



One-Time Project Fund Application 2022

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Lynn Collins or Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):	Lake Junaluska Assembly	
2. Name of Event/Project:	Lake Junaluska Overlook & Connector Trail	
3. ZIP Code for Event/Project:	28745	
4. Date(s) of Event/Project:	2022 - 2023	
5. Website (if applicable):	www.lakejunaluska.com	
6. Event/Project Location:	Area between the Terrace Hotel and the Warren Center	
7. Mailing Address:	PO Box 67 Lake Junaluska, NC 28745	
8. Contact Person:	Rebecca Mathis	
9. Telephone Numbers:	Office: (828) 454-6760	Cell: (828) 226-0754
10. Email Address:	rmathis@lakejunaluska.com	
11. Grant Amount Requested:	\$100,000	

12. Briefly describe your project. (If you have any drawings, photos or renderings, please submit with application.)

Project Type: Greenway Project & Expanding Local Tourism

Lake Junaluska Conference and Retreat Center has developed a phased plan to improve pedestrian access between the Terrace Hotel, the Susanna Wesley Garden and the Warren Center (the former World Methodist Museum building). This multi-phase plan will improve the destination experience for overnight guests and day visitors to the grounds as well as create a new event space for Haywood County. This shovel-ready project will create substantial new and incremental overnight stays in Haywood County. Guests can book overnight stays at the Terrace Hotel and reserve event space in the neighboring Warren Center.

Project Background:

In early 2021, Lake Junaluska Assembly repurchased two buildings located in the heart of the grounds from the World Methodist Council. Since that time, we have engaged with an architect and a landscape architect to create a comprehensive plan to 1) renovate the former museum building to become a multi-purpose event center, 2) refurbish the Susanna Wesley Garden, and 3) create a paved pedestrian trail that connects the Terrace Hotel to the Warren Center (former museum

13. Does a similar project already exist in Western North Carolina or Haywood County? Please describe how your project will attract visitors and create room nights.

A visit to Lake Junaluska is a unique Haywood County experience. While lakes, mountains, hotels, hiking trails, walking paths, golf courses, and event venues are found throughout Haywood County, there is nowhere else in Haywood County where all of those things are located in the same place.

This project will attract visitors because it will enhance the overall guest experience at Lake Junaluska and will make it a more appealing destination, especially for event planners who are looking for a walkable destination with lodging and event space located within close proximity to one another. Creating an intentional pathway between the Terrace Hotel and the Warren Center is an

14. Will this project include a marketing plan? How much do you plan to invest annually on marketing more than 50 miles away from Haywood County?

This project will include a marketing plan. Lake Junaluska will invest \$42,000 annually on campaigns that reach audiences who live more than 50 miles away from Haywood County, including paid social media posts, Visit NC digital advertising, Romantic Asheville digital advertising, TripAdvisor Sponsored ads, targeted e-news campaigns and ads in regional visitors guides. We will also pitch Lake Junaluska stories and events to regional media outlets such as NC Weekend, Tar Heel

15. Has a feasibility study been completed? YES or NO If yes, please submit with application.

☒ YES

☐ NO

16. What is the total budget of your proposed project?

\$250,000

17. Will you secure at least the same amount of funding you are applying for? Must be a 50%.



YES



NO

18. If you receive OTPF funding, will it be the first funding committed for this project?



YES



NO

19. LIST the current funding for your project:

Source	Amount	Secured	Pending
Charitable Donations	\$150,000	\$150,000	

20. How many guests or visitors do you expect to come to your project once completed?

Year 1

7,325

Year 2

11,450

Year 3

19,025

21. Explain how you came up with your numbers above.

The Warren Center will ultimately be a venue for private bookings, whether for a wedding reception, banquet for up to 240 people, educational lecture, family or organizational gathering, etc. Many of the guests utilizing the venue will be walking over from the Terrace Hotel. The Susanna Wesley Garden will additionally be another reason for our leisure guests to use the connector trail. The views at the top of the connector are sure to be some of the best views in the area.

The number of guests expected to use the trail are estimated below.

Year 1:

22. Projected break ground date?

Winter 2022

23. Completion date of project?

Winter 2023

24. If different, projected opening date?

Spring/Summer 2024

25. Please add any additional information you deem relevant.

Please review attached drawings of the Lake Junaluska Overlook and Connector Trail.

Please sign below the following statements, acknowledging that you understand and agree to them, and all contained within the 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 Fundee, its employees or agents, in applying for or accepting the grant, in expending or applying funds or in carrying out the project as set forth in the proposal.

Sole Discretion:

All elements of the HCTDA One-Time Project Fund are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Funds awarded within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

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.

Submission Information:

To be considered for project funding, a completed application should be provided to the below address or digitally to: lynn@visitncsmokies.com

Applicant Signature:

Rebecca C Mathis

Date:

4/28/22

Applicant Printed Name:

Rebecca Mathis

One-Time Project Fund Application 2022 Lake Junaluska Overlook & Connector Trail

12. Briefly describe your project.

Project Type: Greenway Project & Expanding Local Tourism

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Project Background:

In early 2021, Lake Junaluska Assembly repurchased two buildings located in the heart of the grounds from the World Methodist Council. Since that time, we have engaged with an architect and a landscape architect to create a comprehensive plan to 1) renovate the former museum building to become a multi-purpose event center, 2) refurbish the Susanna Wesley Garden, and 3) create a paved pedestrian trail that connects the Terrace Hotel to the Warren Center (former museum building).

Lake Junaluska Overlook & Connector Trail:

Haywood TDA One-Time Project Funds will go towards Phase 1 of this project, which is building an overlook and connecting trail. Phase 1 includes creating an overlook that will become a tourist destination point (see attached drawing). Guests from the Terrace Hotel will be able to walk out of the hotel to a beautiful vantage point overlooking the lake. Then, they will be able to walk down a pathway that will lead into the scenic Susanna Wesley Garden. The pathway will extend to the new entrance of the Warren Center, creating a safe and scenic walkway from lodging accommodations to newly renovated event space. The Overlook will become a destination point in its own right. Both overnight visitors and day visitors will enjoy its viewpoint. The connector trail will also be utilized by a wide-range of visitors to the grounds, improving the experience of tourists who visit.

13. Does a similar project already exist in Western North Carolina or Haywood County?

A visit to Lake Junaluska is a unique Haywood County experience. While lakes, mountains, hotels, hiking trails, walking paths, golf courses, and event venues are found throughout Haywood County, there is nowhere else in Haywood County where all of those things are located in the same place.

This project will attract visitors because it will enhance the overall guest experience at Lake Junaluska and will make it a more appealing destination, especially for event planners who are looking for a walkable destination with lodging and event space located within close proximity to one another. Creating an intentional pathway between the Terrace Hotel and the Warren Center is an essential part of increasing room nights at the Terrace Hotel.

Once the renovations to the Warren Center are complete, the venue will provide multi-purpose event space with catering capabilities. It will be an ideal location for weddings, wedding receptions, conference gatherings, banquets, family reunions, award ceremonies, lectures, educational events, etc. Guests will be able to conveniently walk between lodging at the Terrace Hotel and their specific event. (Imagine an entire wedding party and guests staying at the Terrace Hotel for a weekend wedding event held at the Warren Center. Or, envision a state-wide organization hosting a banquet and events in the Warren Center while reserving the entire Terrace Hotel for several week nights.)

Additionally, this project will beautify the grounds for all visitors to enjoy. Lake Junaluska is known for its walking trail that encircles the lake. The overlook and connector trail will tie into the pathways that lead into the Susanna Wesley Garden as well as the Lake Junaluska Rose Walk.

With TDA One-Time Project Fund support, the addition of this new overlook and connector trail combined with the unique setting will create additional leisure room nights and draw more tourists to this one-of-a kind mountain lake destination.

14. Will this project include a marketing plan?

This project will include a marketing plan. Lake Junaluska will invest \$42,000 annually on campaigns that reach audiences who live more than 50 miles away from Haywood County, including paid social media posts, Visit NC digital advertising, Romantic Asheville digital advertising, TripAdvisor Sponsored ads, targeted e-news campaigns and ads in regional visitors guides. We will also pitch Lake Junaluska stories and events to regional media outlets such as NC Weekend, Tar Heel Traveler and Our State Magazine, as well as to travel writers and influencers to gain television, digital and print coverage. We will also market the new overlook, connector trail and event center to group planners, wedding planners and event planners throughout the region.

21. Explain how you came up with your numbers above.

The Warren Center will ultimately be a venue for private bookings, whether for a wedding reception, banquet for up to 240 people, educational lecture, family or organizational gathering, etc. Many of the guests utilizing the venue will be walking over from the Terrace Hotel. The Susanna Wesley Garden will additionally be another reason for our leisure guests to use the connector trail. The views at the top of the connector are sure to be some of the best views in the area.

The number of guests expected to use the trail are estimated below.

Year 1:

20 Wedding Receptions with weddings on the outdoor lawn – Varies in size from 75 – 200 people each event (Currently in 2022, we will have approximately 60 wedding events. We estimate that approximately 33% of these will use The Warren Center for their wedding/reception).

10 Group Dinner events - 150 - 200 guests for each event (from groups we book who want to rent The Warren Center for their private dinner event).

1 – 2 Proms for 150 – 250 people

Leisure guests utilizing the trail – 1500 – 2500 people

Total number of guests walking on the connector trail – 7,325 people during the first year

Year 2:

28 Wedding Receptions with weddings on the outdoor lawn – varying in size from 75 – 200 people each event

15 Group Dinner events – 150 – 200 people

1 – 2 Proms – 150 – 250 people

Leisure Guests utilizing the trail – 2500 – 5000 people

Total number of guests walking on the connector trail – 11,450 people during the second year

Year 3:

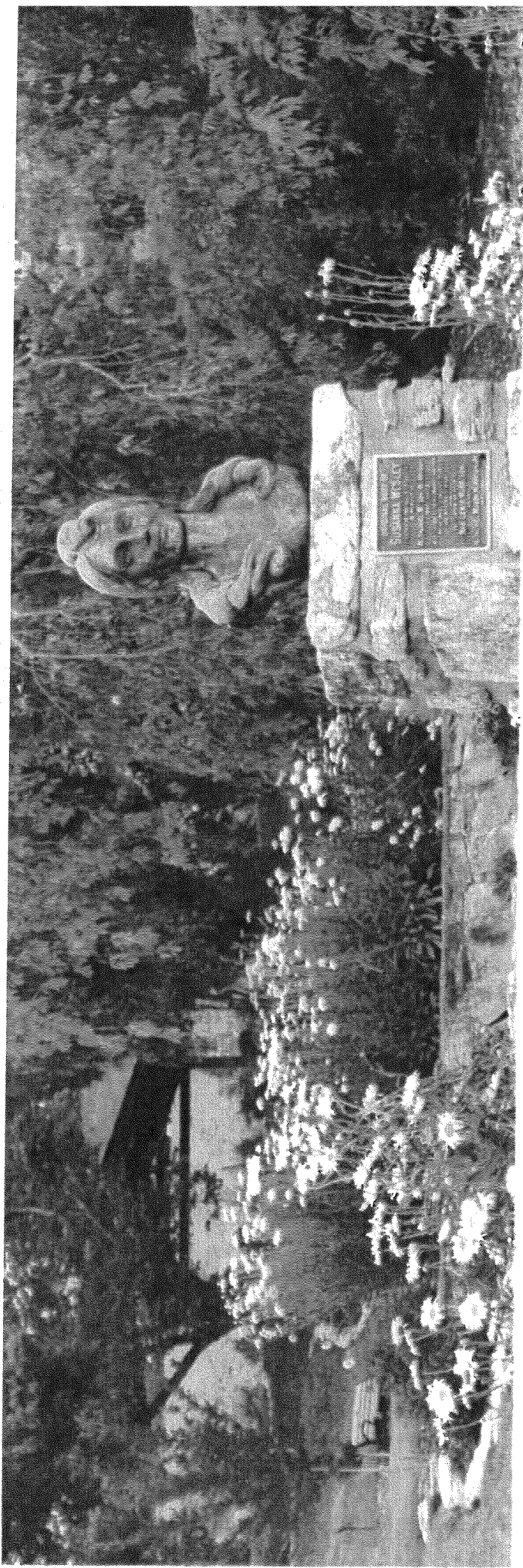
36 Wedding Receptions with weddings on the outdoor lawn – varying in size from 75 – 200 people each event

22 Group Dinner events – 150 – 200 people each

1 – 2 Proms – 150 – 250 people

Leisure Guests utilizing the trail – 6500 – 10,000 people

Total number of guests walking on the connector trail – 19,025 people during the third year

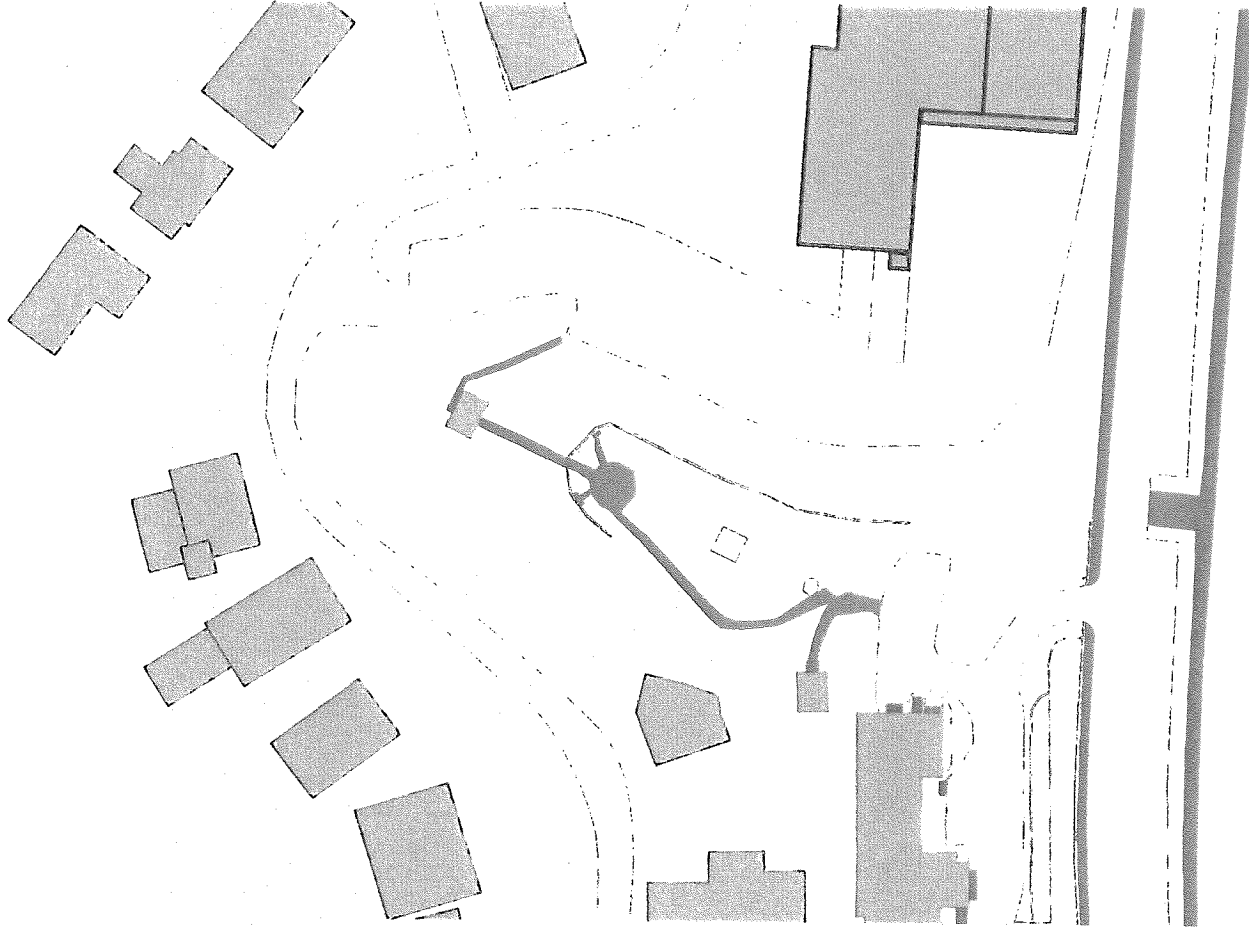


The Susanna Wesley Garden

Lake Junaluska

RUSSELL DESIGN OFFICE

April 18, 2022



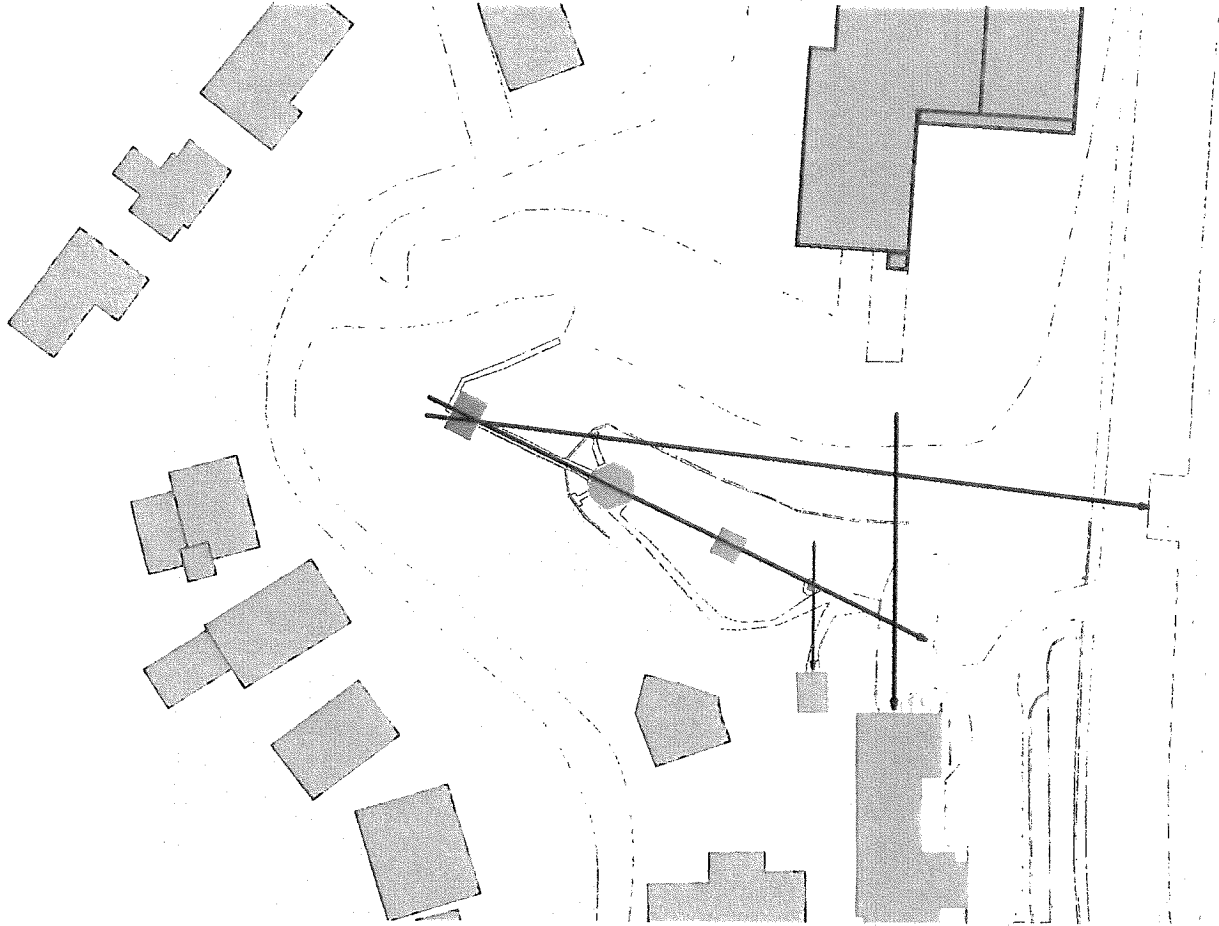
Existing Path Network

RUSSELL DESIGN OFFICE

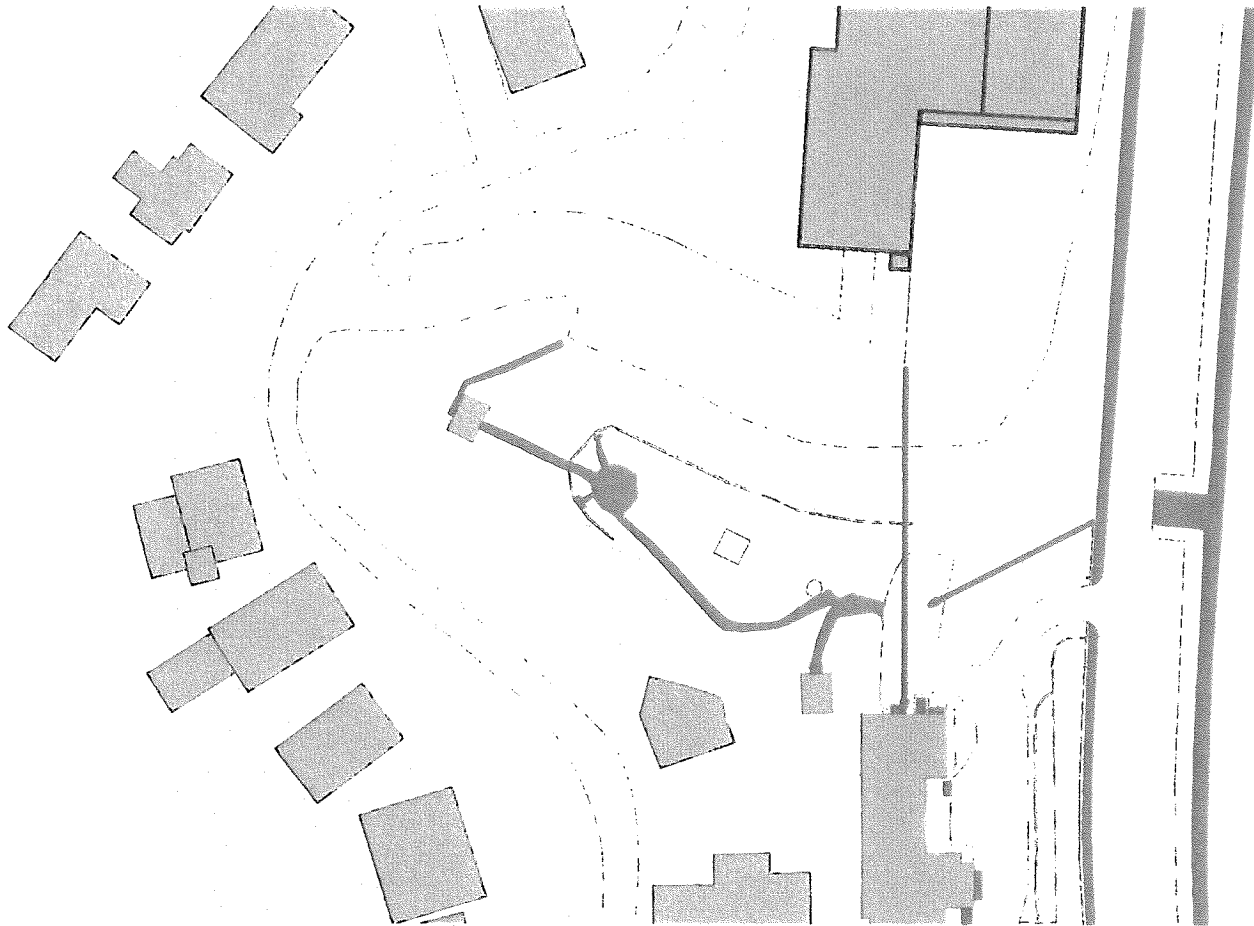
RUSSELL

The Susanna Wesley Garden at Lake Junaluska
January 27, 2022

Existing Circulation
Scale 1"=20'



Original Intent?



Increased Connectivity

RUSSELL DESIGN OFFICE

RUSSELL

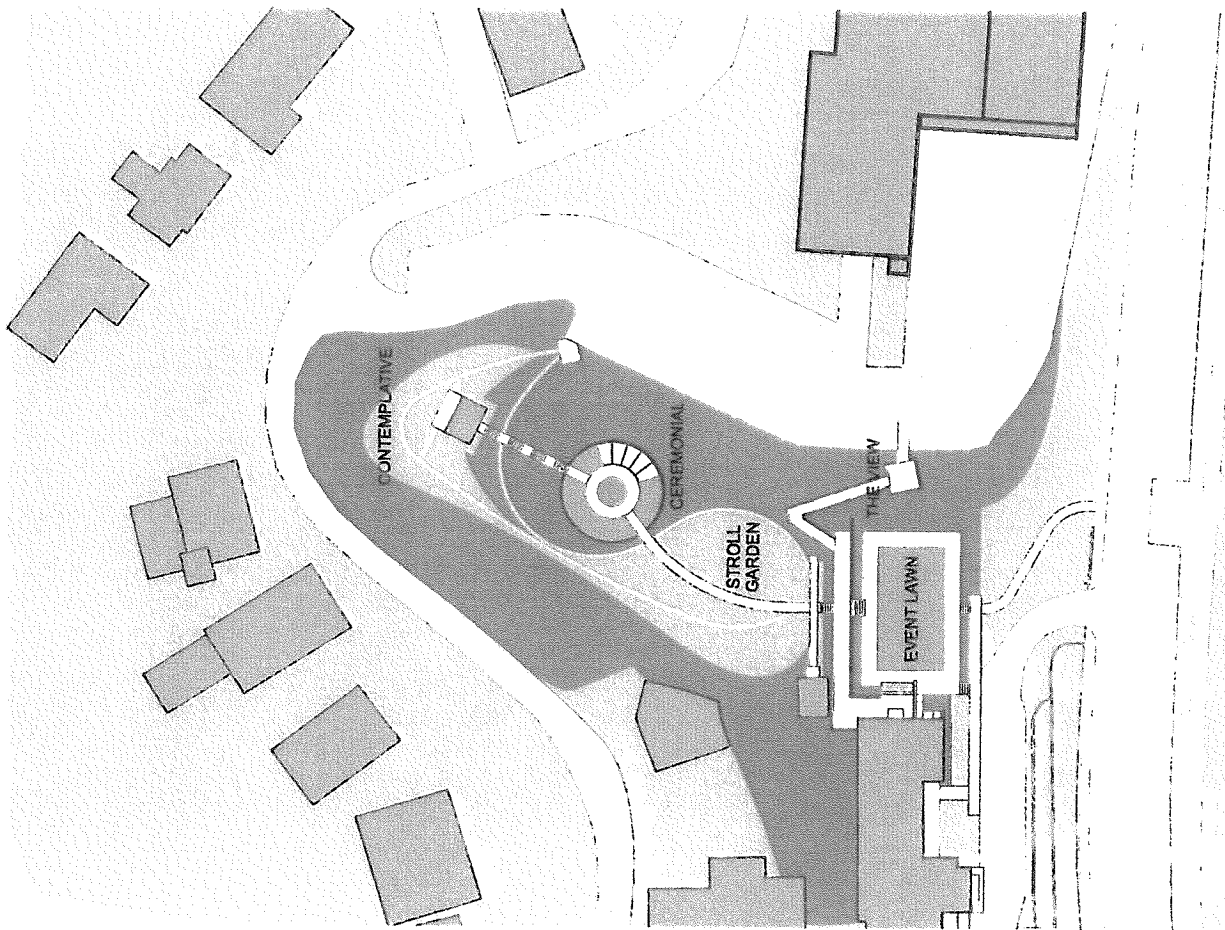
The Susanna Wesley Garden at Lake Junaluska
January 27, 2022

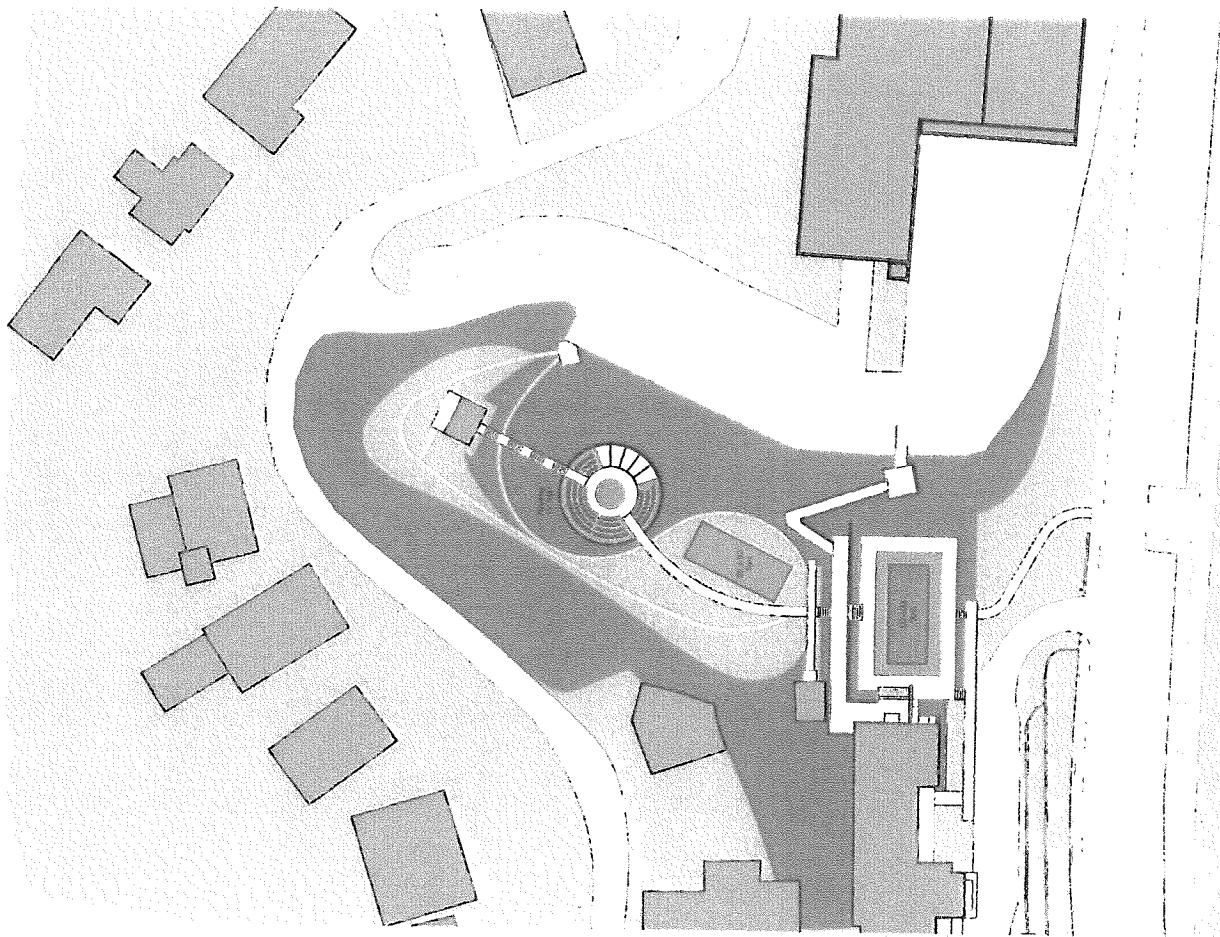


New Connections
Scale: 1" = 20' 0"

Project Goals

- build on garden strengths & legacy
- connect to Terrace Hotel
- coordinate views
- create event spaces (100-150)
- simplify garden / articulate spaces
- reduce maintenance
- a phased project approach
- create a destination





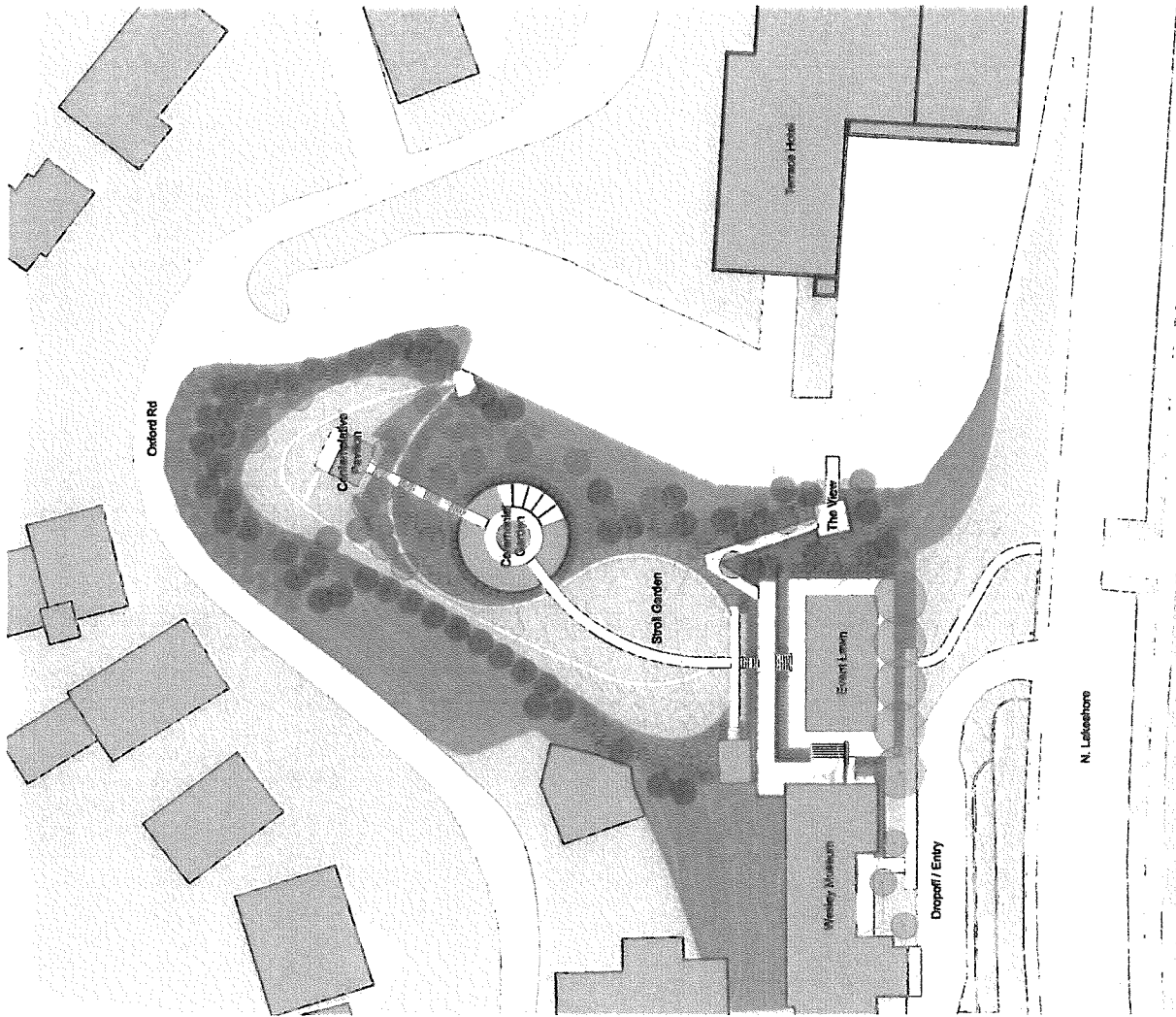
RUSSELL DESIGN OFFICE

RUSSELL

The Susanna Wesley Garden at Lake Junaluska
January of 2002



Event Program
June 1999

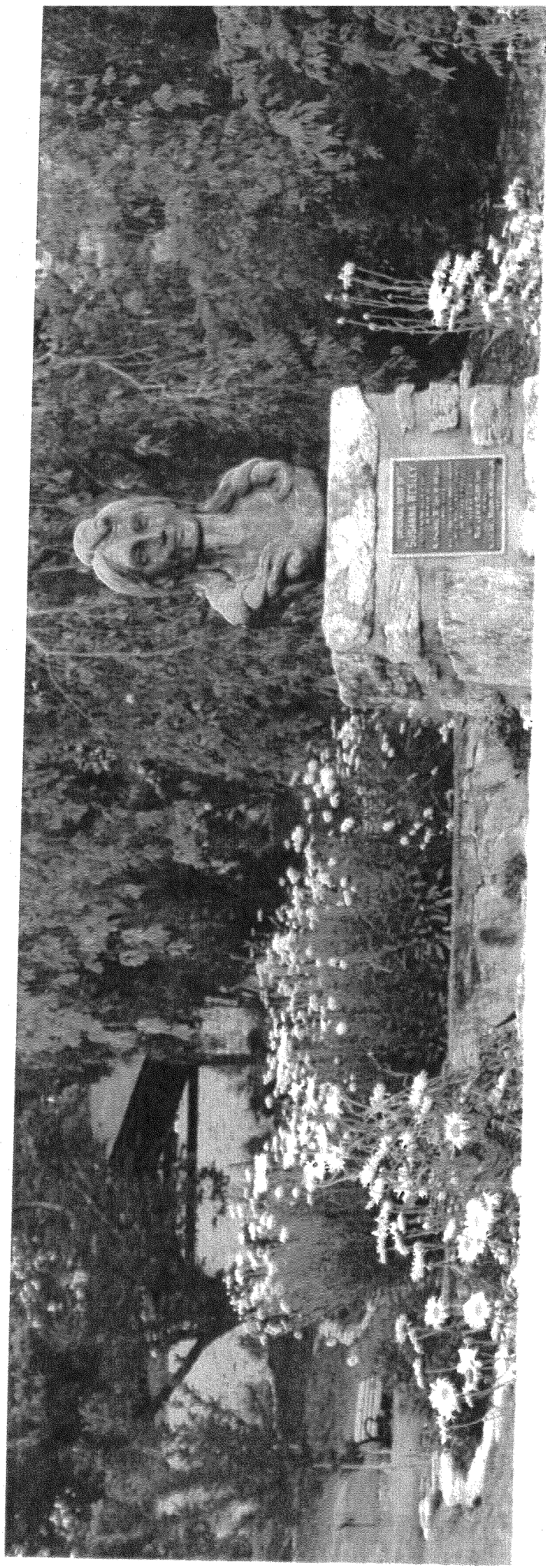


RUSSELL DESIGN OFFICE

RUSSELL

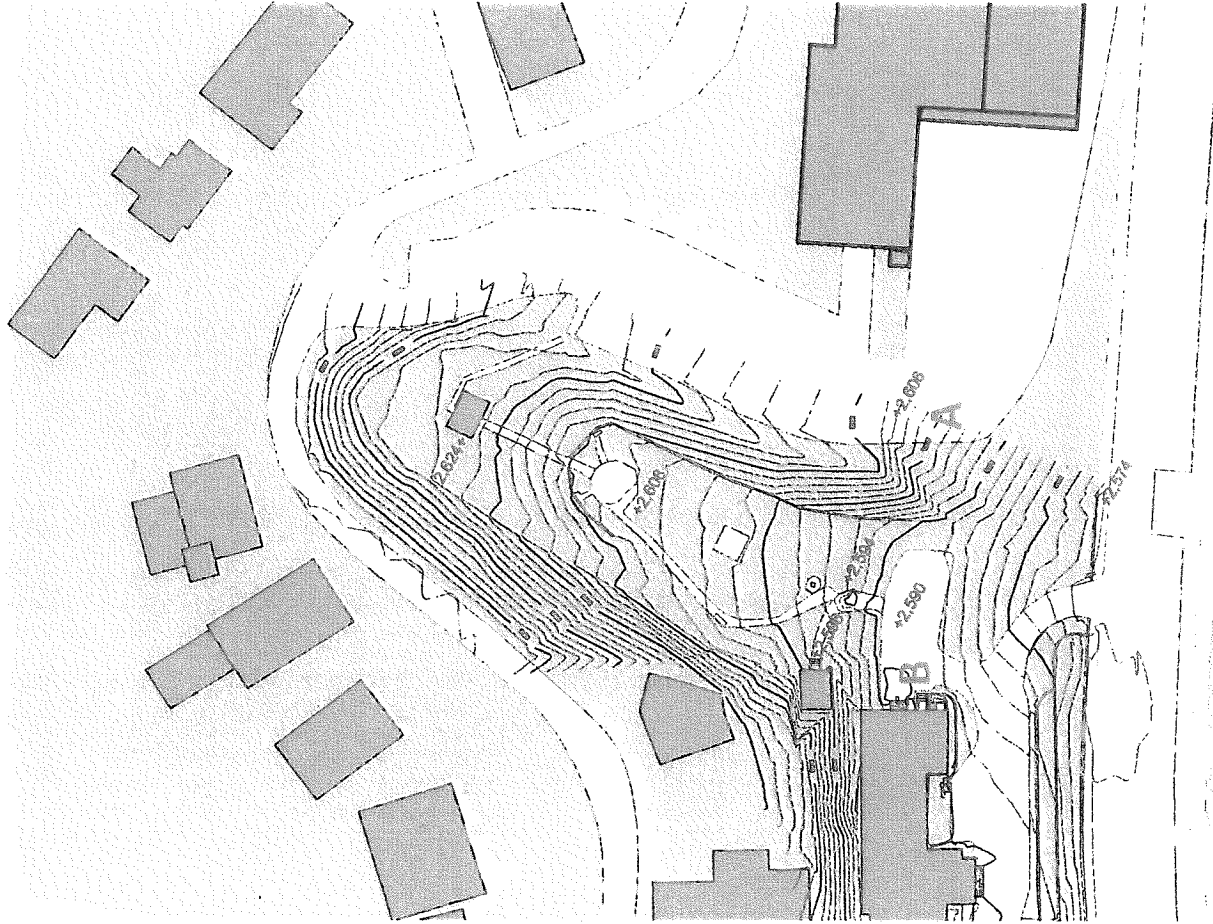
The Susanna Wesley Garden at Lake Junaluska
January 27, 2022

Schematic Site Plan
Scale 1"=20' 0"



The Susanna Wesley Garden

Point A to Point B



How can we negotiate

Point A to Point B?

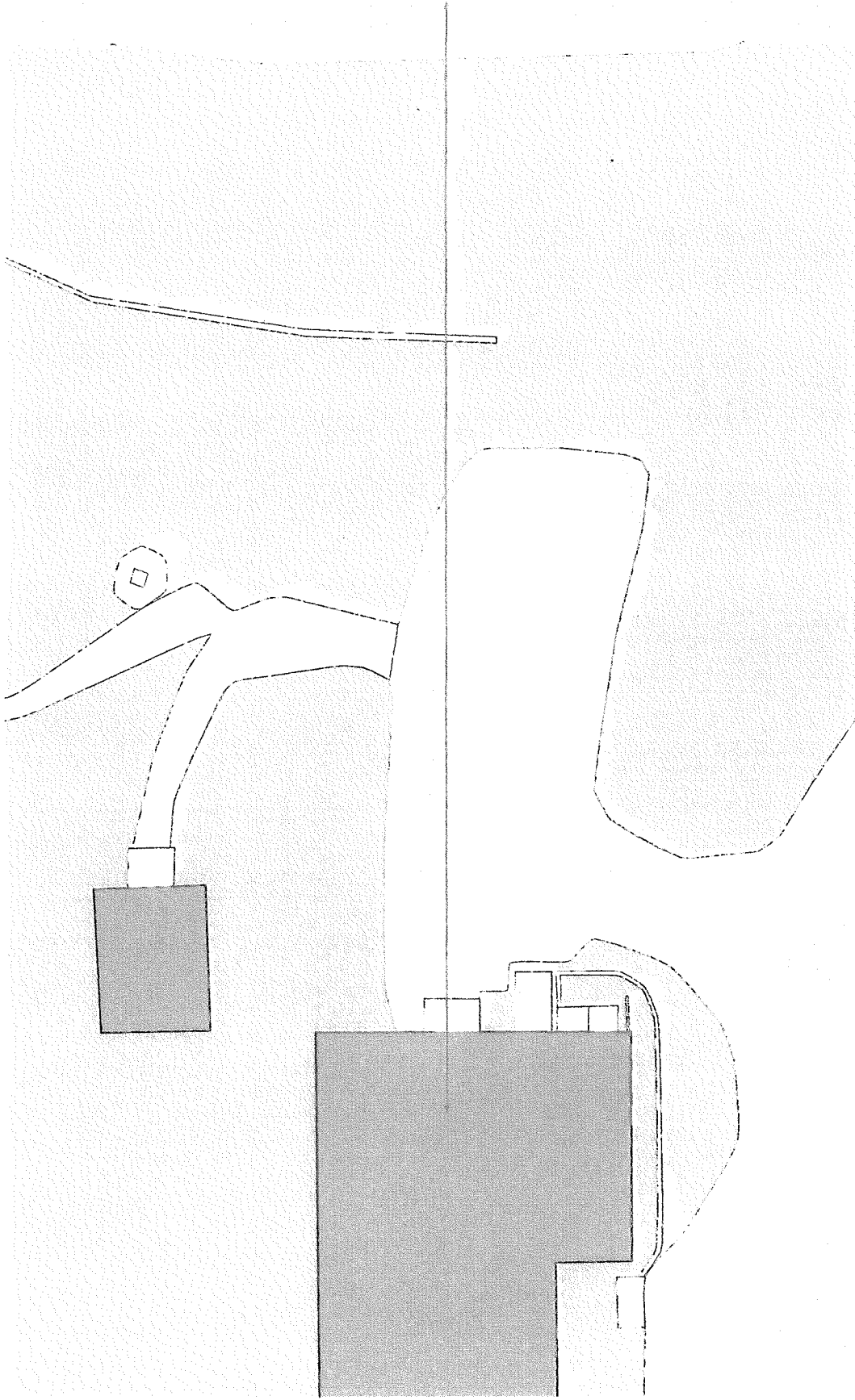
RUSSELL DESIGN OFFICE

RUSSELL

The Susanna Wesley Garden at Lake Junaluska
January 27, 2022



Existing Site
Scale 1" = 20'-0"



RUSSELL

The Susanna Wesley Garden at Lake Junaluska
March 15, 2022



Existing Condition
Scale: 3/16" = 1'-0"

RUSSELL DESIGN OFFICE

Existing Parking

Service Entry

1:5.1 Slope

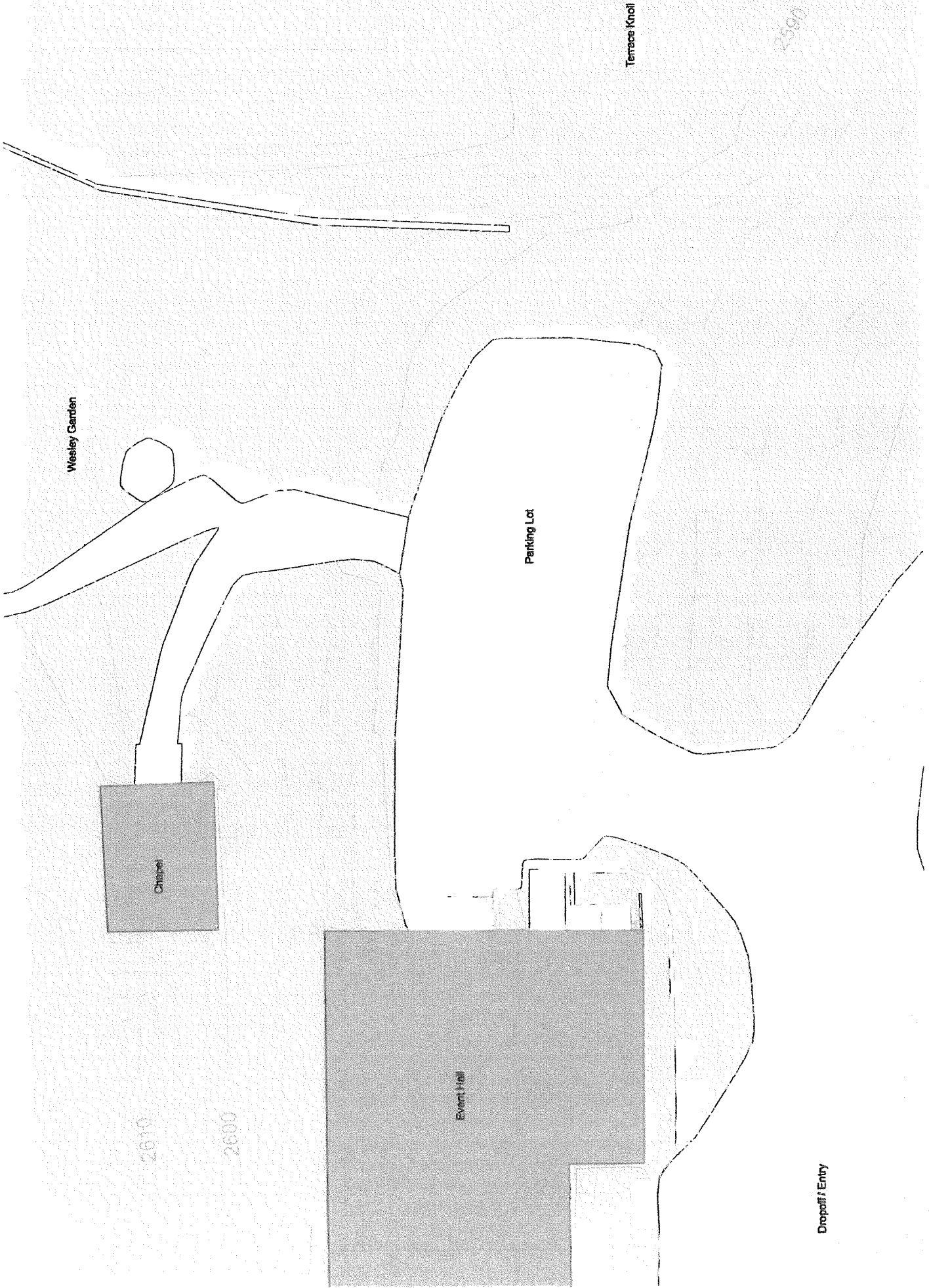
Terrace Parking

Existing Museum Access

Parking Lot

RUSSELL DESIGN OFFICE

Existing Event Lawn



Wesley Garden

Chapel

2610

2600

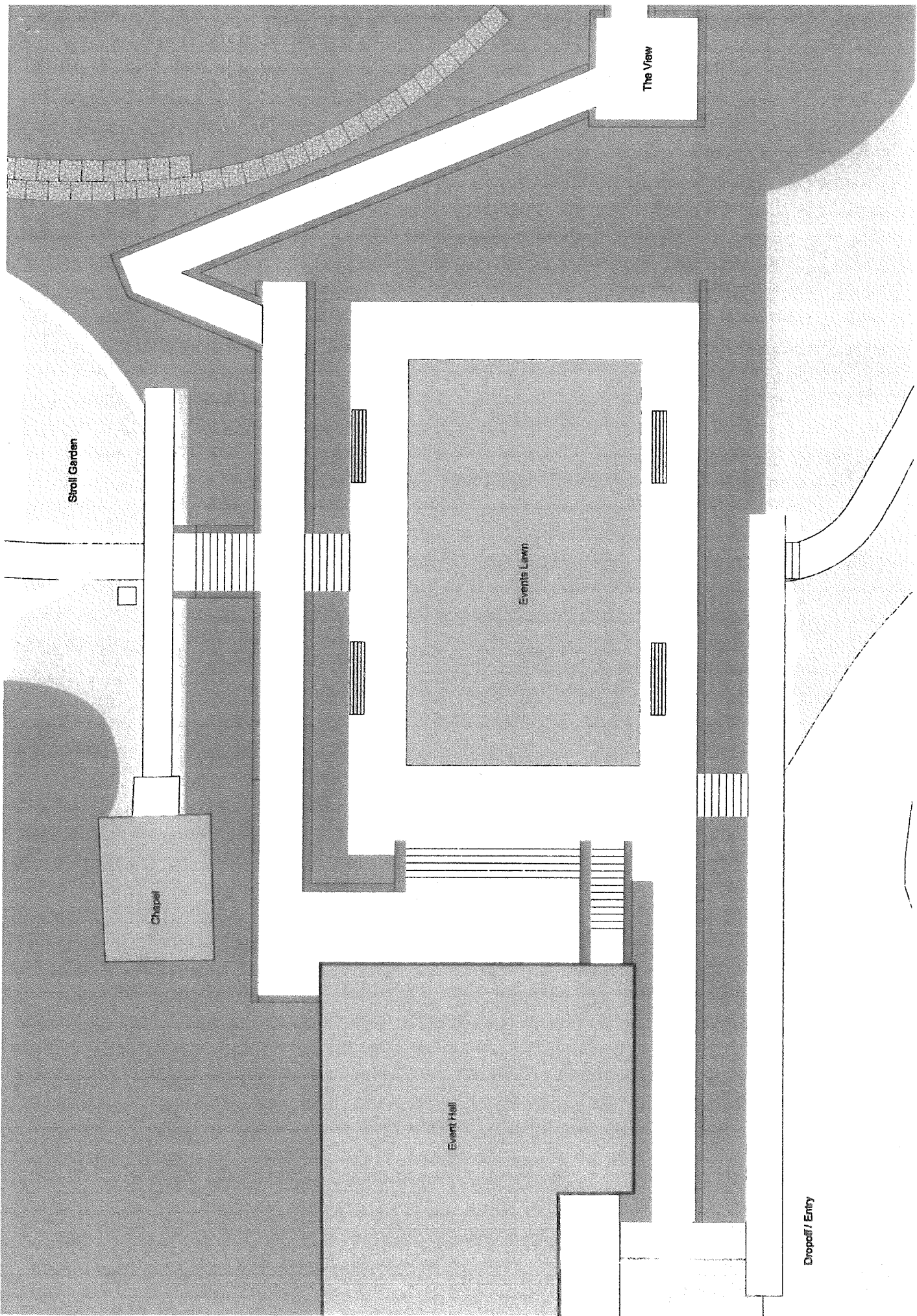
Event Hall

Parking Lot

Terrace Knoll

2500

Dropoff / Entry



Stroll Garden

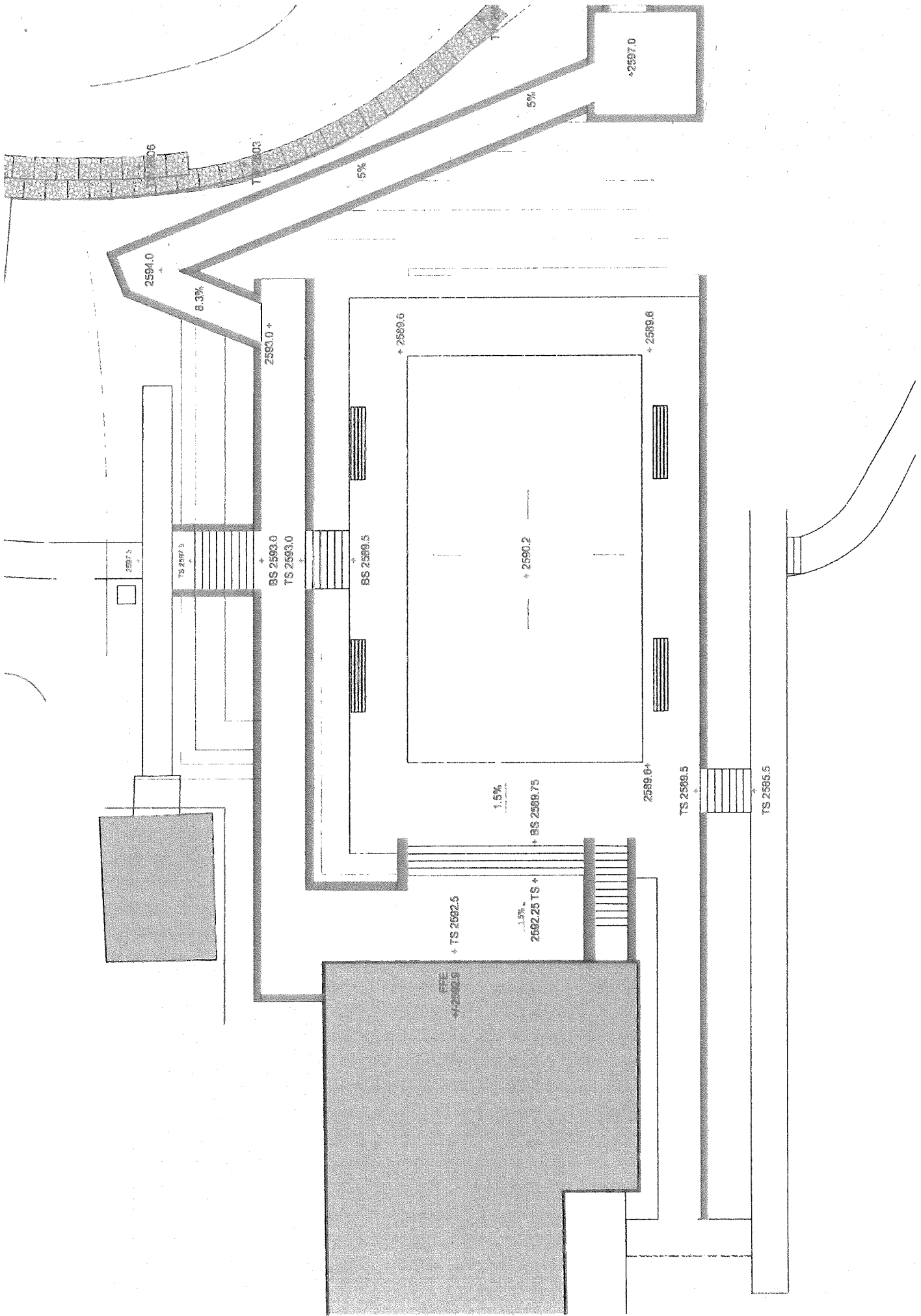
Chapel

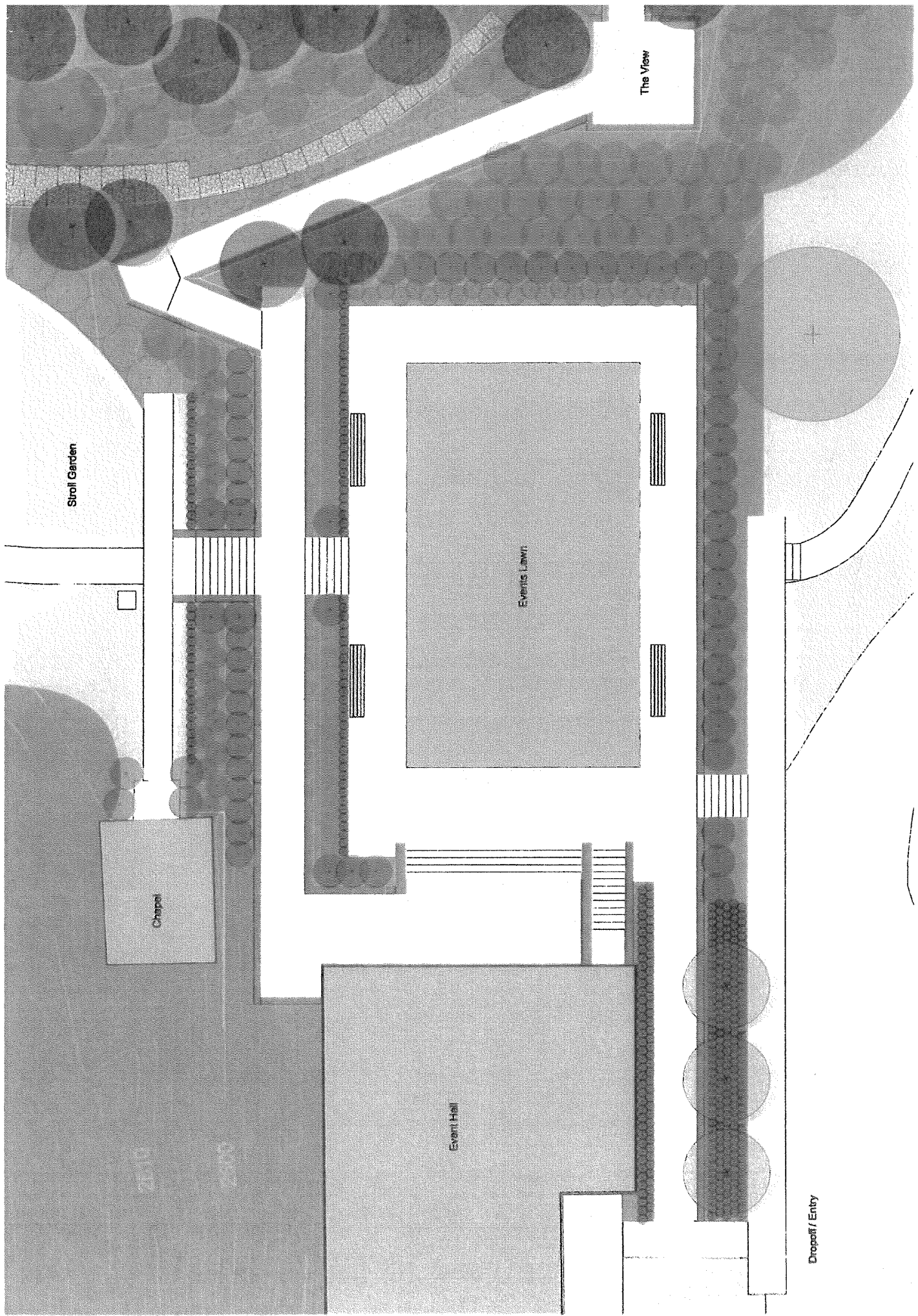
Events Lawn

The View

Event Hall

Dropoff / Entry

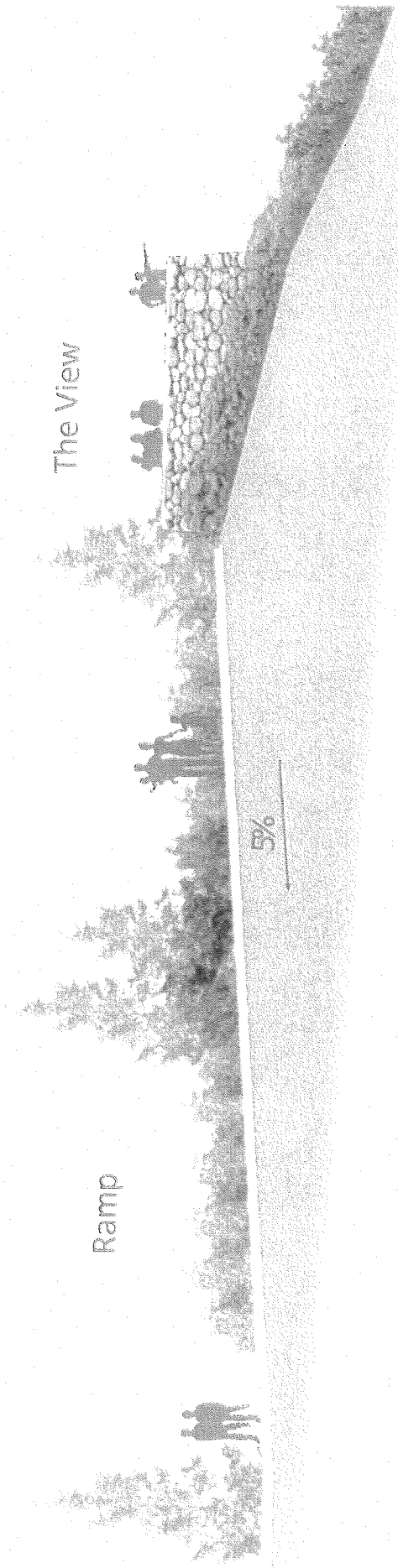


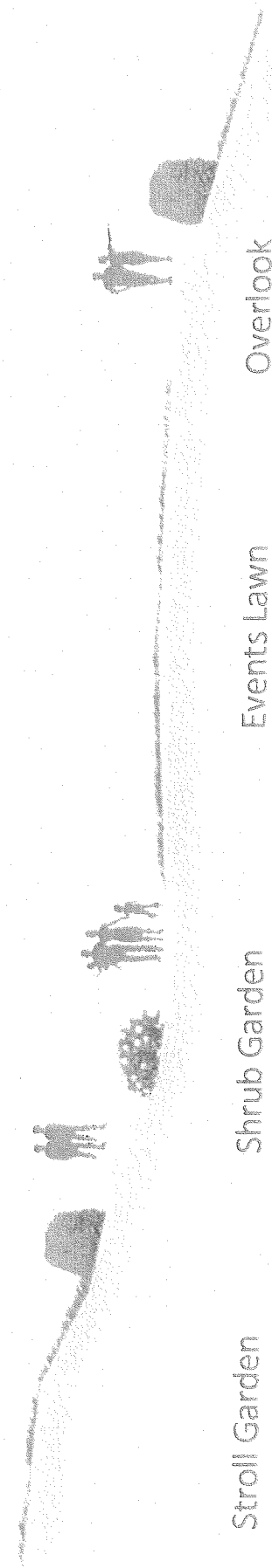


The View

Ramp

5%





Stroll Garden

Shrub Garden

Events Lawn

Overlook



Stroll Garden



Steps



Events Lawn



Overlook





Event Terrace

Events Lawn

The View