



WELCOME!

The January 27, 2021 virtual meeting of the
Buncombe County Tourism Development
Authority will begin shortly.

Explore **ASHEVILLE**

CALL TO ORDER

Chairman Himanshu Karvir

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

Virtual Board Meeting

Wednesday, January 27, 2021 | 9:00 a.m.

Via Zoom Webinar due to COVID-19 State of Emergency – [Attending Public – Register Here](#)

Agenda

9:00 a.m.	Call to Order the Joint Virtual Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Himanshu Karvir
9:05 a.m.	Welcome New BCTDA Ex-Officio Board Members – Asheville City Councilmember Sandra Kilgore – Buncombe County Commissioner Robert Pressley	Himanshu Karvir
9:10 a.m.	Approval of 12.16.20 Meeting Minutes	Himanshu Karvir
9:15 a.m.	December 2020 Financial Reports	Don Wam
9:20 a.m.	Appointment of BCTDA Finance Committee	Himanshu Karvir
9:25 a.m.	BCTDA Tourism Recovery Efforts a. BCTDA Tourism Jobs Recovery Fund Report b. BCTDA PPP Webinar c. BCTDA Contribution to the One Buncombe Fund d. BCTDA Proposal & Budget Amendment to Support Local Businesses	Matt Raker, Noah Wilson Mountain BizWorks Victoria Isley Victoria Isley Victoria Isley
10:05 a.m.	President & CEO's Report a. BCTDA Annual Planning Retreat – March 25-26, 2021 b. CVB Staff Recap c. Destination Dashboard d. Quick List e. Other Updates	Victoria Isley
10:20 a.m.	Recovery Marketing & Messaging	Maria Tambellini Ashley Keetle, 380i
10:40 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:45 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:50 a.m.	Miscellaneous Business	Himanshu Karvir
10:55 a.m.	Comments from the General Public	Himanshu Karvir
11:00 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, February 24, 2021**, at 9:00 a.m. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Save the Date – Upcoming Partner Webinar:

[Cost-Effective Ways to Increase Reach & Website Traffic](#) | Wednesday, February 10, 2021 | 9:00-10:00 a.m.

MEETING AGENDA & DOCS

Chairman Himanshu Karvir

The agenda and meeting documents are available online.


Go to:

>AshevilleCVB.com

>Board Meetings & Documents

>Upcoming BCTDA Meetings

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Board Meetings & Documents

The BCTDA meets monthly, usually on the fourth or last Wednesday, 9:00 a.m. in the Boardroom of the Explore Asheville Convention & Visitors Bureau. Meetings are open to the public and agendas are posted 48 hours in advance. Additional meeting materials including minutes, staff recaps and performance indexes will be posted after each meeting. Please refer any questions to Jonna (Reiff) Sampson, Executive Operations Manager, at jsampson@ExploreAsheville.com.

Board Meeting Information:

- [Upcoming BCTDA Board Meetings](#)
- [Past BCTDA Board Meetings](#)
- [Past BCTDA Board Meeting Documents](#)

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Upcoming Events

BCTDA Board Meeting – August 2020
Wednesday, August 26, 9:00 am - 11:00 am

BCTDA ROLL CALL

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Luckett
- John McKibbon
- Kathleen Mosher
- James Poole
- Asheville City Councilmember Sandra Kilgore
- Buncombe County Commissioner Robert Pressley
- Chairman Himanshu Karvir

WELCOME, SANDRA KILGORE

Chairman Himanshu Karvir

*Welcome to new BCTDA
ex-officio member*

**Asheville City Councilmember
Sandra Kilgore**



WELCOME, ROBERT PRESSLEY

Chairman Himanshu Karvir

*Welcome to new BCTDA
ex-officio member*

**Buncombe County
Commissioner
Robert Pressley**



MINUTES

Chairman Himanshu Karvir

Motion for Consideration

Motion to approve the
minutes from the
December 16, 2020
Regular BCTDA Meeting

Virtual Board Meeting Minutes
Wednesday, December 16, 2020

Present (Voting):	Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Andrew Celwyn, John Luckett, John McKibbin, Kathleen Mosher
Absent (Voting):	Leah Ashburn, Brenda Durden, James Poole
Present (Ex-Officio):	None
Absent (Ex-Officio):	Asheville City Councilmember Sandra Kilgore
CVB Staff:	Victoria Isley, Marla Tambellini, Jonna Sampson, Daniel Bradley
BC Finance:	Don Warn, Buncombe County/BCTDA Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bisette
Online Attendees:	Dianna Pierce, Carli Adams, Glenn Cox, Kathryn Dewey, Connie Holliday, Josh Jones, Pat Kappes, Sarah Kilgore, Sarah Lowery, Kathi Petersen, Tina Porter, Glenn Ramey, Charlie Reed, Whitney Smith, Jason Tarr, Nicole Will; Explore Asheville Staff Chris Kessler, CliftonLarsonAllen LLP Krutika Patel, Sleep Inn West Demp Bradford, Madison Davis; Asheville-Buncombe Regional Sports Commission Kit Cramer, Asheville Area Chamber of Commerce Angie Arner, Kelsey Ann Bassel, Ashley Keetle, Emery Morris, Susan Neikirk; 380i Jane Anderson, Asheville Independent Restaurant Association Jackson Tierney, Bob Michel; Asheville Homestay Network Lew Bleiweis, Tina Kinsey; Asheville Regional Airport John Ellis, Jim Muth; Past BCTDA Board Members Rick Bell, Engadine Inn & Cabins Chris Corl, Harrah's Cherokee Center – Asheville Kevin Beattie, WLOS News 13 Jason Sanford, Ashvegas Daniel Walton, Mountain Xpress Derek Lacey, Asheville Citizen-Times Sunshine Request

Additional tourism industry partners and members of the public registered in advance
and viewed the online meeting.

MINUTES - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Luckett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the December 2020 Financial Reports

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating Fund, Budget and Actual

December 31 2020

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 11,135,293	\$ 1,557,487	\$ 8,451,779	\$ 2,683,514	75.9%	\$ 9,464,551	-10.7%
Investment income	-	-	66	(66)	-	84	-20.5%
Other income	-	12,075	132,710	(132,710)	-	88,240	50.4%
Total revenues	<u>11,135,293</u>	<u>1,569,562</u>	<u>8,584,555</u>	<u>2,550,738</u>	<u>77.1%</u>	<u>9,552,875</u>	<u>-10.1%</u>
Expenditures:							
Salaries and Benefits	2,460,163	241,199	1,010,073	1,450,090	41.1%	972,769	3.8%
Sales	881,277	3,045	205,579	675,698	23.3%	395,778	-48.1%
Marketing	11,390,551	269,446	1,627,164	9,763,387	14.3%	3,632,328	-55.2%
Community Engagement	80,519	374	20,666	59,853	25.7%	9,687	113.3%
Administration & Facilities	755,684	34,805	286,695	468,989	37.9%	255,705	12.1%
Events/Festivals/Sponsorships	100,000	9,842	14,293	85,707	14.3%	177,648	-92.0%
Total expenditures	<u>15,668,194</u>	<u>558,711</u>	<u>3,164,470</u>	<u>12,503,724</u>	<u>20.2%</u>	<u>5,443,915</u>	<u>-41.9%</u>
Revenues over (under) expenditures	<u>(4,532,901)</u>	<u>1,010,851</u>	<u>5,420,085</u>			<u>\$ 4,108,960</u>	<u>31.9%</u>
Other Financing Sources:							
Carried over earned income	<u>100,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>100,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,432,901)</u>	<u>\$ 1,010,851</u>	<u>5,420,085</u>				
Fund balance, beginning of year			12,465,092				
Fund balance, end of month			<u>\$ 17,885,177</u>				

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 \$3,711,764 for FY21.

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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

December 31 2020

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	\$ 1,390,343	\$ 1,946,888	-29%	\$ 1,390,343	\$ 1,946,888	-29%	\$ 463,448	\$ 648,963	-29%	\$ 463,448	\$ 648,963	-29%
August	1,576,516	1,803,567	-13%	2,966,859	3,750,455	-21%	525,505	\$ 601,189	-13%	988,953	1,250,152	-21%
September	1,598,161	1,736,622	-8%	4,565,021	5,487,077	-17%	532,720	\$ 578,874	-8%	1,521,674	1,829,026	-17%
October	2,329,272	2,206,323	6%	6,894,292	7,693,400	-10%	776,424	\$ 735,441	6%	2,298,097	2,564,467	-10%
November	1,557,487	1,771,151	-12%	8,451,779	9,464,551	-11%	519,162	\$ 590,384	-12%	2,817,260	3,154,850	-11%
December	-	1,780,020	-	-	11,244,571	-	-	\$ 593,340	-	-	3,748,190	-
January	-	1,115,364	-	-	12,359,935	-	-	\$ 371,788	-	-	4,119,978	-
February	-	1,043,672	-	-	13,403,607	-	-	\$ 347,891	-	-	4,467,869	-
March	-	504,135	-	-	13,907,742	-	-	\$ 168,045	-	-	4,635,914	-
April	-	117,789	-	-	14,025,531	-	-	\$ 39,263	-	-	4,675,177	-
May	-	383,262	-	-	14,408,792	-	-	\$ 127,754	-	-	4,802,931	-
June	-	943,662	-	-	15,352,455	-	-	\$ 314,554	-	-	5,117,485	-
Total revenues	<u>\$ 8,451,779</u>	<u>\$ 15,352,455</u>		<u>\$ 8,451,779</u>	<u>\$ 15,352,455</u>		<u>\$2,817,260</u>	<u>\$5,117,485</u>		<u>\$2,817,260</u>	<u>\$5,117,485</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

December 31 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 27,203,000	\$ 29,047,322	\$ (1,844,322)	106.8%
Investment Income	-	1,229,782	(1,229,782)	0.0%
Total revenues	<u>27,203,000</u>	<u>30,277,104</u>	<u>(3,074,104)</u>	<u>111.3%</u>
Expenditures:				
Product development fund projects:				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ 500,000	-	100%
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversi	1,500,000	1,500,000	-	100.0%
2016 Diana Wortham Theatre (The Wortham Center)	700,000	700,000	-	100.0%
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 LEAF Community Arts (LEAF Global Arts Center)	705,000	705,000	-	100.0%
2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	905,000	905,000	-	100.0%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
Tourism Jobs Recovery Fund	5,000,000	5,000,000	-	100.0%
Total product development projects	<u>26,685,000</u>	<u>13,082,863</u>	<u>13,602,137</u>	<u>49.0%</u>
Product development fund administration	<u>518,000</u>	<u>347,392</u>	<u>170,608</u>	<u>67.1%</u>
Total product development fund	<u>\$ 27,203,000</u>	<u>\$ 13,430,255</u>	<u>\$ 13,772,745</u>	<u>49.4%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 16,846,849		
Less: Liabilities/Outstanding Grants		(13,602,137)		
Less: Unspent Admin Budget (Current Year)		(170,608)		
Current Product Development Amount Available		<u>\$ 3,074,104</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

December 31 2020

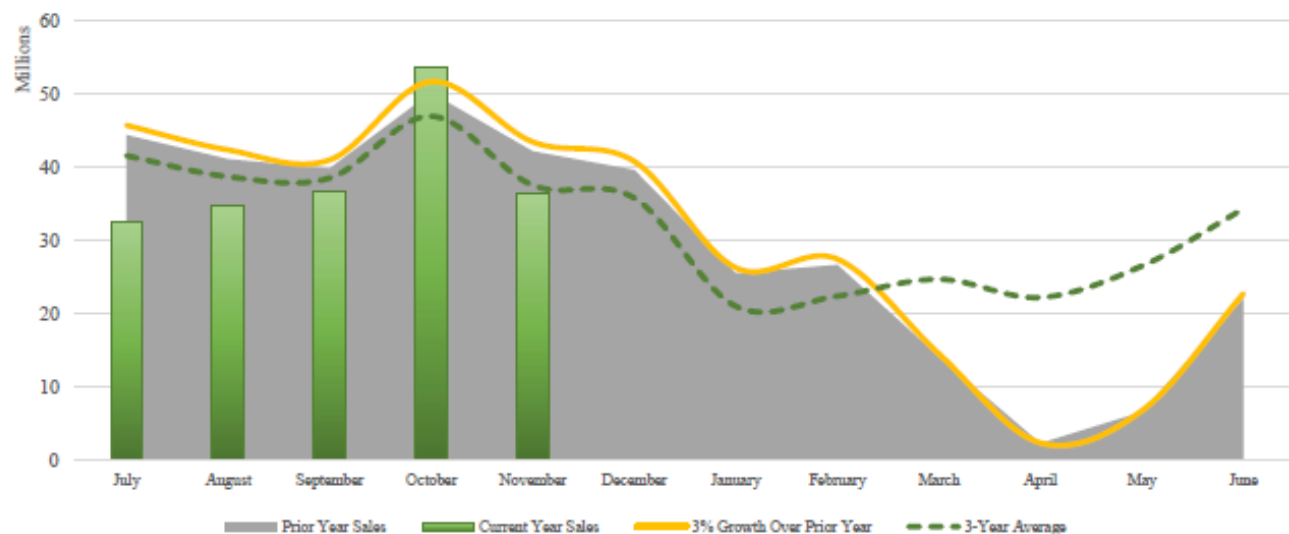
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 17,957,905	\$ 16,846,849	\$ 34,804,754
Receivables	-	-	-
Total current assets	<u>\$ 17,957,905</u>	<u>\$ 16,846,849</u>	<u>34,804,754</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 21,778	\$ -	\$ 21,778
Future events payable	50,950	\$ 13,602,137	\$ 13,653,087
Total current liabilities	<u>72,728</u>	<u>\$ 13,602,137</u>	<u>\$ 13,674,865</u>
Fund Balances:			-
Restricted for product development fund	-	3,244,712	3,244,712
Committed for event support program	91,622	-	91,622
State Required Contingency	890,823	-	890,823
Designated Contingency	4,190,057	-	4,190,057
Undesignated (cash flow)	12,712,674	-	12,712,674
Total fund balances	<u>17,885,177</u>	<u>3,244,712</u>	<u>21,129,889</u>
 Total liabilities and fund balances	<u>\$17,957,905</u>	<u>\$ 16,846,849</u>	<u>\$ 34,804,754</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

December 31 2020



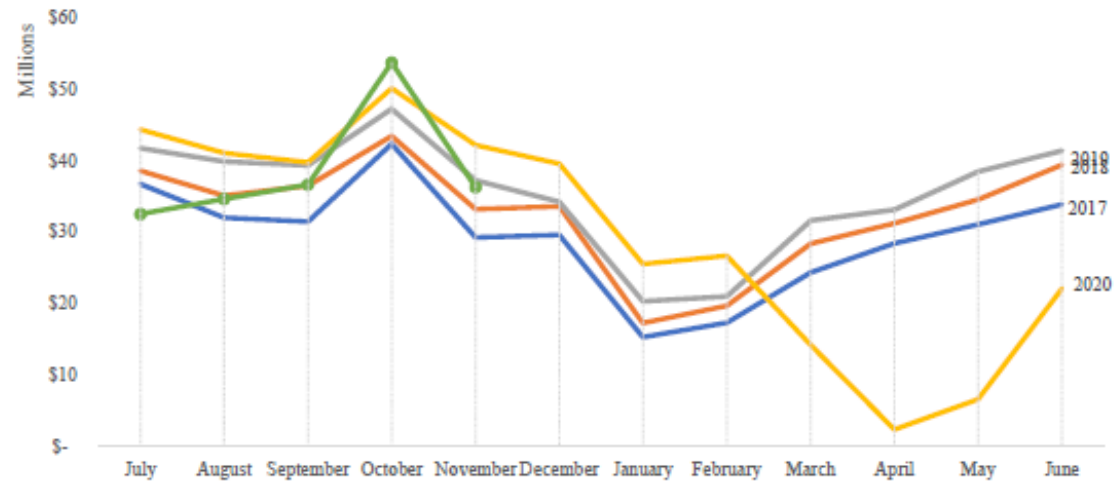
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of room sales:						
July	\$ 32,552,231	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,664,153	41,115,834	-16%	-21%	42,349,309	38,717,282
September	36,681,381	39,796,041	-8%	-17%	40,989,923	38,532,969
October	53,722,416	50,150,018	7%	-10%	51,654,518	46,965,398
November	36,314,827	42,191,421	-14%	-11%	43,457,164	37,554,580
December	-	39,601,095	-	-	40,789,128	35,823,829
January	-	25,562,428	-	-	26,329,301	21,065,499
February	-	26,697,925	-	-	27,498,862	22,453,224
March	-	14,208,120	-	-	14,634,363	24,750,855
April	-	2,402,461	-	-	2,474,535	22,261,486
May	-	6,624,816	-	-	6,823,560	26,544,293
June	-	22,117,342	-	-	22,780,863	34,323,874
Total revenues	<u>\$193,935,008</u>	<u>\$ 354,853,088</u>			<u>\$365,498,681</u>	<u>\$390,567,446</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

December 31 2020



Month of room sales:

	2017	2018	2019	2020	2021
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587	\$ 32,552,231
August	32,040,330	35,118,463	39,917,550	41,115,834	34,664,153
September	31,498,527	36,475,819	39,327,048	39,796,041	36,681,381
October	42,361,030	43,473,922	47,272,253	50,150,018	53,722,416
November	29,254,904	33,231,722	37,240,595	42,191,421	36,314,827
December	29,615,696	33,597,999	34,272,393	39,601,095	-
January	15,323,999	17,286,992	20,347,077	25,562,428	-
February	17,323,590	19,676,430	20,985,316	26,697,925	-
March	24,352,927	28,406,443	31,638,002	14,208,120	-
April	28,444,541	31,240,963	33,141,034	2,402,461	-
May	31,113,327	34,544,014	38,464,050	6,624,816	-
June	33,898,766	39,441,126	41,413,153	22,117,342	-
Total room sales	\$ 351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,853,088	\$ 193,935,008

PG 7

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

December 31 2020

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	\$ 19,132,318	\$ 33,587,325	-43.0%	-43.0%	\$ 12,287,765	\$ 9,341,842	31.5%	31.5%	\$ 1,132,148	\$ 1,456,420	-22.3%	-22.3%	\$ 32,552,231	\$ 44,385,587	-26.7%	-26.7%
August	19,815,648	31,112,092	-36.3%	-39.8%	13,724,789	8,700,393	57.7%	44.2%	1,123,717	1,303,349	-13.8%	-18.3%	34,664,153	41,115,834	-15.7%	-21.4%
September	22,012,507	29,886,060	-26.3%	-35.5%	13,373,082	8,565,095	56.1%	48.0%	1,295,793	1,344,887	-3.7%	-13.5%	36,681,381	39,796,041	-7.8%	-17.1%
October	36,464,280	39,606,607	-7.9%	-27.4%	15,342,151	8,717,244	76.0%	54.9%	1,915,985	1,826,166	4.9%	-7.8%	53,722,416	50,150,018	7.1%	-10.2%
November	24,630,899	32,892,802	-25.1%	-26.9%	10,444,290	7,959,792	31.2%	50.6%	1,239,638	1,338,827	-7.4%	-7.7%	36,314,827	42,191,421	-13.9%	-10.9%
December	-	30,545,959	-		-	7,889,835	-		-	1,165,301	-		-	39,601,095	-	
January	-	16,067,073	-		-	8,954,274	-		-	541,081	-		-	25,562,428	-	
February	-	17,832,201	-		-	8,242,674	-		-	623,049	-		-	26,697,925	-	
March	-	11,867,918	-		-	1,892,976	-		-	447,226	-		-	14,208,120	-	
April	-	2,109,282	-		-	286,146	-		-	7,034	-		-	2,402,461	-	
May	-	4,523,980	-		-	1,925,987	-		-	174,869	-		-	6,624,816	-	
June	-	11,770,482	-		-	9,665,646	-		-	681,214	-		-	22,117,342	-	
Total	\$ 122,055,651	\$ 261,801,781			\$ 65,172,076	\$ 82,141,884			\$ 6,707,281	\$ 10,909,423			\$ 193,935,008	\$ 354,853,088		

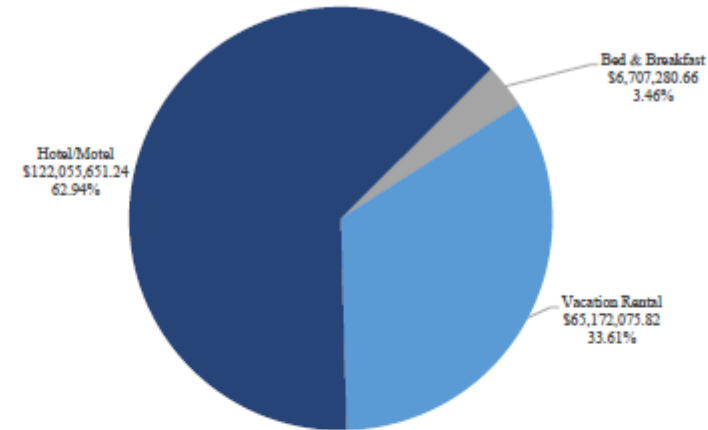
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category

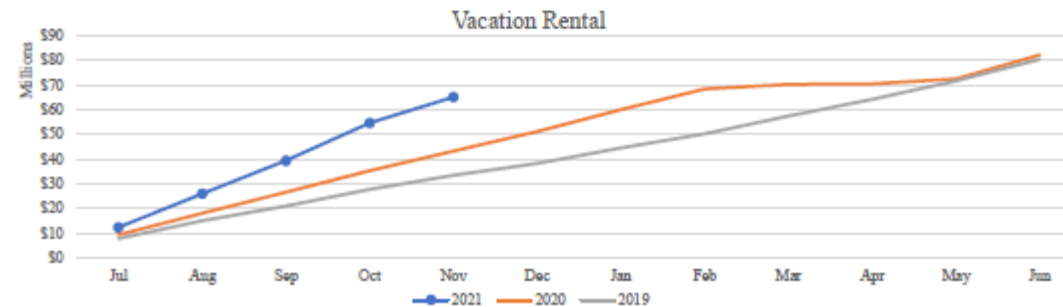
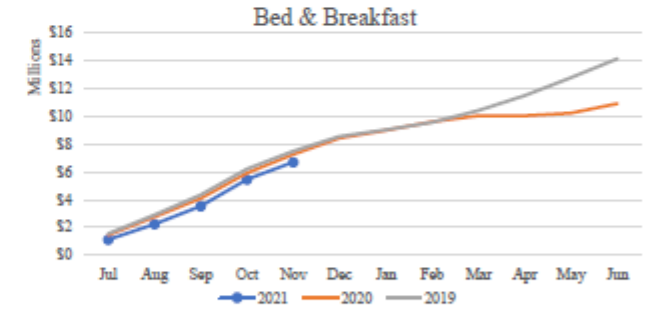
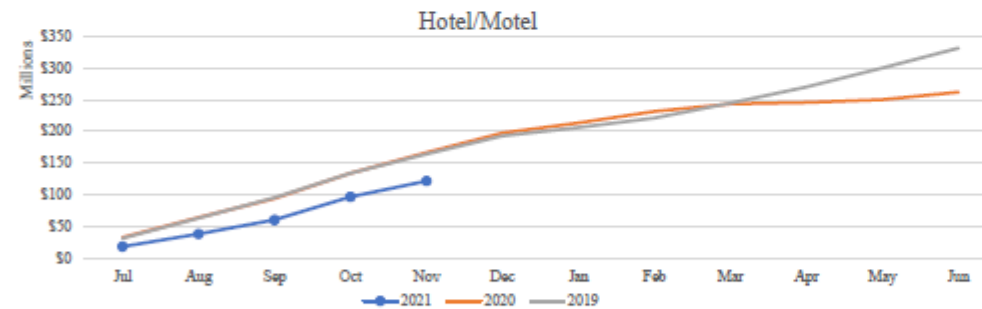
Shown by Month of Sale, Year-to-Date

December 31 2020

Total Room Sales by Category, Year-to-Date



Year-to-Date Room Sales by Individual Category, Compared to Prior Year



FINANCIAL REPORTS

Questions/Discussion

APPROVAL OF FINANCIALS

Chairman Himanshu Karvir

Motion for Consideration

Motion to Approve the December 2020 Financial Reports
as Presented

FINANCIALS - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

APPOINT FINANCE COMMITTEE

Chairman Himanshu Karvir

The following are appointed by Chairman Karvir to serve as members of the BCTDA's Finance Committee:

- John Luckett, Chair
- Kathleen Mosher
- Chip Craig

BCTDA TOURISM JOBS RECOVERY FUND

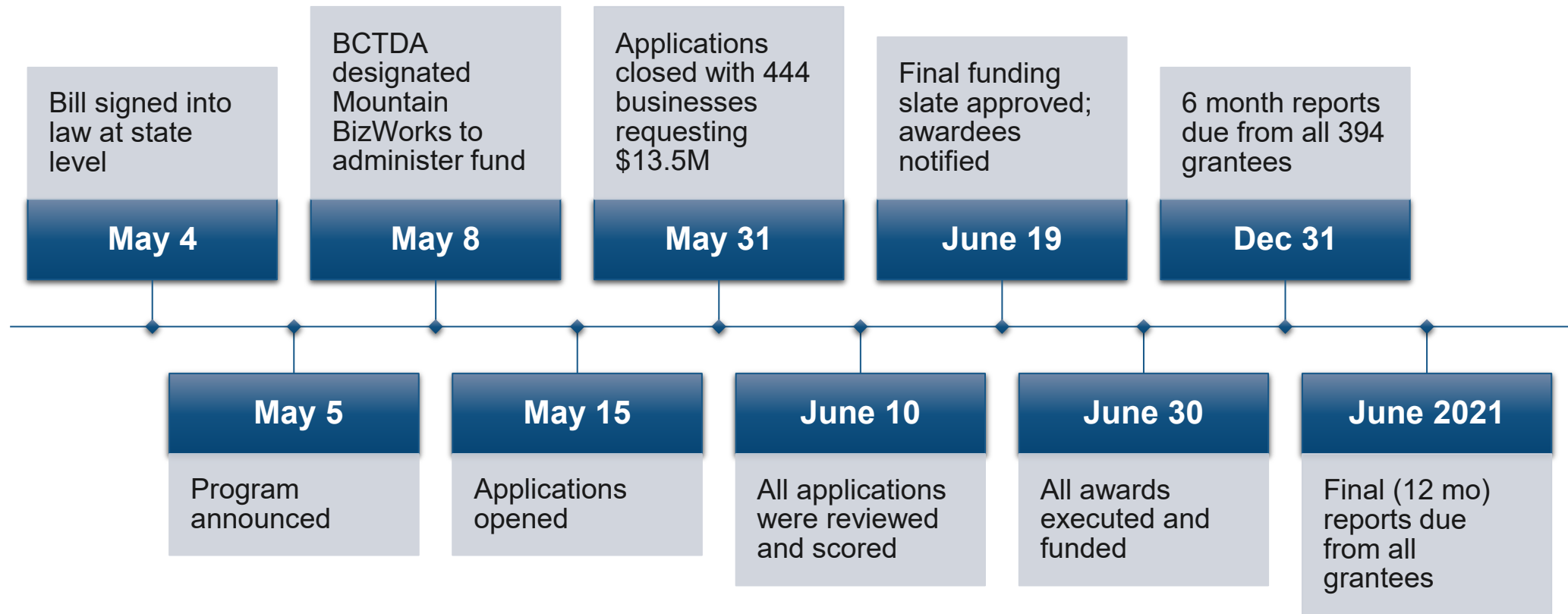
BACKGROUND &
6 MONTH REPORT

Explore **ASHEVILLE**

BACKGROUND

- Senate Bill 704 enabled the Buncombe County Tourism Development Authority to establish a one-time fund for emergency grants of up to \$50,000, available for businesses that provide a direct visitor experience including:
 - Restaurants, retail establishments, studios and galleries, attractions, tours and activities, entertainment and event venues, and breweries, wineries, cideries and distilleries, among others
 - Lodging businesses were not eligible
- Funding Source: \$5 million in TPDF revenue that was collected but not allocated - lodging occupancy taxes paid by visitors to the County
- Mission of Fund: To preserve and safely reopen the region's unique and diverse small business ecosystem and protect tourism-related jobs

TIMELINE





MATTHEW RAKER, EXECUTIVE DIRECTOR
NOAH WILSON, DIRECTOR OF SECTOR DEVELOPMENT

6-MONTH INTERIM REPORT

AWARDS BY THE NUMBERS

\$5 Million Grant Funding

for local tourism-related small businesses

394 Grants Awarded

between \$2,000 and \$30,000/entity

4,787 Jobs

retained, recovered or created for local residents

283 Full Grants

111 Micro Grants

AWARDS BY THE NUMBERS

Actual

18%

Benchmark

10%

Awards to
Minority-Led
Businesses

55%

50%

Awards to
Women-Led
Businesses

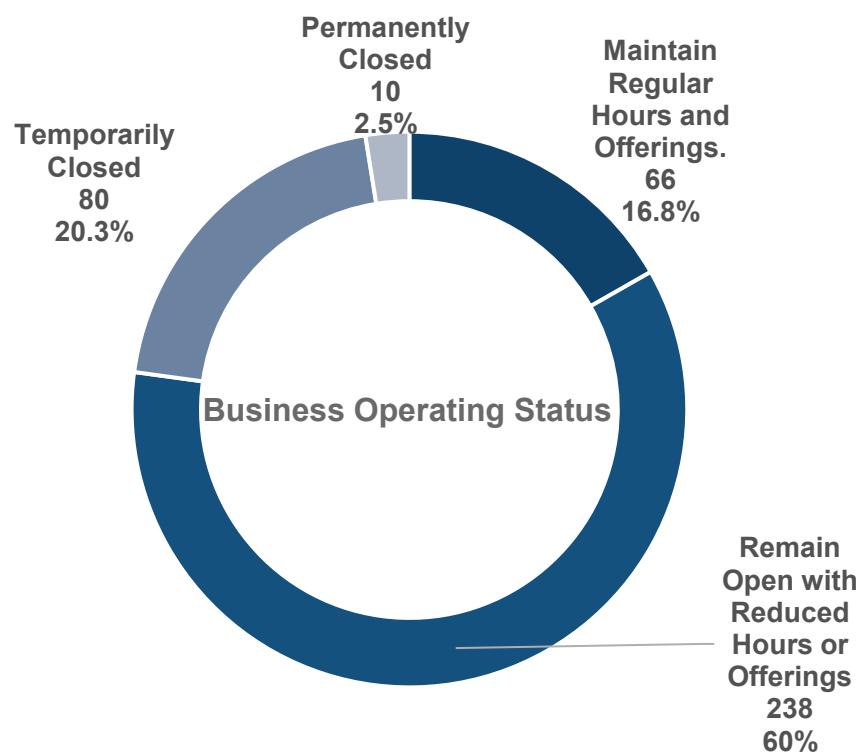
REPORTING COMPLIANCE

100%

**Report completion rate
394 of 394 have been received**

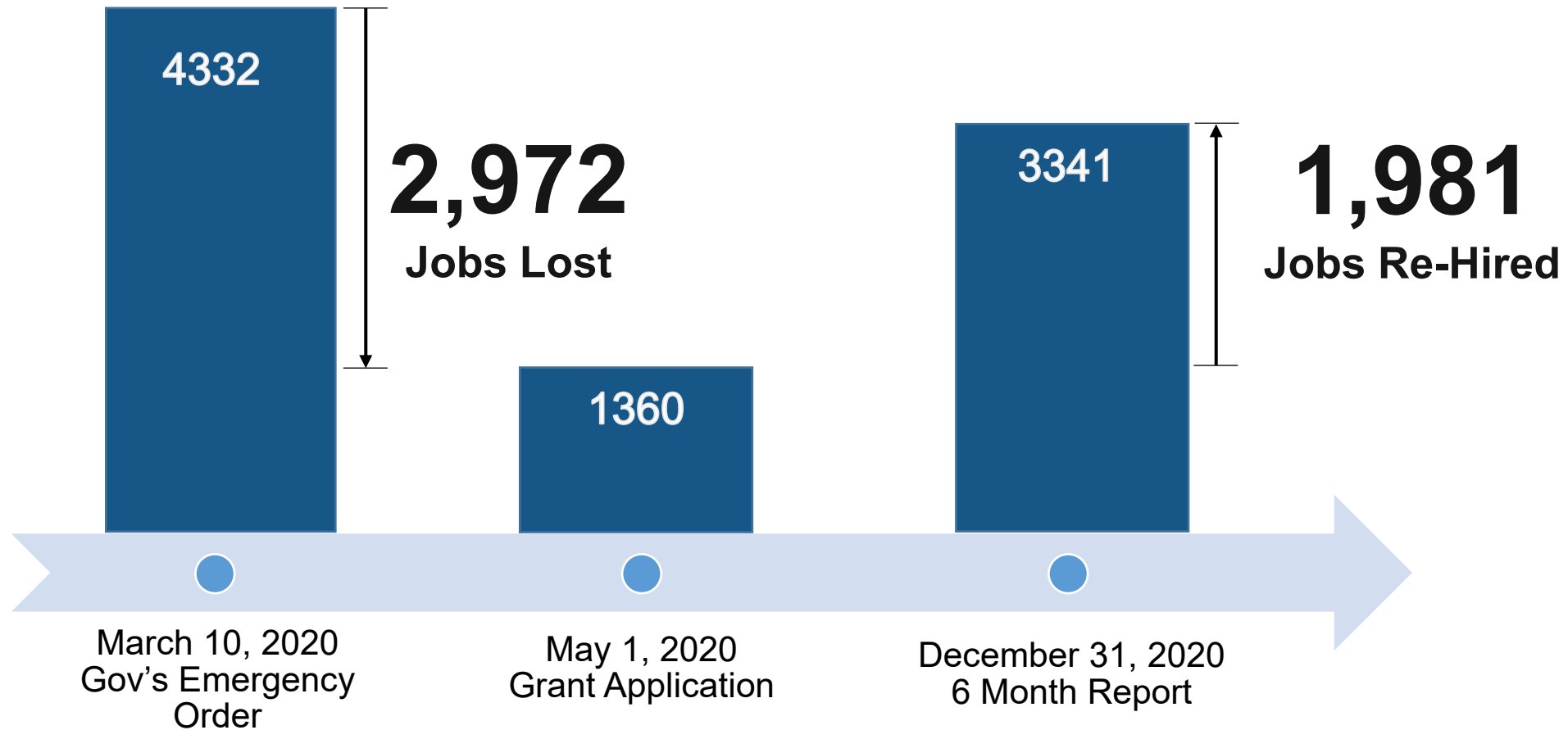
BUSINESS STATUS

97.5% of grantees remain in operation



“Many days during the pandemic we operated with a deficit, your funds helped us stay open and continue to employ our hardworking staff.”

JOB IMPACTS



WHAT GRANTS MEANT

1

**SUPPORTED
CRITICAL
EXPENSES**



2

**POWERED
PIVOTS &
LEVERAGED
RESOURCES**



3

**SHOWED BELIEF
IN VALUE OF
SMALL BUSINESS**



SUPPORTED CRITICAL EXPENSES

“

We completely exhausted our grant on payroll, utilities, PPE needs and rent...this freed up funds to build a small portable outdoor stage that we desperately needed and has brought in the income we are using to cover some bills at this time. This has really been a life saver.

”

SUPPORTED CRITICAL EXPENSES

“

It allowed us to hire back a Tasting Room Manager and staff much faster than we would have been able to otherwise...allowing our company's leadership to focus on other strategic priorities to increase our company's resilience & financial sustainability. We are now moving into the slow winter months in a much better position.

”

SUPPORTED CRITICAL EXPENSES

“

Our retail front was closed for 200 days and we were only able to reopen because of the inventory we bought with the grant funds so we are so incredibly grateful - thank you!

”

POWERED PIVOTS

“

We were able to add on more outdoor dining with some of the grant money... [making] sure we had the proper safety modifications in place and creating an inviting outdoor space for dining until we were able to install air purification system indoors and reopen the dining room to customers.

”

POWERED PIVOTS

“

Social restrictions caused major setbacks in how we have historically done business. However, it has also given us the opportunity to reimagine how we operate...This year came with its challenges, but we have made it to the end with a lot of lessons learned and in a better position.

”

SHOWED BELIEF IN SMALL BUSINESS

“

These were more than financial lifelines. Not to underestimate the importance of the funds themselves, but they reminded us that we had something to offer and our city is better because all of us are part of it. We couldn't make it without help, but the larger government programs were often not working for us. These grants...and the gracious administration of them were a very bright spot in a very dark time.

”

SHOWED BELIEF IN SMALL BUSINESS

“

It has been an utter blessing during this immensely challenging time. The benefit of being gainfully open, providing good wages to our team who are also in turn supporting businesses around our city brings it full circle to why we feel so lucky to be doing business in the city of Asheville in the first place.

”

CHALLENGES & NEEDS

1

**NEED
MARKETING
ASSISTANCE**



2

**CHALLENGING
OPERATING
RESTRICTIONS**

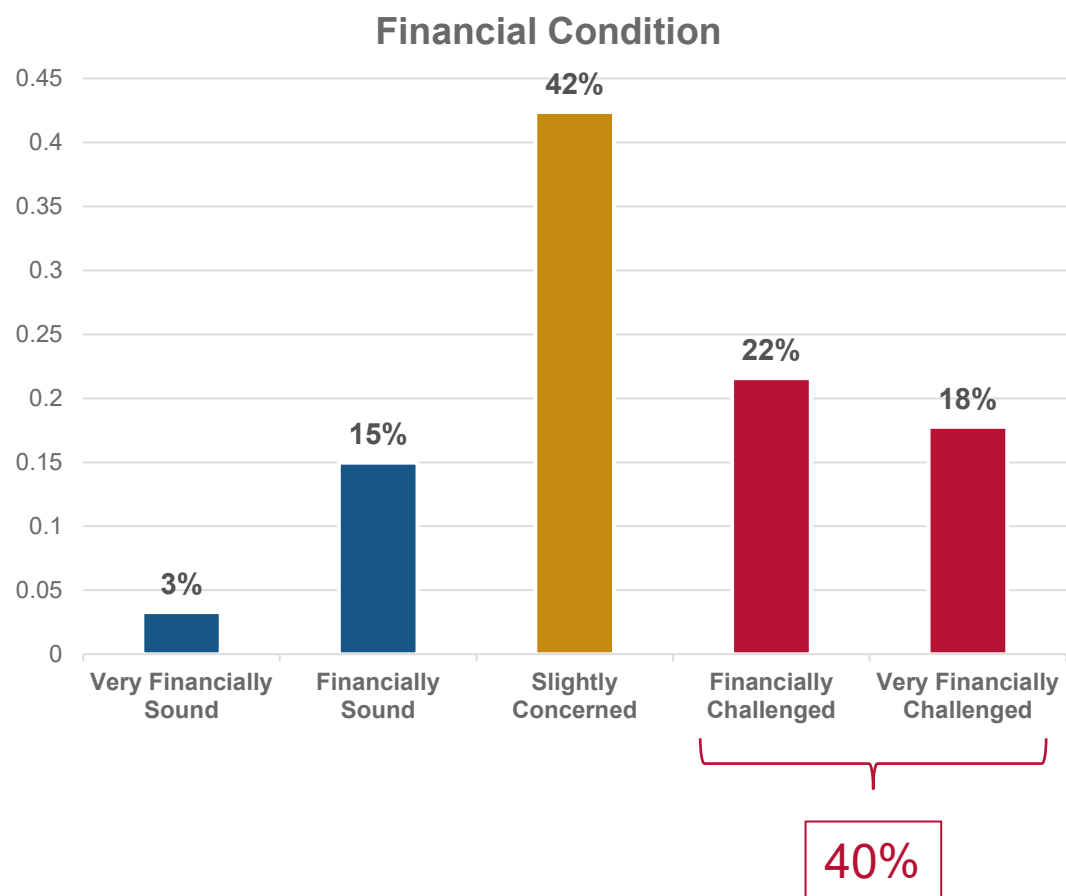


3

**NEED HELP &
GUIDANCE**



CURRENT FINANCIAL CONDITION



40%
of recipients
consider their
business financially
challenged

MARKETING ASSISTANCE

“

More so than ever we need the TDA and Explore Asheville to re-find our visitors to bring back a thriving community.

”

MARKETING ASSISTANCE

“

We want to see continued emphasis put on bringing people to Asheville who want to keep our staff and each other safe. Let's promote Asheville as a place where we care about protecting our community more than the inconvenience of wearing masks or social distancing.

”

OPERATING RESTRICTIONS

“

We were able to re-open our dining room at 50% capacity over late summer and fall...and open an outdoor dining area in our parking lot. Both were effective for our business. However, as of now, with a mandated reduction to 30% indoor dining capacity, and infection rates in the County, we decided to reduce service to takeout only for the remainder of winter.

”

NEED HELP & GUIDANCE

“

“[We need] expanded unemployment and other benefits for people whose industries have been decimated by this pandemic. Every small business owner I know has had painful and sad conversations with struggling staff. We know the people who work for us - so it's personal.”

”

NEED HELP & GUIDANCE

“

I am very concerned about the vibrance of our town for live music, from what I understand these artists have been hit just as hard as the rest of the community but without much support.

”

CORE FACTS & FINDINGS

Fund Size

\$5m

local grants
made

394

recipients

Fund Impacts

97.5%

grantees still in
operation

3,341

jobs retained and
re-hired

TAKEAWAYS

6 months in, the Fund has had tremendous impact in its mission of preserving and safely reopening the region's unique and diverse small business ecosystem and protecting tourism-related jobs.

How do we help these businesses be even healthier 6 months from now?

WHAT'S NEXT

- **Continued Follow-Up**
- **Help Securing Other Relief** (e.g. PPP and SOS)
- **Working together on additional assistance** based on needs identified in reports from the grantees
- **Marketing Assistance**
- **Final Reports Due June 30, 2021**

TOURISM JOBS RECOVERY FUND

Questions/Discussion

RELIEF FOR TOURISM COMMUNITY

OUTREACH

Webinar Update on new PPP funding to ensure local partners are plugged in to relief resources available to them

- 90 partners registered to attend
- Webinar recap + other resources for relief email follow up had open rate 37% (double the industry average)

Not displaying properly? [Click here to view in browser.](#)

Explore ASHEVILLE
Convention & Visitors Bureau

January 20, 2021 - News | Updates | Events | Opportunities
From your partners at Explore Asheville CVB

RESOURCES & INFORMATION ON COVID-19 RELIEF

Webinar recording: "Update on New PPP Funding for Local Businesses"

The federal **COVID-19 recovery package** passed by Congress in late December contains significant benefits for small businesses and the tourism community. Provisions include a second round of forgivable **Paycheck Protection Program** (PPP) loans.

Yesterday, Explore Asheville hosted a webinar on new PPP funding opportunities, presented by experts from **Mountain BizWorks**. Mike Ames, Business Coach & PPP Specialist, and Elizabeth Porter, PPP Underwriting Specialist, shared what they know, what you should expect, anticipated timelines, where to find resources, and how to participate. The event also included attendee Q&A.

[VIEW PPP WEBINAR RECORDING & SLIDE DECK](#)

Shuttered Venue Operators Grant (aka "Save Our Stages")

Another program established as part of the COVID relief package is the **Shuttered Venue Operators (SVO) Grant** program, which includes \$15 billion in grants to shuttered venues, to be administered by the Small Business Administration's Office of Disaster Assistance. (This was previously known as "Save Our Stages.")

Eligible applicants may qualify for SVO grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. Entities eligible to

ONE BUNCOMBE FUND

- In April 2020, the Community banded together to create the One Buncombe Fund and raised nearly \$1.4M for individuals and small businesses.
- **The BCTDA was a Lead/Founding Sponsor of the One Buncombe Fund, contributing \$50K in 2020 from Earned Revenue.**
 - One Buncombe results:
 - 1,048 individuals with housing, utilities, and emergency assistance
 - 95 small businesses to help retain 685 local jobs
- County Commission approved \$200K for second round of relief last night with appeal for community support.
 - **Recommendation for BCTDA to contribute \$40K from Earned Revenue** (Earned Revenue funds are non-occupancy tax dollars that are not subject to legislative mandates and are primarily used to support the community.)



BUDGET AMENDMENT

Victoria Isley

Proposed Budget Amendment, in the amount of \$21,235 from Earned Revenue, to allow for a proposed \$40,000 contribution to the One Buncombe Fund

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET AMENDMENT
FUND 131 OPERATING FUND

BOARD MEETING DATE: January 27, 2021

Budget Amendment Item: FY21 Earned Revenue (Fund 131)

Background Information:
Earned Revenue budget increase to contribute toward One Buncombe Fund.

Funding Source:
Earned Revenue Fund Balance - Committed for Event Program Support

COST CENTER/DEPARTMENT	PROGRAM (IF APPLICABLE)	LEDGER ACCOUNT	REVENUE/SPEND CATEGORY	Increase (Decrease)	
				REVENUES	EXPENDITURES
Earned Revenue (Fund 131)		4310:Appropriated Fund Balance		21,235	
Earned Revenue (Fund 131)		5620:Program Support	Local Support		21,235
TOTAL				21,235	21,235

Attest:

APPROVED BY:

Jonna Sampson, Executive Operations Manager

DATE

Himanshu Karvir, Chairman of the Board

DATE

BUDGET AMENDMENT

Chairman Himanshu Karvir

Motion for Consideration:

Motion to approve the Budget Amendment as presented, transferring \$21,235 from Earned Revenue/Appropriated Fund Balance to Earned Revenue/Program Support, which will allow for a \$40,000 contribution from the BCTDA to the One Buncombe Fund to help the local community with COVID recovery.

AMENDMENT ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

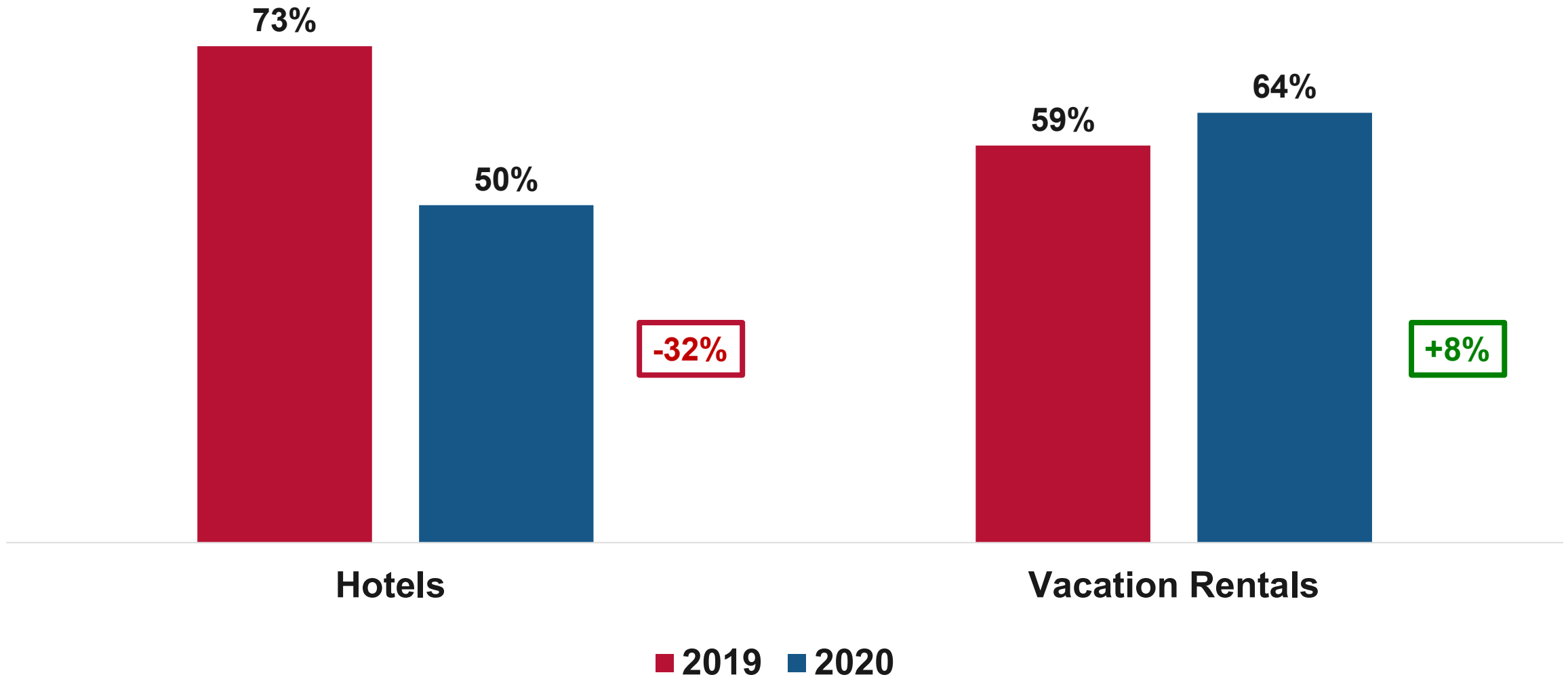
PRESIDENT & CEO'S REPORT

VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**

LODGING OCCUPANCY

CALENDAR 2020



STRATEGIC IMPERATIVES



Balanced Recovery
& Sustained Growth



Encourage
Safe & Responsible Travel



Engage & Invite
More Diverse Audiences

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

- Local public safety campaign launched in Nov. 2020 & continues
- Includes flyers, posters, sidewalk decals, window clings, barricade/pole banners & wayfinding kiosks
- Funded via a Federal CARES Act Grant and collaborative effort across city, county & Asheville Arts Council

>> Want campaign posters and materials to use at your business?

Get them free at the Asheville Visitor Center, from Asheville Downtown Association or contact the Explore Asheville Community Engagement Team.




ANNUAL PLANNING RETREAT

BCTDA Annual Planning Retreat

Thursday, March 25 – 8:30 to 5:00

Friday, March 26 – 8:30 to 12:00

Time/Location/Format TBD

- 
- **Other Updates**
 - **CVB Staff Recaps**
 - **Destination Dashboard**
 - **Quick List**
 - **Questions?**

RECOVERY MARKETING & MESSAGING

MARLA TAMBELLINI

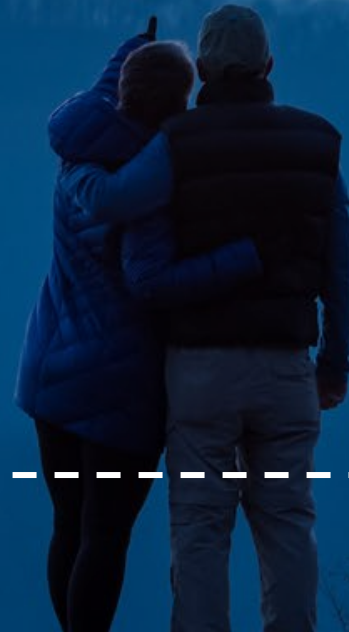
EXPLORE ASHEVILLE/ DEPUTY DIRECTOR/VP OF MARKETING

ASHLEY KEETLE

360i/GROUP ACCOUNT DIRECTOR

Explore **ASHEVILLE**

Winter Promotions



ASHEVILLE RESTAURANT WEEK



ASHEVILLE

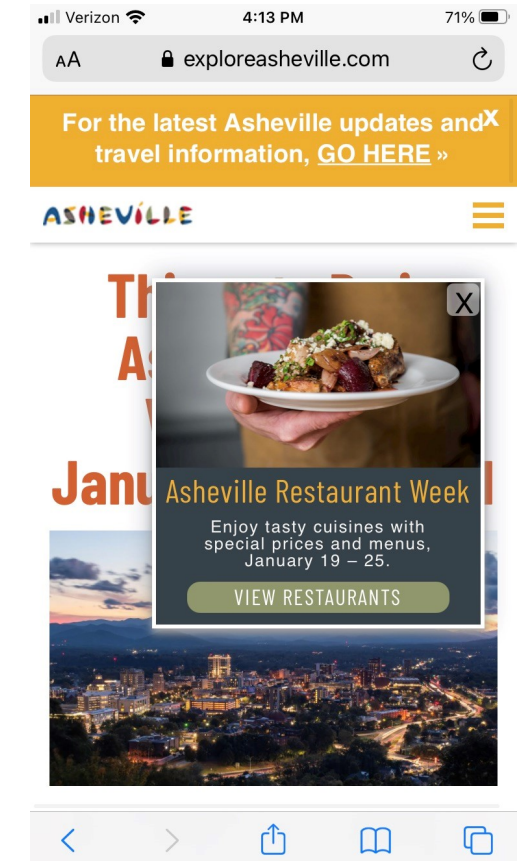
MEETING PLANNERS WEDDINGS SPORTS MOTORCOACH FAVORITES RADIO

ICONIC ASHEVILLE THINGS TO DO TRIP IDEAS EVENT CALENDAR PLACES TO STAY FOOD & DRINK GREAT OUTDOORS PACKAGES & DEALS

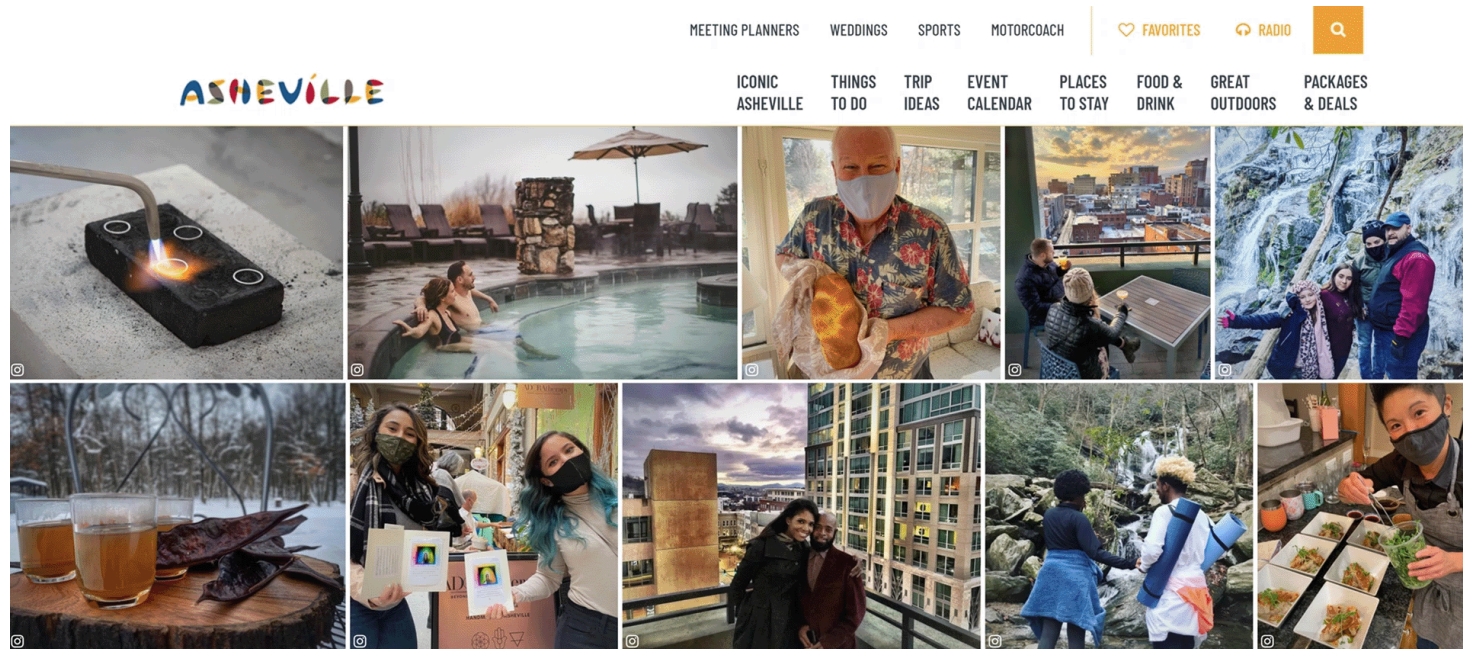
Asheville Restaurant Week: January 19-25, 2021

During Asheville Restaurant Week, you would be hard pressed to find a restaurant that doesn't embrace the key tenets of farm-to-table dining. Asheville, North

ASHEVILLE



CURATED ASHEVILLE



Curated Asheville Experiences

Objective: Promote small, more customized experiences in Asheville that offer social distancing in order to encourage responsible travel during winter season and support partners.

- 34 experiences currently offered
- Amplify through organic and paid social media promotions, e-mail, web pop-ups/sliders.
- Extended through March

NATIONAL PLAN FOR VACATION DAY

- **Objective:** Promote a planning message in association with National Plan for Vacation Day (NPVD) on January 26th
- Paid social lead generation campaign leveraging NPVD + Visitor Guide (1000+ leads generated to date)
- Day-of homepage takeover on ExploreAsheville.com
- Organic social:
 - Instagram - Interactive stories throughout day to inspire and engage our audience
 - Facebook - Post inspirational imagery and invite fans to share what they are looking forward to on their next trip to Asheville





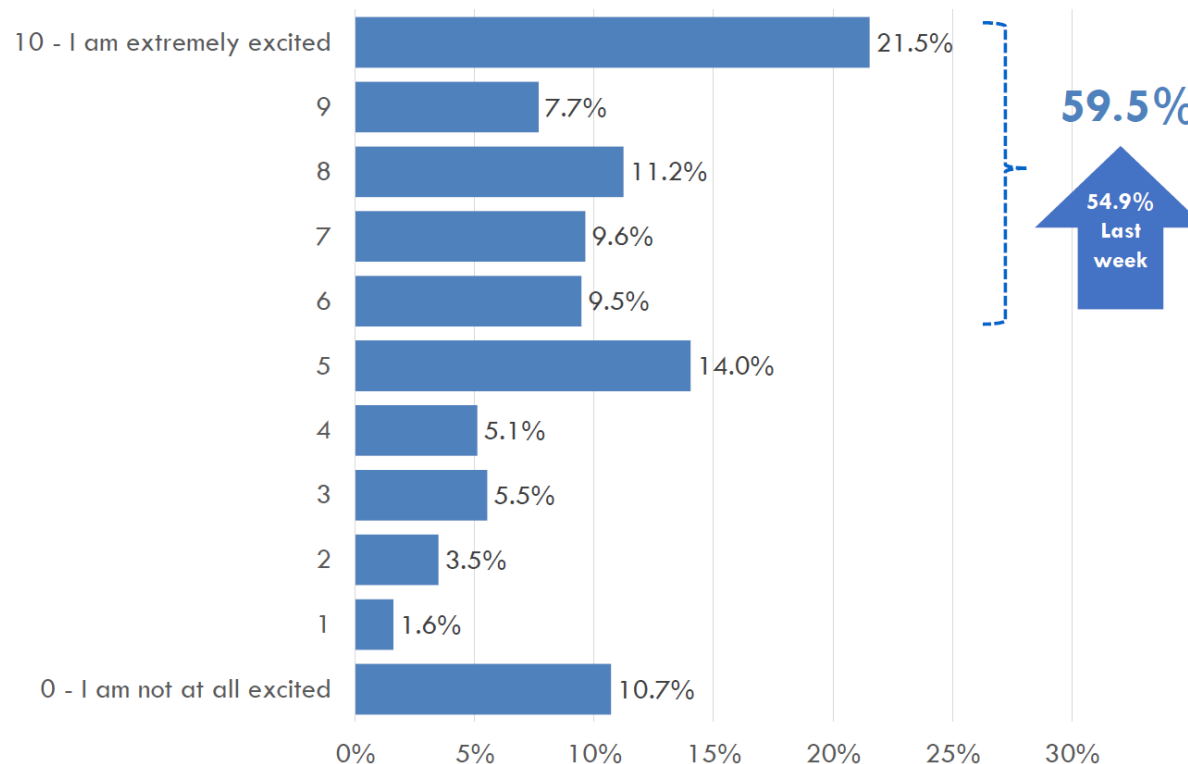
Travel Sentiment

EXCITEMENT FOR TRAVEL

EXCITEMENT FOR LEISURE TRAVEL IN 2021

Question: Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)

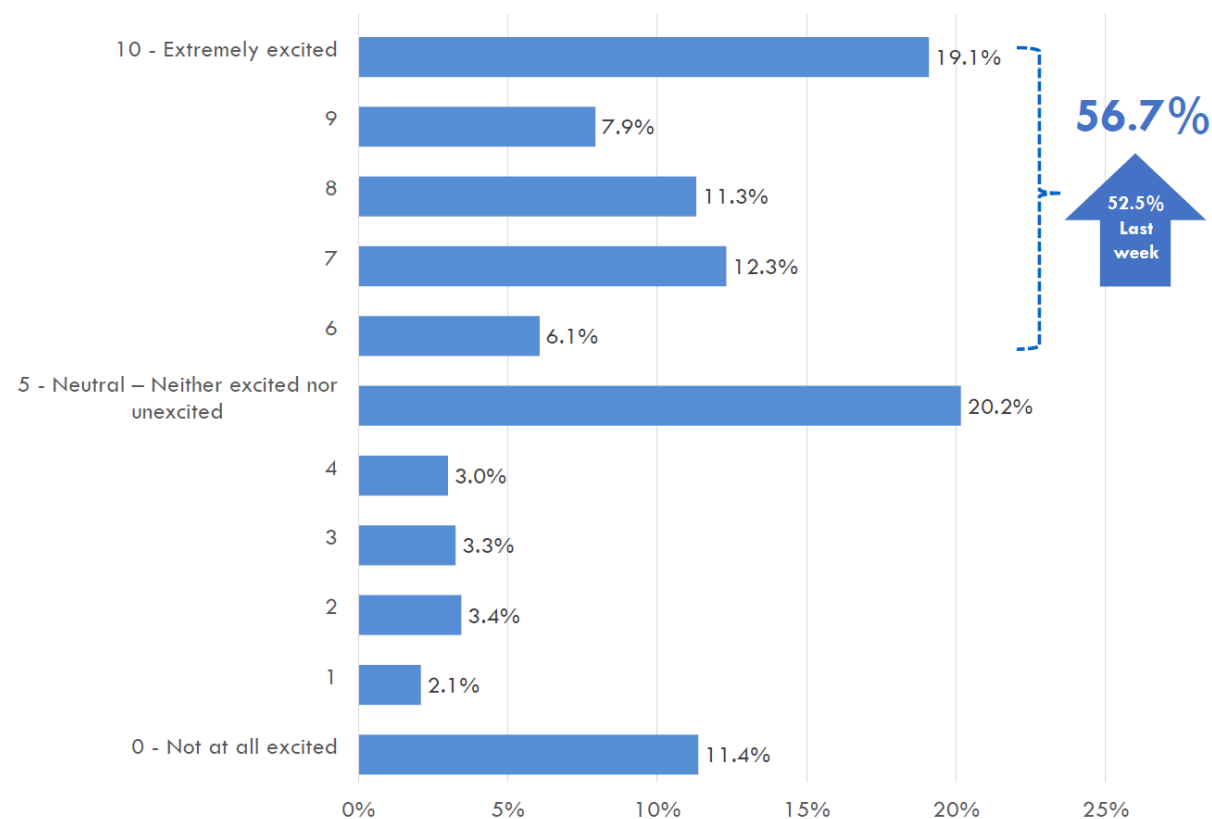


READY TO BE INSPIRED

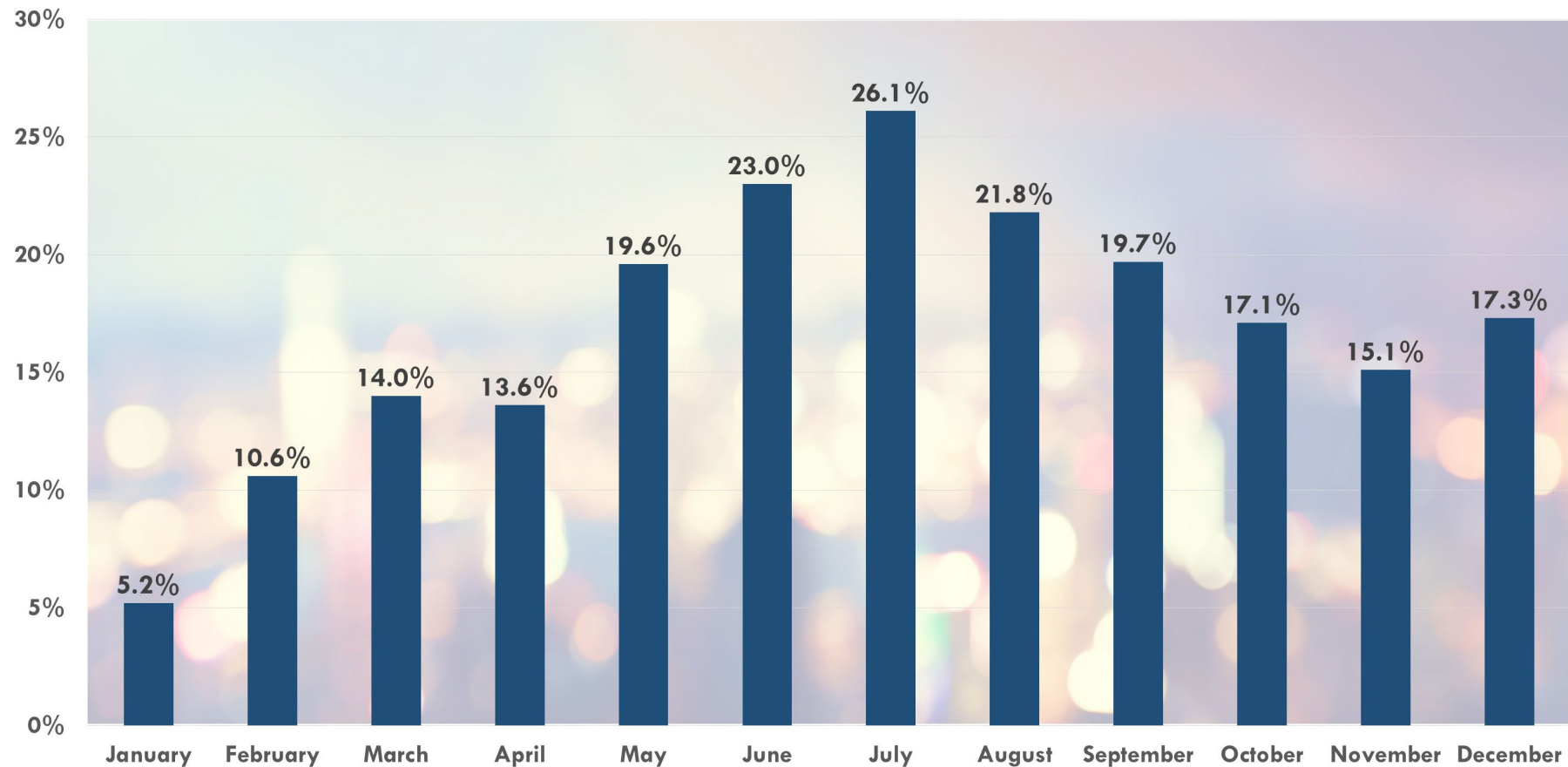
OPENNESS TO TRAVEL INSPIRATION

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



MONTHS OF EXPECTED TRIPS



SUPPORTING RECOVERY

- Promoting safe and responsible travel to people who are ready to visit.
- Inspire potential visitors who are in the dreaming stage.
- Support the tourism community by setting the stage for spring/summer visitation and bolstering recovery.



An aerial photograph of a city at sunset. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun on the right side. In the background, a range of mountains is visible under the sunset sky. The middle ground shows a dense urban area with various buildings, including a prominent church with a tall steeple. The foreground features a multi-lane highway with a bridge section, surrounded by lush green trees. A green highway sign is visible on the left side of the road. The entire image is framed by a white dashed border.

MARKETING & MESSAGING UPDATE

BUSINESS GOALS


Business Objectives

- **Generate overnight demand** to contribute to the community's economic recovery
- Build back the visitor base to **support local businesses and jobs**
- **Prioritize longer overnight stays** to ease impact on infrastructure and maximize the value of each visitor to the community



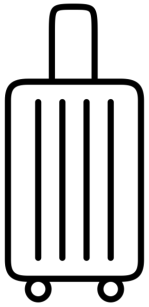
Marketing Objectives

- **High Value Audiences:** Attract visitors that share AVL's unique values and will spend throughout the community
- **Ownable Message:** Emphasize the values and personality of Asheville to position the destination as a distinct mountain community unlike any other
- **Balanced & Sustained ROI:** Drive consideration and intent to travel to the Asheville area for multi-night stays as well as fuel recovery through the seasons

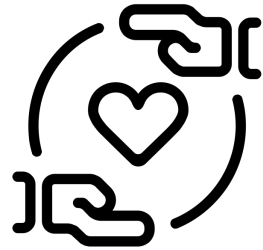


Audiences + Geography

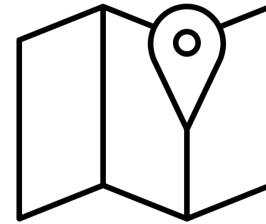
AUDIENCES UPDATED TO BEST DELIVER IN TIMES OF CHANGE



People who are in the market to travel or are willing to travel soon



People who share our values and will be responsible visitors



People who can travel to the destination safely and directly



People who will spend with local businesses to support jobs for local residents

**Gain scale in order to
drive recovery**



Established Explorers

14MM

I want some quality time with my favorite people.

- 45+
- High HHI
- Highly Educated
- Traditional values with willingness to learn new things
- Enjoy activities like hiking, enjoying the outdoors, arts, dining and shopping that align well with Asheville's offerings
- Lodging preferences like resorts and premium offerings align with Asheville's offerings



Diverse Adventurers

8MM

I want to understand an area through all entry points.

- 25-35
- Medium HHI
- Open-minded, believes in personal responsibility & invested in pop culture & trends
- Enjoy activities like exploring outdoors, dining, shopping and live music that align with Asheville's offerings
- Lodging preferences like budget-friendly and value-based accommodations align with Asheville's offerings

TARGETING DRIVE MARKETS + OPPORTUNITY FLY MARKETS

DRIVE MARKETS

Road trips were the most popular form of travel in 2020, and will continue to be popular into 2021



Focusing on markets within 6.5 hours drive to Asheville, with emphasis on markets that generate overnight trips

FLY MARKETS

Growing share of visitors coming from Florida & showing longer length of stays



Targeting opportunity Florida markets

Orlando, Jacksonville, Tampa & WPB





Media Strategy

SS'21 MEDIA STRATEGY

Right people

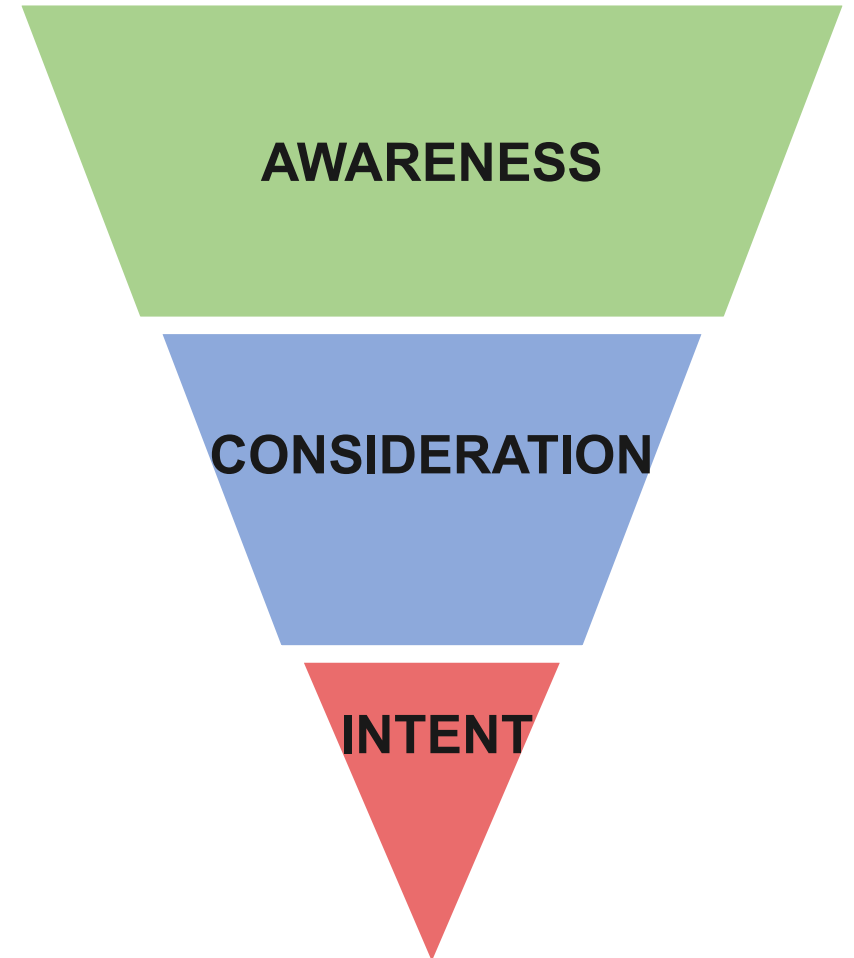
*Engage diverse travelers with shared values,
focusing on traveling safely & responsibly*

Right time

*Meet people where they are in their readiness stage, those
dreaming about a trip in the future, those considering a trip soon,
and those ready to hit the road*

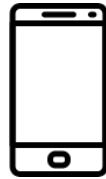
Right place

*Use media partners that allow us to reach our audience
efficiently & provide flexibility*



MEDIA CHANNEL APPROACH

Our mix of Media Channels deliver on *Right People, Right Time, Right Place.*



CTV + Digital Video	Display	High Impact/Content	Social	Travel/Endemic	Search
Awareness	Awareness Consideration	Awareness Consideration	Awareness Consideration	Consideration Intent	Consideration Intent
Reach large amount of audience Video ads allow for visual storytelling	Deliver ads to large amount of audience across a variety of sites efficiently	Break through the clutter with attention-getting ads	Convey relevant messaging to our audience & test messaging quickly	Reach those actively researching, planning, and looking to book a trip Conquest competitors to steal market share	Reach those searching for Asheville or similar vacations, and conquest similar competitors

WHAT'S NEXT

Plan for spring,
while continuing to
**monitor the
landscape**

Develop campaign
messaging focused
on ***differentiation***
and ***safety &
responsibility***

MARKETING & MESSAGING UPDATE

Questions/Discussion

CITY COUNCIL UPDATE

Councilmember Sandra Kilgore

Asheville City Council Update

BC COMMISSION UPDATE

Commissioner Robert Pressley

Buncombe County Commission Update

MISCELLANEOUS BUSINESS

Chairman Himanshu Karvir

PUBLIC COMMENTS

Chairman Himanshu Karvir

Members of the Public were invited to submit comments via email to reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, January 26, 2020.

Four comments were received by the deadline and were emailed to the board.

ADJOURNMENT

Chairman Himanshu Karvir

Call for Motion to Adjourn the Meeting

ADJOURN - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting will be on

Wednesday, February 24, 2021

at 9:00 a.m.