaments, and events.

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

The pending USTA, Southern USTA, and NC Tennis Association Grants are specifically for construction of new tennis courts.

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

UNC Asheville and Bulldog Athletics will oversee the operation and maintenance of the facility. The tennis center will function as a membership club and event space, aimed at generating revenue for equipment and maintenance, enhancing facility usage, and engaging the local community.

Key Operating Expense Categories & Estimated Costs include:

1. Tennis Court Maintenance and Equipment: Annual maintenance costs can range from \$5,000 - \$15,000, depending on factors such as usage and material quality. These expenses include surface cleaning, crack repair, and equipment upkeep; most of these costs will not be incurred on an annual basis.
2. Resurfacing & Repainting: Hard courts typically require resurfacing every 4 to 8 years, with expenses ranging from \$4,000 to \$10,800 per court. This includes cleaning, repairing cracks and low spots, applying new acrylic layers, and painting lines. Our courts will be constructed with either the Post Tennis Concrete or the NGI Probounce Tennis Court which offer longer lifespans and lower long-term maintenance costs.
3. Staffing Expenses: The Director of the Tennis Center (one of our present coaches) and the Director of the Bulldog Outdoor Sports Complex will be compensated from annual revenue generated from the operations of the facility and our annual Athletics Operating Budget. Consequently, we will not incur any additional staffing expenses.
4. Utility Costs and Insurance: These costs will be covered by UNC Asheville.

**What is the LEAST amount of TPDF Funding your project could receive without significant changes to the project scope?**      \$500,000

## **Project Marketing Plan**

### **Describe the target audience for your project.**

Based on our research the target audience for our new on-campus hard court tennis center will be diverse and can be segmented based on a variety of factors:

1. Age and Skill Level: Youth Players, College Players, Adult Players, and Senior Players. Since hard courts offer a uniform bounce and pace, they are popular for players from beginner to advanced levels.
2. Interests and Motivations: Tennis is a life-long sport that provides a fun way to stay active and healthy, social engagement, and competitive tournament opportunities.
3. Location and Demographics: Our courts are conveniently located on the corner of Campus Drive and Broadway which will provide easy access to community members, tournament players, and visitors from out of town. Tennis has historically been associated with individuals with a higher median income who will embrace the rich culture that Asheville extends to all visitors. The Asheville Buncombe Region also is an attract destination for tennis tournaments and entertainment.
4. Specific target audiences will include: College Tennis Matches and Tournaments such as the Big South Conference Conference Fall Individual Championships or Spring Team Championships, Middle and High Schools tennis matches, tournaments, and championships, USTA State Championships and Southern Events, Junior Team Tennis, Junior Tournaments, WNC Adaptive and wheelchair tennis events, and camps, clinics, and exhibitions, etc. Participants and visitors will include males and females with ages ranging from youth to mature adults.

In summary, our successful hard court tennis center will cater to a broad range of players by offering diverse programming that aligns with the different age groups, skill levels, interests, and motivations of our target audience. This can include: Skill development programs for youth, social events and fitness classes for adults, low-impact activities for seniors, and leagues and tournaments for all levels.

### **How do you plan to reach your target audience?**

Upon completion of our project, the Director of the UNC Asheville Outdoor Sports Complex and the Director of the Tennis Center will implement various strategies to engage our target audience. Here are a few methods we will use:

1. Engage with community and tennis partners, such as the Big South Conference, Explore Asheville, Asheville Buncombe Regional Sports Commission, USTA, Southern Tennis Association, NC Tennis Association, Asheville Tennis Association, Asheville Racquet Club, and other local, regional, and national organizations. This will help us identify, recruit, and promote tennis competitions, camps, clinics, and exhibitions.
2. Host open houses, playdays, exhibition matches, and other special events to connect with businesses, community partners, local schools, and the public.
3. Establish a strong online presence through social media, email marketing, [www.uncabulldogs.com/facilities](http://www.uncabulldogs.com/facilities), and testimonials that include videos and pictures.

In conclusion, we will use data analytics to monitor website traffic, social media engagement, and membership inquiries to evaluate the success of our marketing efforts. Our data will enable us to refine our strategies and make informed decisions.

**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.)**

TBD with at least 80% outside the Asheville market.

**Who will implement the marketing plan?**

The UNC Asheville Director of the Bulldog Outdoor Sports Complex and the Director of the Tennis Center.

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

N/A - based on having our matches and camps at the ARC Downtown, the guests are sports fans, students, parents/guardians, college age players, and local tennis friends and donors. Ages range from youth to mature adults. Most of our guests (participants and fans) are from diverse socio-economic and racial make-up. We did host a Champions Camp that included local under-served youth.

Guests are typically from the greater Asheville and Buncombe County area, Big South Conference Institutions and Southeastern Region.

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

Working with Synergy Sports, we will use advanced analytics and modeling tools such as Implan and Destinations International's Overnight Room Demand Analyzer, along with strong relationships with rightsholders, and a partnership with Explore Asheville, we believe we have an accurate estimate of the number of participants and spectators that would use our on-campus Tennis Center.

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

If the Asheville Racquet Club South hardcourts are not replaced, we certainly will decrease the number of out-of-market visitors. By building a new hardcourt tennis center in Buncombe County, we believe we will be able to draw participants from several hours away. Coupling our first-class facilities with what Buncombe County offers visitors, these higher socioeconomic participants will have the discretionary income that will contribute to the Western North Carolina economy and generate significant hotel room night reservations. In addition, by having local and regional partners, we plan to increase the number of tournaments and events.

**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	15000	
Year 2	18000	
Year 3	20000	

**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).**

We intend to use event registration details, tournament entries, memberships, and ticket sales to track ongoing visitation.

**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.**

Most tennis tournaments are 2 or 3 day tournaments (Friday/Saturday/ Sunday) with registration the evening before, thus generating an additional overnight stay. Youth tennis camps can range from 3 to 5 days, with approximately 50% of participants attending from outside the local market, thus requiring overnight accommodations either on campus or in hotels (campers and/or parents).

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

With the milder year-round climate in Asheville, the new on-campus tennis center is expected to attract visitors to the Buncombe County area almost year-round. For example, the college fall tennis season now runs from mid-September to early November followed by the spring season beginning in late January and ending late April. The goal would be to host more tournaments, matches, and events to increase the number of room nights during some of the otherwise slower months and throughout the year.

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

Working with Explore Asheville and other partners, we will provide benchmark data specific to tennis events held on the campus of UNC Asheville. Having completed a feasibility study for this project and research on the growth of tennis, we anticipate this project to generate additional and new room nights.

Specifically, we will conduct surveys to gather data from players, spectators, and local businesses regarding spending patterns related to our tennis courts and track the number of court rentals, memberships, or attendance at events.

Room occupancy, overnight stays, and visitor data will be collected, consistent with University's Institutional Effectiveness Plan process, which is a best practice continuous improvement process of setting goals and outcomes, as well as accessing and reporting progress utilizing reported data for improvement. This assessment of data will acknowledge participation of internal and external participants and visitors, and it will utilize event partnership numbers to ascertain demographic, time in travel, overnight stays, etc. These data collecting avenues will be utilized to assess our effectiveness and ultimate economic impact via increased overnight stays and room occupancy tax revenue generation.

**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?** 1-3 (Director of Tennis Center)

**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?** 3-6 (Officials and Support Staff for Tournaments).

## **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 new on-campus Tennis Center at UNC Asheville will be one of the few hardcourt tennis facilities in the greater Asheville area. It has the potential to promote balanced and sustainable growth in several key areas:

1. **Boosting the Local Economy:** The construction and operation of the facility will create jobs in areas such as construction, coaching, officiating, and event management. Additionally, it will enhance sports tourism by hosting tournaments, championships, camps, and other events, generating revenue through entry fees, sponsorships, and ticket sales to maintain the facility.
2. **Expanding Community Programs:** The Tennis Center will offer a variety of camps, clinics, and lessons that cater to different age groups. This initiative will encourage residents to engage in tennis as a lifelong sport that promotes recreation, exercise, and social interaction. The center will also host events and support local teams, fostering community pride and spirit.
3. **Promoting Environmental Sustainability:** The Tennis Center will be constructed on an existing parking lot, with a present parking lot designated for visitor parking. We will incorporate energy-efficient lighting and adopt sustainable design and construction practices.
4. **Balancing User Needs:** The facility will serve both Bulldog student-athletes and the public, providing scheduled court time, lessons, and clinics. This approach ensures opportunities for both competitive athletes and recreational users, offering a wide range of community benefits. Furthermore, the new tennis center will replace the courts that will no longer be available at the Asheville Racquet Club, addressing the community's ongoing demand for court time.

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

The UNC Asheville Athletics website, [www.uncabulldogs.com](http://www.uncabulldogs.com), offers a dedicated section for fans. By clicking this link, visitors can access information about our facilities, game day details, and travel tips for Asheville, including a visitor's guide, FAQs for fans, directions, and more.

Additionally, we provide regularly updated schedules, weather alerts, and other important information for those visiting our campus through our website and social media channels.

Mission Sports Medicine/HCA serves as our healthcare provider and has developed emergency response plans for both our indoor and outdoor athletic facilities.

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

At UNC Asheville, we celebrate the belief that anyone, regardless of their background, should have the opportunity to play, compete, and watch tennis. Since tennis is an inclusive sport, engaging and inviting diverse tennis participants is essential for the future success of the sport and the effective operation of our facility. This commitment to inclusivity is the driving force behind our strategies for engaging fans, players, coaches, and volunteers. Below are a few of commitments.

1. We are committed to fostering a diverse student body and staff, and the tennis center will play a crucial role in attracting outstanding student-athletes from around the globe.
2. We aim to increase participation among both under-resourced and underrepresented populations. Our goal is to eliminate barriers and create opportunities. Tennis can be adapted for individuals of all mental, physical, or emotional abilities, and we plan to include adaptive programs that welcome and support athletes at every ability level.
3. Financial disparity can be a barrier that often prevents individuals from entering the sport. To address this issue, we plan to offer several free clinics and camps for underserved youth.



4. We are dedicated to enhancing the operations of our facility through the recruitment, hiring, retention, training, and professional development of a diverse group of coaches, staff, and volunteers.

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

Most tennis tournaments will take place on weekends. Friends and family often come to watch the competitors and will have plenty of opportunities to explore Asheville. The promotional materials and microsites used for these tournaments will highlight opportunities to discover more of Asheville beyond the UNC Asheville campus, including hotels, dining options, and various attractions.

Local artists could be invited to create murals or artwork to be displayed inside the building, around the courts, or in the plaza area, showcasing Asheville's creative spirit and making our tennis center unique. Additionally, local artists might be inspired based on the athletes or matches to paint, photograph, or sculp artwork to display locally or on line to potentially sell.


**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.

 P1 Parcel 1 (1).pdf

 P1 Parcel 2 (1).pdf

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


 UNCA-TennisCenter\_Fundraising Boar... .pdf

 20240614\_UNCAsheville-TennisCente... .pdf

**Completed Room Night Calculator**

 Buncombe County Room Night Calcul....xlsx

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

 TPDFOC-25\_0\_March2024\_UNCA Te... .docx



TPDFUNC Asheville Tennis QL R1 - P... .docx

**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.**



Financial Manager Detail PDF Report\_... .pdf



scan from ASK Law.pdf



Fanning\_Tennis Pledge\_August 2024\_... .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.**



UNC Asheville Foundation Audit\_FY24... .pdf

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



UNCA Foundation FY23 AFS\_FINAL (1).pdf

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



Foundation Budget FY25.pdf

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



ATA Letter of Support.docx



**Any additional supporting documentation (optional).**



Letter of support for UNCA tennis co... .docx



NC Tennis Association UNCA Letter of....pdf



UNC Asheville Athletics Overview Pres....pdf



UNC Asheville - UNC System Athletics... .pdf



2025-usta-tennis-participation-report.pdf

## **Terms of Agreement**