



# WELCOME!

The January 26, 2022 virtual meeting of the  
Buncombe County Tourism Development Authority  
will begin shortly.

Explore **ASHEVILLE**

# CALL TO ORDER

**Chair Kathleen Mosher**

Call to Order the Virtual Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation



**Buncombe County Tourism Development Authority  
A Joint Meeting of the Public Authority and Nonprofit Corporation  
Board Meeting**

Wednesday, January 26, 2022 | 9:00 a.m.  
Via Zoom Webinar due to NC COVID-19 State of Emergency – [Attending Public – Register Here](#)

**Agenda**

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of 11.17.21 Meeting Minutes	Kathleen Mosher
9:07 a.m.	Financial Reports a. November 2021 Financial Reports b. December 2021 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent Don Warn
9:20 a.m.	BCTDA Finance Committee Appointments	Kathleen Mosher
9:25 a.m.	President & CEO Report a. Industry Metrics b. Monthly Reporting c. FY 2022-23 BCTDA Meeting Schedule d. Other Updates	Vic Isley
9:35 a.m.	Asheville Regional Airport Authority Update	Tina Kinsey, Director of Marketing, PR & Air Service Development, Asheville Regional Airport
9:55 a.m.	Group Sales Update	Marshall Hilliard Colleen Swanson, Executive Vice President, Meetings Database Institute (MDI)
10:20 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:45 a.m.	Adjournment	Kathleen Mosher

**Save the Date:**

2022 Hospitality Outlook | Wednesday, March 9 | 11:30 a.m. to 12:45 p.m. | Virtual via Zoom Webinar

The next joint BCTDA meeting is on **Wednesday, February 23, 2022**, at 9:00 a.m. Please contact Jonna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 with questions.

***BCTDA Mission Statement***

*To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.*

# MEETING AGENDA & DOCS

## Chair Kathleen Mosher

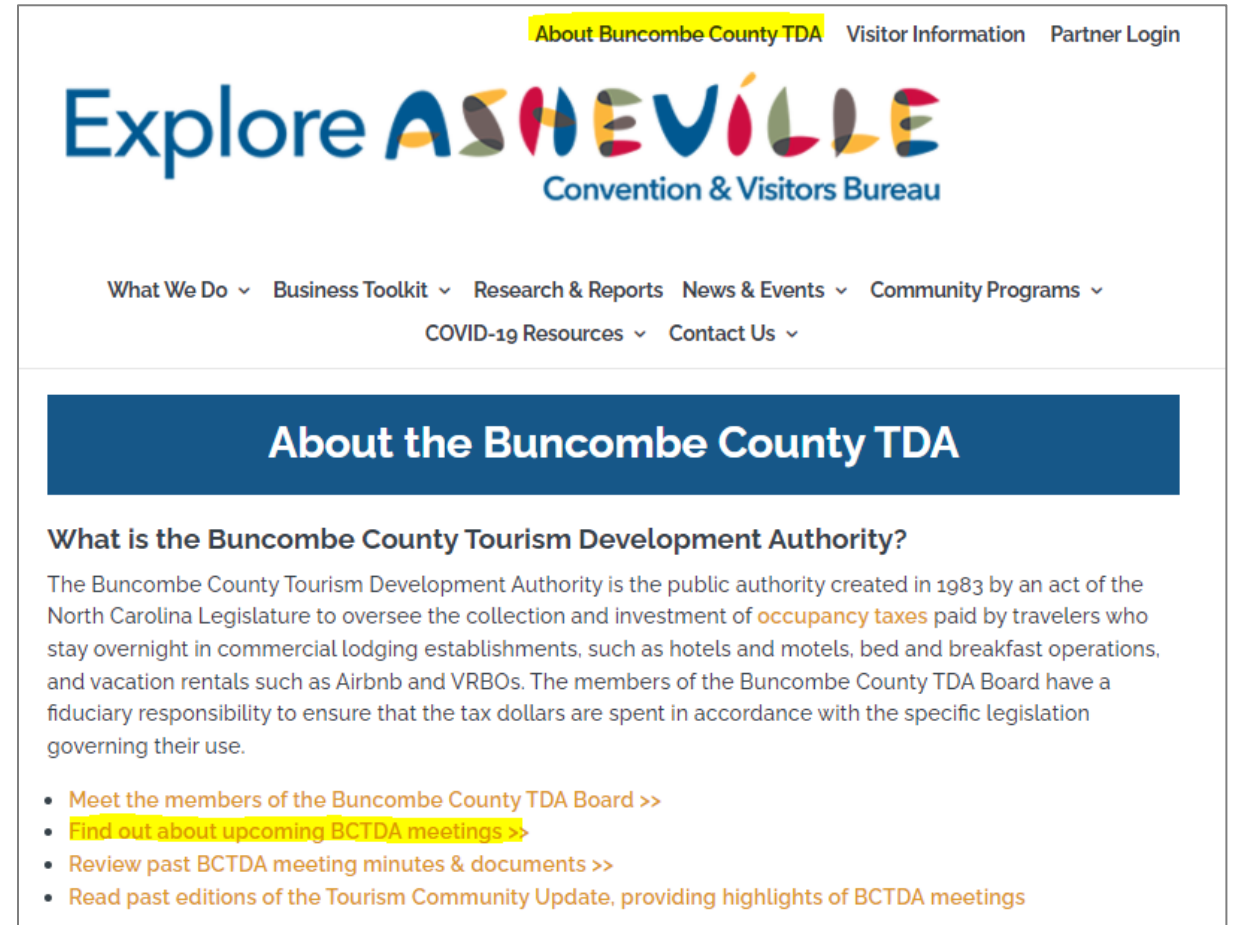
The agenda and meeting documents are available online.

### Go to:

>AshevilleCVB.com

>About the Buncombe County TDA

>Find out about upcoming BCTDA meetings



The screenshot shows the Asheville CVB website. At the top, there are links for 'About Buncombe County TDA', 'Visitor Information', and 'Partner Login'. The main header features the 'Explore ASHEVILLE' logo with 'Convention & Visitors Bureau' underneath. A navigation bar includes links for 'What We Do', 'Business Toolkit', 'Research & Reports', 'News & Events', 'Community Programs', 'COVID-19 Resources', and 'Contact Us'. A blue banner highlights the 'About the Buncombe County TDA' section. Below this, the text explains that the Buncombe County Tourism Development Authority is a public authority created in 1983 to oversee occupancy taxes. A list of links at the bottom provides further information about the TDA Board, BCTDA meetings, meeting minutes, and the Tourism Community Update.

[About Buncombe County TDA](#) [Visitor Information](#) [Partner Login](#)

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Convention & Visitors Bureau

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### About the Buncombe County TDA

**What is the Buncombe County Tourism Development Authority?**

The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of **occupancy taxes** paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals such as Airbnb and VRBOs. The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.

- [Meet the members of the Buncombe County TDA Board >>](#)
- [Find out about upcoming BCTDA meetings >>](#)
- [Review past BCTDA meeting minutes & documents >>](#)
- [Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings](#)

# BCTDA ROLL CALL

## **Chair Kathleen Mosher**

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Asheville City Councilmember  
Sandra Kilgore
- Buncombe County Commissioner  
Robert Pressley
- Chair Kathleen Mosher



# REMEMBERING PIONEERS



*J. Craig Madison*

*1957 – 2021*

*2002 William A.V. Cecil Tourism Leadership  
Award Recipient*

*BCTDA Board - 2001 – 2008 | Chair - 2006 – 2008*



*Photo courtesy of RiverLink*

*Karen Cragolin*

*1949 – 2022*

*2015 William A.V. Cecil Tourism Leadership  
Award Recipient*

# MINUTES

**Chair Kathleen Mosher**

## **November 17, 2021 BCTDA Regular Meeting Minutes**

- Questions/Comments
- Suggested Motion:
  - Motion to approve the November 17, 2021, meeting minutes as presented.
- Motion Second
- Discussion

### **Explore ASHEVILLE** Buncombe County Tourism Development Authority

**Buncombe County Tourism Development Authority**  
**A Joint Meeting of the Public Authority and Nonprofit Corporation**  
Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

#### **Board Meeting Minutes** Wednesday, November 17, 2021

**Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel

**Absent (Voting):** Leah Ashburn, Michael Lusick, Scott Patel

**Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore  
Buncombe County Commissioner Robert Pressley

**Absent (Ex-Officio):** None

**CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Pat Kappes, Jonna Sampson, Julia Simpson

**BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent

**Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney

**Online Attendees:** Chris Kessler, Gaby Miller, CliftonLarsonAllen LLC  
Carli Adams, Glenn Cox, Hannah Dosa, Jennifer Kass-Green, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Michael Poandl, Tinal Porter, Sha'Linda Pruitt, Charlie Reed, Crystal Sheriff, Whitney Smith, Dodie Stephens; Explore Asheville Staff  
Jane Anderson, Asheville Independent Restaurant Association  
Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce  
Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports Commission  
Meghan Rogers, Asheville Downtown Association  
Dawn Chavez, Asheville GreenWorks  
Leah Rainis, Asheville Brewers Alliance  
Chip Craig, Greybeard Rentals  
Jim Muth, John Ellis; Past BCTDA Board Members  
Robert Michel, Asheville Homestay Network  
Ruth Summers, Grove Arcade Public Market Foundation  
Lacy Cross, Movement Bank  
Diane Rogers, Pinecrest B&B  
Jason Sandford, Ashvegas  
John Boyle, Asheville Citizen-Times

# MINUTES - ROLL CALL VOTE

## **Chair Kathleen Mosher**

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher

# FINANCIAL REPORTS

DON WARN  
BUNCOMBE COUNTY FINANCE DIRECTOR  
BCTDA FISCAL AGENT

Explore **ASHEVILLE**

# FINANCIAL REPORTS

**Buncombe County Finance Director Don Warn**

Presentation of the **November 2021** Financial Reports



**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY**  
*Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance*  
*Operating and Earned Revenue Funds, Budget and Actual*  
 November 30, 2021

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 20,369,690	\$ 3,095,441	\$ 10,513,092	\$ 9,856,598	51.6%	\$ 6,894,292	52.5%
Investment income	-	228	536	(536)	-	66	708.1%
Other income	-	4,377	24,401	(24,401)	-	-	-
Earned revenue	150,000	16,471	46,469	103,531	31.0%	120,634	-61.5%
Total revenues	20,519,690	3,116,517	10,584,498	9,935,192	51.6%	7,014,993	50.9%
<b>Expenditures:</b>							
Salaries and Benefits	2,889,976	180,704	904,401	1,985,575	31.3%	768,874	17.6%
Sales	1,236,063	21,872	190,749	1,045,314	15.4%	202,534	-5.8%
Marketing	15,321,893	907,804	3,344,633	11,977,260	21.8%	1,357,718	146.3%
Community Engagement	123,178	3,120	21,458	101,720	17.4%	20,292	5.7%
Administration & Facilities	798,580	65,077	287,036	511,544	35.9%	251,890	14.0%
Events/Festivals/Sponsorships	200,564	(1,833)	11,167	189,397	5.6%	4,451	150.9%
Total expenditures	20,570,254	1,176,743	4,759,444	15,810,810	23.1%	2,605,759	82.7%
Revenues over (under) expenditures	(50,564)	1,939,774	5,825,054			\$ 4,409,234	32.1%
<b>Other Financing Sources:</b>							
Carried over earned income	50,564	-	-				
Total other financing sources	50,564	-	-				
Net change in fund balance	\$ -	\$ 1,939,774	5,825,054				
Fund balance, beginning of year			19,776,549				
Fund balance, end of month			\$ 25,601,603				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

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## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Monthly Revenue Summary

November 30, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	-	1,557,487	-	-	8,451,779	-	-	\$ 519,162	-	-	2,817,260	-
December	-	1,517,197	-	-	9,968,976	-	-	\$ 505,732	-	-	3,322,992	-
January	-	1,095,262	-	-	11,064,238	-	-	\$ 365,087	-	-	3,688,079	-
February	-	1,044,459	-	-	12,108,697	-	-	\$ 348,153	-	-	4,036,232	-
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$10,513,092</u>	<u>\$ 20,125,048</u>		<u>\$ 10,513,092</u>	<u>\$ 20,125,048</u>		<u>\$3,504,364</u>	<u>\$6,708,349</u>		<u>\$3,504,364</u>	<u>\$6,708,349</u>	



## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Monthly Product Development Fund Summary

November 30, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 18,360,000	\$ 26,731,320	\$ (8,371,320)	145.6%
Investment Income	-	1,232,469	(1,232,469)	0.0%
<b>Total revenues</b>	<u>18,360,000</u>	<u>27,963,790</u>	<u>(9,603,790)</u>	<u>152.3%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	18,141	481,859	3.6%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,636,004</u>	<u>10,283,996</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>4,774</u>	<u>435,226</u>	<u>1.1%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,640,778</u>	<u>\$ 10,719,222</u>	<u>41.6%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 20,323,012		
Less: Liabilities/Outstanding Grants		(10,283,996)		
Less: Unspent Admin Budget (Current Year)		(435,226)		
Current Product Development Amount Available		<u>\$ 9,603,790</u>		

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

November 30, 2021

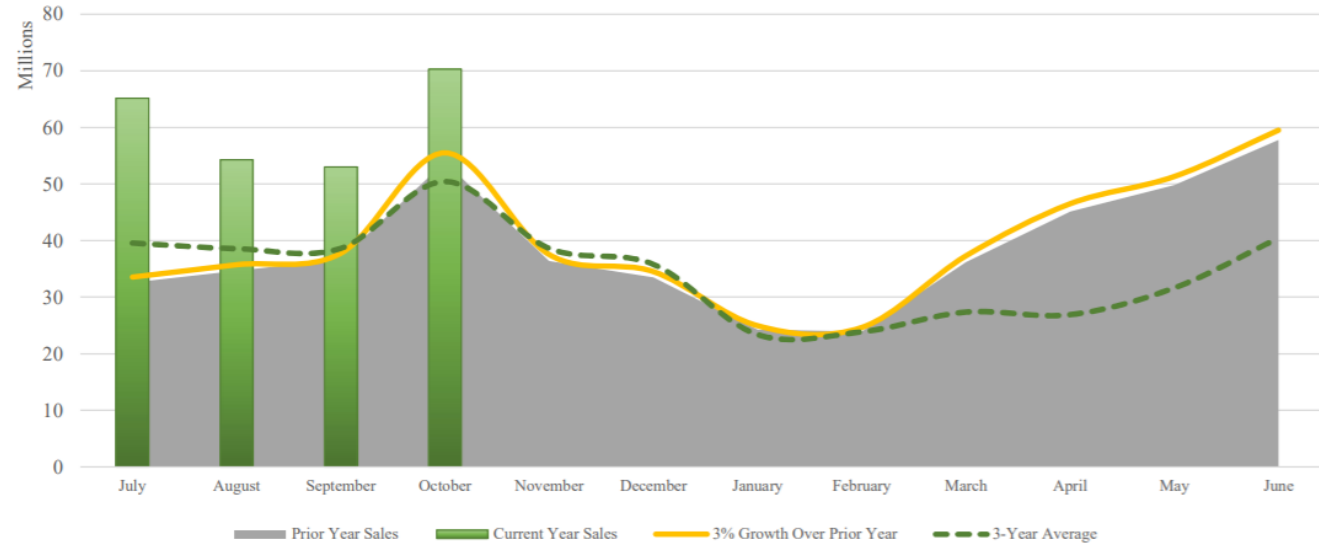
	Operating and Earned Revenue Funds	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 25,658,431	\$ 20,323,012	\$ 45,981,443
Receivables	-	-	-
Total current assets	<u>\$ 25,658,431</u>	<u>\$ 20,323,012</u>	<u>45,981,443</u>
<b>Liabilities:</b>			
Current liabilities:			
Accounts payable	\$ 27,028	\$ -	\$ 27,028
Future events payable	29,800	\$ 10,283,996	\$ 10,313,796
Total current liabilities	<u>56,828</u>	<u>\$ 10,283,996</u>	<u>\$ 10,340,824</u>
<b>Fund Balances:</b>			
Restricted for product development fund	-	10,039,016	10,039,016
Committed for event support program	127,593	-	127,593
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	13,659,590	-	13,659,590
Total fund balances	<u>25,601,603</u>	<u>10,039,016</u>	<u>35,640,619</u>
Total liabilities and fund balances	<u>\$ 25,658,431</u>	<u>\$ 20,323,012</u>	<u>\$ 45,981,443</u>

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Total Lodging Sales

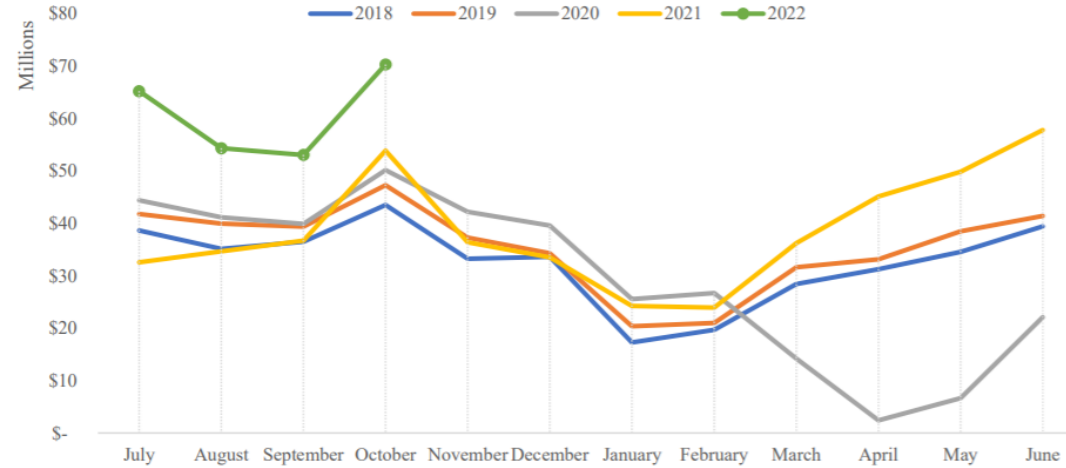
Shown by Month of Sale, Year-to-Date

November 30, 2021



	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 65,184,385	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,297,400	34,663,339	57%	78%	35,703,239	38,564,848
September	53,030,032	36,683,164	45%	66%	37,783,659	38,626,462
October	70,279,009	53,870,769	30%	54%	55,486,892	50,430,547
November	-	36,407,948	-	-	37,500,187	38,612,899
December	-	33,504,228	-	-	34,509,355	35,790,730
January	-	24,212,981	-	-	24,939,371	23,373,837
February	-	23,905,633	-	-	24,622,802	23,862,423
March	-	36,200,146	-	-	37,286,151	27,348,756
April	-	45,127,533	-	-	46,481,359	26,890,343
May	-	49,824,646	-	-	51,319,385	31,637,803
June	-	57,791,494	-	-	59,525,239	40,437,845
Total revenues	<u>\$242,790,826</u>	<u>\$ 464,738,994</u>			<u>\$478,681,164</u>	<u>\$415,132,276</u>

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY**  
*History of Total Sales by Month*  
*Shown by Month of Sale, Year-to-Date*  
 November 30, 2021



	2018	2019	2020	2021	2022
<b>Month of lodging sales:</b>					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 65,184,385
August	35,118,463	39,917,550	41,113,655	34,663,339	54,297,400
September	36,475,819	39,327,048	39,869,174	36,683,164	53,030,032
October	43,473,922	47,272,253	50,148,618	53,870,769	70,279,009
November	33,231,722	37,240,595	42,190,154	36,407,948	-
December	33,597,999	34,272,393	39,595,569	33,504,228	-
January	17,286,992	20,347,077	25,561,453	24,212,981	-
February	19,676,430	20,985,316	26,696,319	23,905,633	-
March	28,406,443	31,638,002	14,208,120	36,200,146	-
April	31,240,963	33,141,034	2,402,461	45,127,533	-
May	34,544,014	38,464,222	6,624,541	49,824,646	-
June	39,441,126	41,413,202	22,108,839	57,791,494	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 464,738,994	\$ 242,790,826

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## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Total Lodging Sales by Type

### Shown by Month of Sale, Year-to-Date

November 30, 2021

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 40,213,765	\$ 19,132,318	110.2%	110.2%	\$ 23,288,731	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 65,184,385	\$ 32,547,111	100.3%	100.3%
August	33,288,678	19,815,648	68.0%	88.7%	19,594,835	13,723,974	42.8%	64.9%	1,413,887	1,123,717	25.8%	37.2%	54,297,400	34,663,339	56.6%	77.8%
September	33,322,231	22,012,507	51.4%	75.2%	18,268,658	13,374,865	36.6%	55.3%	1,439,143	1,295,793	11.1%	27.7%	53,030,032	36,683,164	44.6%	66.0%
October	46,515,797	36,464,280	27.6%	57.4%	21,666,482	15,478,848	40.0%	51.0%	2,096,730	1,927,642	8.8%	21.0%	70,279,009	53,870,769	30.5%	53.9%
November	-	24,630,899	-		-	10,553,316	-		-	1,223,733	-		-	36,407,948	-	
December	-	22,871,661	-		-	9,595,156	-		-	1,037,411	-		-	33,504,228	-	
January	-	12,224,275	-		-	11,501,937	-		-	486,770	-		-	24,212,981	-	
February	-	11,683,923	-		-	11,724,546	-		-	497,164	-		-	23,905,633	-	
March	-	17,985,847	-		-	17,425,713	-		-	788,586	-		-	36,200,146	-	
April	-	25,959,680	-		-	17,989,856	-		-	1,177,997	-		-	45,127,533	-	
May	-	29,663,713	-		-	18,720,234	-		-	1,440,698	-		-	49,824,646	-	
June	-	35,631,307	-		-	20,644,236	-		-	1,515,951	-		-	57,791,494	-	
Total	\$ 153,340,471	\$ 278,076,058			\$ 82,818,706	\$ 173,015,327			\$ 6,631,649	\$ 13,647,609			\$ 242,790,826	\$ 464,738,994		

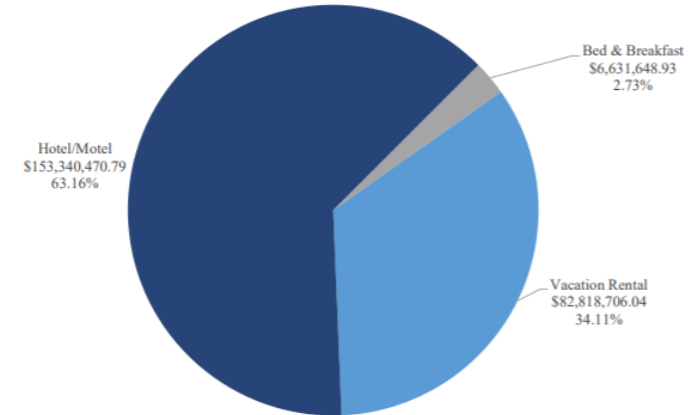
## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Total Lodging Sales by Type

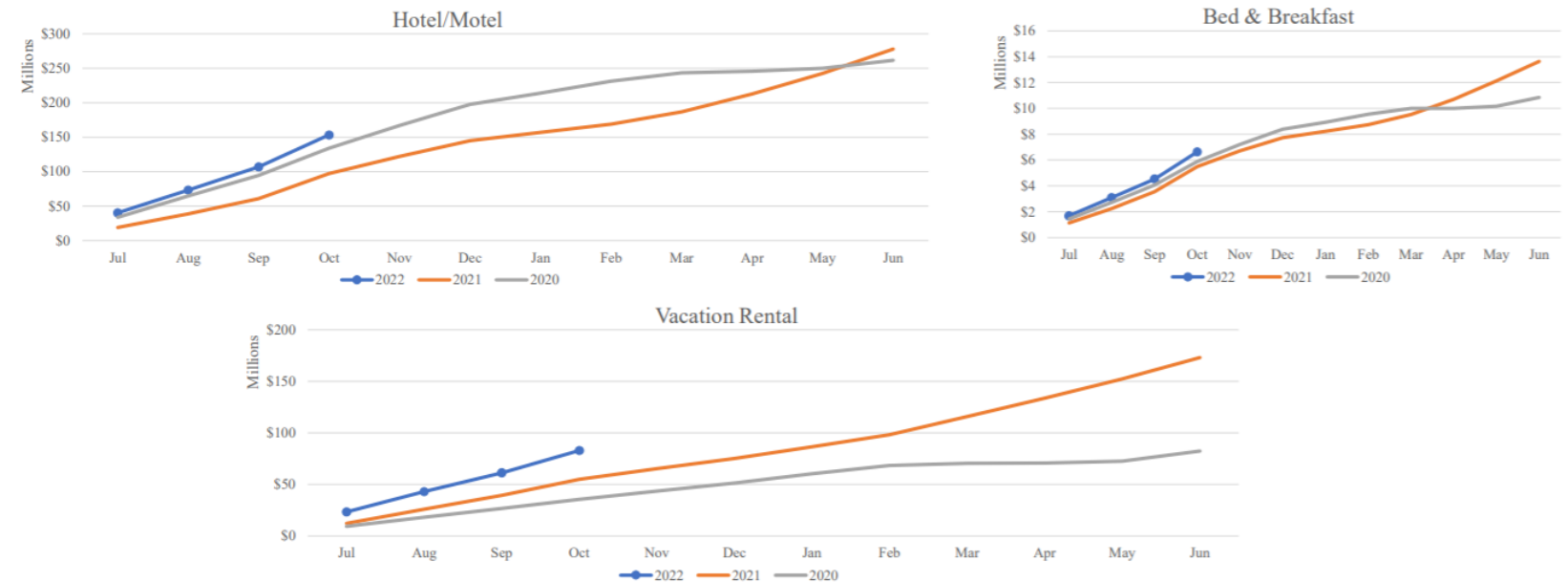
Shown by Month of Sale, Year-to-Date

November 30, 2021

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year



# FINANCIAL REPORTS

**Questions/Discussion**



# FINANCIAL REPORTS

## **Chair Kathleen Mosher**

- Suggested Motion:

Motion to approve the November 2021 Financial Reports as presented.

- Motion Second

- Discussion

# FINANCIALS - ROLL CALL VOTE

## **Chair Kathleen Mosher**

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher

# FINANCIAL REPORTS

**Buncombe County Finance Director Don Warn**

Presentation of the **December 2021** Financial Reports

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

#### Operating and Earned Revenue Funds, Budget and Actual

December 31, 2021

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 20,369,690	\$ 2,532,306	\$ 13,045,398	\$ 7,324,292	64.0%	\$ 8,451,779	54.4%
Investment income	-	49	585	(585)	-	66	782.1%
Other income	-	-	24,401	(24,401)	-	-	-
Earned revenue	150,000	27,550	74,020	75,980	49.3%	132,710	-44.2%
Total revenues	20,519,690	2,559,906	13,144,404	7,375,286	64.1%	8,584,555	53.1%
<b>Expenditures:</b>							
Salaries and Benefits	2,889,976	276,454	1,180,855	1,709,121	40.9%	1,010,073	16.9%
Sales	1,236,063	41,244	231,993	1,004,070	18.8%	207,529	11.8%
Marketing	15,321,893	311,865	3,656,498	11,665,395	23.9%	1,662,097	120.0%
Community Engagement	123,178	7,669	29,127	94,051	23.6%	20,719	40.6%
Administration & Facilities	798,580	46,065	333,101	465,479	41.7%	286,695	16.2%
Events/Festivals/Sponsorships	200,564	122,500	133,667	66,897	66.6%	14,293	835.2%
Total expenditures	20,570,254	805,797	5,565,240	15,005,014	27.1%	3,201,406	73.8%
Revenues over (under) expenditures	(50,564)	1,754,109	7,579,164			\$ 5,383,149	40.8%
<b>Other Financing Sources:</b>							
Carried over earned income	50,564	-	-				
Total other financing sources	50,564	-	-				
Net change in fund balance	\$ -	\$ 1,754,109	7,579,164				
Fund balance, beginning of year			19,776,549				
Fund balance, end of month			\$ 27,355,713				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

# PG 2

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Monthly Revenue Summary

December 31, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	2,532,306	1,557,487	63%	13,045,398	8,451,779	54%	844,102	\$ 519,162	63%	4,348,466	2,817,260	54%
December	-	1,517,197	-	-	9,968,976	-	-	\$ 505,732	-	-	3,322,992	-
January	-	1,095,262	-	-	11,064,238	-	-	\$ 365,087	-	-	3,688,079	-
February	-	1,044,459	-	-	12,108,697	-	-	\$ 348,153	-	-	4,036,232	-
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$13,045,398</u>	<u>\$ 20,125,048</u>		<u>\$ 13,045,398</u>	<u>\$ 20,125,048</u>		<u>\$4,348,466</u>	<u>\$6,708,349</u>		<u>\$4,348,466</u>	<u>\$6,708,349</u>	

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Monthly Product Development Fund Summary

December 31, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 18,360,000	\$ 27,575,422	\$ (9,215,422)	150.2%
Investment Income	-	1,232,757	(1,232,757)	0.0%
<b>Total revenues</b>	<u>18,360,000</u>	<u>28,808,179</u>	<u>(10,448,179)</u>	<u>156.9%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	18,391	481,609	3.7%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,636,254</u>	<u>10,283,746</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>6,980</u>	<u>433,020</u>	<u>1.6%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,643,234</u>	<u>\$ 10,716,766</u>	<u>41.6%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 21,164,945		
Less: Liabilities/Outstanding Grants		(10,283,746)		
Less: Unspent Admin Budget (Current Year)		(433,020)		
Current Product Development Amount Available		<u>\$ 10,448,179</u>		

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

## Governmental Funds

December 31, 2021

	Operating and Earned Revenue Funds	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 27,521,408	\$ 21,164,945	\$ 48,686,353
Receivables	-	-	-
Total current assets	<u>\$ 27,521,408</u>	<u>\$ 21,164,945</u>	<u>48,686,353</u>
<b>Liabilities:</b>			
Current liabilities:			-
Accounts payable	\$ 26,646	\$ -	\$ 26,646
Future events payable	139,050	\$ 10,283,746	\$ 10,422,796
Total current liabilities	<u>165,696</u>	<u>\$ 10,283,746</u>	<u>\$ 10,449,442</u>
			-
<b>Fund Balances:</b>			-
Restricted for product development fund	-	10,881,199	10,881,199
Committed for event support program	32,644	-	32,644
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	15,508,649	-	15,508,649
Total fund balances	<u>27,355,713</u>	<u>10,881,199</u>	<u>38,236,911</u>
Total liabilities and fund balances	<u>\$ 27,521,408</u>	<u>\$ 21,164,945</u>	<u>\$ 48,686,353</u>

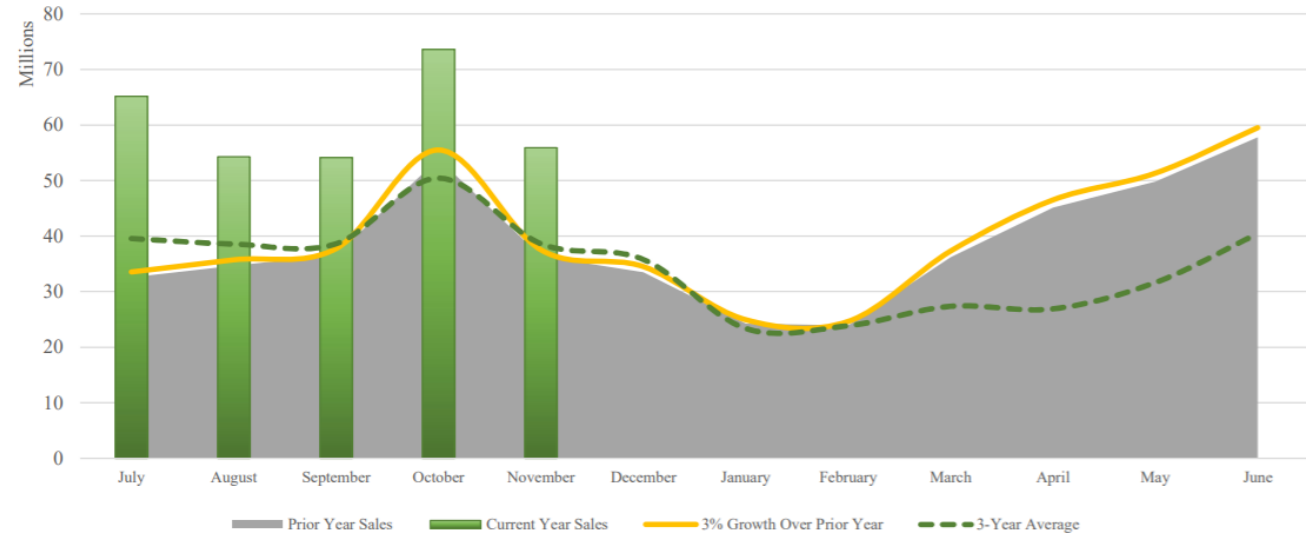


## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Total Lodging Sales

Shown by Month of Sale, Year-to-Date

December 31, 2021



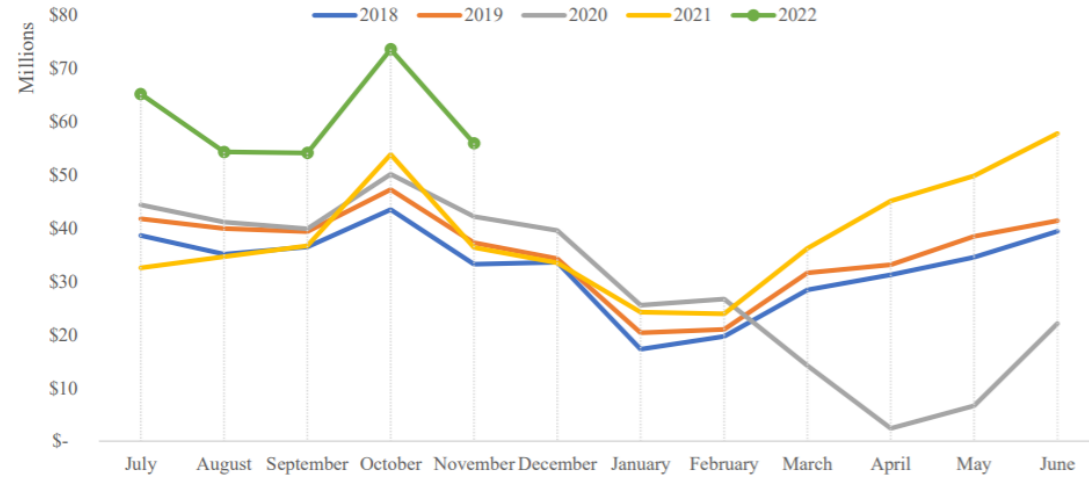
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 65,188,038	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	78%	35,703,239	38,564,848
September	54,136,664	36,683,164	48%	67%	37,783,659	38,626,462
October	73,587,242	53,870,769	37%	57%	55,486,892	50,430,547
November	55,924,836	36,407,948	54%	56%	37,500,187	38,612,899
December	-	33,504,228	-	-	34,509,355	35,790,730
January	-	24,212,981	-	-	24,939,371	23,373,837
February	-	23,905,633	-	-	24,622,802	23,862,423
March	-	36,200,146	-	-	37,286,151	27,348,756
April	-	45,127,533	-	-	46,481,359	26,890,343
May	-	49,824,646	-	-	51,319,385	31,637,803
June	-	57,792,994	-	-	59,526,784	40,438,345
Total revenues	<u>\$303,139,091</u>	<u>\$ 464,740,494</u>			<u>\$478,682,709</u>	<u>\$415,132,776</u>

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

December 31, 2021



#### Month of lodging sales:

	2018	2019	2020	2021	2022
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 65,188,038
August	35,118,463	39,917,550	41,113,655	34,663,339	54,302,310
September	36,475,819	39,327,048	39,869,174	36,683,164	54,136,664
October	43,473,922	47,272,253	50,148,618	53,870,769	73,587,242
November	33,231,722	37,240,595	42,190,154	36,407,948	55,924,836
December	33,597,999	34,272,393	39,595,569	33,504,228	-
January	17,286,992	20,347,077	25,561,453	24,212,981	-
February	19,676,430	20,985,316	26,696,319	23,905,633	-
March	28,406,443	31,638,002	14,208,120	36,200,146	-
April	31,240,963	33,141,034	2,402,461	45,127,533	-
May	34,544,014	38,464,222	6,624,541	49,824,646	-
June	39,441,126	41,413,202	22,108,839	57,792,994	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 464,740,494	\$ 303,139,091

# PG 7

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Total Lodging Sales by Type

### Shown by Month of Sale, Year-to-Date

December 31, 2021

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 40,213,765	\$ 19,132,318	110.2%	110.2%	\$ 23,292,383	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 65,188,038	\$ 32,547,111	100.3%	100.3%
August	33,288,678	19,815,648	68.0%	88.7%	19,599,745	13,723,974	42.8%	64.9%	1,413,887	1,123,717	25.8%	37.2%	54,302,310	34,663,339	56.7%	77.8%
September	34,410,077	22,012,507	56.3%	77.0%	18,287,445	13,374,865	36.7%	55.4%	1,439,143	1,295,793	11.1%	27.7%	54,136,664	36,683,164	47.6%	67.1%
October	49,777,745	36,464,280	36.5%	61.9%	21,712,768	15,478,848	40.3%	51.1%	2,096,730	1,927,642	8.8%	21.0%	73,587,242	53,870,769	36.6%	56.7%
November	36,931,580	24,630,899	49.9%	59.5%	17,510,125	10,553,316	65.9%	53.5%	1,483,131	1,223,733	21.2%	21.1%	55,924,836	36,407,948	53.6%	56.1%
December	-	22,871,661	-		-	9,595,156	-		-	1,037,411	-		-	33,504,228	-	
January	-	12,224,275	-		-	11,501,937	-		-	486,770	-		-	24,212,981	-	
February	-	11,683,923	-		-	11,724,546	-		-	497,164	-		-	23,905,633	-	
March	-	17,985,847	-		-	17,425,713	-		-	788,586	-		-	36,200,146	-	
April	-	25,959,680	-		-	17,989,856	-		-	1,177,997	-		-	45,127,533	-	
May	-	29,663,713	-		-	18,720,234	-		-	1,440,698	-		-	49,824,646	-	
June	-	35,631,307	-		-	20,645,736	-		-	1,515,951	-		-	57,792,994	-	
Total	\$ 194,621,845	\$ 278,076,058			\$ 100,402,466	\$ 173,016,827			\$ 8,114,780	\$ 13,647,609			\$ 303,139,091	\$ 464,740,494		

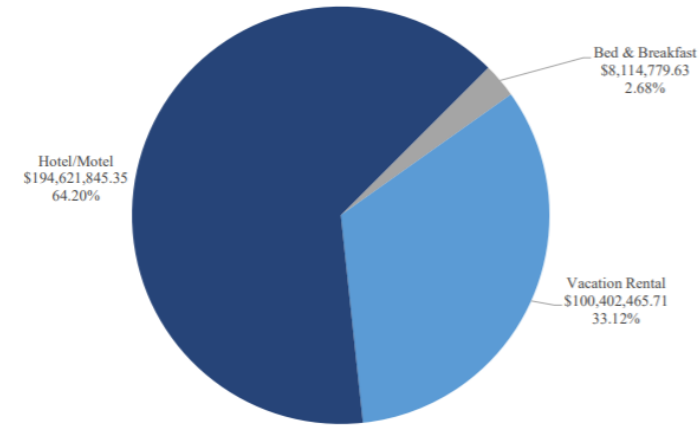
## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Total Lodging Sales by Type

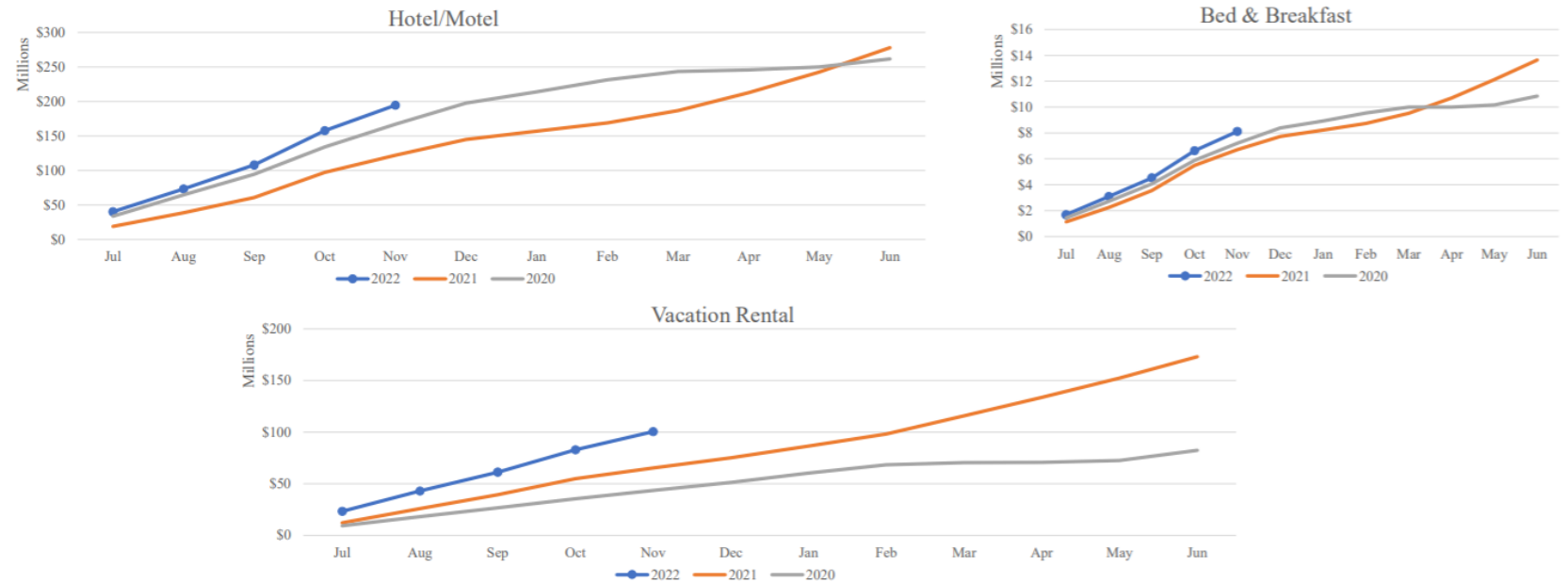
Shown by Month of Sale, Year-to-Date

December 31, 2021

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year



# FINANCIAL REPORTS

**Questions/Discussion**

# FINANCIAL REPORTS

## Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the **December 2021** Financial Reports as presented.

- Motion Second

- Discussion

# FINANCIALS - ROLL CALL VOTE

## **Chair Kathleen Mosher**

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher



# AUDIT RESPONSE

The FY21 audit response document was signed electronically by all voting board members in December and was forwarded on to the North Carolina Local Government Commission (LGC) as required.

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY  
FPIC RESPONSE TO SCHEDULE OF FINDINGS  
YEAR ENDED JUNE 30, 2021**

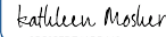

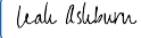
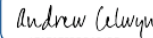


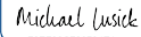

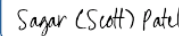
**2021-001**

**Material Weakness in Internal Control over Financial Reporting**

The Buncombe Tourism Development Authority did not record a year end accrual for the July credit card payment that contained transactions related to June 2021. The error was discovered by the auditors during their fieldwork. Liabilities and expenditures were understated because of this error and an audit adjustment was recorded for \$395,414 to correct the financial statements.

To prevent recurrence of the material weakness, the Authority has reviewed its' procedures for tracking invoices and credit card statements received subsequent to year-end to ensure any expenditures related to the current fiscal year are properly accrued. The Authority has enhanced cutoff procedures by implementing the use of a yearend checklist and adding an additional reviewer over subsequent invoices and credit card statements to ensure expenses are accrued in the proper period.

Signed by Members of the Buncombe County Tourism Development Authority:

DocuSigned by:  Kathleen Mosher, Chair	12/15/2021 Date
DocuSigned by:  Brenda Durden, Vice Chair	12/13/2021 Date
DocuSigned by:  Leah Ashburn	12/10/2021 Date
DocuSigned by:  Andrew Celwyn	12/10/2021 Date
DocuSigned by:  Larry Crosby	12/13/2021 Date
DocuSigned by:  Matthew Lehman	12/10/2021 Date
DocuSigned by:  Michael Lusick	12/10/2021 Date
DocuSigned by:  Hites (HP) Patel	12/10/2021 Date
DocuSigned by:  Sagar (Scott) Patel	12/10/2021 Date

# FINANCE COMMITTEE

## **Chair Kathleen Mosher**

### BCTDA Finance Committee Appointments:

- Leah Wong Ashburn, Committee Chair, Treasurer of the non-profit
- Matthew Lehman, BCTDA Board Member (hotels)
- Chip Craig, Greybeard Realty (vacation rentals)
- Kathleen Mosher, Chair of BCTDA

# FINANCE COMMITTEE

## Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the **BCTDA Finance Committee appointments** as presented.

- Motion Second

- Discussion

# FINANCE COMMITTEE - VOTE

## **Chair Kathleen Mosher**

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher

# PRESIDENT & CEO REPORT

VIC ISLEY  
PRESIDENT & CEO

Explore **ASHEVILLE**

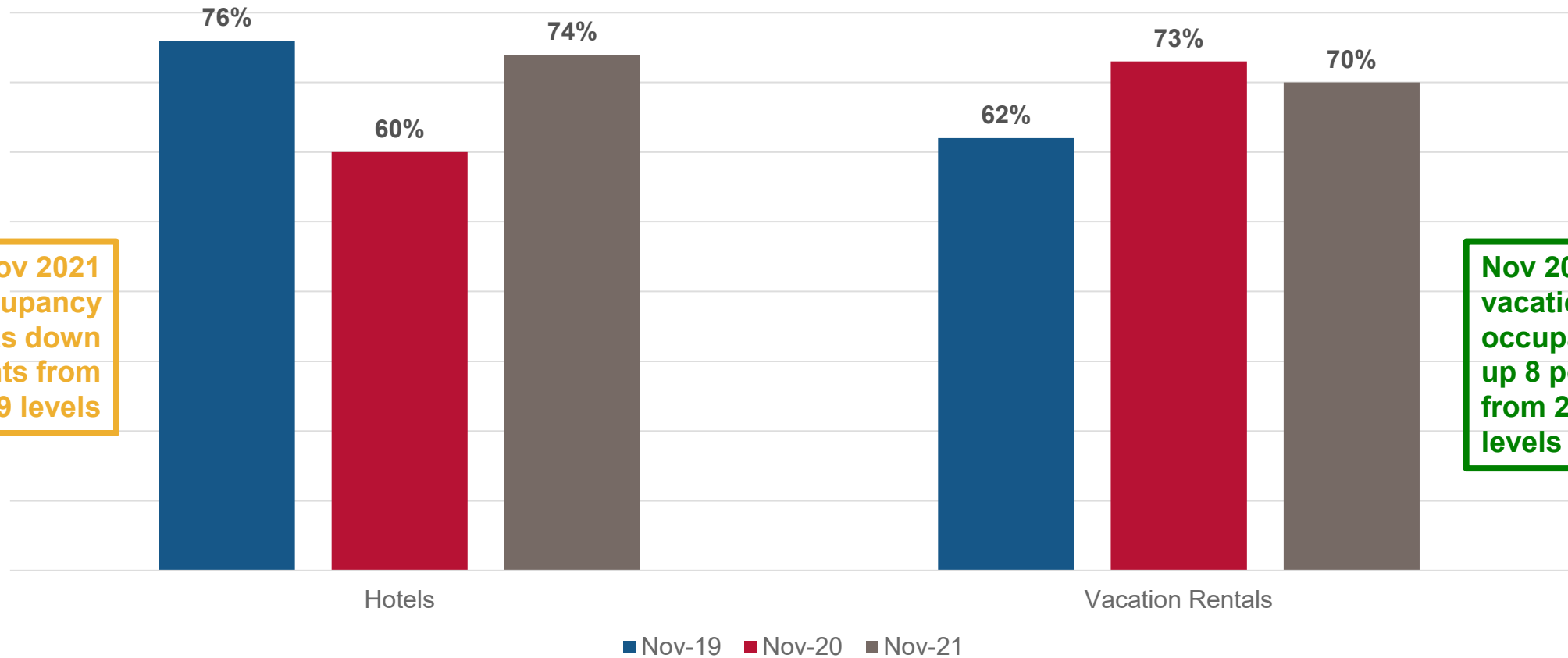




# INDUSTRY METRICS



# NOV LODGING OCCUPANCY

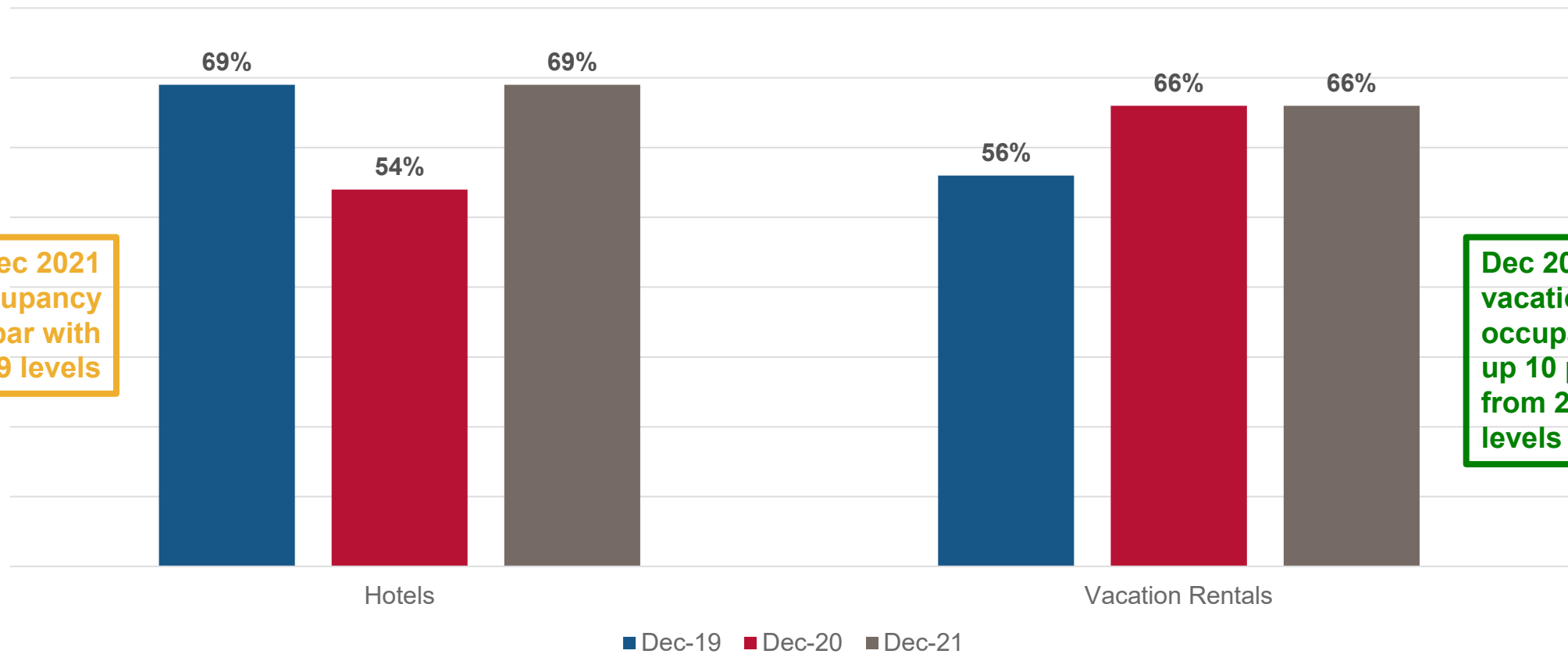


Nov 2021  
hotel occupancy  
was down  
2 points from  
2019 levels

Nov 2021  
vacation rental  
occupancy was  
up 8 points  
from 2019  
levels



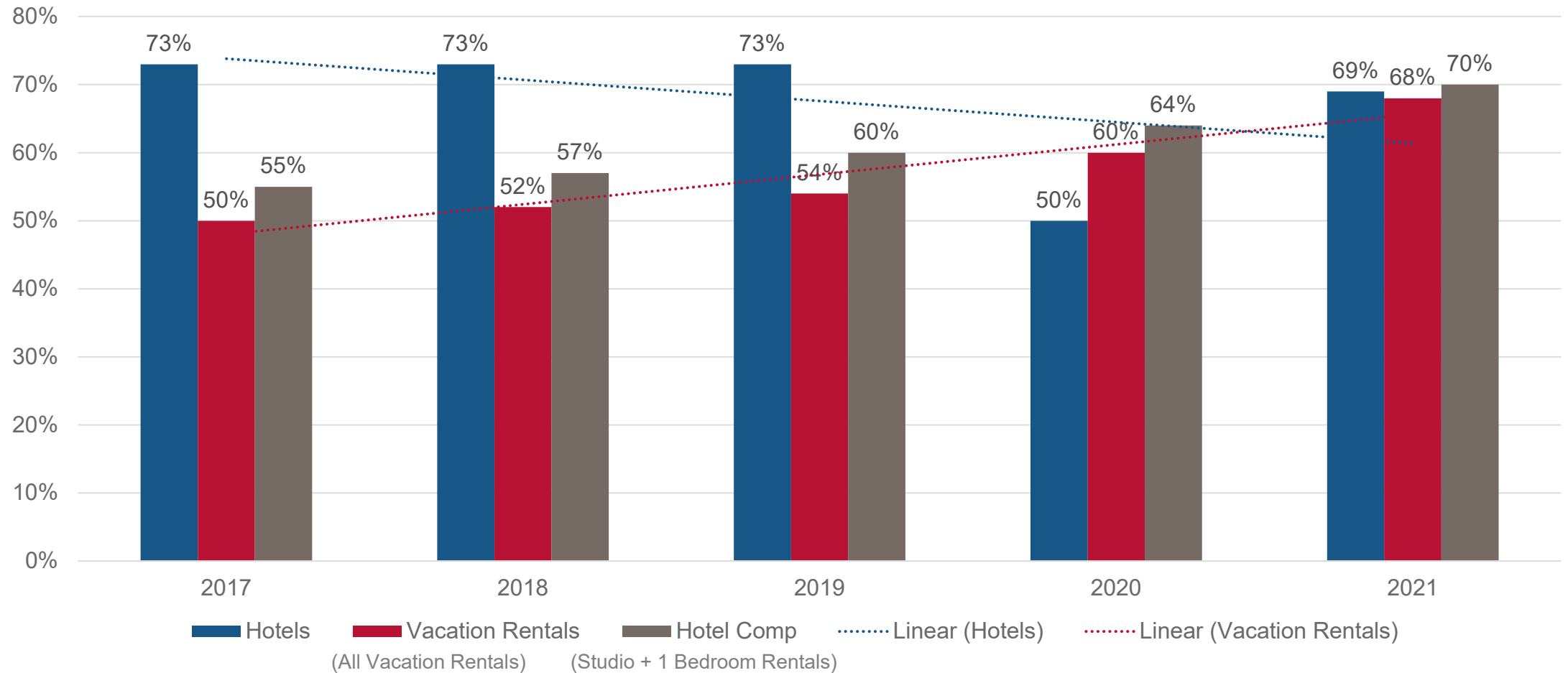
# DEC LODGING OCCUPANCY



Dec 2021  
hotel occupancy  
was on par with  
2019 levels

Dec 2021  
vacation rental  
occupancy was  
up 10 points  
from 2019  
levels

# AVERAGE OCCUPANCY BY LODGING TYPE







# MONTHLY REPORTING UPDATES



# DESTINATION PERFORMANCE REPORT

## Destination Performance Report



### Lodging & Visitor Overview - December 2021

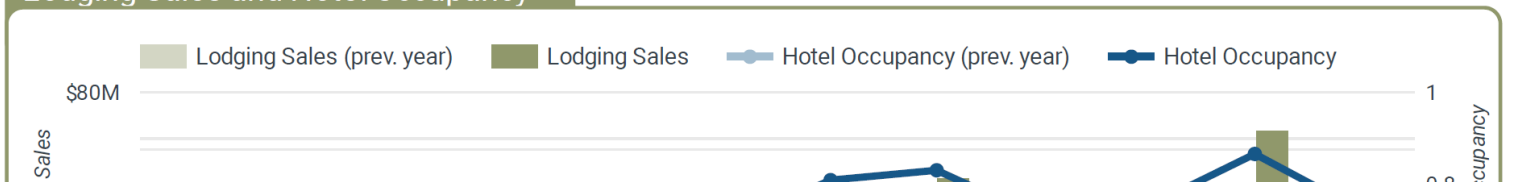
Lodging Sales \$55,946,316 (November) ↑ 53.8%	Hotel Occupancy* 74.4% (November) ↑ 24.3%	Hotel Demand* 197,113 (November) ↑ 26.5%	Hotel ADR* \$196.87 (November) ↑ 22.8%	Hotel RevPAR* \$146.49 (November) ↑ 52.6%
Airport Passengers 130,131 (November) ↑ 90.7%	Asheville Visitor Center 11,046 ↑ 65.2%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 1,366 ↑ 4.8%	Travel Guide Requests 766 ↓ -10.6%

### Lodging & Visitor Overview - Fiscal Year 21-22

Lodging Sales \$303,160,570 ↑ 56.2%	Hotel Occupancy* 78.5% ↑ 27.8%	Hotel Demand* 1,054,259 ↑ 31.0%	Hotel ADR* \$196.86 ↑ 28.3%	Hotel RevPAR* \$154.51 ↑ 64.0%
Airport Passengers 757,676 ↑ 148.2%	Asheville Visitor Center 99,335 ↑ 104.0%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 22,323 ↑ 41.8%	Travel Guide Requests 10,850 ↓ -1.6%

### Lodging Sales and Hotel Occupancy\*

\* Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.



## By the numbers

- Lodging
- Airport passengers
- Visitor center traffic + travel guide requests
- Sales department metrics
- Marketing metrics





Explore **ASHEVILLE**  
Convention & Visitors Bureau

# MONTHLY HIGHLIGHTS

November - December 2021



# DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

## Improve quality of each visit by inspiring increased length of stay and dispersal

- [Five Days, Five Festive Ways](#): Created Blog with five distinct 5-day itineraries for foodies, for adventurers, for shopaholics, for families, and for holiday lovers
- [2021 Holiday News and Winter Wellness](#): Multi-pillar press release included “Under-the-radar Towns with Over-the-top Charm” section aimed at dispersing seasonal visitation to Black Mountain and Leicester
  - Email Distribution Results: Sent pitch to 574 contacts; 40% opened, 6% clicked; 21 responded to indicate interest, which is 3.6%
  - Resulting Media: StyleBlueprint.com [“3 Carolina Towns That Transform Into Magical Holiday Wonderlands”](#)
- [What's New: 22 Transformational Stories, Culture Adventures & Self-Care Escapes for Blue Ridge Travelers in 2022](#): Multi-pillar press release cataloged news items for the year ahead. Sent targeted pitches to culinary, outdoor and wellness media. Developed robust list of diverse media voices to increase depth and inclusivity of outreach.
  - Email Distribution Results: Pitch was sent to 452 contacts; 57% opened
  - [22 New Experiences in 2022](#): Published supplemental consumer blog post highlighting this year's top 22 experiences
- Visitor Guide: Finalized 2022 Official Asheville Visitor Guide; emphasized longer stays and dispersal throughout the area
  - Monthly Deliveries: Partner deliveries will start in late January via our distribution partner Mountain Xpress



## Accelerate proactive sales efforts to increase net new business to the destination

- 48-Hour FAM: 10 qualified corporate, association, and third-party planners came Nov. 16-19; nine of which had never been to Asheville before
  - New Business: One lead for Feb. 2022 mid-week received so far.
- IMEX America: More than 80 appointments and additional walk-up traffic during the conference in Las Vegas, NV Nov. 8-12; team hosted an event for more than 30 clients and participating industry partners.
  - New Business: 12 leads collected for business beginning as soon as spring 2022.
- Travel South International: Held 36 appointments with international buyers and tour operators during the trade show in New Orleans, LA
- Meetings Today Live: Held 22 appointments at the trade show in Tucson, AZ; attended several networking events
- Association Executives of North Carolina (AENC): Exhibited at this trade show in Raleigh, NC with five hotel partners; collected 55 business cards
- Holiday Showcase: More than 100 attendees stopped by the booth at the trade show in Chicago, IL where we exhibited alongside Kimpton Hotel Arras
- Engage Summit: Connected with more than 300 destination wedding innovators and suppliers in Nassau
- Society of Incentive Travel Executives Southeast (SITE SE): Received award for “Experience of the Year” at the annual summit in Savannah, GA for the SITE SE meeting hosted at The Foundry Hotel last December

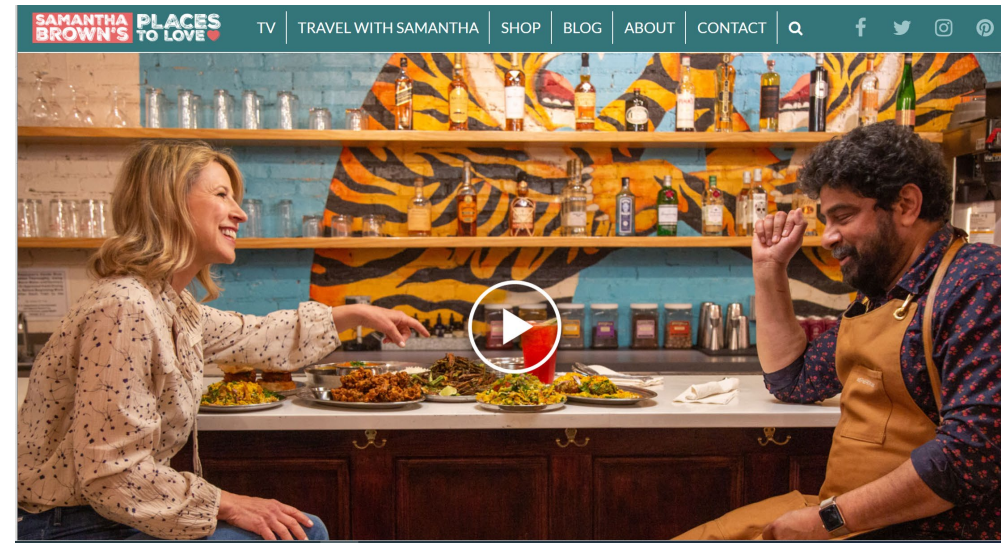
# PLACES TO LOVE (PBS SHOW)

The fifth season of the two-time Emmy Award-winning PBS series “Samantha Brown’s Places to Love” kicked off in Asheville this month (one of the highest rated travel shows on PBS 3+ million households).

Explore Asheville and BCTDA underwrote production fees and worked with the crew on story development that aligns with our strategic pillars.

The 30-minute episode features several local stops, including Brown’s visits to the Biltmore Estate, The Block, Chai Pani, Eda Rhyne Distillery, Citizen Vinyl, Blue Ridge Parkway and the Southern Highland Craft Guild.

Some of the episode’s featured locals include DeWayne Barton of Hood Huggers International, Jenny Pickens at Noir Collective, Meherwan Irani of Chai Pani and producer Gar Ragland, founder of Citizen Vinyl with musician Alexa Rose.







# OFFICIAL 2022 VISITOR GUIDE

## **Deliver Balanced Recovery & Sustainable Growth.**

- “Asheville in All Directions” highlights the surrounding small towns, addressing our commitment to the dispersal of visitors geographically (pp. 37–49).
- “Seasons” aims to distribute visitation more evenly throughout the year (pp. 29–34)
- “From Sunrise to Sunset” promotes dispersal throughout times of the day (p. 61).
- “5 Days, 5 Ways” is designed to inspire and increase length of stay, dispersing visitors across multiple days and thereby enhancing the quality and value of their stay (pp. 21–27).

## **Encourage Safe & Responsible Travel.**

- Amplified sustainability initiatives such as the principles of Leave No Trace and Pledge for the Wild with the aim of influencing visitors to respect and protect our community.
- “Pack Smart” highlights local outdoor gear builders and brands, supporting the sustainability and growth of our outdoor economy (p. 59).

## **Engage & Invite More Diverse Audiences.**

- Increased diversity in imagery throughout the book as well as the local contributing photographers and writers
- “Cultural Connection” features some of Asheville’s favorite spots where diversity shines bright (p. 17).

## **Promote & Support Asheville’s Creative Spirit.**

- Music, food and beverage, art, craft – you’ll find our community’s creative spirit (and spirits) on display throughout the guide.



**Mountain Xpress is our local distribution partner.**



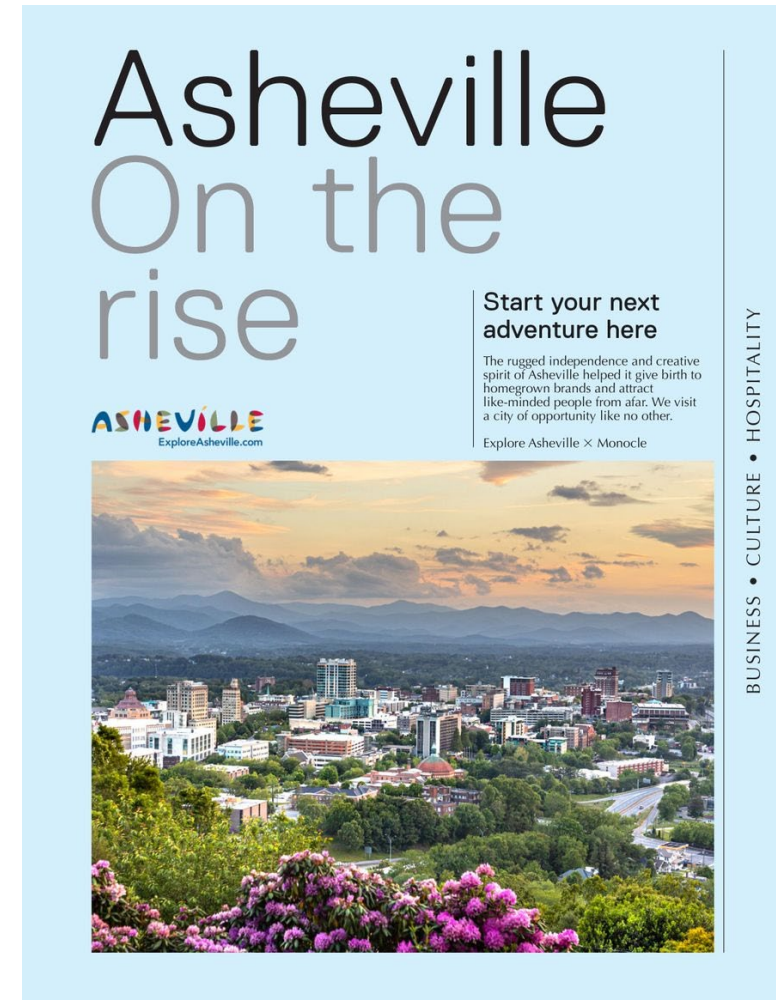
# TRAVEL AS FRONT PORCH FOR ECONOMIC DEVELOPMENT

More closely align our sales and marketing efforts with targeted business sectors to help diversify our local economy.

Partnered with Monocle, a media brand targeting a domestic and international audience of decision-makers and business influencers launched more than a decade ago as a magazine briefing on global affairs, business, culture and design.

The December/January edition of the magazine featured a 24-page section on Asheville, shining a spotlight on some three dozen local business leaders and makers who are elevating our mountain city on a global stage as a hub for entrepreneurship, innovation and creativity.

Key message is our community's rugged independence and creative spirit, giving birth to homegrown brands and beckoning purpose-driven companies aligned with the region's values – ultimately contributing to a more diversified economy.



- 
- **Monthly Highlights Report**
  - **Destination Dashboard**
  - **Questions?**

Explore **ASHEVILLE**



# FY22-23 MEETING SCHEDULE



## FY 2022-23 BCTDA Board Meeting Schedule

[www.ashevillecvb.com/bctda/](http://www.ashevillecvb.com/bctda/)

Date	Time	Location
Wednesday, July 27, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, August 31, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, September 28, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, October 26, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, November 30, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, December 14, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, January 25, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, February 22, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Thursday, March 23, 2023	9:00 - 11:00 a.m. *March Board Meeting	Explore Asheville CVB, 27 College Place or Virtually
Friday, March 24, 2023	9:00 a.m. - 6:00 p.m. *Annual Planning Retreat	Location TBD
Wednesday, April 26, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, May 31, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, June 28, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually

\*March Meeting and Annual Planning Retreat - times and dates subject to change and location to be determined.

# ASHEVILLE REGIONAL AIRPORT UPDATE

TINA KINSEY  
DIRECTOR OF MARKETING,  
PR & AIR SERVICE DEVELOPMENT

Explore **ASHEVILLE**



---

# Asheville Regional Airport

An economic cornerstone.  
Growing with the region.





# Overview

046116M

# Current route map



Routes – Current: 24



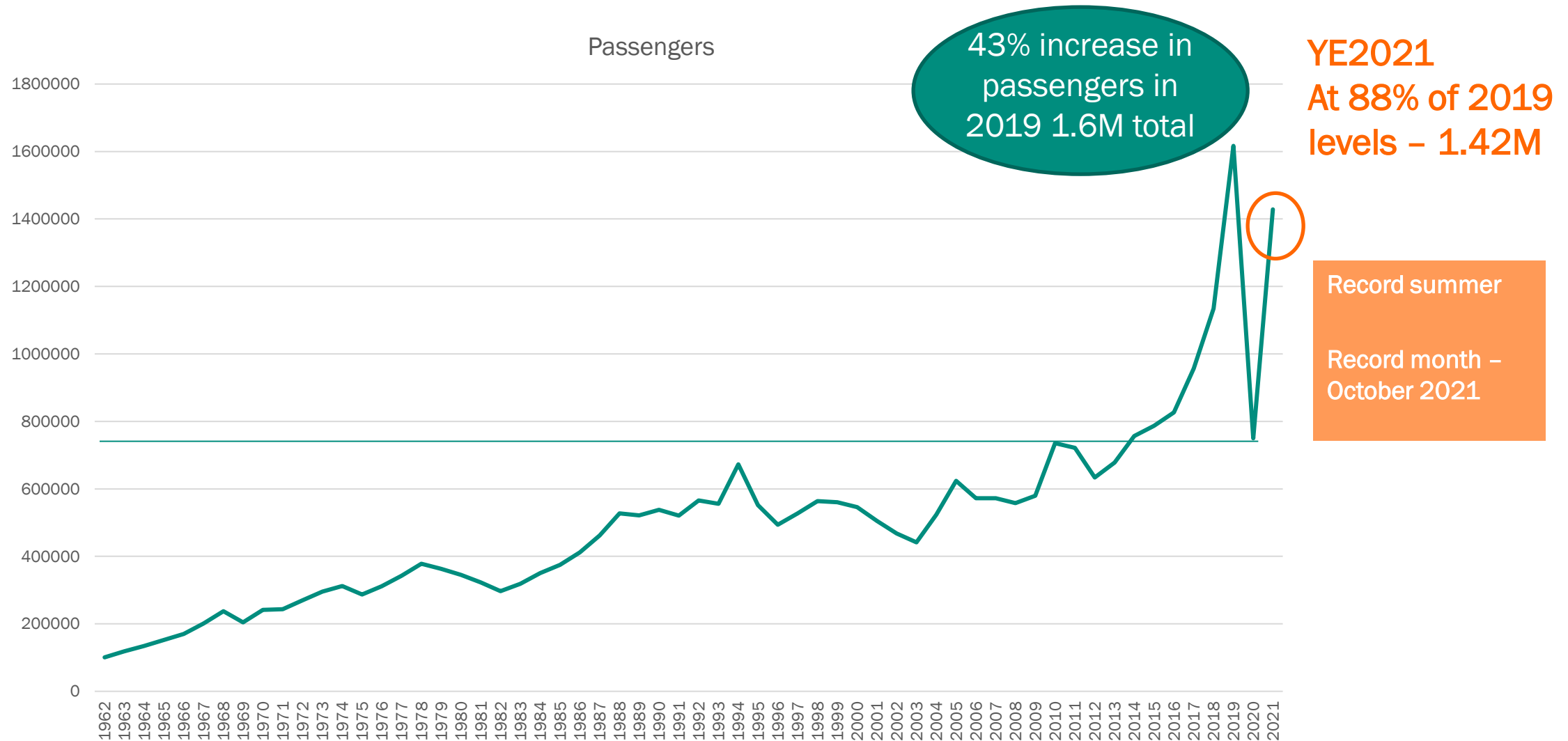


# 2021 Air Service Highlights

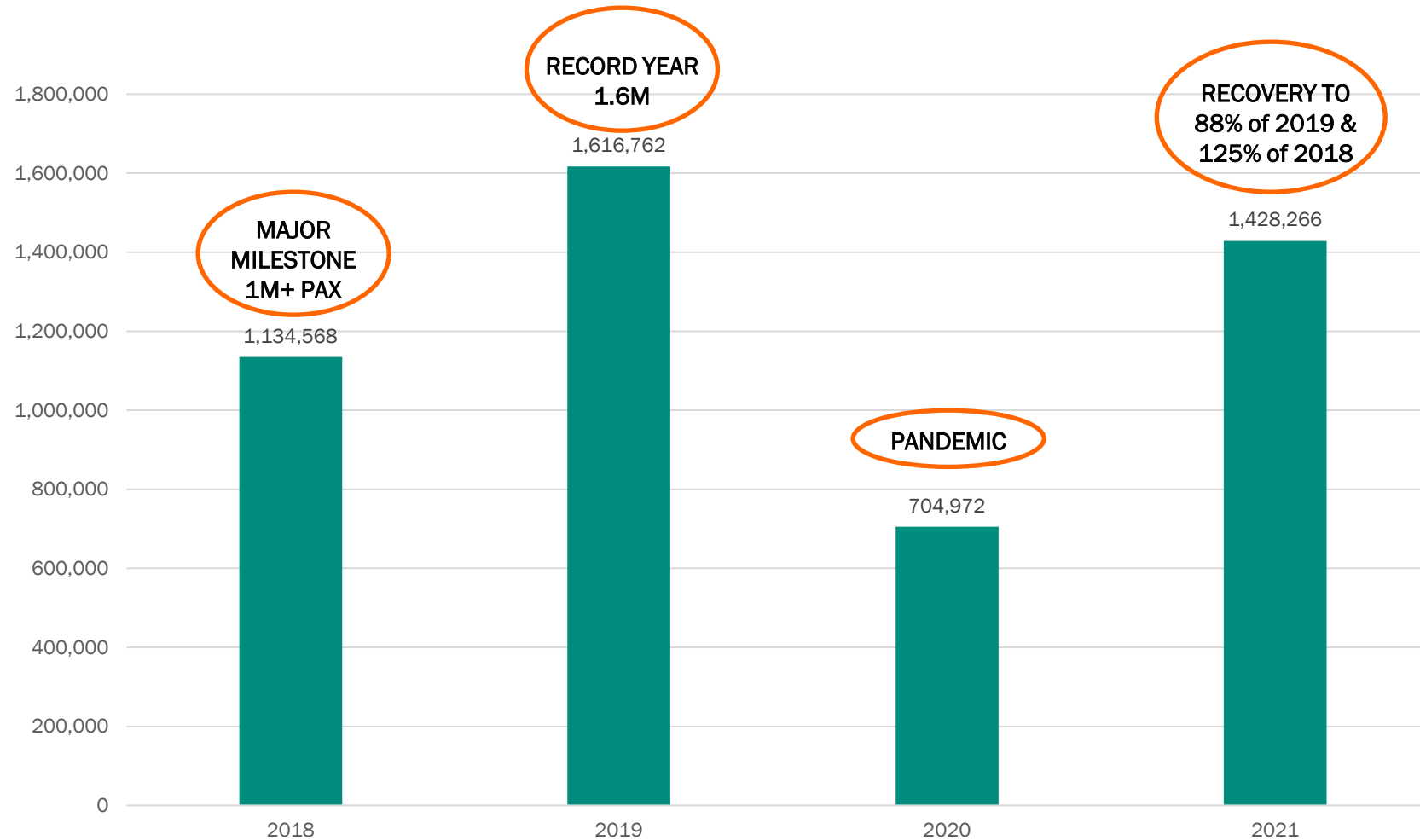


- Highest level of nonstops in history (25)
- 2 new airlines announced:  
JetBlue | Sun Country
- New routes announced
- PHL, LGA reinstated & increased

# A look at where we are now – recovery has been strong



# A closer look



New: coming in 2022





# Returning & growing in 2022

RETURNING JUNE - AUGUST

**NONSTOP**  
**CHICAGO**  
**AVL - ORD**  
1X DAILY

American Airlines



RETURNING MARCH

**NONSTOP**  
**NEW YORK CITY**  
2X DAILY THROUGH AUG | 1X DAILY SEP

DELTA





# One significant loss in 2022



AVL-DULLES (WASHINGTON, D.C.) will end in March 2022 – 14 U.S. cities lost regional service

## A shortage of regional pilots

Simple Flying

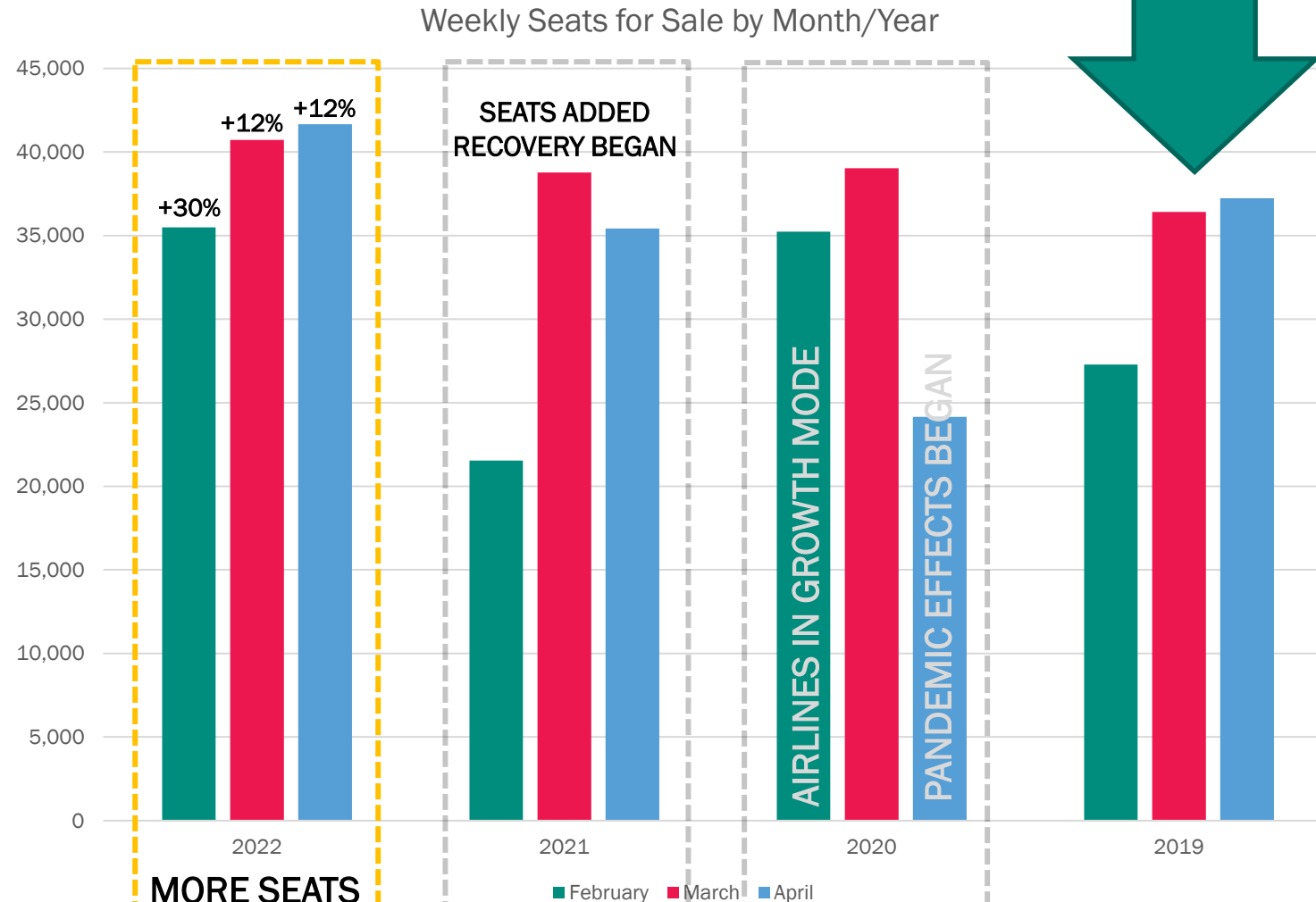
United has publicly stated that its regional operations are suffering due to an ongoing pilot shortage. It has had to [park nearly 100 regional jets](#) because there are not enough pilots to fly the aircraft.

United does not directly employ regional pilots. As with most other airlines in the US flying regional jets, United has contracts with airlines like SkyWest and Mesa to fly aircraft in the 50-76 seat range to help feed United's operations and serve smaller destinations. |

At this time, United intends to reinstate in the future (perhaps 2023). Increased seat capacity to Newark & Chicago expected.

# A look ahead – seats for sale

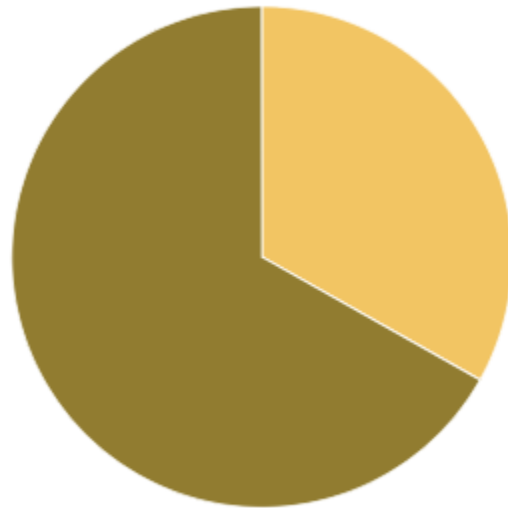
2019  
Record Year



MORE SEATS  
THAN 2019

# AVL is a leisure market with strong in-bound traffic

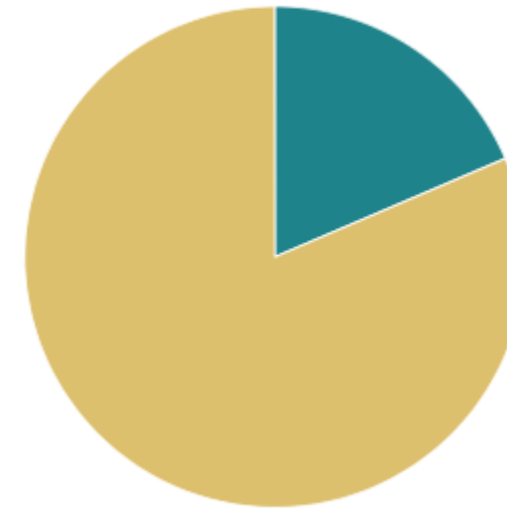
ORIGIN OF TRAVEL 2021 - LOCAL VS VISITOR



Local: 33.2 % Visitor: 66.8 %

*Note: indicates unique travelers  
by zip code, not frequency of  
travel*

PURPOSE OF TRAVEL 2021



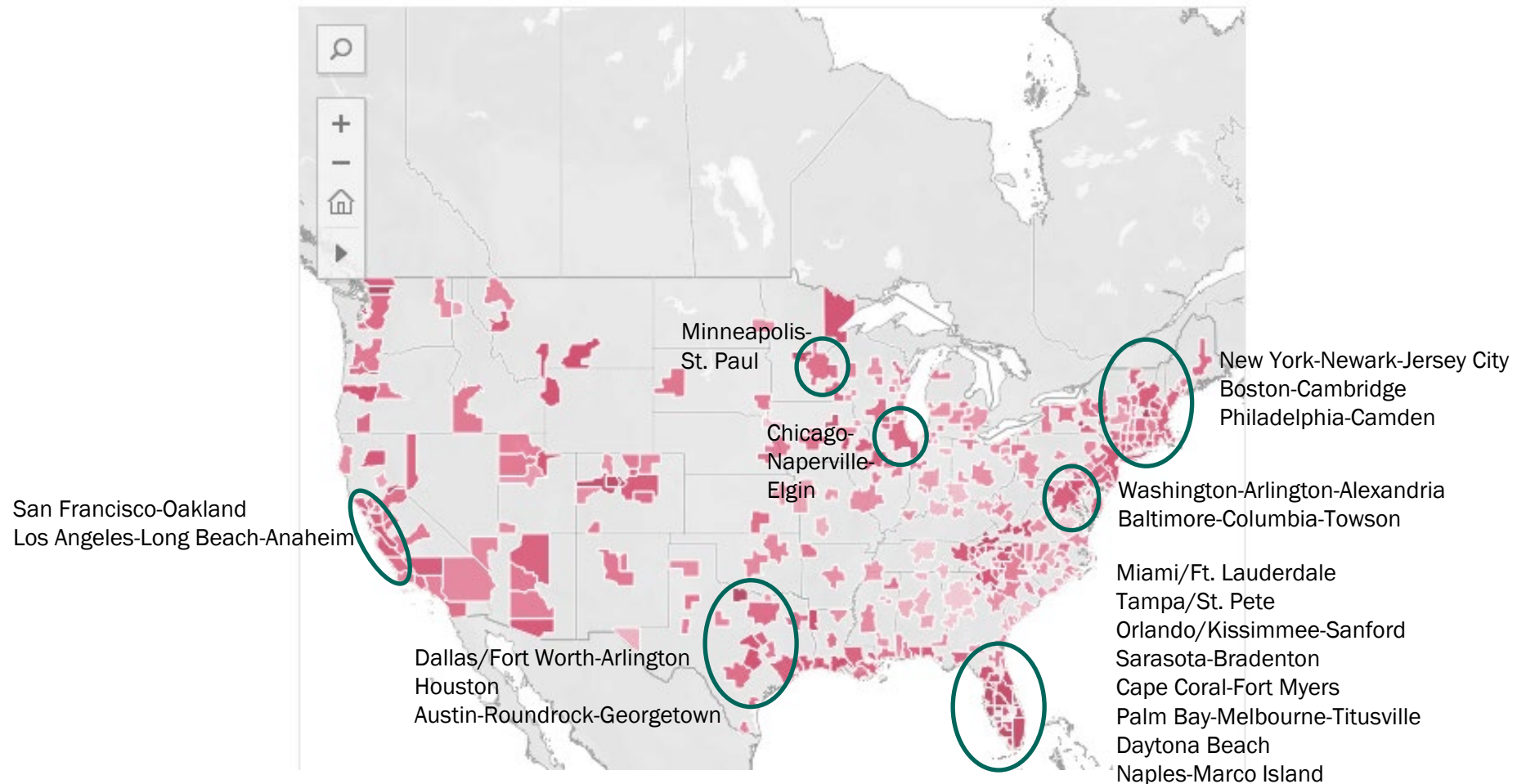
Business: 18.6 % Leisure: 81.4 %

Sample size: 151,682 AVL travelers

# TOP 20 MSAs – ZIP CODE OF RESIDENCE FOR LEISURE TRAVELERS

## Percent of Leisure Travel

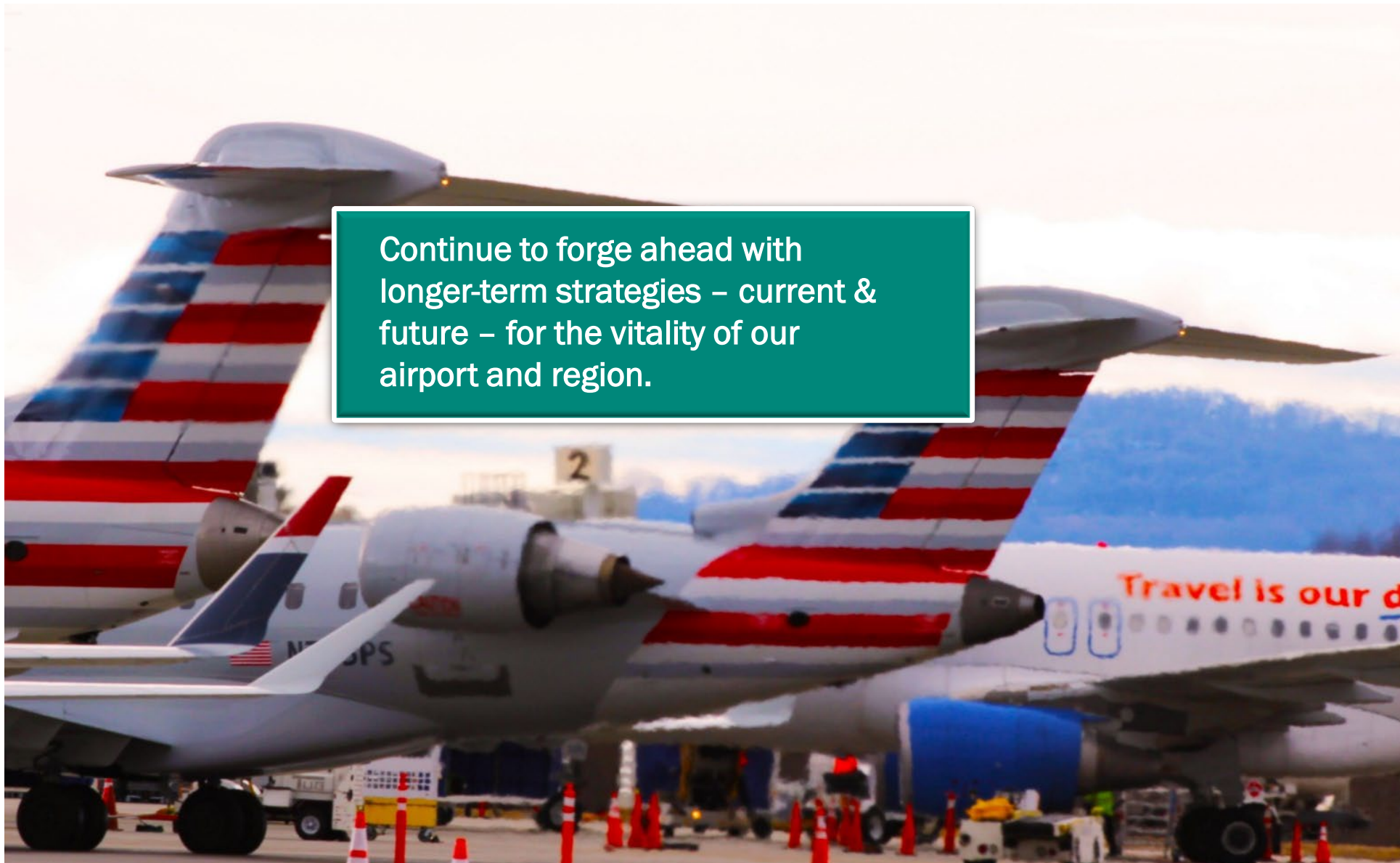
More Leisure Travel | Less Leisure Travel





# Our plan – strategic, long-term

Continue to forge ahead with longer-term strategies – current & future – for the vitality of our airport and region.





# ON THE GROUND

- HIGHLIGHTS
- Community Connection
- Master plan process
- Current construction
- Terminal project





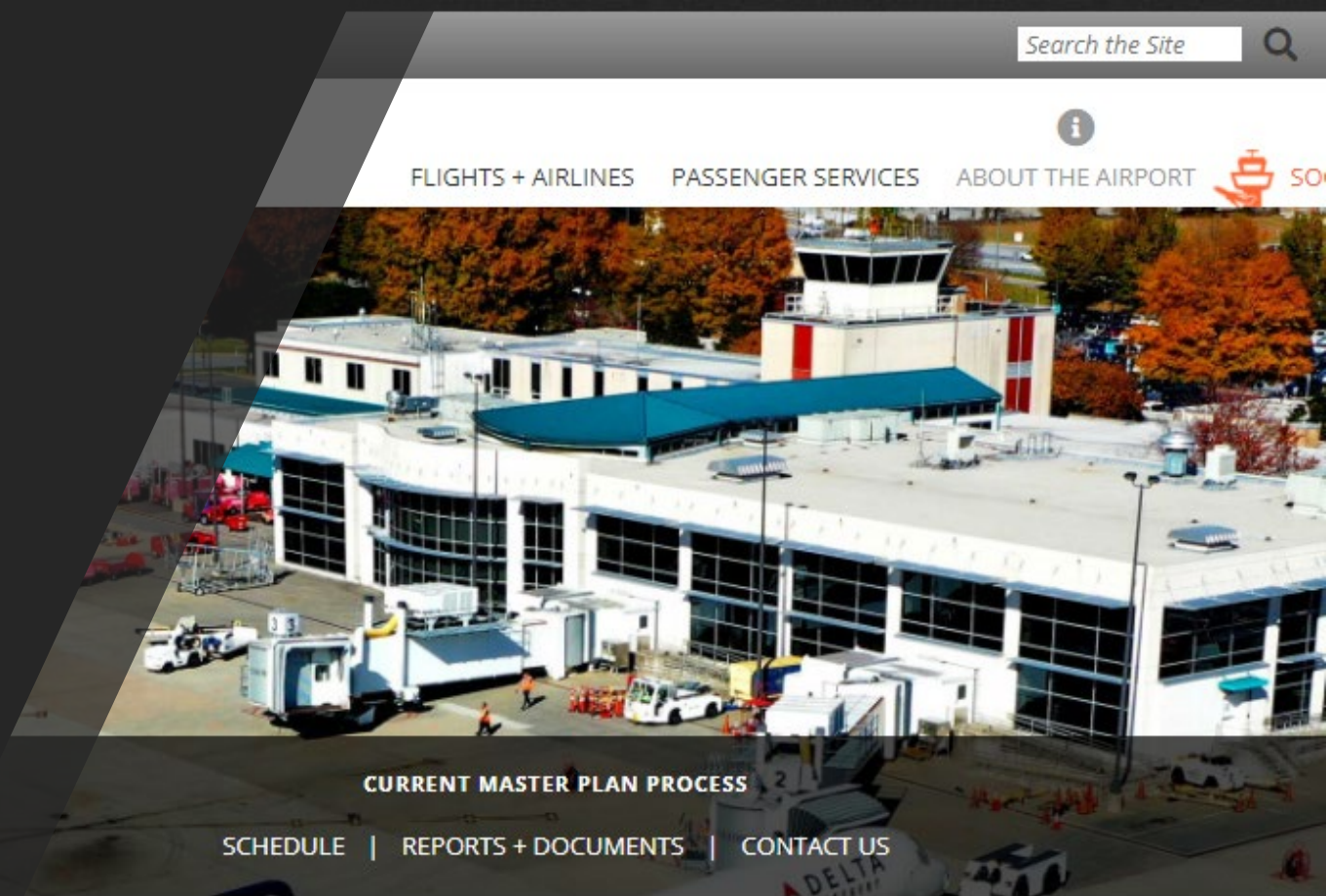


# AVL and Community Connection



# Master Plan Update

- Currently underway
- Info on our website available to keep community informed



## AIRPORT MASTER PLAN

The Greater Asheville Regional Airport Authority is updating its master plan.

An airport's master plan guides the airport's development and operational sustainability, and covers 5, 10 and 20-year horizons. Developing a master plan is a structured process that seeks to evaluate the airport's future growth and land development needs.

The plan will result in two key documents: a Master Plan Report, and an Airport Layout Plan (ALP), which is a drawing that depicts the airport's future property plans.



# South Apron Expansion





# Terminal Project

- Design nearly completed
- Financing plan underway
- Preliminary work package is out for bid – to include electrical infrastructure and vault
- Timeline is being determined – groundbreaking expected by late 2022, and a community PR plan will launch



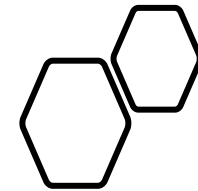
A look at what's to  
come

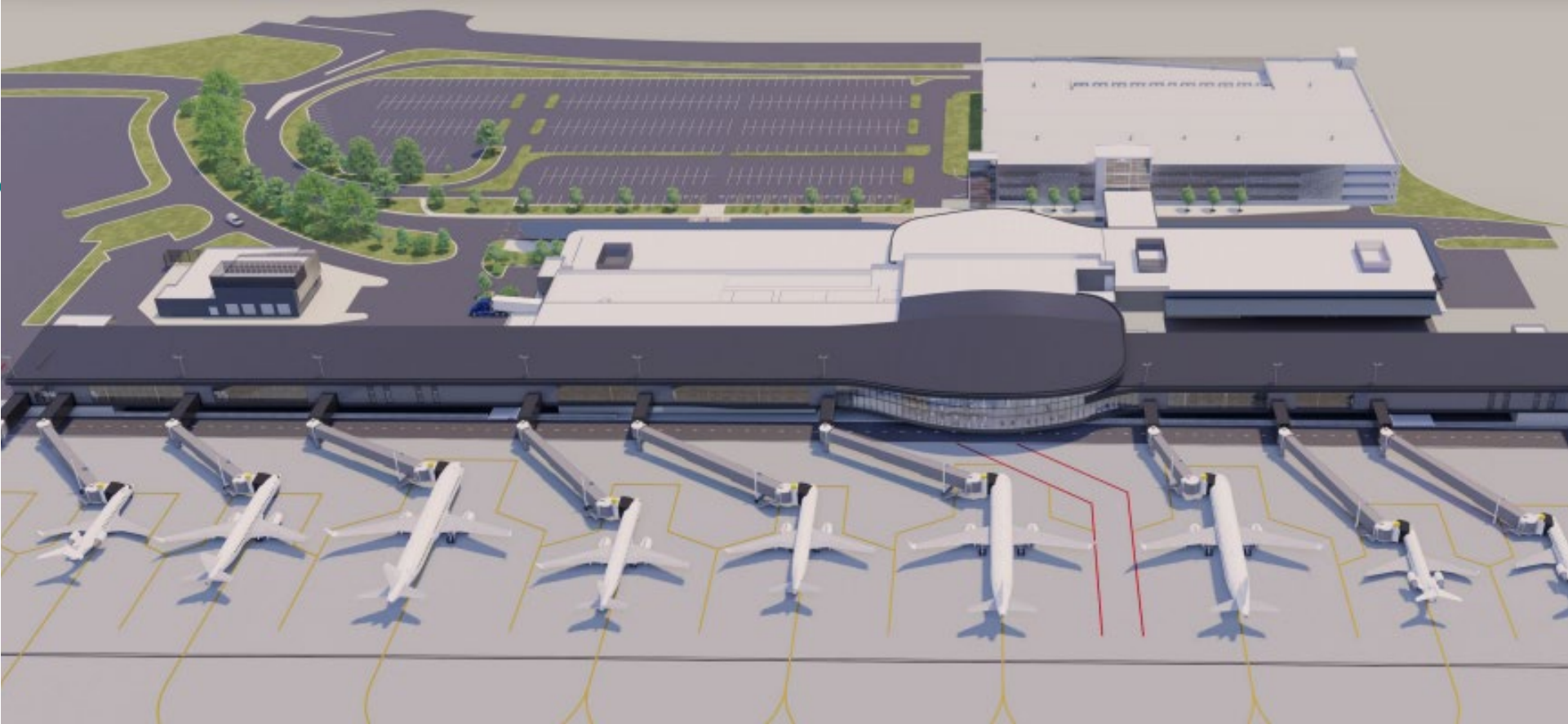




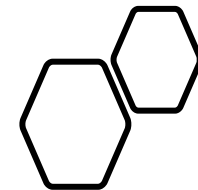


**Curbside**  
curbside





**Airside**  
WILSIDE





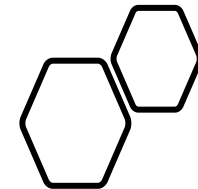
## FINISHES

- 1. ACOUSTICAL  
CEILING
- 2. WOOD ACCENT
- 3. DECORATIVE  
METAL  
PERFORATED  
SCREEN  
4. LARGE FORMAT  
TILE
- 5. TERRAZZO  
FLOORS
- 6. STONE



# Ticketing

ICKETING

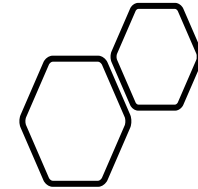


## FINISHES

1. ACOUSTICAL  
METAL CEILING  
PANELS
2. WOOD ACCENT
3. WOOD GRAIN METAL  
COLUMN WRAPS
4. COMPACT  
LAMINATE  
PANELS
5. TERRAZZO  
FLOORS
6. STONE
7. ARTWORK

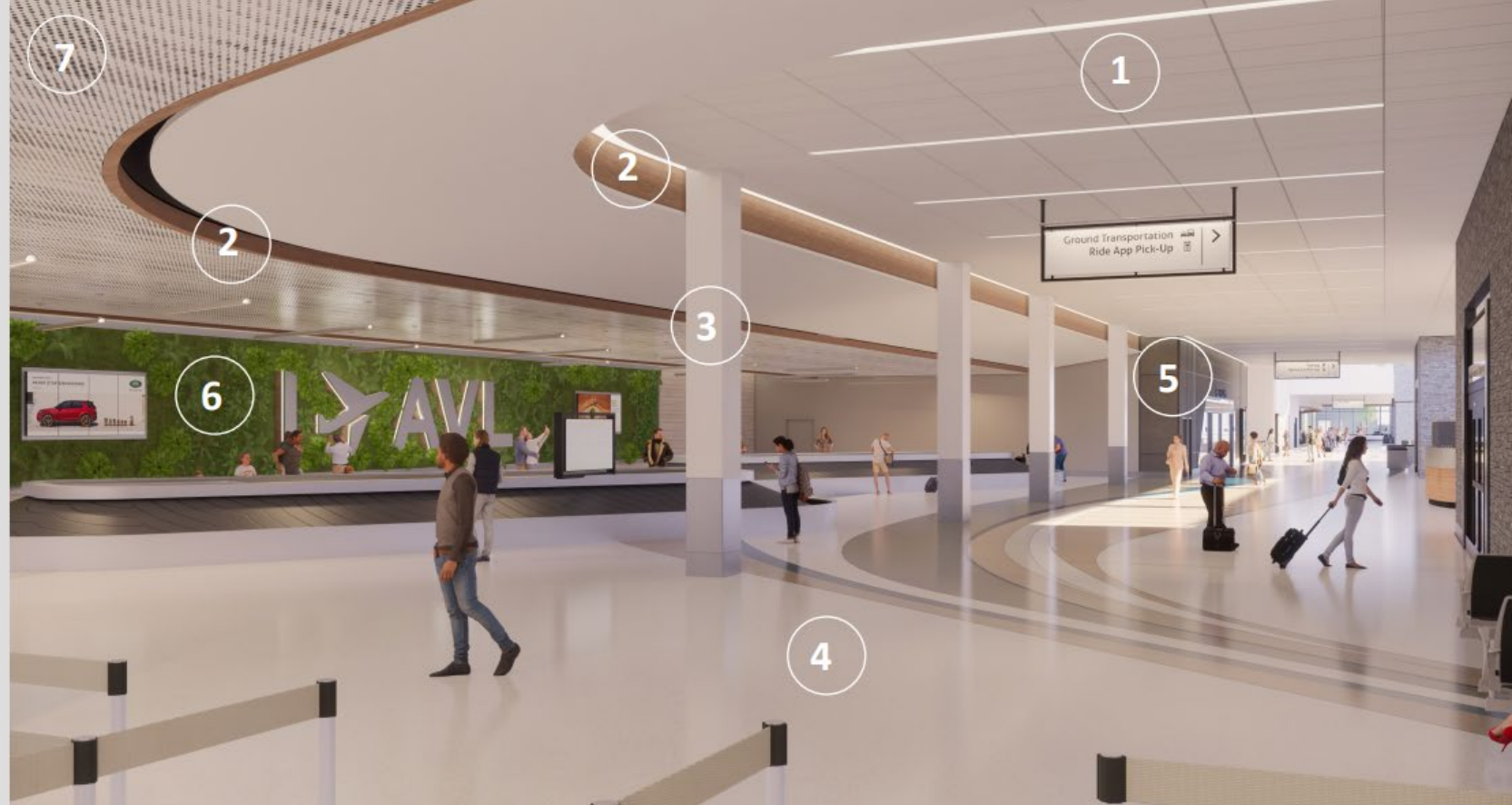


# Grand Lobby

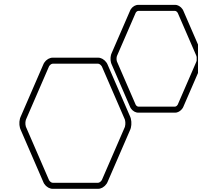


## FINISHES

1. ACOUSTICAL CEILING
2. WOOD ACCENT
3. METAL COLUMN WRAPS
4. TERRAZZO FLOORS
5. PORCELAIN TILE
6. LIVING WALL
7. DECORATIVE METAL PERFORATED CEILING



# Baggage Claim





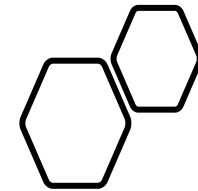
## FINISHES

- 1. ACOUSTICAL METAL CEILING PANELS
- 2. CUSTOM SOLID SURFACE WALL PANELS
- 3. METAL COLUMN WRAPS
- 4. TERRAZZO FLOORS
- 5. GLASS WALL PANELS



# Security Check Point

SECURITY CHECK POINT





## FINISHES

1. ACOUSTICAL  
METAL CEILING  
PANELS

2. ARTWORK

3. WOOD GRAIN  
METAL COLUMN  
WRAPS

4. TERRAZZO  
FLOORS

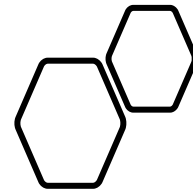
5. WOOD ACCENT

6. ELECTROCHROMIC  
GLAZING



# Concessions

concessions

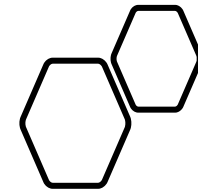


## FINISHES

1. ACOUSTICAL  
CEILING PANELS
2. WOOD ACCENT
3. STONE
4. PORCELAIN  
TILE
5. TERRAZZO  
FLOORS
6. CARPET TILE
7. METAL WALL  
PANEL
8. METAL COLUMN  
WRAPS
9. ELECTROCHROMIC  
GLAZING



# Gate Area



Questions?  
Questions?





# GROUP SALES UPDATE

MARSHALL HILLIARD

EXPLORE ASHEVILLE | VICE PRESIDENT OF SALES

COLLEEN SWANSON

MEETINGS DATABASE INSTITUTE | EXECUTIVE VICE  
PRESIDENT

Explore **ASHEVILLE**



# GROUP SALES STRATEGIC IMPERATIVES

- **Deliver Balanced Recovery & Sustainable Growth**
  - Accelerate proactive sales efforts to increase net new business to the destination
  - Deploy sales team in alignment with broader economic development sectors
  - Create local referral group of influencers in economic development sectors and community assets
  - Drive revenue in need periods through updated group sales strategy
- **Encourage Safe & Responsible Travel**
  - Increase number of bookings that participate in community projects
  - Identify, qualify and engage purpose drive companies for purposes of holding meetings here
- **Engage & Invite More Diverse Audiences**
  - Increase outreach in recruiting DEI meetings and events
- **Promote & Support Asheville's Creative Spirit**
  - Actively promote our creative community and resources to groups and events



# GUIDING PRINCIPLES FOR GROUP SALES

- To be **ADDITIVE** – Focus on new business and the quality of the visit.
- To be **BALANCED** – Pursue and book off-peak business throughout the year focusing on specific need periods.
- To be **ALIGNED** - Attract business aligned with our strategic pillars, economic development sectors, and community assets.



# ALIGN WITH ECONOMIC DEVELOPMENT SECTORS

- Outdoor Products
- Climate & Environment
- Advanced Manufacturing
- Life Sciences
- Technology





# ASHEVILLE BUSINESS EVENTS COUNCIL



Explore Asheville and EDC invite you to be a part of a cross-section of local leaders to leverage the power and success of our travel and hospitality community to lift other business sectors of the local economy. The **Asheville Business Events Council** will meet three times over the next twelve months with discussions designed to help us strengthen our market approach, gain understanding and access to new opportunities.

# NOVEMBER 2021 48-HOUR EXPERIENCE



- Attendance: 10 qualified corporate, association, and third-party planners attended, nine of which had never been to Asheville.



- New Business: Two bookings has resulted from the FAM so far with one lead still tentative.





# IMEX AMERICAS

- Seven marketing messages were sent to targeted buyers registered for the show
  - First Week of Promotion: Total of 13,667 contacts
  - Second Week of Promotion: Total of 3,387 contacts
- More than 80 appointments (record number) and walk-up traffic
- Client Event hosted for over 30 clients and participating industry partners
- 12 leads collected for business beginning as soon as spring 2022





# S.I.T.E. SOUTHEAST AWARD



S.I.T.E. Southeast 2020  
(Photos by Kelli Price Photography)



S.I.T.E. Southeast 2021



Society of Incentive Travel Executives Southeast (S.I.T.E. SE): Awarded "Experience of the Year" at the annual summit in Savannah, GA for the S.I.T.E. SE meeting hosted at The Foundry Hotel in December 2020

# THIRD PARTY STRATEGY



Enhanced Marketing Assistance  
EMAP for DMOs: 2022



## CDi Marketing Programs



# MEETING PLANNER INCENTIVE



## DOUBLE INCENTIVE AVAILABLE

FOR ELIGIBLE CONTRACTS SIGNED FEBRUARY 1 - MARCH 30, 2022

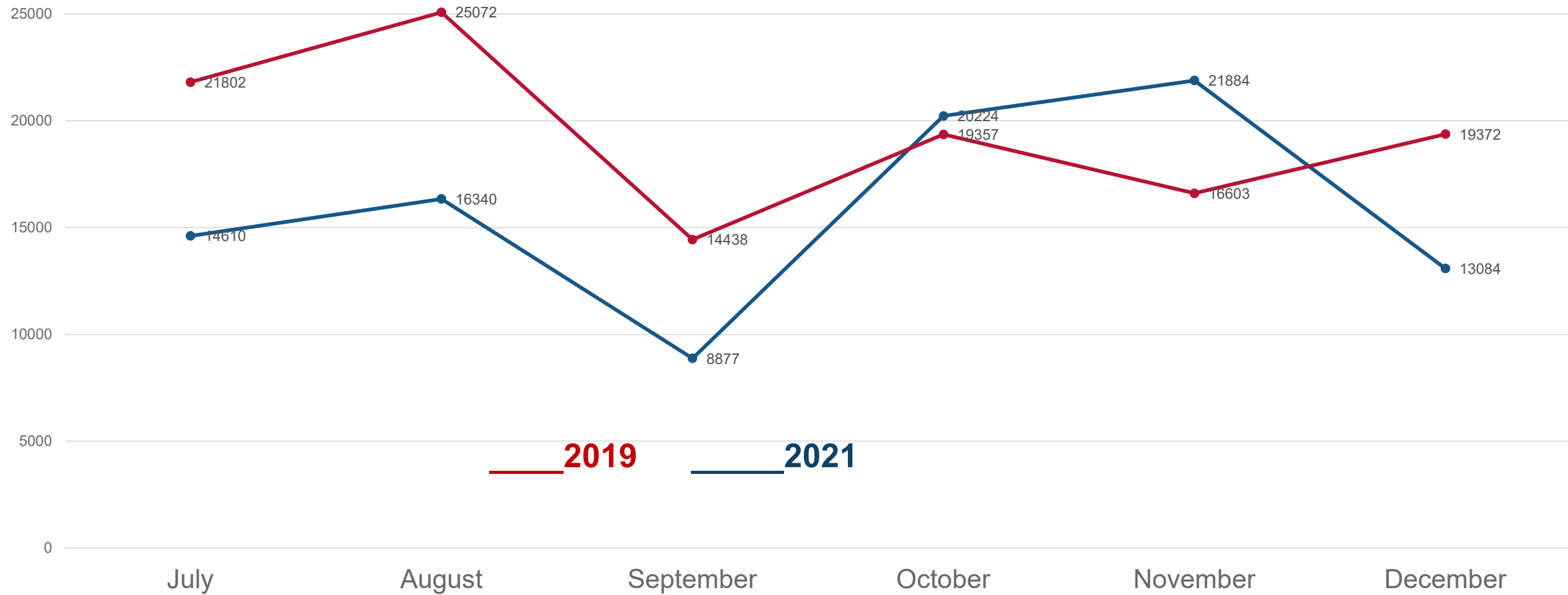
[Explore Asheville](#) is offering eligible meetings double incentive amounts for contracts signed by March 30, 2022.

TOTAL ROOMS	OLD INCENTIVE AMOUNT	NEW INCENTIVE AMOUNT
100 - 199	\$1,000	\$2,000
200 - 299	\$1,500	\$3,000
300 - 499	\$2,500	\$5,000
500 - 999	\$3,500	\$7,000
1,000+	\$5,000	\$10,000



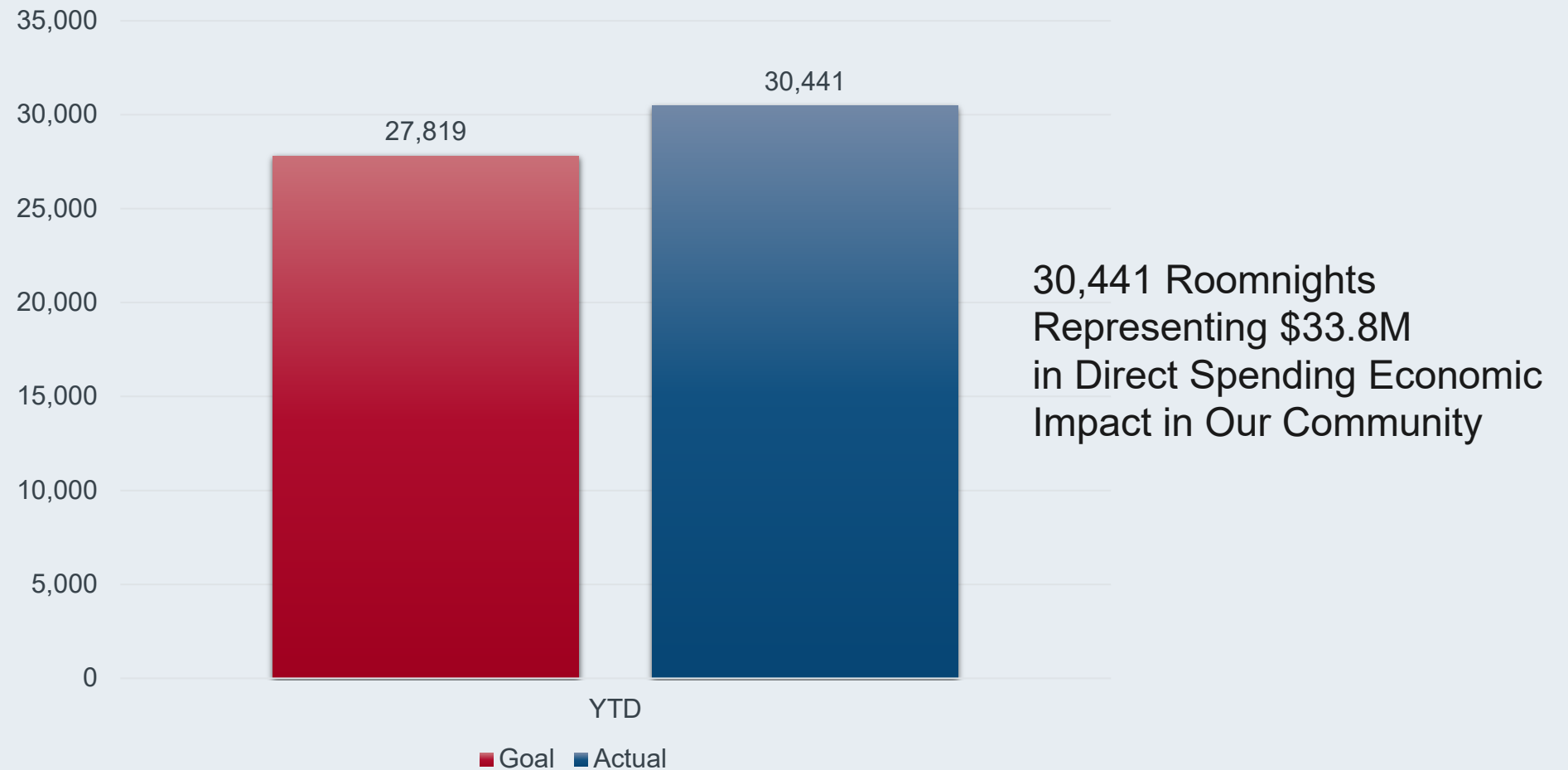
# LEAD VOLUME BY MONTH

30000



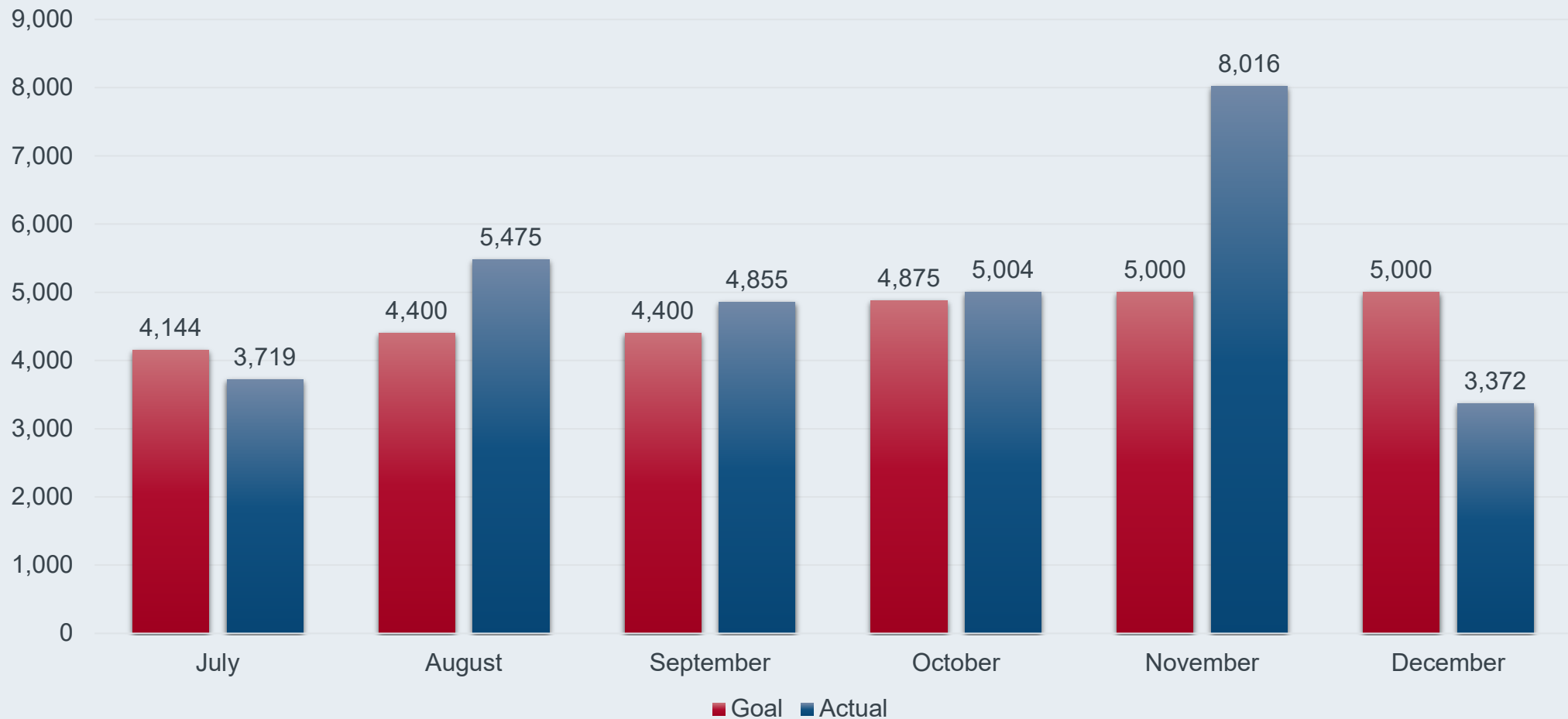
# GOAL TO ACTUAL

FY21/22 Roomnights Goal  
Versus  
FY 21/22 Roomnights Actual



# GOAL TO ACTUAL

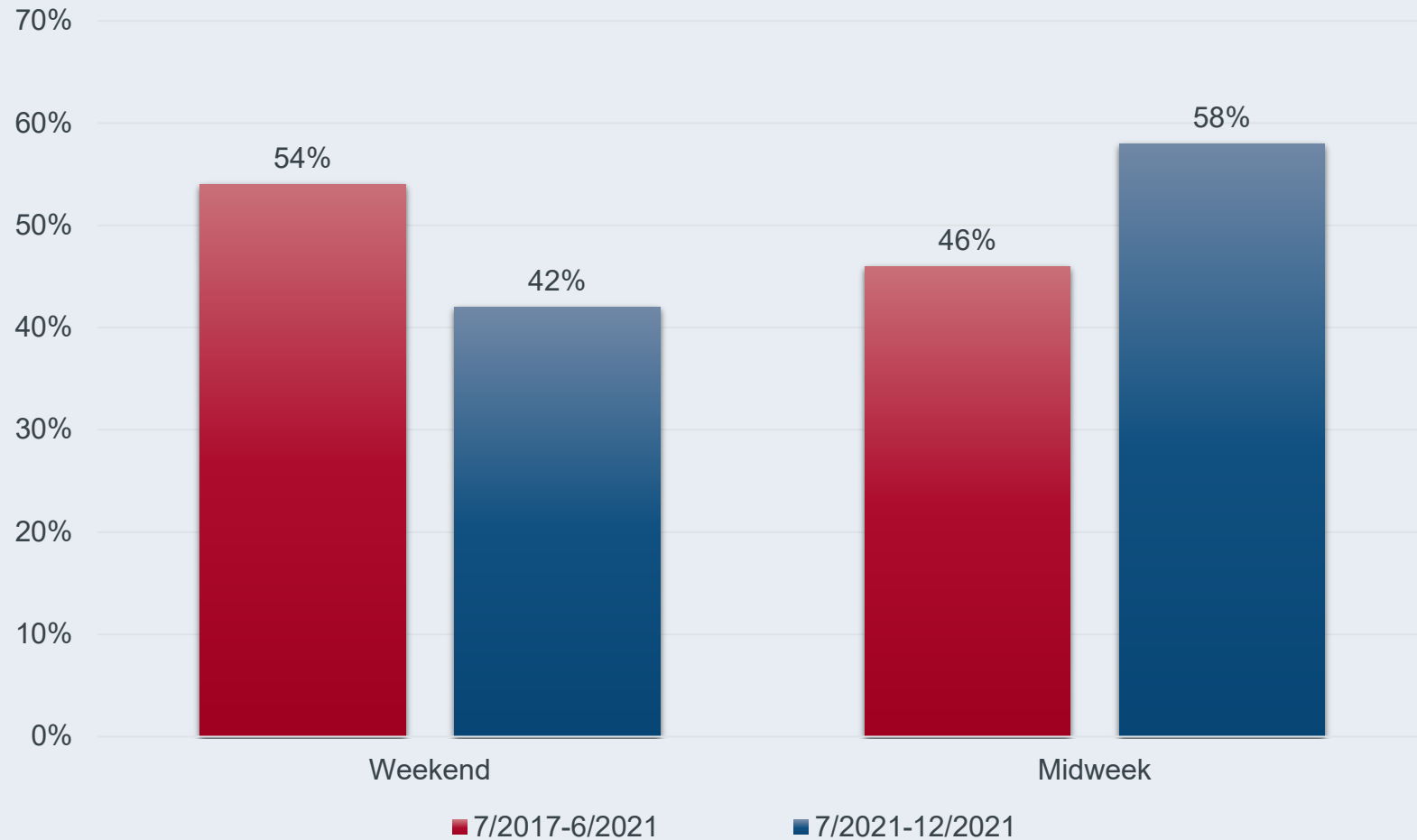
FY21/22 Roomnights Goal  
Versus  
FY 21/22 Roomnights Actual





2017-2021 Roomnights Created that Turned Definite  
Versus  
FY 21/22 Roomnights Created that Turned Definite

# WEEKEND / MIDWEEK





# KEY SECTORS / NEED MONTHS COLLEEN SWANSON, MDI

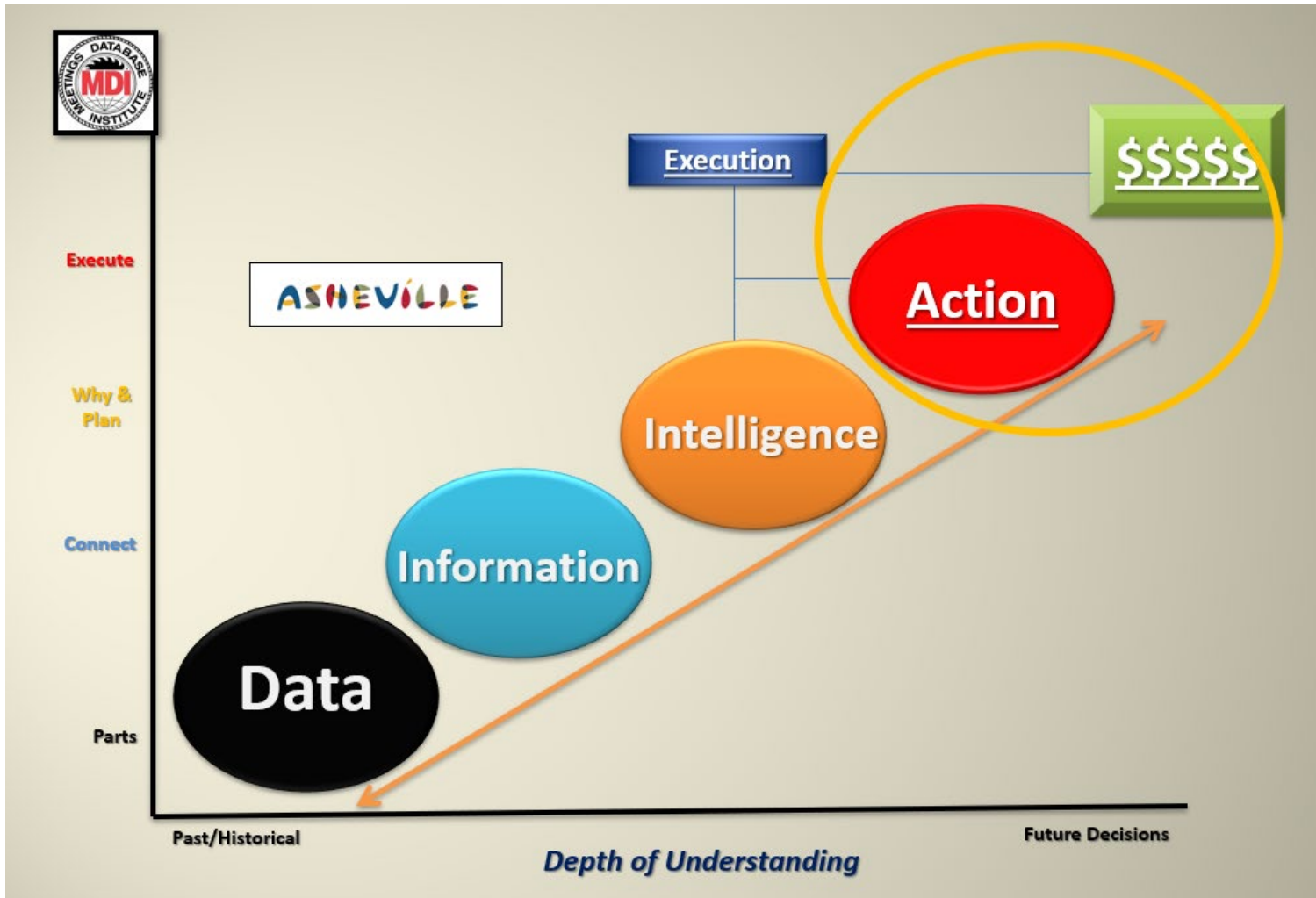
# MEETINGS DATABASE INSTITUTE



- Founded in 1994
- *A strategic* data management and solutions firm, specializing in the hospitality and meetings marketplace.
- Integrity, Intelligence and Impact
- Analyzed and Managed over 4 Million Accounts
- \$35+ Billion Room Revenue
- 200 Million+ Roomnights
- Provide a clear roadmap of **actionable** database intelligence in order to increase revenue and impact.



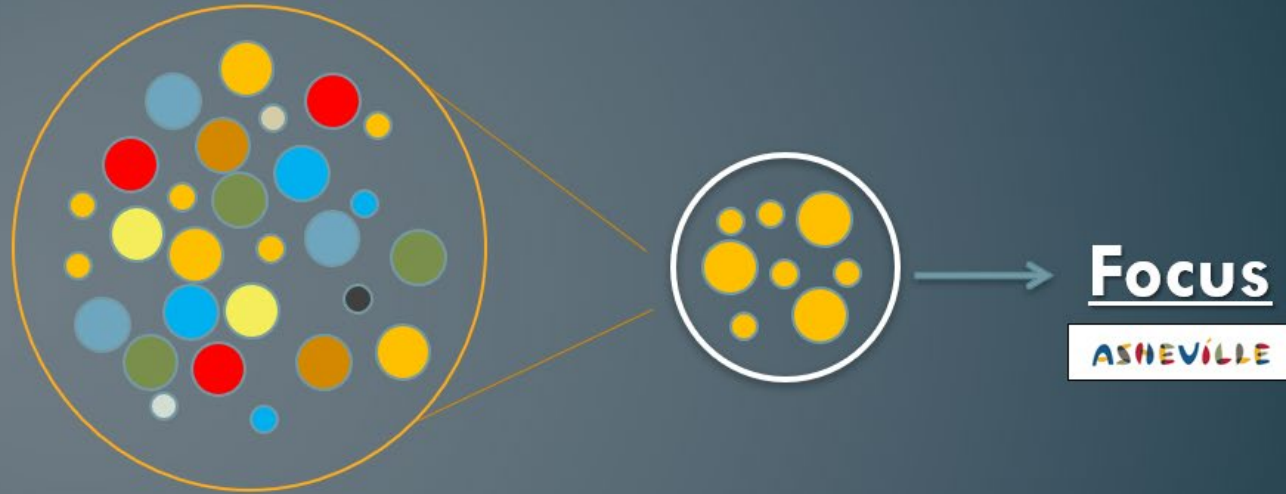
# DATA PATH TO SUCCESS



# CLUTTER TO CLEAR



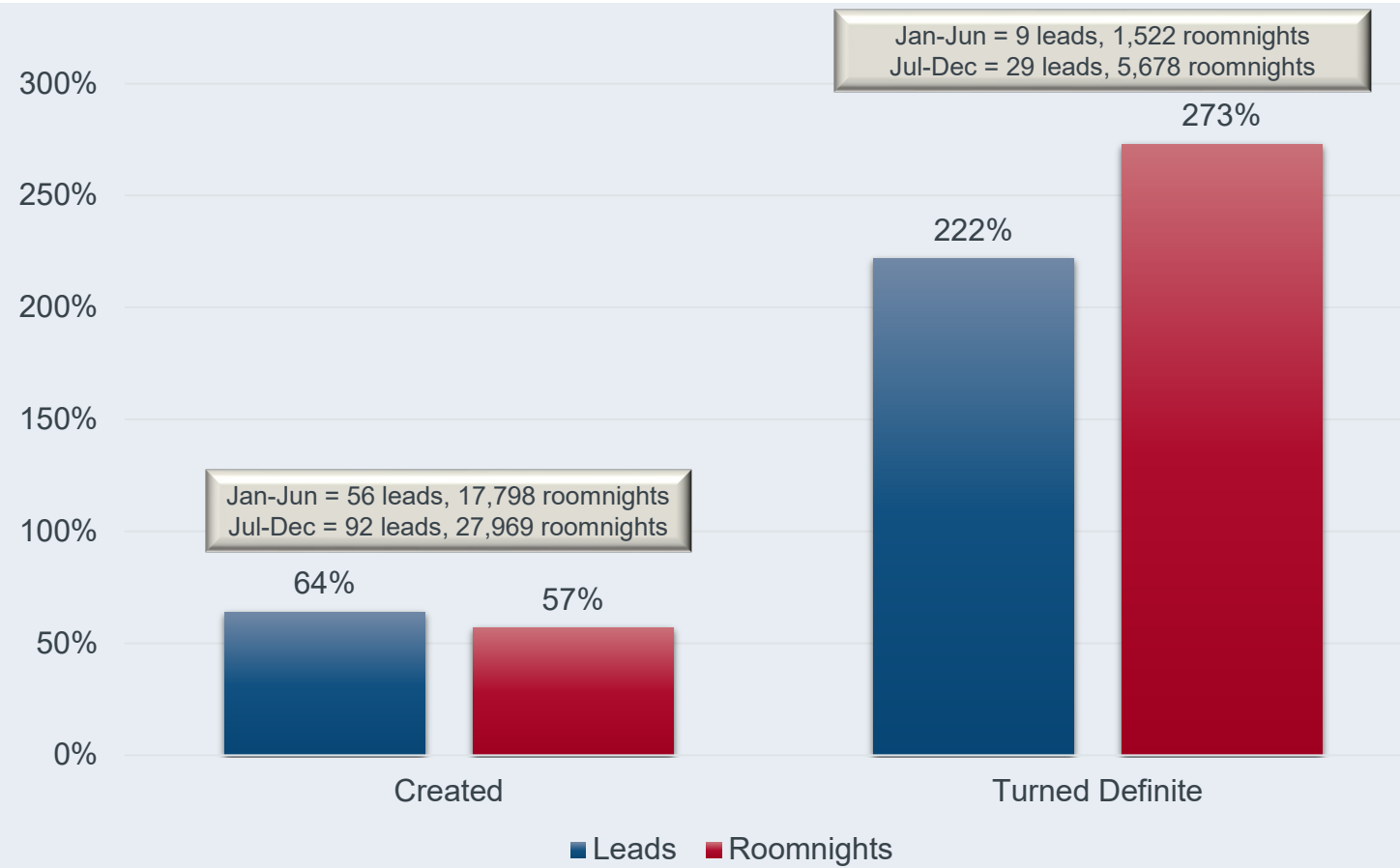
## *Clutter to Clear*



*Segment and clarify which accounts hold greatest value in order to  
Focus resources accordingly.*

confidential

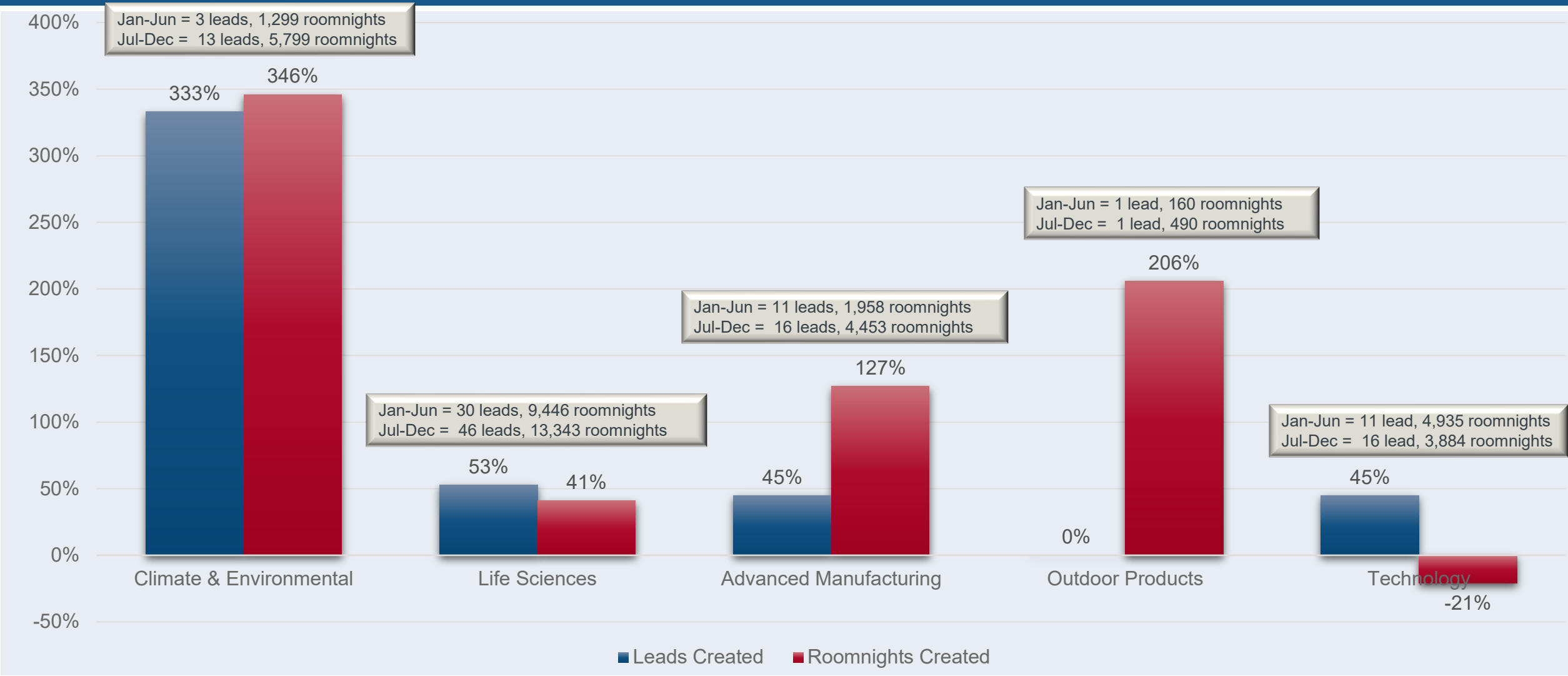
# KEY SECTORS



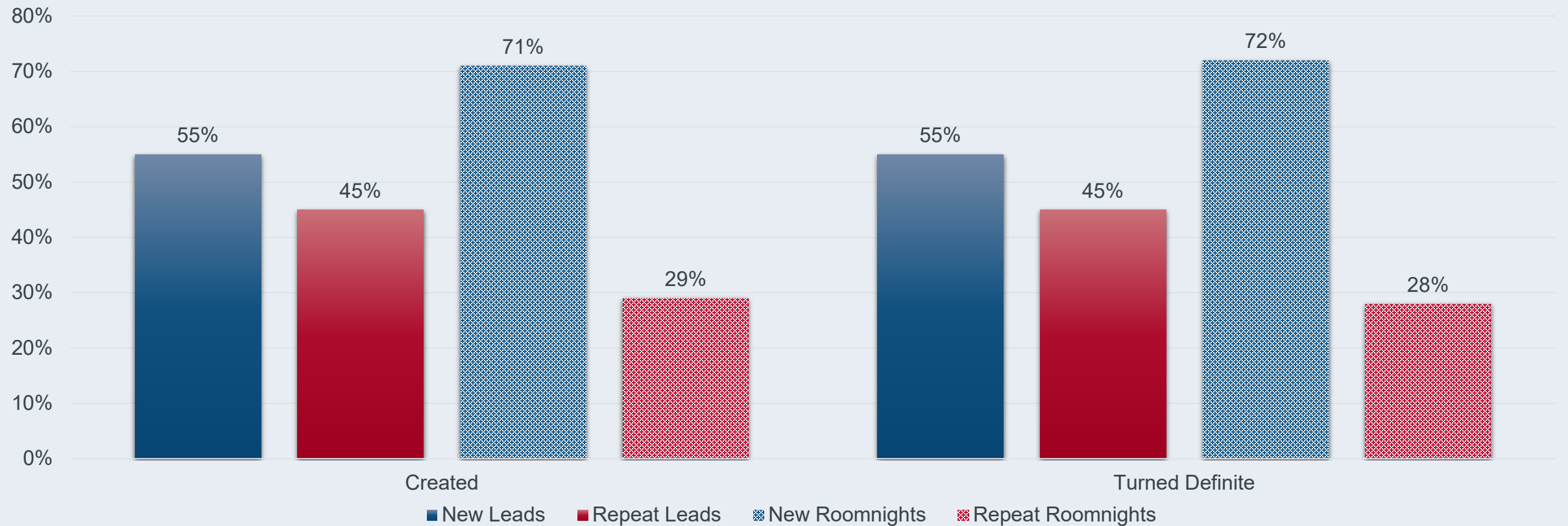
**Key Sectors:** Advanced Manufacturing, Life Sciences, Climate & Environment, Outdoor Products, Technology



# KEY SECTORS DETAIL

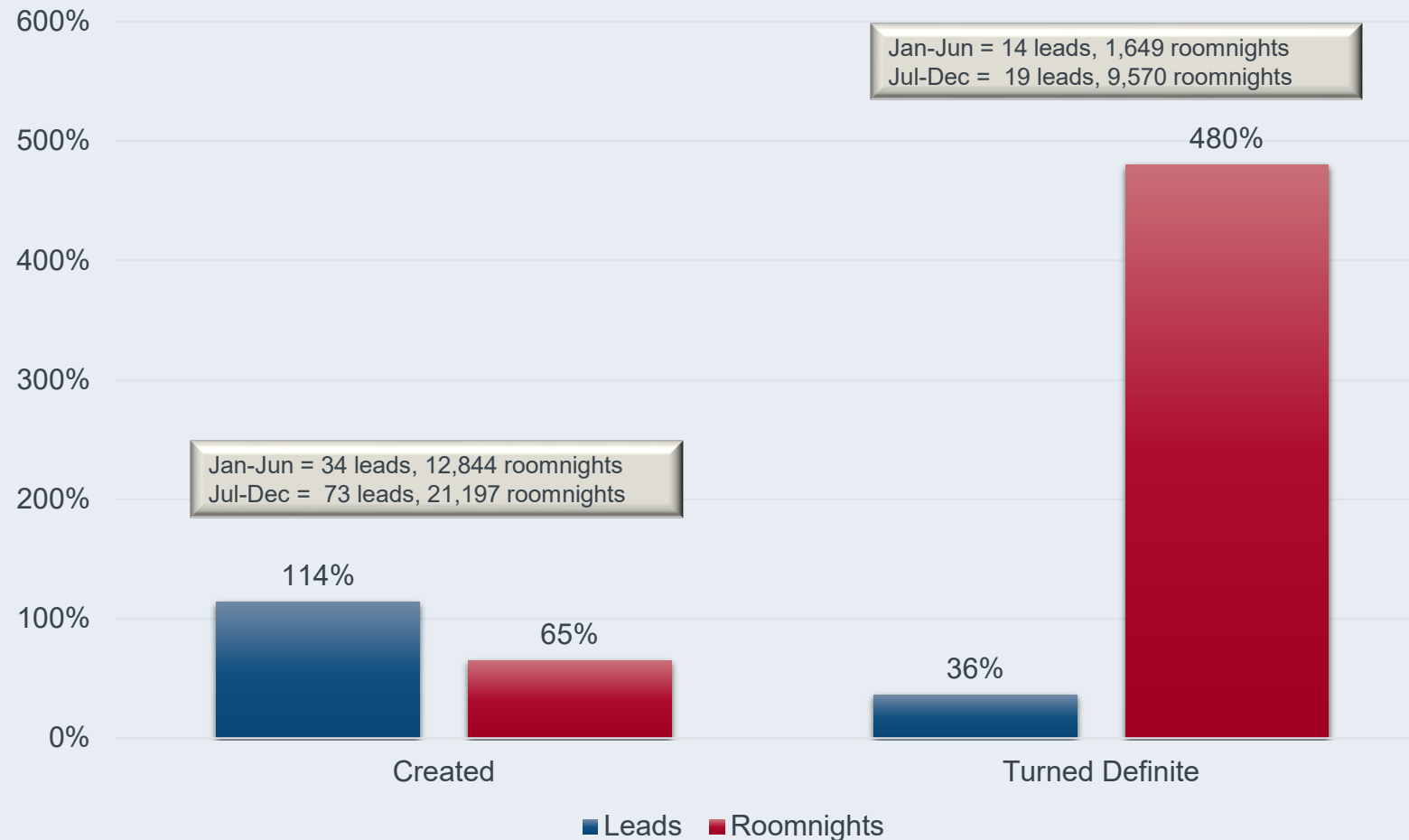


# 2021-NEW AND REPEAT BUSINESS



**Key Sectors:** Advanced Manufacturing, Life Sciences, Climate & Environment, Outdoor Products, Technology

# 1<sup>ST</sup> QUARTER ARRIVALS (JAN-MAR)



# NEW BUSINESS DEVELOPMENT

**MDI continues to deploy on-going New Business Development efforts targeting new groups within the targeted sectors that require between 10-300 rooms peak night and who indicate they are not restricted in their ability to travel to Asheville. Continuous cross-checking against the Asheville database occurs as the sales people are also mining and prospecting new groups that do not currently exist in their database.**

**To date MDI has supplied to Asheville 625 New Meeting Planners in these Key targeted Sectors to support the pro-active marketing and sales efforts on-going against these key growth sectors:**

- ✓ **Advanced Manufacturing**
- ✓ **Life Sciences**
- ✓ **Climate & Environmental**
- ✓ **Outdoor Products**
- ✓ **Technology**



# THANK YOU!



**Turning Data into  
Intelligence and  
Intelligence into Action**

2800 S. River Road, Chicago, IL. 60018  
(847) 803-6341





QUESTIONS?



# CITY COUNCIL UPDATE

**Councilmember Sandra Kilgore**

Asheville City Council Update

# BC COMMISSION UPDATE

**Commissioner Robert Pressley**

Buncombe County Commission Update



# MISCELLANEOUS BUSINESS

**Chair Kathleen Mosher**

# LIVE PUBLIC COMMENTS

## **Chair Kathleen Mosher**

Members of the Public were invited to sign-up to verbally share live comments during today's virtual BCTDA meeting.

As of the 12:00 p.m. deadline on Tuesday, January 25, no requests to speak had been received.

# WRITTEN PUBLIC COMMENTS

## **Chair Kathleen Mosher**

Members of the Public were invited to submit comments via email to [reply@ExploreAsheville.com](mailto:reply@ExploreAsheville.com) through 4:00 p.m. on Tuesday, January 25.

There were no written public comments received by the deadline.

# ADJOURNMENT

## **Chair Kathleen Mosher**

- Suggested Motion:

Motion to adjourn the BCTDA meeting.

- Motion Second

- Discussion



# ADJOURN - ROLL CALL VOTE

## **Chair Kathleen Mosher**

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher

# NEXT BCTDA MEETING



*Thanks for attending!*

The next BCTDA meeting will be on  
**Wednesday, February 23, 2022 | 9:00 a.m.**