

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: February 20, 2018

SUBJECT: Etowah Park Facility TDA Grant

PRESENTER: Carleen Dixon, Parks and Recreation Director

ATTACHMENTS: Yes
1) TDA Grant Application

SUMMARY OF REQUEST:

On January 7, 2019, the Board of Commissioners discussed existing facilities at Jackson Park and Etowah Park and their ability to accommodate the planned tournament season. The Board received information from the Executive Director of the Tourism Development Authority (TDA) about grants offered through their organization. Staff has prepared a Product Development Grant Application. The application requests grant funding for two portable restroom trailers, restroom facility expansion, and field renovations at Etowah Park. Staff was directed to prepare a grant application to the TDA, see attached Product Development Grant.

BOARD ACTION REQUESTED:

Board action concerning the submittal of this grant application is requested.

Suggested Motion(s):

I move to submit the Product Development Grant application to the Tourism Development Authority.



**HENDERSON COUNTY TOURISM DEVELOPMENT AUTHORITY (HCTDA)
PRODUCT DEVELOPMENT GRANT APPLICATION**

Date of Application: _____

GRANTEE INFORMATION

Name of Organization/Business applying for PD Grant: Henderson County Parks and Recreation

Project Title: Parks Restroom Facility Expansion

Contact Person Title Carleen Dixon, Parks & Recreation Director

Address 708 S. Grove St. Hendersonville, NC 28792

Phone 828-697-4884 Fax _____ Cell _____

Email: cdixon@hendersoncountync.gov Website: www.hendersoncountync.gov

Federal Tax ID#: 41-0852411

FOR PROFIT INCORPORATED YES NO

NON PROFIT – 501C STATUS YES NO OTHER: Local Government

Requested Grant Amount: \$949,017 **Total Project Cost:** \$949,017

ATTACHMENTS REQUIRED WITH APPLICATION:

- List of the Board of Trustees/Directors) and/or management team for the applying organization/business.
- Complete and detailed project description
- Budget for the project request
- Documentation of other funding (grants, cash match, sponsorships, donations, etc.)
- Certified cost estimates (Bricks & Mortar)
- Budget - Revenue & Expenses (All project applications)
- Marketing Plan promoting the development of funded project including required HCTDA recognition

ELIGIBILITY

Which of the following best describes the focus of your project?

- | | |
|--|--|
| <input type="checkbox"/> Development of Plans/Studies that support the tourism industry | <input checked="" type="checkbox"/> Festival |
| <input checked="" type="checkbox"/> Performances | <input type="checkbox"/> Historic Preservation project |
| <input type="checkbox"/> Art Project | <input type="checkbox"/> Exhibit |
| <input checked="" type="checkbox"/> Culture, Heritage, Nature/Outdoor based attraction enhancement | <input type="checkbox"/> Directional Signage (HCTDA Standards) |
| <input checked="" type="checkbox"/> Other projects that expand, strengthen and sustain local tourism | |

Describe:
Expansion of existing restroom facilities at Etowah Park and
purchase of portable restroom trailers to be used for
tournament and park events. Field renovations for increased
durability and playing experience.

PRODUCT INFORMATION

Briefly describe project scope: _____

This project will be completed in two phases. First, purchase two commercial restroom trailers to meet the immediate need of higher park use while providing a long term, flexible solution. The second phase is to expand the existing restroom facility at Etowah Park and complete field renovations.

Location of product (Bricks & Mortar): Etowah Park - 449 Etowah School Rd. Hendersonville, NC 28793

or Date(s) of Event: _____ Event location: _____

Goals of the product: Drive tourism and economic development by creating a competitive tournament facility.

Provide adequate facilities for increased number of park visitors due to higher volume of use during sports tournaments throughout the year.

Date work to begin on project/event: January 28, 2019 Expected completion date: Phase 1: April 2019
Phase 2: November 2019

GENERAL CRITERIA

Will your product/program/event increase visitation to Henderson County? YES NO

What is the estimated number of visitors to your event/attraction for the: 1st Year 7000 3rd Year 10000 5th Year 13000

Provide an estimated percentage of attendees/users served by product:

Local 50% 40 miles away 15% 100 miles away 35% 500 miles away _____ Further _____

What is the estimated number of visitors that will stay in local accommodations? 35-50% for each tournament

Have grants been awarded or applied to your organization/business for this same product in the past? YES NO
If yes, list years received, type and amount of grant(s):

GRANTEE COMMENTS

Pitch why your organization/business thinks your product will be successful and positively impact our local economy:

Henderson County parks hosted eight tournaments in 2018. For 2019, 25 tournaments are booked with more waiting to be scheduled. These tournaments will be held primarily at Etowah Park and Jackson Park. With improvements to the park facilities, Henderson County will be able to attract and host a greater number of people at each tournament and handle more tournaments throughout the year to have a greater economic impact on the community. Currently, projected economic impact for the 8 month tournament season, March through October, is estimated to be \$1,500,000.00 to 2,000,000.00. The proposed improvements to the park facilities will meet the needs of greater park use and make Henderson County parks more attractive for future tournaments.

SIGNATURE REQUIRED

Your signature on this application affirms that you legally represent the grantee (organization/business) in requesting funds from HCTDA and indicates that you read & accepted the Product Development Grant Guidelines.

Required _____ Date _____
Signature

Printed Name Phone _____

REIMBURSEMENT

If proposed project receives a grant from HCTDA, all required documentation should be submitted by deadline set by Grant Committee. Provide the following information for check processing purposes:

Mail Check To: Henderson County
Organization/Business Name
Parks and Recreation Department
Attention
1 Historic Courthouse Sq. Suite 1
Street Address
Hendersonville NC 28792
City State Zip

REQUIRED PRODUCT SUMMARY

Applicants are required to submit Product Development Summary Documents to HCTDA no later than **thirty days** after project completion provided in the application. Documents must include the following:

- Final Budget (Revenues/Expenses)
- Marketing materials recognizing HCTDA as funding source
- Economic Impact Survey Summary (All Projects Except Bricks & Mortar)
- Brief Project Summary
- Timeline Pictures of Project



Henderson County Tourism Development Authority Product Development Grant Application

List of Management Team:

-Carleen Dixon, Parks and Recreation Director

Project Description:

The Henderson County Parks and Recreation Department has attracted multiple large tournaments to be held at Jackson and Etowah Parks. The success of these tournaments has created a desirability to hold more tournaments at Henderson County park facilities. For this upcoming year, Henderson County is scheduled to hold close to 30 tournaments for Baseball and Softball at Jackson and Etowah Parks having an economic impact of \$1.5 to \$2 million. The project the county is proposing will help ensure success in hosting these numerous tournaments and attract more in coming years. To meet the needs of higher park use during tournament season, the county is proposing a restroom facility expansion and field renovation at Etowah Park, and the purchase of two commercial restroom trailers. The restroom trailers will provide an immediate solution during construction and provide availability for use at community events in other locations.

The expansion of restroom facilities will be completed in two phases. Phase one will be completed by purchasing two commercial restroom trailers each with a six-person capacity each. The two restroom trailers will allow for an immediate solution for higher park use while phase two is being constructed. The restroom trailers will also provide a flexible solution to use throughout all Henderson County parks when the needs arise and at partner community events when they occur. The total cost of Phase One is \$89,017. Phase two of this project is construction of an expansion to the existing restroom facility at Etowah Park. The construction is proposed to be completed over 4 to 5 months with an estimated cost of \$110,000. Once construction is complete the expansion will bring the total restroom capacity to 4 water closets for both men and women.

The county is also requesting grant funding for field renovations at Etowah Park. Renovations to the fields used for tournaments will increase the durability of the field and improve the playing surface for the many teams involved in the events throughout the tournament season. The renovations will address drainage issues and rebuild the field surfaces on all four fields for a total estimated cost of \$750,000. The renovations will make the fields a prime attraction for teams and make Henderson County stand out from other tournament series venues, attracting more events to be held at county park facilities.

The total amount of this grant request is \$949,017.



1. Example of portable commercial restroom trailer.



2. Etowah Park fields and existing facility building



3. Etowah Park Existing Facility Building