

2025 Grant Cycle - Phase II Application

Name of Project	The White Horse Community Patio Project
Organization Name	White Horse Black Mountain
Email	selena@whitehorseblackmountain.org

Eligibility

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

Applicant Organization Information

Organization Type	Non-Profit Organization
Organization Phone	(347) 262-0961
Organization Physical Address	105 Montreat Road Black Mountain, NC, 28711

Primary Contact Information

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

Project Details

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

In the spring and summer of 2024, we completed a full renovation of our interior space. This renovation included updated ADA compliance, new electrical and HVAC, and updated sound and light systems. Since becoming a nonprofit organization in the spring of 2023, our goal has been twofold; to increase the quality and access to live music and art performances in the eastern corner of Buncombe County and to return profits to other nonprofits in the Swannanoa Valley who work to support our community.

Since Hurricane Helene, we have remained true to our mission and made all events “pay what you can” so that all may access the healing power of live music and community. Additionally, we founded the White Horse Community Fund that supports the rebuilding efforts of four nonprofits working to address direct recovery needs in our county. Beyond direct financial assistance, we have also made the venue available free of charge or for a very low cost, to nonprofits hosting their own fundraising efforts.

We see this patio project as an opportunity to significantly impact the overall economy of Black Mountain specifically and Buncombe County in general, while also working toward our goal of reaching organizational sustainability. This sustainability will ensure that our work to directly support other nonprofits continues. Specifically, we see this as a mutually beneficial opportunity to attract new visitors, bring more income to Buncombe County, and harness that financial impact for the direct improvement of our community and region.

The outdoor space will be comprised of 2 parts; a lower covered patio and an upper roof height deck. The lower portion of the patio will feature a buskers stage, with sound and lighting and provide dry performance and gathering space for live music and artist / maker markets. The upper patio will provide unparalleled views of the region and expanded seating capacity. Additionally, we will partner with local restaurants to provide food access in these areas. The reconstructed ticket lobby will allow further compliance with all ADA requirements and provide adequate points of egress for an expanded building capacity.

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

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.

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

The project includes the demolition and reconstruction of the current ticket lobby, the demolition of the current patio and reconstruction of the lower patio and new construction of a roof-height deck. The project will add 3,972 square feet of usable space for 4 seasons of the year (with outdoor heaters and clear wall panels) to our property and increase our current guests capacity by 174, bringing our new property total to 400.

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

The project will be completed in the following order:

Work Completed:

- Soil Engineer (\$2,800)
- Civil Engineer (\$810)
- Structural Engineer (\$11,600)
- Architectural design (\$41,976)
- Building Permit - Town of Black Mountain (\$0)

NEXT STEPS:

- 1.) Demolition of our current patio & ticket lobby (\$8,000) and grading for the new patio (\$10,000)
- 2.) Creating drainage for new patio structure (\$18,000)
- 3.) Complete concrete forming for new structure. This includes new lower patio surface and pillars to support the new upper deck. (Concrete materials 28,000 & formation \$64,000)
- 4.) Install steel support structure for upper deck (materials and installation \$378,000)
- 5.) Install steel stairway and railings (\$160,000) as well as rain cover for upper level (\$22,000)
- 6.) Install plumbing for upper deck (\$40,000), sprinkler system (\$53,650), electrical (\$80,000), and outdoor heating (\$120,000) infrastructures.
- 7.) Using new steel and concrete framework, begin installation of elevator so that the upper deck is accessible to all patrons. (\$120,000) *This is an addition since our Phase I application because we want to expand our accessibility for all patrons.
- 8.) Creation of lower patio stage, complete with sound & lighting elements (\$50,000). Complete area refurbishments including window & awnings (\$72,000) and exterior wall refurbishment (\$30,000)
- 9.) Build out serving infrastructure on upper deck (\$80,000) and dumbwaiter (\$20,000)
- 10.) Begin finishing work, including:
 - soft and hard landscaping - (\$18,000)
 - installing shade sails on upper deck - (\$12,000)
 - area lighting for upper and lower decks, include string lighting & solar end caps for banisters, (\$2,000)
 - exterior mural (\$30,000)
 - NC Glass Center art installation (\$20,000)
 - purchase and installation of tables & chairs for upper deck and lower patio (\$40,000)
 - purchase and place serving ware for both lower patio and upper deck (\$12,000)
 - fencing / dividers (\$2,500)

Overall Project Costs:

- dumpster rental (\$6,000)
 - tariff contingency (\$100,000)
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Project Milestones

What is the projected break ground date? Friday, January 2, 2026

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

What is the projected opening date? Friday, May 15, 2026

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

Architectural set design - COMPLETE

Building permit - COMPLETE

Community artistic mural design with NC Glass Center - COMPLETE

Securing a construction company and General Contractor - COMPLETE

Confirmed start date with General Contractor - TBD late summer 2025

1/2/2026 - Demolition begins

1/19/2026 - Grading and drainage work begins

1/24/2026 - Build begins - this includes construction of the new ticket lobby, the lower patio and the roof height deck. Patio and upper deck construction will require significant concrete and steel work to be completed first. All necessary trades involved in this step also include: plumbing, electrical and sprinkler system work.

04/02/2026 - Finishing work begins - This stage includes basic finishing work including landscaping, furniture, sun shades, etc. But also include installation of a public art project (joint project with NC Glass Center), an outdoor mural and window and awning replacement.

05/01/2026 - Project completion date

05/15/2026 - Grand opening date - (includes additional finishing time if necessary)

Project Financial Information

What type of funding are you requesting? Grant

What is the total budget for your project? 1,653,336

What is your requested funding amount? 736,537

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

	Source	Amount	Status
Source 1	T-Mobile Grant	\$50,000	Pending
Source 2	Private Donor	\$866,799	Committed
Source 3			
Source 4			
Source 5			
Source 6			
Source 7			
Source 8			
Source 9			
Source 10			

Total Amount of non-TPDF funding 916,799

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.

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

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?

The current White Horse indoor venue receives approximately 32,480 visitors per year. We estimate that our current numbers reflect 20-25% out-of-market visitors.

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

Out of our average of 32,480 annual visitors per year, we estimate that 20-25% of those visitors are out-of-

market, meaning 6,496 - 8,120 out of market visitors per year.

While we currently do not have point of sale data tracking in place (this will be rectified in the fall of 2025) we base this number on home addresses of our members and newsletter recipients (totally approximately 8,000 households) who have addresses at least 50 miles from our venue.

What percentage of your out-of-market visitors spend the night in paid accommodations in Buncombe County?	Out of our current (indoor venue only) estimated 6,496 - 8,120 out of market visitors, we estimated that 75% of those use paid accommodations in Buncombe County, while the remaining 25% own second homes in Buncombe County.
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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)

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

How many days would a typical out-of-market visitor patronize your project during one visit to Buncombe County?	1-3
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What percentage of out-of-market visitors to your project do you estimate will stay overnight in paid lodging within Buncombe County?	15%
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Describe the market to be served by your project.

The White Horse Community Patio aims to serve a diverse audience from ages 30+. As the state's only listening room and one of the very few nonprofit music and community centers in the larger region, we attract visitors who are serious appreciators of music, who believe in sustaining the arts and value an connective and comfortable music venue.

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	Selena Hilemon
Title	Director of Membership & Communications
Phone Number	(828) 773-8880
Federal EIN Number	92-3445513
Organization Mailing Address	PO Box 456 Black Mountain, NC, 28711

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

Bob Hinkle envisioned a space where people could gather and enjoy great music in a relaxed, welcoming environment. His goal was to foster a connection between artists and audience while celebrating all types of music. He dreamed of a place where everyone could feel at home. In November 2008, White Horse opened its doors to a packed house, quickly becoming a beloved gathering place where people come together to celebrate music, the performing arts, and build community connections.

In the spring of 2023, White Horse became a nonprofit center for music and arts. In the wake of Hurricane Helene, White Horse stepped up as a center of support providing a space for healing through the arts, and launched a “donate what you can” model to ensure accessibility for all. Recognizing the ongoing need for community support, it founded the White Horse Community Fund, directing donations to four Swannanoa Valley nonprofits focused on rebuilding efforts. Today White Horse continues to fill a void, offering a space where music, art and community come together to uplift and inspire.

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	Zach Hinkle	White Horse Mountain	COO

	Name	Primary Company / Organization	Role
Key Leadership of Project or Organization #2	Selena Hilemon	White Horse Mountain	Director of Membership, Marketing & Communications
Key Leadership of Project or Organization #3	Mary Ellen Davis	White Horse Black Mountain	Event Coordinator
Key Leadership of Project or Organization #4			
Key Leadership of Project or Organization #5			
Key Leadership of Project or Organization #6			

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.

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

While we have worked diligently in the last year and half to improve the interior of our venue and have increased our ticket sales with improved marketing and higher caliber artists, the exterior of our building reflects neither the level of artists on our stage nor the level of artistic influence we bring to the town. The community patio has endless possibility to improve visitor's first impressions, provide expanded capacity for events, host additional artists to share their craft and further promote our region's commitment to the arts.

This additional 3,972 square feet of programable space will allow us to host an additional 174 guests per event. With the addition of outdoor heating sources and clear panels, this space will be usable for all four seasons of the year. The indoor venue hosts 9-10 events each week, 12 months of the year for an average of 494 events per year. We plan on opening the patio with programming a minimum of 5 days each week, which adds an additional 260 events per year. This additional programming roughly equates to an additional 17,000 out of market guests who would utilize lodging and dining services during our third year of operation.

This project not only drives tourism by increasing our number of artistic events, but also meets the strategic priorities laid out by the TDA board. This project provides additional entertainment and cultural opportunities, it serves as a multi-purpose space that can host music, dance, and art based markets, and hosts additional family friendly events every week of the year. We believe our project to be deeply aligned

with the board's priorities for the 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")

We received an update from our contractor that at this point our new start date would need to be pushed until 1/2/2026 instead of our original start date of 11/1/2025. This is mainly because of the financial timeline of when funds are confirmed and the lead-time required for ordering materials.

When will TPDF funds first be required? 11/1/2025

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

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.

There are no nonprofit listening rooms that also function as community centers in the region that we are aware of. While there are a few nonprofit music venues, none of them have a similar commitment to significantly reinvest in the local community nor do they use their space as a free to low cost venue to other nonprofits and community groups.

While not a listening room nor a community center, The Appalachian Theater in Boone is the only similar organization in the area.

What's more, with the addition of the new community patio, our listening room provides another opportunity to enjoy curated, quality musical entertainment, every day of the week. Our increased event frequency, type, quality and accessibility make us unique and will further drive tourism to Buncombe County.

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 goals include; further diversifying our audience, increasing our visitor count and expanding our community reach.

Our current audience is made up of an eclectic group of people. While we currently attract a majority of those 50 years of age and older, we are beginning to see trends of a growing 30-50 year old population after an intentional 24 month period of marketing and booking strategies. While we have prided ourselves on providing space for racially and ethnically diverse artists, we have also recommitted to this purpose and have seen growing numbers of these groups represented in our audience as well. Additionally, with extra programming on our expanded patio, we will increase our overall audience numbers and continue to grow our community's artistic brand.

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

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

We will use information gathered at the point of ticket sale as well as booking information to track our progress in these goals of diversifying both the audience members, the artists, and the types of events we host. We will feel successful in meeting these goals if we have increased these categories by 30-35% within the first year.

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

If awarded, the T-Mobile grant (\$50,000) would cover the construction of the outdoor stage with sound and lighting.

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

White Horse Black Mountain will be responsible for ongoing operations and maintenance of the expanded patio space. In many ways, this space will be infinitely easier to maintain than our current crumbling outdoor infrastructure.

With the added costs of this expansion as it relates to staffing, utilities, maintenance, and artist fees we anticipate an annual operating cost of \$389,249.

What is the LEAST amount of TPDF 736,537
Funding your project could receive without significant changes to the project scope?

Project Marketing Plan

Describe the target audience for your project.

Our target audience for this project includes three areas of focus:

- 1.) Increase in the number of art-interested tourists visiting Buncombe County. We aim to increase broaden the age range of our current patrons as well as remaining committed to providing space where a diverse collection of patrons feel welcomed.
- 2.) Expanded number and diversity of local artists to play on our new outdoor stages.
- 3.) Increased number of nonprofit organizations and private events that we can host in our expanded venue for their fundraising and gathering purposes.

How do you plan to reach your target audience?

- 1.) We will attract more out-of-market patrons by expanding our current marketing area and will be able to host a wider variety of music that will attract a wider variety of visitors to the region. Additionally, we will partner with overnight bus tour companies and offer music performance and education opportunities as a part of their Buncombe County visitation packages.
- 2.) We have hundreds of artists who contact the White Horse each year who we cannot book simply because we do not have enough stage time. This increased space will allow us to attract more local and regional performers and additionally, the additional income created by the patio will allow us to book larger touring artists and increase our ability to book diverse bands.
- 3.) Because of space limitations, we frequently have to turn away nonprofit organizations and private event rentals. This project will create an impressive community space and private event space that hosts more fundraisers for local organizations and adds another attractive daytime event rental space. This expansion will therefore fuel faster hurricane recovery in our region because of our commitment to

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

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.)

Upon completion of this project the White Horse will invest a minimum of \$30,500 each year on marketing efforts, and focus a minimum of \$20,500 of total on out-of-market reach.

Who will implement the marketing plan?

The White Horse Marketing Team will implement this plan. The team includes the Marketing Director and the Marketing & Event Coordinators.

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

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

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

The White Horse uses ticket numbers and event counts to measure our total annual visitation numbers and uses data from our membership and newsletter databases to estimate out-of-market visitors.

Moving forward, our point of sale questionnaire will more accurately measure these data points from our visitors as well as their lodging and dining expectations.

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

Our project will attract new tourists to Buncombe County and increase patronage of local lodging facilities by increasing the number, type and variety of arts-based events in this expanded space. With expanded and improved event space, we could create year-round partnerships with local lodging facilities to create weekend escape packages and also partner with local restaurants to create more in depth and inclusive offerings.

Once the project is complete, in addition to increased out-of-region marketing, we will also add a lodging link on our website to create an easy pathway for visitors to connect with local facilities and further build our relationship with those vendors.

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	35160	25
Year 2	40434	30
Year 3	48520	35

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).

Beginning in fall 2025 we will conduct point of sale questionnaires that include categories such as visitor status, home address, lodging and dining plans and more. This will provide hard data for us to track our growth and tourism impact for Buncombe County for all the years to come.

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.

It is currently very common for out of town visitors to attend 1-2 times while visiting Black Mountain and the Swannanoa Valley. With the expansion of our outdoor patio and rooftop deck that will allow for non-ticketed performance space that also includes access to refreshments and public art, we can only image that a 1-3 times trip is a conservative estimate for visitation.

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

Yes. We are constantly and consistently partnering with other town tourism based entities to offer group packages and themed weekend retreated in order to drive tourist during periods of low visitation. We believe that with this expansion and improvement, these offerings will only become more attractive for out out-of-market visitors.

Additionally, the patio and upper deck, will include heating sources so that these areas can be used throughout the year.

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

The White Horse uses ticket sales to estimate our total annual visitation numbers and uses data from our membership and newsletter databases to estimate out-of-market visitors. Moving forward, our point of sale questionnaire will more accurately measure of both of these datapoints as well as lodging and dining expectations.

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?

2

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?

8-14

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 White Horse Community Patio will serve both visitors and community residents alike. This expanded, four season, space will allow us to host more events, more community organizations in their gathering

and fundraising efforts, will provide more income that can ultimately be reinvested in community projects. Simultaneously, this increase in programming space and events will increase and elevate art-based events in our county that will further increase tourism.

This project will elevate one of the most visible sites in Black Mountain, increase community space and elevate the experience of anyone who visits. We have worked hard to create an innovative nonprofit model that creates a mutually beneficial relationship between our local community's health and the growth of the local tourism economy.

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

This project will allow the White Horse to greatly increase the variety and diversity of artists performing on our stages. We believe that the sharing of deeply diverse art creates avenues for understanding and respect among many different types of community members and patrons.

Additionally, as a part of our core mission, we engage in music history education. This expanded event space will broaden the ways we can engage with this part of our mission and expand the educational development of our visitors. We find that this education is key in developing a deeper respect for cultures and people and aids in the authentic exchange between educator/artist and visitor.

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

While the White Horse has long been committed to providing a diverse collection of music and performers on our stage, this project empowers our organization with increased avenues to bring this commitment into more vivid practice.

With the increased stage space, we will be able to host a much wider variety of artists and events that will undoubtedly attract a more diverse audience. As a part of this programming increase, we will also widen our marketing net and intentionally focus on marketing presence in under represented communities.

This expansion also creates the possibility of hosting culturally themed gatherings with event space to host dance, music, presentation or film. We will use this expansion to facilitate old and new relationships that foster this diversity.

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

Not only does this project allow the White Horse to more fully support local musical artists with increased stage opportunities, the increased income from the patio and rooftop deck will also allow us to book larger acts for our main stage, therefore increasing the artistic variety provided in Buncombe County.

Additionally, the project will provide more adequate space for maker markets and offer additional avenues of income for hundreds of our region's artists!

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

This project brings our mission into a more full iteration and allows us to lean deeply into our core beliefs as an arts organization in the region.

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.



Stepstone Deeds - GWD - signed.pdf.pdf

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



990.pdf

List of your organization's Board of Directors and affiliations



Board Members - White Horse Blackpdf

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







Phase 2 Architect Plans-2.pdf

Completed Room Night Calculator



WH Buncombe County Room Night Ca....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).



White Horse Community Patio Projec... .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.



27 Berry Lane.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.



WHSS Budget vs Actual 06.30.2025 (... .xlsx

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

 WHSS Budget vs Actual 2024.xlsx

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

 WHSS Stmt of FP-June 2025 and Dec... .xlsx

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

 Letter of Support for White Horse_TDA.pdf

 BRNHA Support White Horse Black M... .pdf

 P.King Town Council Letter of Support-2.pdf

Any additional supporting documentation (optional).

 Support Letter - BMCC - TPDF-2.pdf

Terms of Agreement