

## 2022-2023 Henderson County TDA Grant Program Application

|   |   |
|---|---|
| <b>How did you hear about the HCTDA Grants Program?</b>                                 | Online  |
| <b>Business/Organization</b>  | City Of Hendersonville Parks Department   |
| <b>Type of Business/Organization</b>  | Government  |
| <b>Are you applying for a lodging property?</b>   | No  |
| <b>Contact Person</b>   | Mark Stierwalt  |
| <b>Job Title</b>  | Superintendent of Parks   |
| <b>Mailing Address</b>  | 305 Williams Street<br>Hendersonville, NC 28792   |
| <b>Phone</b>  | (828) 230-6508  |
| <b>Email</b>  | mstierwalt@hvlnc.gov  |
| <b>NC Business Registration</b>   | <a href="https://www.formstack.com/admin/download/file/14039109818">https://www.formstack.com/admin/download/file/14039109818</a> |
| <b>Federal Tax ID</b>   | 56-6001242  |
| <b>How long has the business/organization been in operation in Henderson County?</b>    | 176 years   |
| <b>Identify key members of the organization:</b>  | Mayor- Barbara Volk, City Manager - John Connet, Director Of Public Works- Tom Wooten   |
| <b>Identify and describe any pending legal action against you or your organization:</b> | None that I know of personally.   |
| <b>Type of Grant Applying For:</b>  | Destination Enhancement Grant   |
| <b>Name of Project/Event</b>  | Hendersonville Parks Disc Golf Course (To be named soon).   |

## 2022-2023 Destination Enhancement Grants Application

|                              |              |
|------------------------------|--------------|
| <b>Start date of project</b> | May 01, 2023 |
| <b>End date of project</b>   | Jul 01, 2023 |

|   |   |
|---|---|
| <b>Project Location</b>   | 96 Balfour Rd<br>Hendersonville, NC 28792   |
| <b>Grant Amount Requested</b>   | 20000.00  |
| <b>Would you be able to complete your project with partial funding?</b> | Yes   |
| <b>What is the lowest amount you could accept?</b>                      | 1   |
| <b>Why?</b>   | The course could open without signage, nor amenities, but this would not be setting it up for success and damage it's reputation. It could also open without as less holes. But the goal is to get tournaments and help create a buzz in the disc golf community which will promote it exponentially faster and keep the course at a much higher rating. A higher rating corresponds directly to higher usage from travelers and competitors who depend on ratings to decide where they will play. If we do not receive the full amount the project will likely stall as we want to set it up for success and the greatest impact.  |
| <b>Overview of project</b>  | Our Parks Department has recognized the need for another disc golf course in Henderson County as disc golf continues to gain popularity. The City of Hendersonville parks Department s building a new disc golf course near Kimberly Clark on Balfour rd, approximately 5 minutes north of downtown Hendersonville. This Disc golf course would be a full scale 18 hole course with a wide range of shots to challenge even the most experienced players, while also catering to younger and developing players. From wide open campus style holes to densely forested corridor holes, this location is ideal for a well rounded and diverse course. It offers changes in elevation, play in the shade an sun, a view of the historic quarry pond, short and long shots, greenway access, ample parking, and easy access from interstate 26 and Hwy 25. It will also feature a putting zone that will also act as mini course for kids. |

**How many people do you expect to use your project? Please include total use and daily use projections.**

Disc golf is one of the fastest growing sports in the country and the demand for quality courses is increasing at an alarming rate. According to HCPR, their disc golf course sees the most consistent use of any of the amenities in Jackson Park. It sees daily, year round usage and has exceeded anyone's expectations. There are sanctioned tournaments (that sell out) multiple times a month and folks are travelling to not just compete here, but also for recreational play as well. There is currently enough demand to host weekly mid week tournaments at Jackson Park. We used the same course designer for Jackson Park's course, Jay McCarthy and laid out a beautiful yet very different course, so that the two courses will complement each other. The new course would be a bit shorter making it easier and more enjoyable for most players. A new high school league has formed and is also competing for space. The Jackson Park course is also very busy in the afternoons making it less than ideal for a team practice. According to our course designer, he expects no less than an average of 500 rounds per week on the new course. There will be ample parking and access from the Oklawaha Greenway and the upcoming Clear Creek Greenway.

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**Description Area**

This ROI calculator is used to determine the number of overnight stays it would take for HCTDA to see a return on our investment into your project. The number of room nights would be spread out over multiple years. The calculator is setup to automatically calculate the ROI based off the amount of funds you have requested at the beginning of this application.

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**Grant Amount Requested**

20000.00

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**Average daily rate for all Henderson County lodging, Sep 2021 - Aug 2022**

152.15

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**Total room nights required for payback of 5% occupancy tax at current ADR**

2629

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**Description Area**

Since the HCTDA is required by state law to invest in activities that generate paid overnight stays in Henderson County, this return on investment (ROI) calculation will assist the committee in determining the impact of your event or project. It is only one tool used by the committee to evaluate the strength of your application.

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**Describe how this project will become self-sustaining over time?**

This project will be instantly self sustaining. The City will maintain the course and just need help with the new equipment, concrete pads, construction, and signage. The city owns the land and which is currently unutilized.

**How will this project impact business in Henderson County and why? How will this project benefit Henderson County residents? How will this project attract tourists or business travelers to Henderson County?**

The course can easily hold 100+ players at a time. Sanctioned tournaments will take place monthly, at a minimum, with approximately 72 players per tournament. When a tournament director combines this course with the Jackson Park course, for a larger tournament, then the field jumps to around 180 competitors (not including family members). Tourists will also take advantage of the opportunity to play both courses. Players average 2-4 hours per round and often visit restaurants and breweries afterwards. Regional recreational players also travel to play courses and will use local businesses when visiting. Higher ranked competitive players will arrive multiple days before tournaments and have several practice rounds over multiple days before typical PDGA sanctioned tournaments. Multiday tournaments will also be scheduled with an average 3 night stay.

**Describe your marketing plans. Will there be a social media presence, any paid ads, collateral or media partners? How do you plan to reach people outside of the Greenville-Spartanburg-Anderson DMA? What is your target market for this project? What destination(s) outside of the Greenville-Spartanburg-Anderson DMA do you expect to use this project and why?**

The Disc golf Community has a strong social media presence and will promote this course. Players also use Disc Golf Apps, like UDisc, to seek out highly rated courses for when planning for travel. These apps are also used for scoring the round and invite players to comment and rate the course. The higher the community ranks the course the more folks will come from out of town to use it. So our best marketing strategy is to invest in the quality of the course from the beginning. The Western North Carolina Disc Golf Association has expressed interest hosting tournaments and also offered volunteer work days when building the course. By becoming an championship rated course, we will be able to host sanctioned PDGA tournaments which will also be promoted by the PDGA website and calendar. This will bring in more players from the Charlotte, Atlanta, Raleigh, Wilmington, Columbia, Charleston and Knoxville. The City of Hendersonville will also use its website and social media to promote the course.

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**Description Area**

Greenville-Spartanburg-Anderson DMA

**What other funding source(s) are there for this project? Will you be able to match the amount of funding requested from different sources? Are there other sponsors already committed?**

The WNCDDGA has offered to host multiple fundraising tournaments to help fund the construction and to help elevate the quality of the course. These tournaments are currently being scheduled. They estimate \$1000-3000 per event. The COH is also pursuing naming rights and considering sponsors for individual holes. Our goal is to double the requested amount offering both beginner and advanced baskets and tee pads for most holes. Once operational, we will also have benches for each hole. The City of Hendersonville will be covering the remainder.

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**Description Area**

A budget is required by all applicants. Please fill out the fields below. Please attach budget and most recent complete year financial statement for the business/organization.&nbsp;  Click here to download a budget template.

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**Project Budget**

<https://www.formstack.com/admin/download/file/14039109841>

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**Most recent complete year financial statement for the business/ organization**<https://www.formstack.com/admin/download/file/14039109842>**Any other documentation you think is pertinent to this project**<https://www.formstack.com/admin/download/file/14039109844>

|                  |              |
|------------------|--------------|
| Description Area | Income&nbsp; |
|------------------|--------------|

|                     |          |
|---------------------|----------|
| TDA Grant Requested | 20000.00 |
|---------------------|----------|

|                    |          |
|--------------------|----------|
| 50% Matching Funds | 20000.00 |
|--------------------|----------|

|               |         |
|---------------|---------|
| Other Funding | 6500.00 |
|---------------|---------|

|              |          |
|--------------|----------|
| Total Income | 46500.00 |
|--------------|----------|

|                  |          |
|------------------|----------|
| Description Area | Expenses |
|------------------|----------|

|         |          |
|---------|----------|
| Project | 44000.00 |
|---------|----------|

|                |         |
|----------------|---------|
| Other Expenses | 2500.00 |
|----------------|---------|

|                |          |
|----------------|----------|
| Total Expenses | 46500.00 |
|----------------|----------|

|            |      |
|------------|------|
| Net Income | 0.00 |
|------------|------|

|                  |   |
|------------------|---|
| Description Area | Please attach three letters of support from persons not directly associated with the applicant business/organization or its partners. |
|------------------|---|

|                     |   |
|---------------------|---|
| Letter of Support 1 | <a href="https://www.formstack.com/admin/download/file/14039109860">https://www.formstack.com/admin/download/file/14039109860</a> |
|---------------------|---|

|                     |   |
|---------------------|---|
| Letter of Support 2 | <a href="https://www.formstack.com/admin/download/file/14039109861">https://www.formstack.com/admin/download/file/14039109861</a> |
|---------------------|---|

|                     |   |
|---------------------|---|
| Letter of Support 3 | <a href="https://www.formstack.com/admin/download/file/14039109862">https://www.formstack.com/admin/download/file/14039109862</a> |
|---------------------|---|

**Application Acknowledgement**

|                  |   |
|------------------|---|
| Description Area | Once you hit submit on this application you will receive an email with a PDF copy of your application you submitted. If you find any errors please notify Amy at <a href="mailto:events@visithendersonvillenc.org">events@visithendersonvillenc.org</a> . You will also receive an email from Adobe Sign after this application is submitted for you to sign your completed application. Applications are incomplete until you complete the signature process through Adobe Sign. |
|------------------|---|

|                                 |       |
|---------------------------------|-------|
| I have read the above statement | Agree |
|---------------------------------|-------|

|                        |                |
|------------------------|----------------|
| Applicant Printed Name | Mark Stierwalt |
|------------------------|----------------|

|      |              |
|------|--------------|
| Date | Jan 19, 2023 |
|------|--------------|

**Grant Approval**



Henderson County Tourism

201 S Main Street | Hendersonville, NC 28792

www.VisitHendersonvilleNC.org | 828-693-9708

## 2022-2023 HCTDA Destination Enhancement Grant Application

Name of Project: Hendersonville Parks Disc Golf Course (To be named soon).

Contact Person: Mark Stierwalt

By signing below, you acknowledge that you understand and agree to the terms and conditions contained within this application.

### Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying grant funds or in carrying out the festival/event as set forth in the proposal.

### Sole Discretion:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

### Terms of Application:

I hereby acknowledge that I have reviewed and understand the terms of this application. I further acknowledge that I have reviewed and understand the [Destination Enhancement Grant Guidelines](#).

### Public Records:

I understand and acknowledge that the HCTDA is a quasi-public entity subject to Chapter 132 of the North Carolina General Statutes. Any materials submitted as part of this application and any documentation regarding any funding received are subject to disclosure to any party, public or private, upon request.

### Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, 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.

Mark Stierwalt

Jan 19, 2023

mstierwalt@hvlnc.gov

Handwritten signature of Mark Stierwalt in blue ink.

Mark Stierwalt (Jan 20, 2023 13:37 EST)

# Destination Enhancement Grants Budget Worksheet

| Income: |   |  | Amount:      |  |  |  |  |
|---------|---|--|--------------|--|--|--|--|
|         | <b>TDA Grant Requested:(Amt of monies being requested)</b>                              |  | \$20,000.00  |  |  |  |  |
|         |   |  |              |  |  |  |  |
|         | <b>Other Funding:(Monies you have for the project, other partners, or other grants)</b> |  |              |  |  |  |  |
|         | COH   |  | \$24,500.00  |  |  |  |  |
|         | WNCDGA  |  | \$2,500.00   |  |  |  |  |
|         |   |  |              |  |  |  |  |
|         |   |  |              |  |  |  |  |
|         | <b>Total Income:(Total of TDA Grant Request &amp; Other Funding)</b>                    |  | \$ 46,500.00 |  |  |  |  |
|         |   |  |              |  |  |  |  |
|         |   |  |              |  |  |  |  |

| Expenses: |   |  |             |  |  |  |  |
|-----------|---|--|-------------|--|--|--|--|
|           | <b>Project: (Total of project)</b>                                  |  | \$46,500.00 |  |  |  |  |
|           |   |  |             |  |  |  |  |
|           | <b>Other Expenses:(Break down of all expenses for the project:)</b> |  |             |  |  |  |  |
|           | Concrete Pads (COH)   |  | \$18,500.00 |  |  |  |  |
|           | Baskets (24)  |  | \$12,500.00 |  |  |  |  |
|           | Signage   |  | \$3,500.00  |  |  |  |  |
|           | Benches   |  | \$4,500.00  |  |  |  |  |
|           | Trash cans  |  | \$2,500.00  |  |  |  |  |
|           | Course Designer   |  | \$2,500.00  |  |  |  |  |
|           | Parking Lot Improvements (COH)                                      |  | \$2,500.00  |  |  |  |  |
|           |   |  |             |  |  |  |  |
|           | <b>Total Expenses:(Total of Project &amp; Other expenses)</b>       |  | \$46,500.00 |  |  |  |  |
|           |   |  |             |  |  |  |  |
|           | <b>Net Income:(Total Income - Total Expenses)</b>                   |  | \$0.00      |  |  |  |  |

You can use this budget template to complete your detailed budget or you can use your own budget template

## Alessi Insurance Services

Health - Life - Annuities

To whom it may concern,

Alessi Insurance Services cares about the kids of the community and the overall health of our residents. We are willing to contribute \$2,500 to the cause and get a quality course at Berkeley Park. I would love to speak to anyone who opposes this or needs more knowledge of the benefits of this great cause.

Please contact me if you have any questions.

Michael Alessi.

404-273-3555



Dear Grant Selection Committee,

As Director of the Henderson County Parks and Recreation I fully endorse and welcome the addition of the City of Hendersonville's new Disc Golf Course. Our disc golf course at Jackson Park has been overwhelmingly successful and the usage has far exceeded our expectations. We host tournaments multiple times a month with players from surrounding states attending regularly. It is not uncommon to have between 100-200 rounds per day, and the course sees year-round usage. The addition of another course in Henderson County would be a huge benefit to our department as Disc Golf continues to be one of, if not the fastest growing sport in the country. The demand is only increasing, and we are noticing more and more out of state plates in our parking lots. This new course should be an instant success and will benefit our community, offering a more diverse palette for recreation. Please support this project as much as possible.

Bruce Gilliam – Henderson County Parks and Recreation

A handwritten signature in dark ink, appearing to read "Bruce Gilliam". The signature is fluid and cursive, with the first name "Bruce" written in a larger, more prominent script than the last name "Gilliam".

Hello Henderson County TDA,

January 11, 2023

As the President of the Western North Carolina Disc Golf Association (WNCDGA) I give my full support for the City of Hendersonville Parks department's efforts to expand the parks system with a new disc golf course. With our work in the WNCDGA we have had great community improvement through the building of disc golf courses throughout Western North Carolina and beyond. The growth of the sport of disc golf and what the sport brings to Park's departments, cities, and communities in general has only been a positive from my prospective. Being a less expensive and incredibly approachable outdoor activity has drawn many demographics to the sport and instilled a sense of belonging for many across the world over the last 40 years. Not only do we provide accessible outdoor activities, but we also preserve valuable land and ecosystems necessary for community sustainability.

The growth of the sport has been traceable with the number of members of the Professional Disc Golf Association; Growing from just over 15,000 members in 2010 to nearly 250,000 as of the end of 2022. The events and fundraising through these events are benefiting communities, non-profits, Park's departments, and tourism greatly in this area. The work that WNCDGA itself can accomplish on a year-to-year basis through fundraising for Manna Food Bank, Make a Wish foundation, and Eblen charities, to name a few, can be used as an example of the passion of the players and community of disc golf. In 2022 our club was able to raise nearly \$5000 dollars annually for these charities and more, and we are just one club of many in the area.

Western North Carolina is a growing disc golf hub with attractive courses and retail markets bringing thousands from around the country. Many major tournaments within the PDGA professional tour are within an hour or two of Hendersonville including Charlotte, Rock Hill, Marion, Alpharetta, Fall Branch, and many others. With the proximity to these major events, that bring thousands of spectators, the potentiality of a major event happening in our towns are getting closer and closer. With the existing tourism in our area, as well as the vast availability of lodging, parking, and transportation in general, this isn't out of the question to happen within the next year or so. The more we grow the disc golf scene in this area, the greater the opportunity to bring more dollars to our local economies through these major events, as well as additional tourism and visitation to our local courses.

We, the WNCDGA, fully support these efforts. And I, as an employee of Ocean 10 Security, also support this effort. Ocean 10 has been providing security and surveillance for the Hendersonville HA to improve and protect these communities. I believe rapidly accessible activities for these communities can only benefit the health and well-being of Hendersonville as a whole.

Thank you for your time, we are excited at the prospect of a new project and WNCDGA is ready to assist to make this project reality.

*Jordan Adams*

*Project Manager*

O: 828-484-1481 x502

C: 828-808-1407





280 South Beaumont Street

Asheville, NC 28801

(828) 577-9773

To whom it may concern,

As the lead designer with the Disc Golf Design Group, I can attest to the popularity of the sport.... we are currently designing/building 7 courses in the WNC region. Adding a disc golf course at Berkeley Mills Park would be a wonderful addition to the community! Henderson County will greatly benefit from this course on numerous fronts. The site selected is a worthy location with a wide range of shot selection and the course will play well year round. Deep shady sections in the summer and full to partial sun in the winter. The unique view of the historic quarry pond will also offer an unexpected treat for players.

Disc golf is one of the fastest growing and most popular sports in the country. Whole families (and pets too!!) can enjoy a round of golf together. Jackson Park is very busy with some weeks in the summer hosting 1500 rounds of disc golf. As you can tell from those numbers, the course is extremely popular for locals, players from neighboring states, and even folks on business trips from other countries. Disc golf tourism is huge and only growing! This course will complement the Jackson Park Course being more user friendly and will play a bit shorter, appealing to a wider range of players.

We have a very active disc golf club based in Asheville (Western North Carolina Disc Golf Association-WNCDGA). We host fund-raising tournaments for local charities, we have multiple leagues including Juniors, Women, Masters. There is also a High School league in which many schools teams travel to different courses and compete for the season title.

We would love to see the disc golf course at Berkeley become reality. "Build it and they will come!" ....in droves!!

Thanks for your consideration and hope you have a great day!

Sincerely,

Jay McCarthy

