



WELCOME!

The February 23, 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, February 23, 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 01.26.22 Meeting Minutes	Kathleen Mosher
9:10 a.m.	January 2022 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:15 a.m.	BCTDA Nominating Committee Appointments	Kathleen Mosher
9:20 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:30 a.m.	Tourism Product Development Fund Update a. TPDF Projects Annual Report b. Buncombe County Project Updates c. Asheville Community Theatre Amendment Request d. 2022 TPDF Funding Cycle e. TPDF Committee Appointments	Pat Kappes Timothy Love, Director of Economic Development and Governmental Relations, Buncombe County Eric Hardy, Special Projects Consultant, Town of Woodfin Pat Kappes Pat Kappes Pat Kappes, Brenda Durden
10:10 a.m.	Pillar Update: Engage & Invite More Diverse Audiences	Maria Tambellini, Pat Kappes, Whitney Smith
10:30 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:40 a.m.	Miscellaneous Business	Kathleen Mosher
10:45 a.m.	Comments from the General Public	Kathleen Mosher
10:55 a.m.	Adjournment	Kathleen Mosher

Save the Date:

[2022 Hospitality Outlook Webinar](#) | Wednesday, March 9 | 11:30 a.m. to 1:00 p.m. | [Register via Zoom](#)

The next joint BCTDA meeting is on Thursday, March 24, 2022, at 9:00 a.m. The BCTDA's Annual Planning Retreat will be on Friday, March 25, 2022, beginning at 9:00 a.m., at the Inn on Biltmore. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with questions.

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

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



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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

MINUTES

Chair Kathleen Mosher

January 26, 2022 BCTDA Regular Meeting Minutes

- Questions/Comments
- Suggested Motion:
 - Motion to approve the January 26, 2022, meeting minutes as presented.
- Motion Second
- Discussion

Board Meeting Minutes
Wednesday, January 26, 2022

Present (Voting):	Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel, Leah Ashburn, Michael Lusick, Scott Patel
Absent (Voting):	None
Present (Ex-Officio):	Asheville City Councilmember Sandra Kilgore Buncombe County Commissioner Robert Pressley
Absent (Ex-Officio):	None
CVB Staff:	Vic Isley, Maria Tambellini, Marshall Hilliard, Jonna Sampson, Julia Simpson
BC Finance:	Don Warn, Buncombe County/BCTDA Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
Online Attendees:	Tina Kinsey, Asheville Regional Airport Colleen Swanson, Meetings Database Institute (MDI) Carli Adams, Glenn Cox, Hannah Dosa, Pat Kappes, Jennifer Kass-Green, Sarah Kilgore, Sarah Lowery, Kathi Petersen, Tina Porter, Sha'Linda Pruitt, Glenn Ramey, Whitney Smith; Explore Asheville Staff Jane Anderson, Asheville Independent Restaurant Association Kit Cramer, Asheville Area Chamber of Commerce Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce Madison Davis, Asheville Buncombe Regional Sports Commission Timothy Love, Buncombe County Chris Corl, Harrah's Cherokee Center Asheville Jim Muth, John Ellis; Past BCTDA Board Members Robert Michel, Asheville Homestay Network Ruth Summers, Grove Arcade Public Market Foundation Rick Bell, Engadine Inn & Cabins Krista Stearns, Mountain Mural Tours Jason Sandford, Ashvegas John Boyle, Asheville Citizen-Times Sunshine Request

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

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FINANCIAL REPORTS

Buncombe County Finance Director Don Warn

Presentation of the **January 2022** 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

January 31, 2022

	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	\$ 20,369,690	\$ 2,163,491	\$ 15,208,889	\$ 5,160,801	74.7%	\$ 9,968,976	52.6%
Investment income	-	156	741	(741)	-	66	1017.2%
Other income	-	-	24,401	(24,401)	-	-	-
Earned revenue	150,000	16,958	90,978	59,022	60.7%	133,082	-31.6%
Total revenues	20,519,690	2,180,605	15,325,009	5,194,681	74.7%	10,102,125	51.7%
Expenditures:							
Salaries and Benefits	2,889,976	193,008	1,373,862	1,516,114	47.5%	1,187,225	15.7%
Sales	1,236,063	18,631	250,624	985,439	20.3%	260,432	-3.8%
Marketing	15,321,893	633,371	4,289,868	11,032,025	28.0%	1,918,708	123.6%
Community Engagement	123,178	6,398	35,525	87,653	28.8%	20,772	71.0%
Administration & Facilities	798,580	34,040	367,141	431,439	46.0%	324,231	13.2%
Events/Festivals/Sponsorships	200,564	-	133,667	66,897	66.6%	25,187	430.7%
Total expenditures	20,570,254	885,447	6,450,687	14,119,567	31.4%	3,736,556	72.6%
Revenues over (under) expenditures	(50,564)	1,295,159	8,874,322			\$ 6,365,569	39.4%
Other Financing Sources:							
Carried over earned income	50,564	-	-				
Total other financing sources	50,564	-	-				
Net change in fund balance	\$ -	\$ 1,295,159	8,874,322				
Fund balance, beginning of year			19,776,549				
Fund balance, end of month			\$ 28,650,871				

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

January 31, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	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	2,163,491	1,517,197	43%	15,208,889	9,968,976	53%	721,164	\$ 505,732	43%	5,069,630	3,322,992	53%
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>\$15,208,889</u>	<u>\$ 20,125,048</u>		<u>\$ 15,208,889</u>	<u>\$ 20,125,048</u>		<u>\$5,069,630</u>	<u>\$6,708,349</u>		<u>\$5,069,630</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

January 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 28,296,586	\$ (9,936,586)	154.1%
Investment Income	-	1,233,052	(1,233,052)	0.0%
Total revenues	<u>18,360,000</u>	<u>29,529,638</u>	<u>(11,169,638)</u>	<u>160.8%</u>
Expenditures:				
Product development fund projects:				
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>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 21,886,404		
Less: Liabilities/Outstanding Grants		(10,283,746)		
Less: Unspent Admin Budget (Current Year)		(433,020)		
Current Product Development Amount Available		<u>\$ 11,169,638</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

January 31, 2022

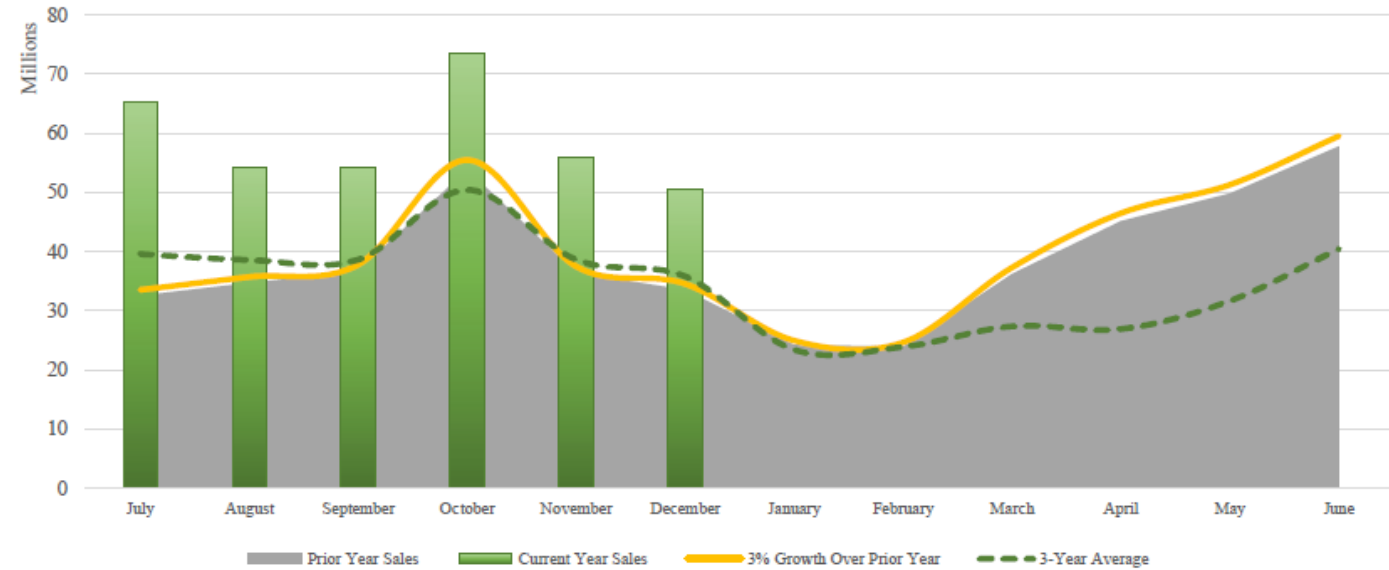
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 28,813,894	\$ 21,886,404	\$ 50,700,297
Receivables	-	-	-
Total current assets	<u>\$ 28,813,894</u>	<u>\$ 21,886,404</u>	<u>50,700,297</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 24,573	\$ -	\$ 24,573
Future events payable	138,450	\$ 10,283,746	\$ 10,422,196
Total current liabilities	<u>163,023</u>	<u>\$ 10,283,746</u>	<u>\$ 10,446,769</u>
Fund Balances:			-
Restricted for product development fund	-	11,602,657	11,602,657
Committed for event support program	49,602	-	49,602
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	16,786,849	-	16,786,849
Total fund balances	<u>28,650,871</u>	<u>11,602,657</u>	<u>40,253,529</u>
Total liabilities and fund balances	<u>\$ 28,813,894</u>	<u>\$ 21,886,404</u>	<u>\$ 50,700,297</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

January 31, 2022



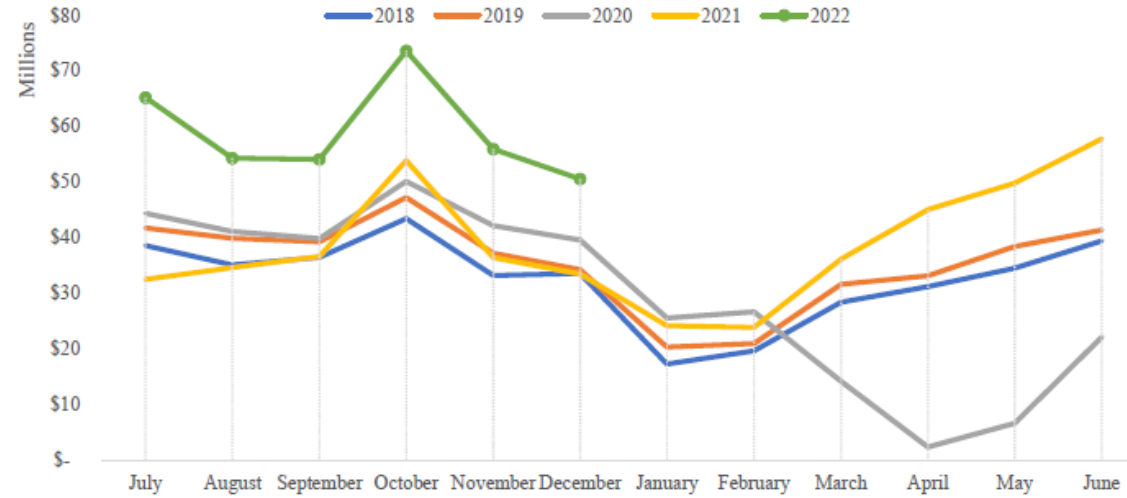
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 65,188,038	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	78%	35,703,239	38,564,848
September	54,136,664	36,683,164	48%	67%	37,783,659	38,626,462
October	73,587,649	53,870,769	37%	57%	55,486,892	50,430,547
November	55,954,294	36,407,948	54%	56%	37,500,187	38,612,899
December	50,570,020	33,504,228	51%	55%	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>\$353,738,975</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

January 31, 2022



	2018	2019	2020	2021	2022
Month of lodging sales:					
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	73,587,649
November	33,231,722	37,240,595	42,190,154	36,407,948	55,954,294
December	33,597,999	34,272,393	39,595,569	33,504,228	50,570,020
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	\$ 353,738,975

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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

January 31, 2022

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%	21,713,175	15,478,848	40.3%	51.1%	2,096,730	1,927,642	8.8%	21.0%	73,587,649	53,870,769	36.6%	56.7%
November	36,931,580	24,630,899	49.9%	59.5%	17,539,583	10,553,316	66.2%	53.5%	1,483,131	1,223,733	21.2%	21.1%	55,954,294	36,407,948	53.7%	56.1%
December	33,130,215	22,871,661	44.9%	57.1%	16,189,176	9,595,156	68.7%	55.5%	1,250,628	1,037,411	20.6%	21.0%	50,570,020	33,504,228	50.9%	55.4%
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	\$ 227,752,061	\$ 278,076,058			\$ 116,621,506	\$ 173,016,827			\$ 9,365,408	\$ 13,647,609			\$ 353,738,975	\$ 464,740,494		

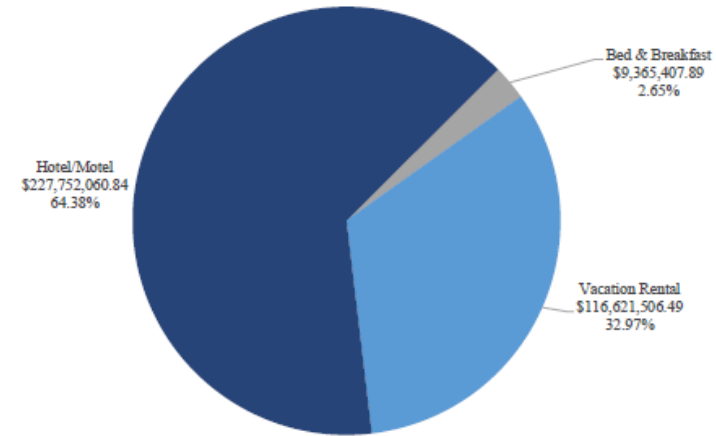
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

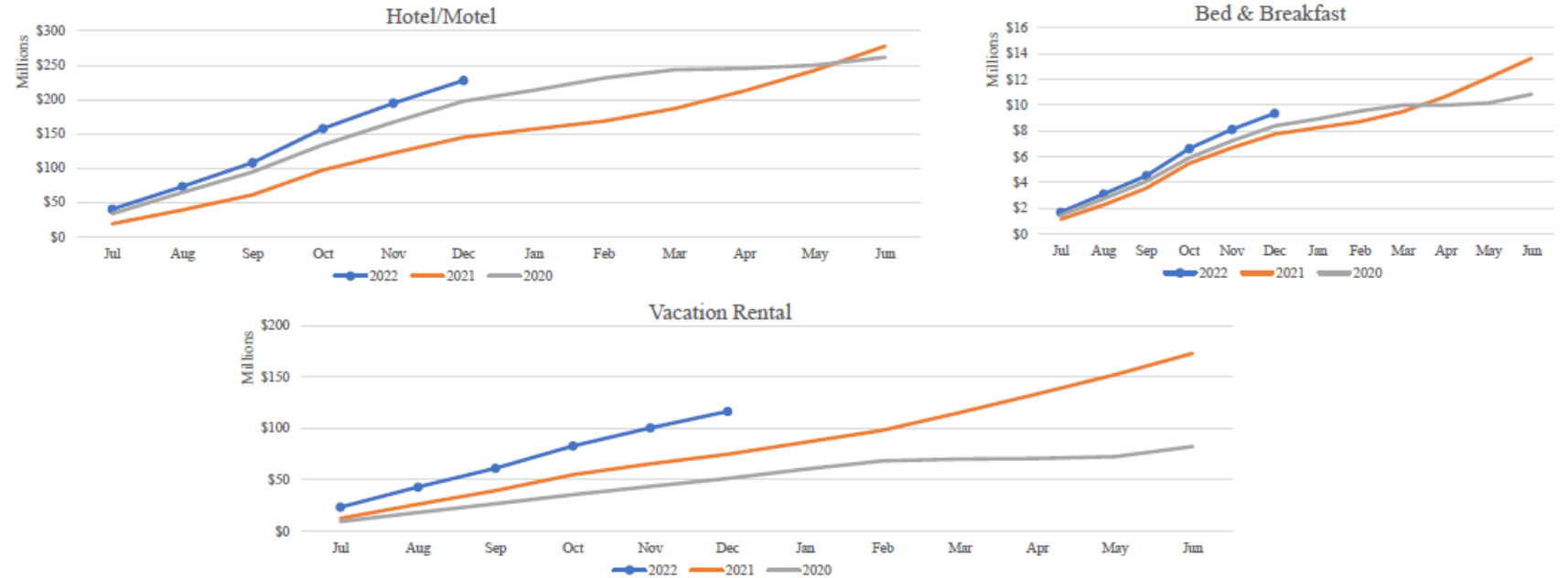
Shown by Month of Sale, Year-to-Date

January 31, 2022

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 January 2022 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

NOMINATING COMMITTEE

Chair Kathleen Mosher

BCTDA Nominating Committee Appointments:

- Himanshu Karvir
- Leah Ashburn
- Larry Crosby

PRESIDENT & CEO REPORT

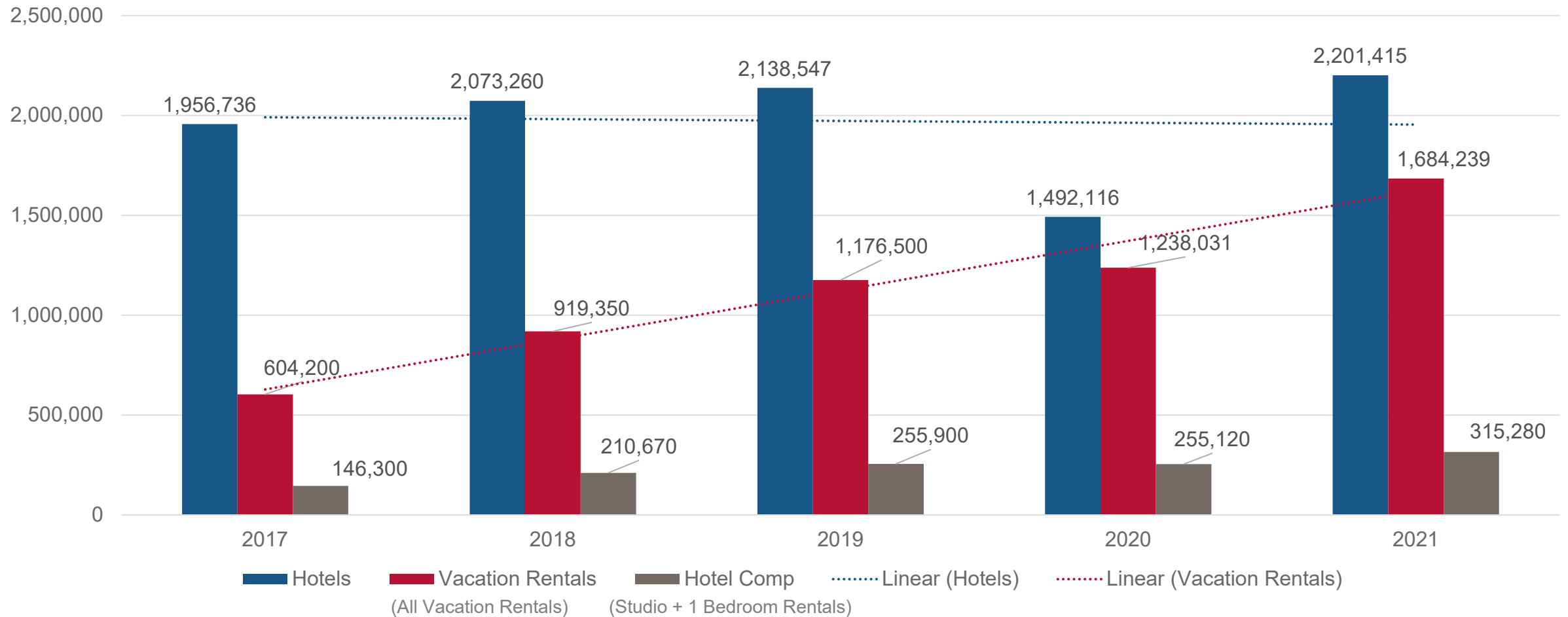
VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**



INDUSTRY METRICS

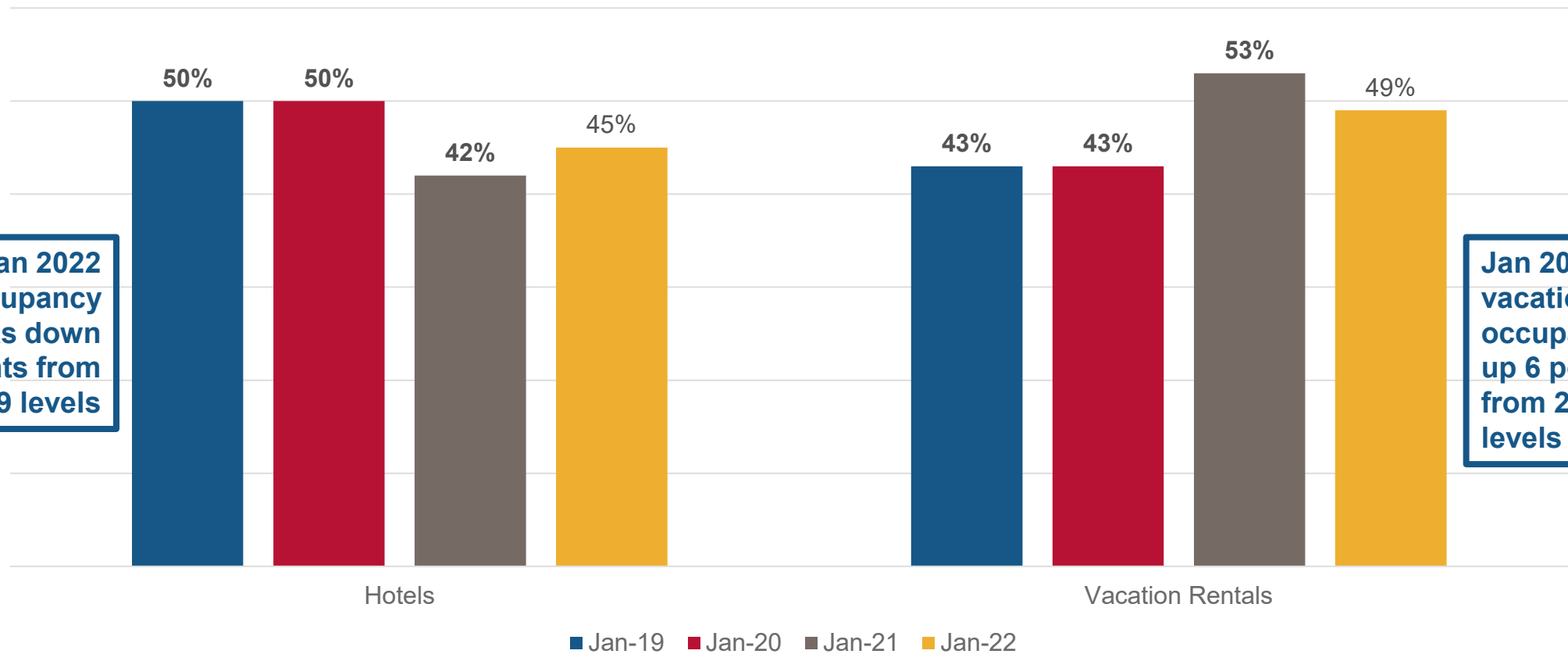
ROOM DEMAND BY LODGING TYPE



Source: BCTDA; STR; AirDNA

Room Demand = Total number of hotel rooms or rentals sold or rented (excludes complimentary rooms)

JAN LODGING OCCUPANCY



Jan 2022
hotel occupancy
was down
5 points from
2019 levels

Jan 2022
vacation rental
occupancy was
up 6 points
from 2019
levels

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

Explore **ASHEVILLE**

TOURISM PRODUCT DEVELOPMENT FUND UPDATE

PAT KAPPES | EXPLORE ASHEVILLE
VP OF COMMUNITY ENGAGEMENT

TIMOTHY LOVE | BUNCOMBE COUNTY
DIRECTOR OF ECONOMIC DEVELOPMENT & GOVERNMENTAL RELATIONS

ERIC HARDY | TOWN OF WOODFIN
SPECIAL PROJECTS CONSULTANT

BRENDA DURDEN | ASHEVILLE HOTEL GROUP
BCTDA VICE CHAIR

Explore **ASHEVILLE**



TPDF PROJECTS ANNUAL REPORT

PAT KAPPES | EXPLORE ASHEVILLE

39 COMMUNITY PROJECTS BENEFITED FROM NEARLY \$44 MILLION IN BCTDA GRANTS

African-American Heritage Trail

African-American Heritage Museum at
Stephens-Lee Community Center

Asheville Area Wayfinding Program

Asheville Art Museum

Asheville Community Theatre

Asheville Downtown Association – Pack Square
Park Canopy

Asheville Museum of Science

Asheville Visitor Center

Black Mountain College Museum + Arts Center

The Bonsai Garden at the North Carolina
Arboretum

Buncombe County – Enka Recreation Destination

Center for Craft

City of Asheville – ExploreAsheville.com
Arena at the U.S. Cellular Center I, II

City of Asheville – Riverfront Destination
Development I, II & RADTIP

The Collider

Friends of the WNC Nature Center

Grove Arcade

The John B. Lewis Soccer Complex at Azalea
Park

LEAF Global Arts Center

Montford Park Players

Montreat College

North Carolina Arboretum

The Orange Peel

Pack Square Park & Pavilion I, II

RiverLink – Pearson Bridge River Access

Western North Carolina Veterans' Memorial at
Pack Square Park

Smoky Mountain Adventure Center

Navitat Canopy Adventures

Highland Brewing Company

University of North Carolina at Asheville
Foundation

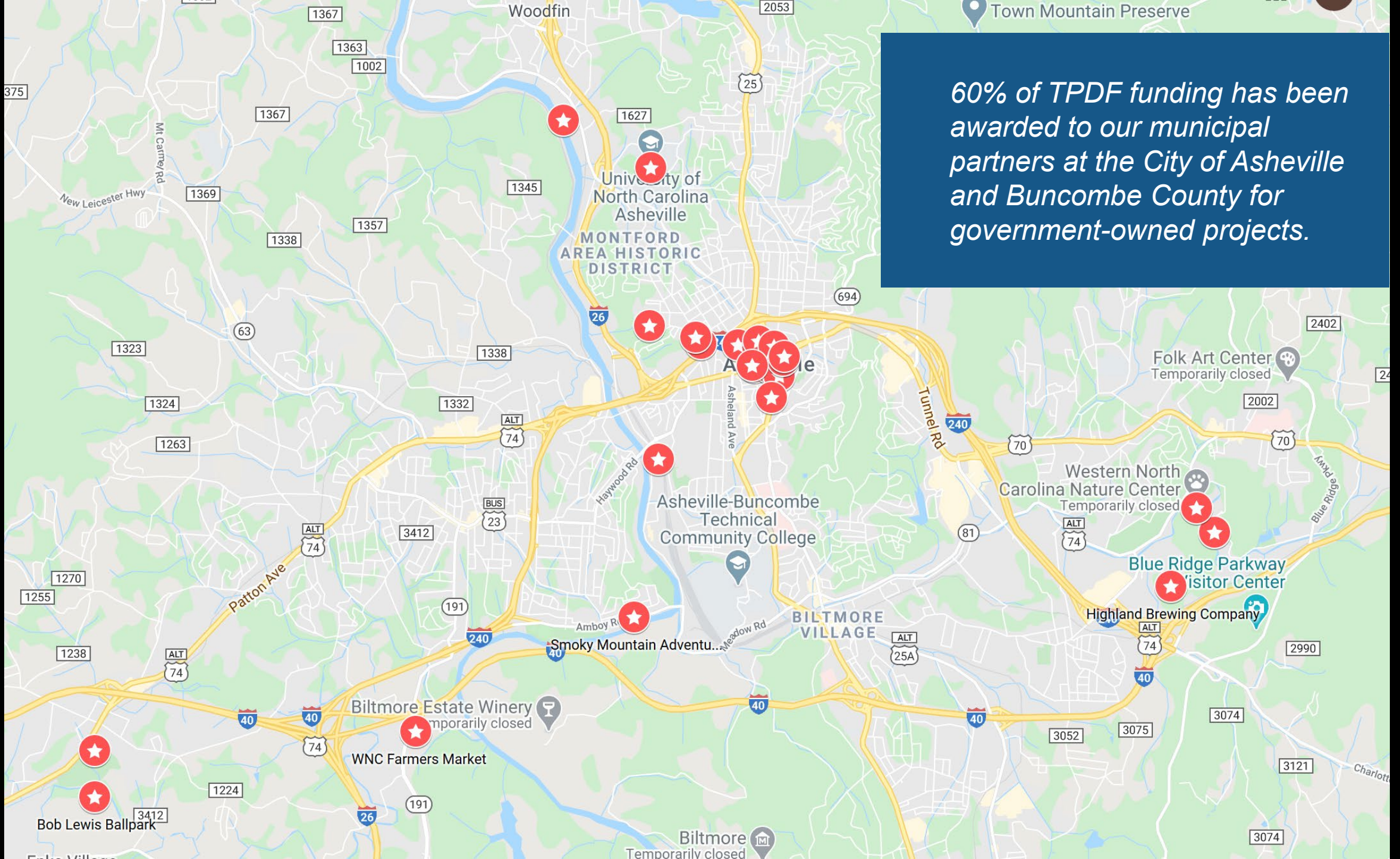
WNC Farmers Market

The Wortham Center

Woodfin Greenway & Blueway

YMI Cultural Center

60% of TPDF funding has been awarded to our municipal partners at the City of Asheville and Buncombe County for government-owned projects.



SUMMARY OVERVIEW

17 projects are currently active:

- 7 in development or under construction, and
 - 10 completed and in the reporting phase.
-
- All TPDF agreements require grantees to submit an annual report each January throughout the term of the contract.
 - A contract is active from the time of award through four years after completion.

REPORTING REQUIREMENTS

In Development

- Update on construction timeline
- Summary of progress & remaining scope
- Plans for marketing the project & tracking visitation

After Completion

- Summary of marketing efforts employed to attract visitors
- Visitor tracking methods
- Overnight lodging estimates

SUMMARY OVERVIEW

The impact of the pandemic on the grantee organizations is evident for projects in development as well as recently completed.

Fundraising efforts have been derailed as organizations turned their attention to supporting operations with limited staff or closed doors.

Montford Park Players



Asheville Community Theatre



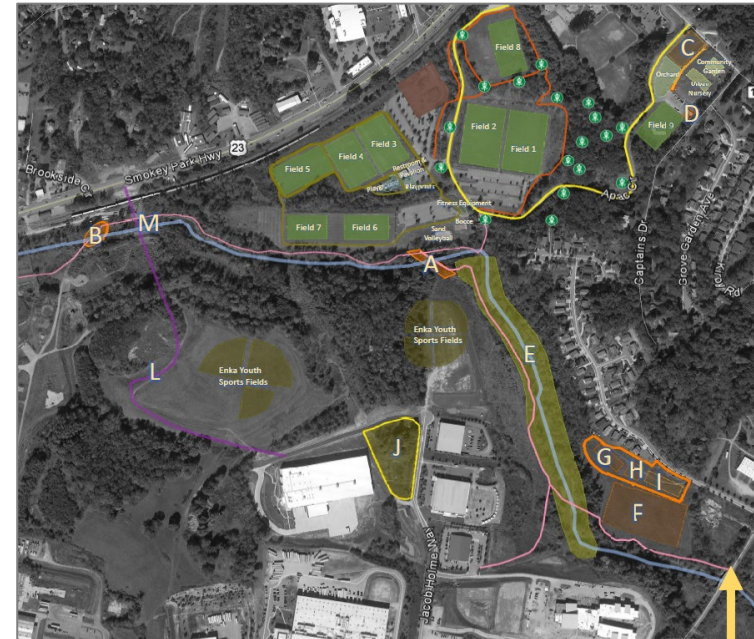
SUMMARY OVERVIEW

Construction timelines have been impacted, as well. Budgetary and timeline challenges will be outlined in updates later this morning by representatives from the Woodfin Blueway & Greenway and Enka Recreation Destination projects.

Woodfin Blueway & Greenway



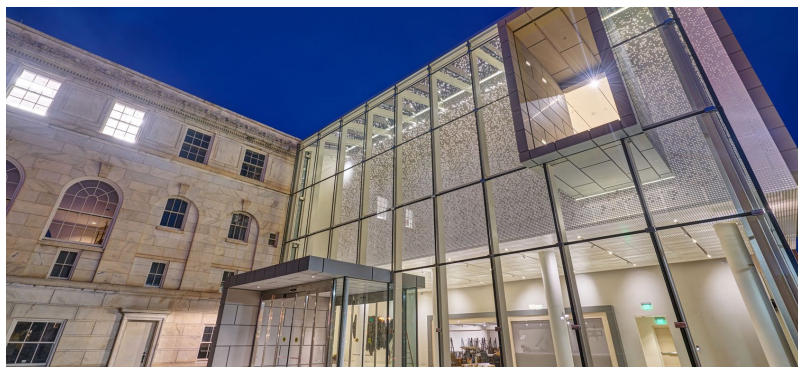
Enka Recreation Destination



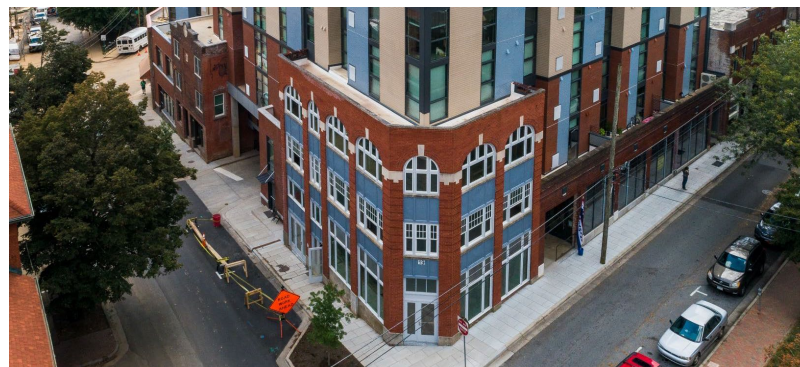
SUMMARY OVERVIEW

Recently completed projects that experienced pandemic-related closures or reduced capacities have not been able to achieve projected visitation as reflected in the reported overnight lodging estimates yet have been able to avoid closing permanently.

**Asheville Art
Museum**



**LEAF Global
Arts Center**



**The Wortham
Center**



**Center for
Craft**



SUMMARY OVERVIEW

By contrast, projects that offer outdoor/open air experiences or serve the sports market reported positive overnight lodging impacts.

**Bob Lewis
Ballpark**



**North Carolina
Arboretum**



**WNC Nature
Center**



**WNC Farmers
Market**



AFRICAN AMERICAN HERITAGE TRAIL



BACKGROUND

Project proposed in the 2018 TPDF Grant Cycle by River Front Development Group

BCTDA committed funding & staff support in 2018

Project goal is to develop content in collaboration with the community that documents and preserves the African American heritage in our community, and create experiences in which these stories can be shared:

- > Walking Trail Markers
- > Complementary Website & Digital Trail
- > Maintained in Perpetuity



CORE PROJECT TEAM

EXPLORE ASHEVILLE STAFF



Pat Kappes
VP of Community
Engagement



Hannah Dosa
Comm. Engagement
Project Coordinator

LEAD ADVISORS



Catherine Mitchell
Executive Director
River Front
Development Group



Veronika Gunter
River Front
Development Group

4 DEVELOPMENT PHASES

1. COMMUNITY ENGAGEMENT

- Convening Stakeholders
- Researching Related Projects
- Community Workshops

Completed

2. INTERPRETIVE PLANNING

- Research & Story Dev.
- Community Workshops
- Create an Advisory Committee

In Progress

3. CONCEPT DESIGN

- Confirm Stories, Sites & Design
- Academic Review
- Community Workshops

4. PROJECT IMPLEMENTATION

- Fabrication & Installation
 - Create Digital Trail & Website
 - Promotion
- CELEBRATION!***

*Estimated completion
Spring 2023*

PHASE II

RESEARCH AND STORY DEVELOPMENT



Contracted with Flo Jacques on research

- Recommended by Dr. Darin Waters
- Utilized resources and collections from UNCA, Dept of Cultural Resources, Buncombe County Special Collections among others

Flo's research informed potential options for trail themes, routes and story narratives

PHASE II

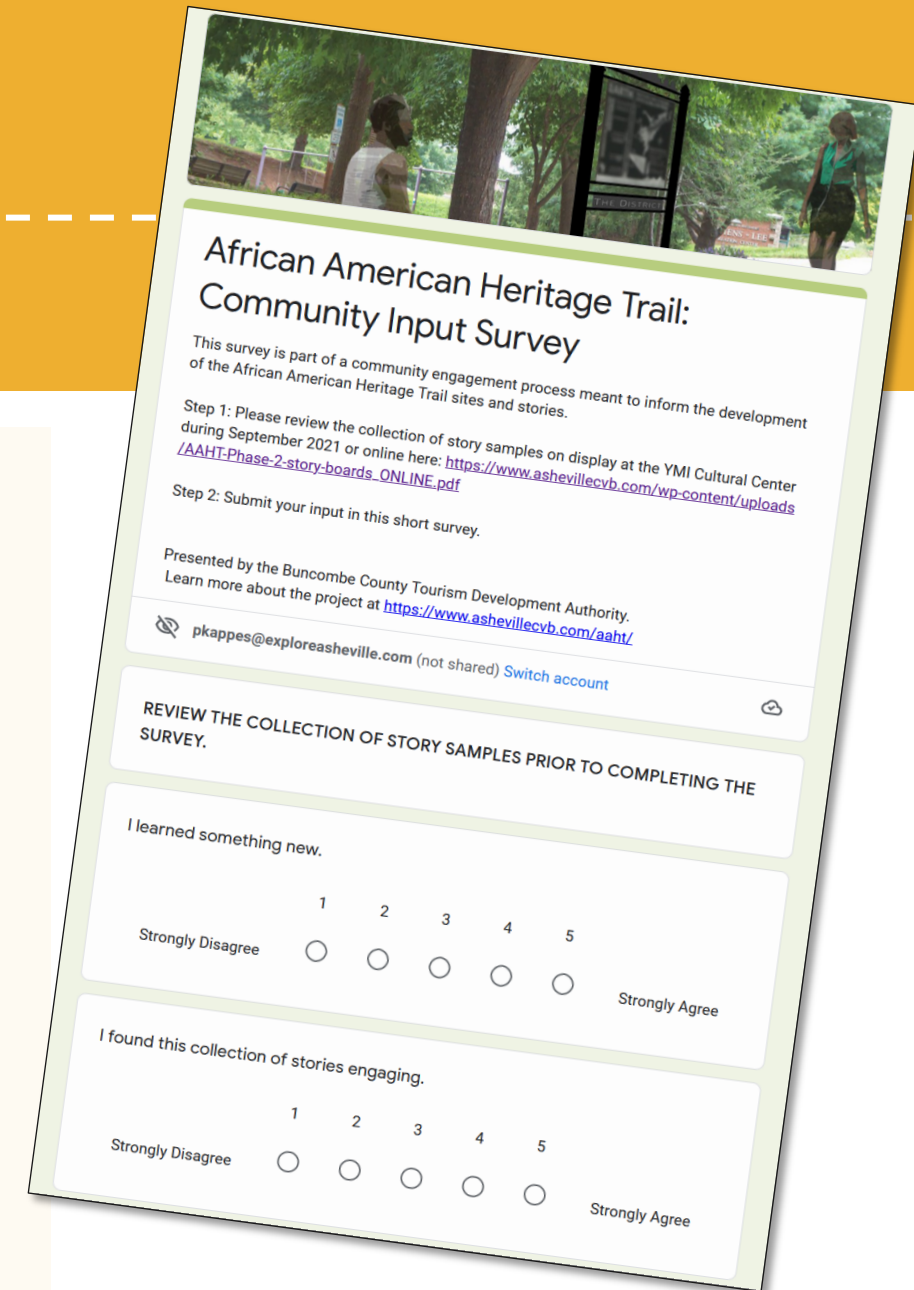
COMMUNITY INPUT

A collection of stories was on display at the YMI Cultural Center from September 1 – October 17, 2021.

Community was invited to review and provide feedback through a survey at the YMI or online.

Multiple options for participation included:

- In-person for six weeks
- Via Zoom for three sessions
- Independent online review
- Privately scheduled group viewings



The image shows a printed survey form titled "African American Heritage Trail: Community Input Survey". At the top, there is a photograph of a man and a woman walking on a trail. Below the title, the text states: "This survey is part of a community engagement process meant to inform the development of the African American Heritage Trail sites and stories." It then outlines two steps: Step 1 involves reviewing story samples on display at the YMI Cultural Center or online at https://www.ashevillecvtb.com/wp-content/uploads/AAHT-Phase-2-story-boards_ONLINE.pdf; Step 2 is to submit input in a short survey. The form is presented by the Buncombe County Tourism Development Authority, with a link to <https://www.ashevillecvtb.com/aaht/> and an email pkappes@exploreasheville.com. The survey includes two Likert scales. The first scale is for the statement "I learned something new." with a 5-point scale from "Strongly Disagree" to "Strongly Agree". The second scale is for the statement "I found this collection of stories engaging." also with a 5-point scale from "Strongly Disagree" to "Strongly Agree".

African American Heritage Trail: Community Input Survey

This survey is part of a community engagement process meant to inform the development of the African American Heritage Trail sites and stories.

Step 1: Please review the collection of story samples on display at the YMI Cultural Center during September 2021 or online here: https://www.ashevillecvtb.com/wp-content/uploads/AAHT-Phase-2-story-boards_ONLINE.pdf

Step 2: Submit your input in this short survey.

Presented by the Buncombe County Tourism Development Authority.
Learn more about the project at <https://www.ashevillecvtb.com/aaht/>

pkappes@exploreasheville.com (not shared) [Switch account](#)

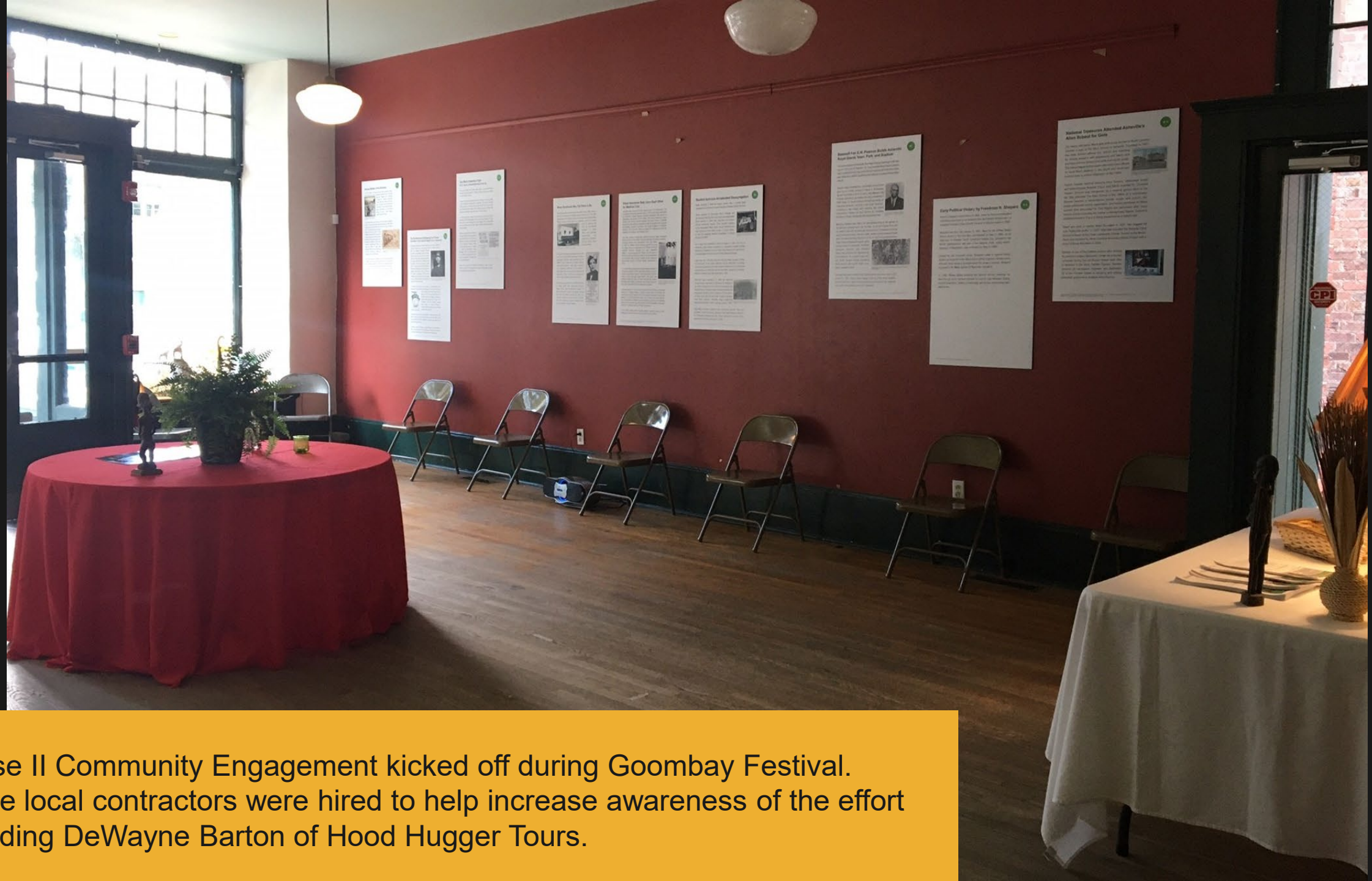
REVIEW THE COLLECTION OF STORY SAMPLES PRIOR TO COMPLETING THE SURVEY.

I learned something new.

Strongly Disagree 1 2 3 4 5 Strongly Agree

I found this collection of stories engaging.

Strongly Disagree 1 2 3 4 5 Strongly Agree



Phase II Community Engagement kicked off during Goombay Festival. Three local contractors were hired to help increase awareness of the effort including DeWayne Barton of Hood Hugger Tours.

The Brotherhood of Sleeping Car Porters First Black Union Helps Strengthen Local Community

By 1886, 30,000 people visited Asheville each summer, staying at dozens of hotels, inns, and homes for rent. For those arriving by train, The Pullman Company's sleeping cars offered comfortable rooms with beds. These private train cars were a luxurious option for passengers traveling throughout the United States from the 1880s through the 1970s. They were serviced by Black porters—including some living in Asheville's Southside neighborhood—who would carry luggage, shine shoes, clean, and service the needs of passengers. Their working conditions were arduous and the pay was meager, relying primarily on tips and the generosity of white travelers.



Pullman porter, unnamed. 1943. Photo by Jack Delano. U.S. Farm Security Administration - Office of War Information, Emergency Management - Resettlement Administration

To address the long hours, low wages, and mistreatment from passengers, The Brotherhood of Sleeping Car Porters was formed in



Source National A. Philip Randolph Pullman Porter Museum website. Copyright not identified.

1925, becoming the nation's first all-Black labor union. The group's efforts led to the first-ever collective bargaining between a union of Black workers and a major U.S. company in 1935, and resulted in middle-class wages for Pullman Porters—a landmark shift that helped fuel a new Black middle class in America.

In Asheville, that meant that John Gilliam, Gus Davis Morrison, Will Burgan, and many other African American men were able to own homes and invest in the community by opening businesses in the Southside neighborhood.

Asheville's main train station on Depot Street was demolished in 1968. Service ended in 1975, coinciding with Urban Renewal projects that destroyed the homes of thousands of Black Asheville residents.

Sources include: Flo Jacques, Contributing Researcher to the African Americans in WNC & Southern Appalachian Conference 2017-2021. Minnesota Spokesman

When Southside Was The Place to Be

African Americans traveling the South didn't need a Green Book to know that Southside in Asheville was the place to be. From 1947 through the 1970s, Rabbit's Motel and Cafe was renowned for hosting African American sports stars and entertainers, and was a starting



Courtesy of Buncombe County Special Collections, Pack Memorial Library.

point for exploring the food, fun, and nightlife available to Black folks in the Southside neighborhood and downtown on The Block, the city's historic Black business district.

In its prime, Southside was a local destination for more than 20,000 Black Asheville residents to enjoy in segregated Asheville. Black entertainers on the Chitlin' Circuit, organized by African American entertainment agents, visited often. Musicians and comedians performed at the Booker T. Washington hotel near present-day Ralph Street beginning in 1928. The hotel was renamed the James Keys Hotel and operated until 1973.

Billie Holiday performed at the Carolina Pavilion on Valley Street near present-day Charlotte Street. Other staff entertainment spaces for Black performers included the original Orange Peel and The Strand (present-day Fine Arts Theatre) on Biltmore Avenue; Savoy, The Kitty Cat Club, and the Del Cardo on Eagle Street; and the upstairs lounge at Rabbit's.



Advertisement for Billie Holiday concert. The Asheville Citizen Times. 1945.

Sources include: Soundspaceart.com. 2021. Asheville Citizen via Newspapers.com. 1940s-1970s.

Baseball Fan E.W. Pearson Builds Asheville Royal Giants Team, Park, and Stadium

#7

The home stadium of Asheville's first Negro league team was built near here in 1914 by E.W. Pearson, Sr. The Asheville Royal Giants players each worked full-time jobs in the tourism industry and held blue-collar jobs when they weren't practicing and playing to packed mixed-race crowds.

Pearson was a baseball fan. The Burke County native grew up on a farm, worked in mines in Tennessee, served honorably in the U.S. Army, and attended the Chicago School of Law before moving to Asheville in 1906. Here, he found success through operating an insurance company, running a mail order business, investing in real estate, and handling real estate transactions. Pearson is most famous for founding the Burton Street community and agricultural fairs.



Edward W. Pearson. Courtesy of Buncombe County Special Collections, Pack Memorial Library.

Because Pearson was Black, he was denied entry at the games of the all-white baseball team, the Tourists. So he built Oates Park and its stadium near the present-day intersections of Asheland Avenue and Southside Avenue, and soon after, started a minor-league Negro team, the Asheville Royal Giants, in 1916. In 1921 he founded the Blue Ridge Colored Baseball League, which included teams in Asheville, Charlotte, Gastonia, Concord, and Winston-Salem, NC, and Rock Hill, Spartanburg, and Anderson, SC. It wasn't until 1947 that white leagues began accepting Black players, and by the 1960s, most Negro leagues closed.



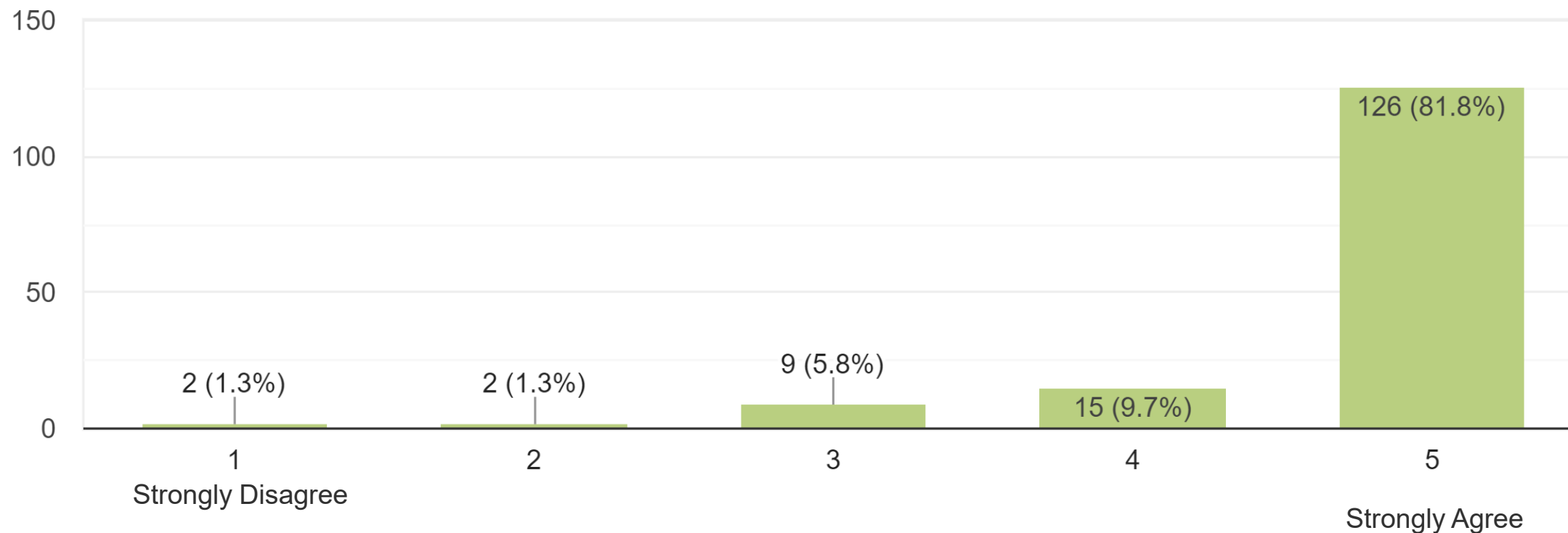
The Asheville Royal Giants. Courtesy of Buncombe County Special Collections, Pack Memorial Library.

Average attendance at the Royal Giants games was more than 4,000 people. In 1929, Negro teams began playing at the white stadium, McCormick Field. Oates Park remained the site of carnivals, festivals, and community sporting events for decades.

Sources include: Flo Jacques, Contributing Researcher to the African Americans in WNC & Southern Appalachian Conference 2017-2021. National Baseball Hall of Fame. 2019.

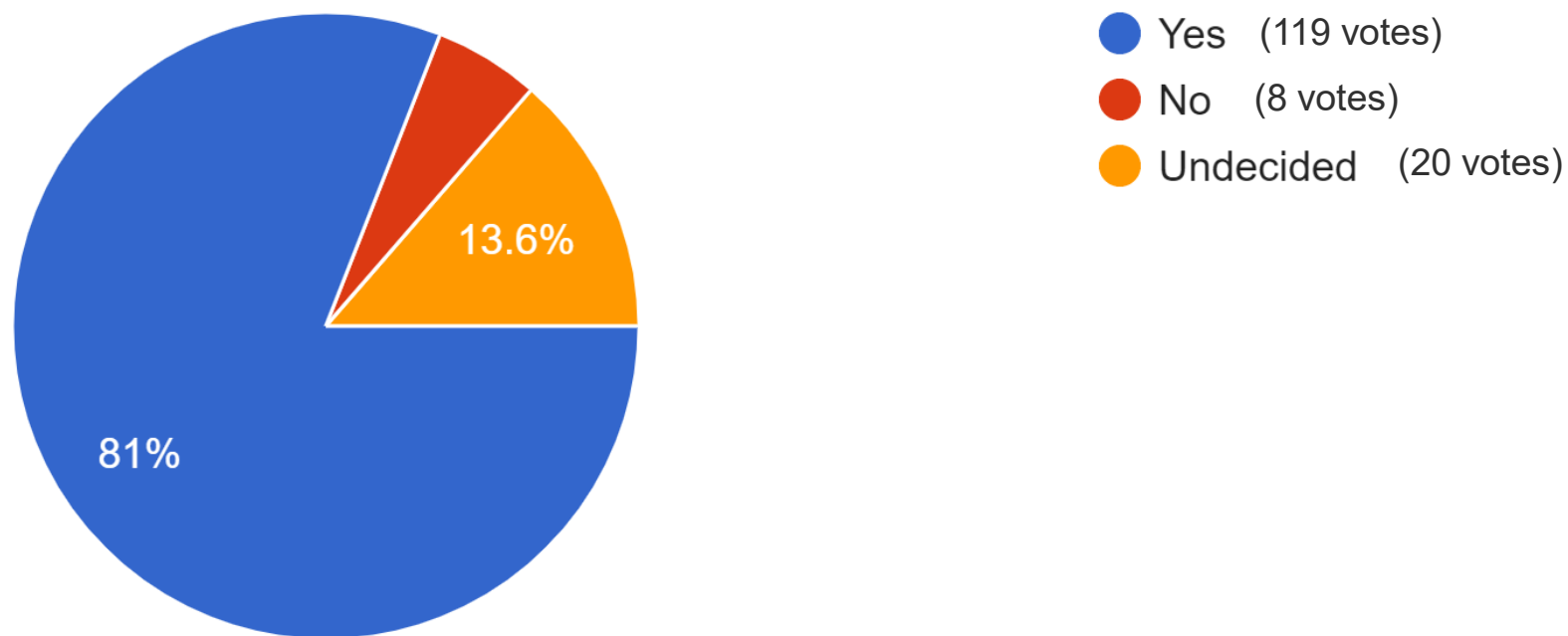
SURVEY RESPONSE

Q: I would like to learn more about these and/or other stories about the history of the African American community in the Asheville area.



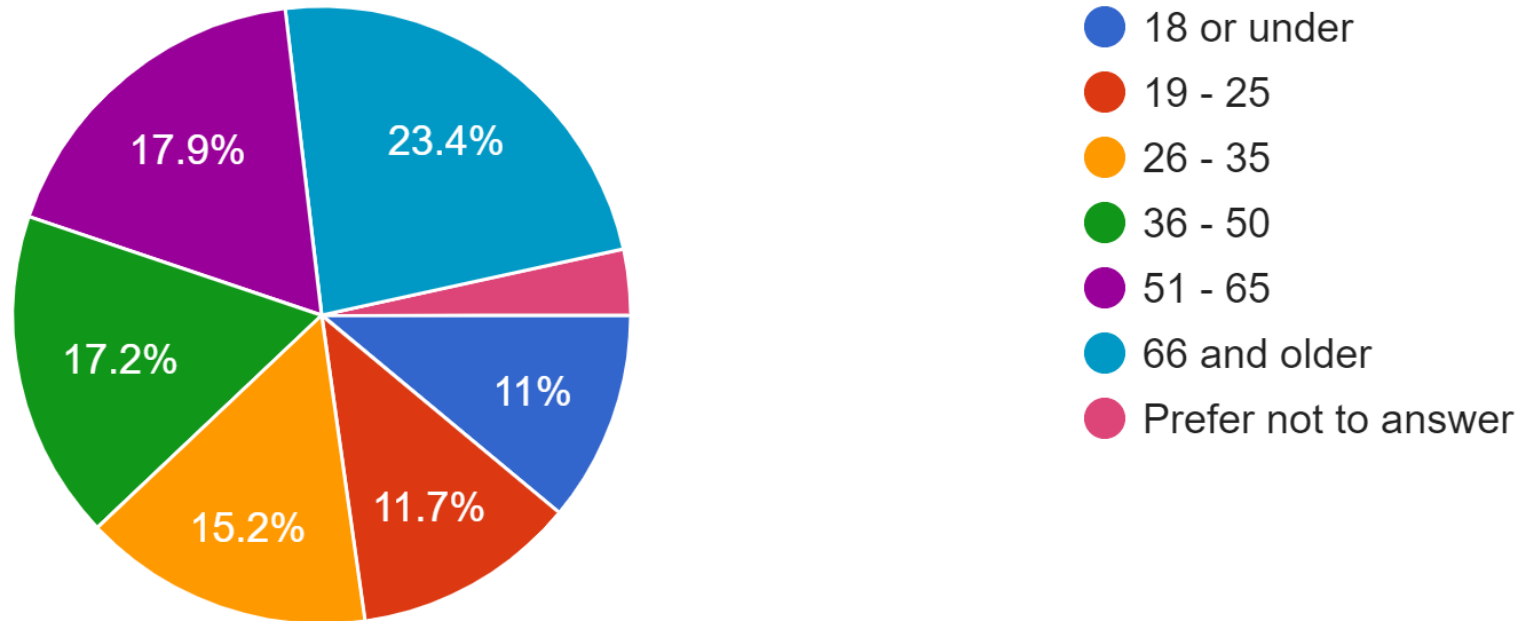
SURVEY RESPONSE

Q: Do you feel this collection of stories honors and preserves the history of African Americans in the Asheville area?



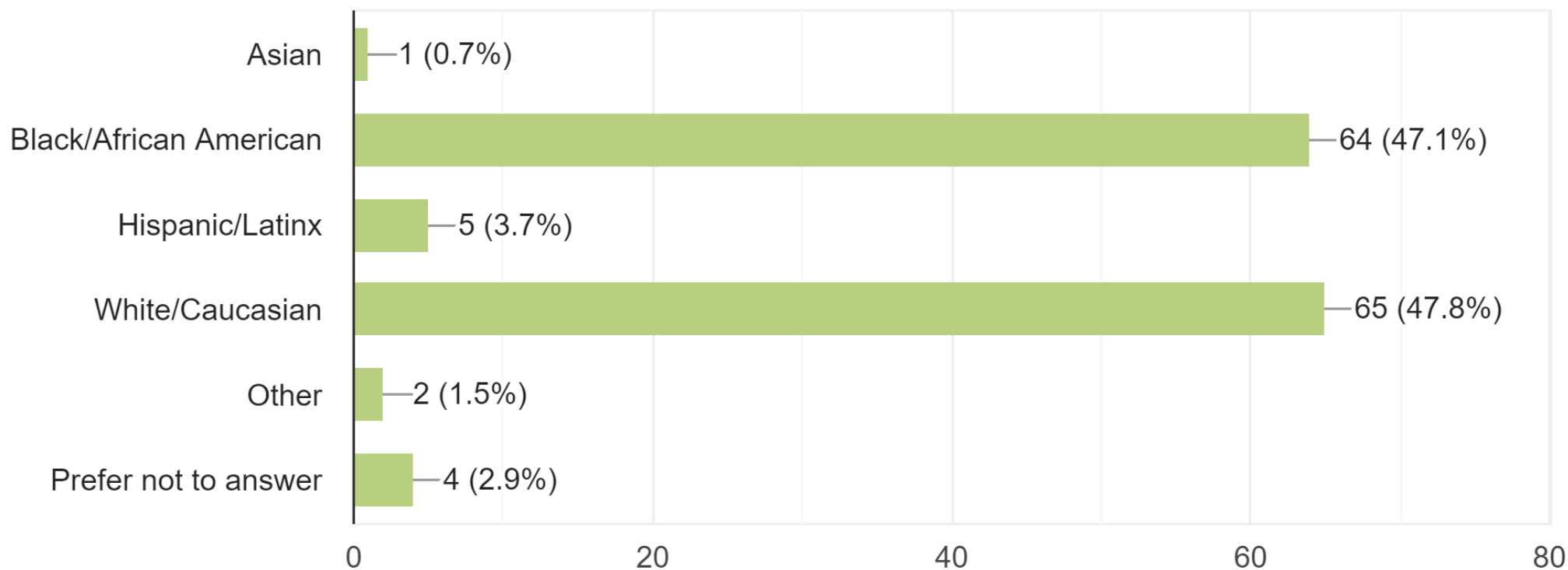
SURVEY PARTICIPANT DEMOGRAPHICS

Q. What is your age?



SURVEY PARTICIPANT DEMOGRAPHICS

Q. What is your race/ethnicity?



ROLE OF THE ADVISORY COMMITTEE

Provide insight and recommendations on the direction of the project including

advising on trail themes, route, design, featured content, and other related aspects of the project throughout the development process.

Represent community perspectives

using your unique experiences and insights and also taking into account community input through survey and workshops.

Serve as connectors to community

, promoting awareness of the project and advising on ways in which to activate the project within the community once it is complete.

Balance wide variety of factors throughout development

including community input, historical perspective, budget, physical restrictions, land usage issues, designated purpose of project and funding.

ADVISORY COMMITTEE

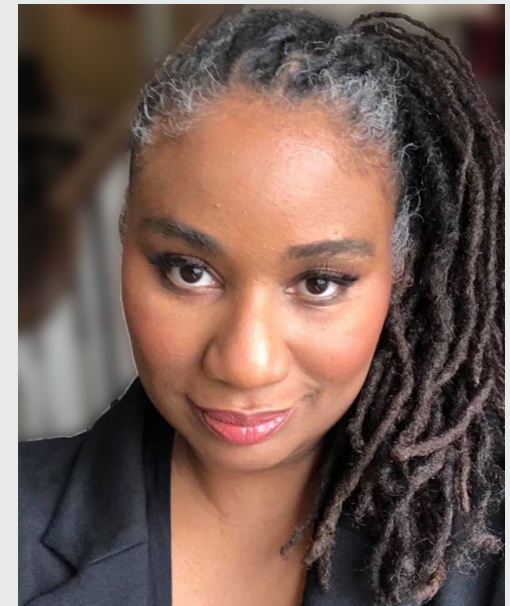
Established in December 2021

18 community members with deep local knowledge and varying age demographics were selected for the Advisory Committee.

The group represents an array of lived and professional experience, from history, culture, education and the arts, to Black business owners, consultants, champions, and community organizers.

Aisha Adams was hired to help with the process of forming the Advisory Committee and facilitating meetings.

ADVISORY COMMITTEE FACILITATOR
& EQUITY OVERSIGHT



Aisha Adams
Equity Over Everything



Shana Adams



Matthew Bacoate



Andrea Clark



Anne Chesky Smith



Claude Coleman, Jr.



Katie Cornell



Clifford W. Cotton II



Tiffany DeBellott



Debra Flack-Weaver



Dr. Joseph Fox



Traci Freeze



Aaron Griffin, Sr.



J Hackett



Dewana Little



Demetra Roddy-Harris



Tarah Singh



Sarah Williams

Not pictured:

Georgia M.
Shannon

African American Heritage Project

Investing in Community

In 2018, the Buncombe County Tourism Development Authority (BCTDA) awarded funding to two projects that will contribute to establishing an African American Heritage District that honors the rich heritage of the African American community in Asheville.

The two projects were proposed to the BCTDA through its [Tourism Product Development Fund \(TPDF\) grant program](#) by a local, nonprofit organization, the River Front Development Group (RFDG). RFDG's proposal requested support for (1) an African American heritage museum at the historic site of Stephens-Lee High School (present day Stephens-Lee Recreation Center), and (2) an African American heritage walking trail connecting historic African American communities in downtown Asheville.

Explore Asheville has been working to learn and document cultural and historical stories in a way that reflects the entire community. Through these shared values, these projects present a unique opportunity for Explore Asheville to collaborate on a community-driven process to identify important stories and share them with a larger audience thus helping to preserve local heritage of our community.

Project Elements

1. African American Heritage Museum at the Historic Site of Stephens-Lee High School

A \$100,000 TPDF grant awarded to RFDG will provide funding necessary to upfit and preserve historical archives at the Stephens-Lee Recreation Center as well as assist in developing additional exhibitions that honor the history of the Stephens-Lee High School Alumni and the broader African American community. RFDG will execute this project in conjunction with the City of Asheville, the Stephens-Lee Alumni Association, and the East End Valley Neighborhood Association.

2. African American Heritage Walking Trail

In lieu of a TPDF grant, the BCTDA committed to provide dedicated staff and funding for the development of the trail including a community engagement process, design, installation, and the creation of a digital version of the trail on the ExploreAsheville.com platform. The trail markers will be installed and maintained in perpetuity by the BCTDA as part of its Wayfinding Signage Program.

African American Heritage Trail

The Heritage Trail is conceived as no less than 19 sites that will present stories from historic African American communities by way of themes that include community life, entrepreneurship, faith, entertainment, and education. The narrative content of the trail will inform the physical path that the trail will take through the historic African American neighborhoods that surround and include downtown Asheville. The project team is working from the modern premise of telling an inclusive story of history through the African American Heritage Trail.



Invitation to Participate

It is the desire of both the BCTDA and the River Front Development Group to engage the community in dialogue about African American life in Asheville and WNC, which will inform the project.

A series of Listening Sessions were held in December 2019-January 2020 to introduce the project, engage community members, and foster collaboration. Learnings can be reviewed [here](#). Additional workshops will be held as the project develops.

Ways to Participate: Fill out a Survey

Do you have a prepared history, story or input to share? Were you

***All project information
available on
AshevilleCVB.com***

- Background
- Timeline
- Updates & reports
- Opportunities to get Involved



QUESTIONS?



BUNCOMBE COUNTY PROJECT UPDATES

TIMOTHY LOVE - BUNCOMBE COUNTY | ERIC HARDY - TOWN OF WOODFIN

BACKGROUND

Project: Woodfin Greenway & Blueway Project

Grantee: Town of Woodfin & Buncombe County

Awarded \$2,250,000 in 2018 as a Major Works Project

Recreation infrastructure project with five miles of new greenway trails, the Silverline Park on the French Broad River, and the in-stream Whitewater Wave feature, Riverside Park expansion and Beaverdam Creek.

Update provided by Eric Hardy, Woodfin Greenway & Blueway Project Consultant

BACKGROUND

Enka Recreation Destination Project by Buncombe County

- Awarded \$6,000,000 in 2018
- Premiere sports facility includes 3 turf soccer field conversions, lighting for newly turfed fields, and lighting at Bob Lewis Ballpark plus the Enka Heritage Trail including 2 miles of greenway

Update provided by Tim Love, Buncombe County

Request for consideration:

Additional funding due to increase in material costs and reconsideration of scope.

Staff recommends that the BCTDA consider assigning this request to the TPDF Committee for further review and recommendation.

Buncombe County TPDF Project Updates

Woodfin and Enka Recreation Destinations

February 23, 2022

Timothy Love – Buncombe County

Eric Hardy – Town of Woodfin



BUNCOMBE COUNTY



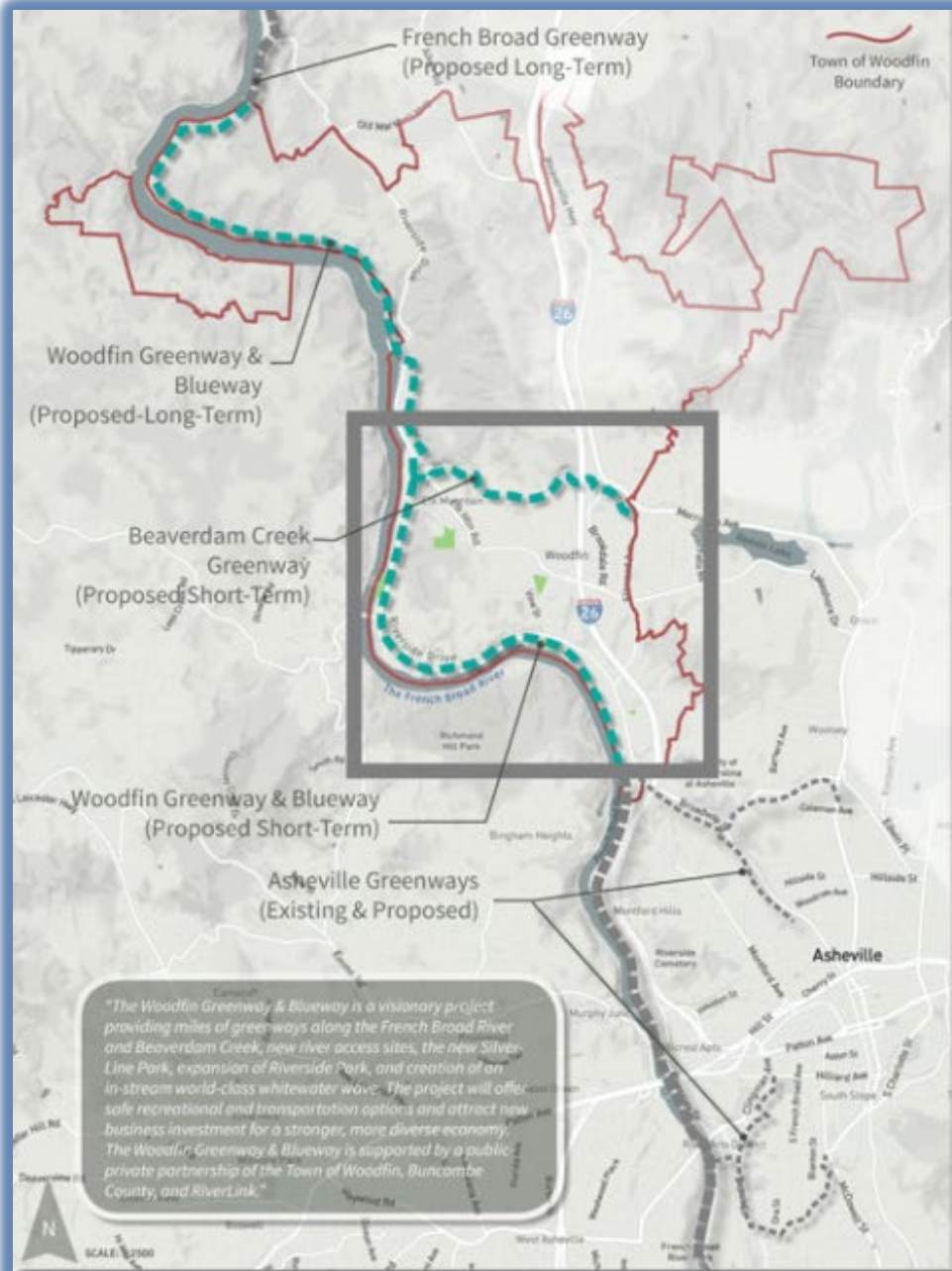
Agenda

- Introductions
- Woodfin Greenway and Blueway Update
- Enka Recreation Destination Update



Woodfin Greenway & Blueway



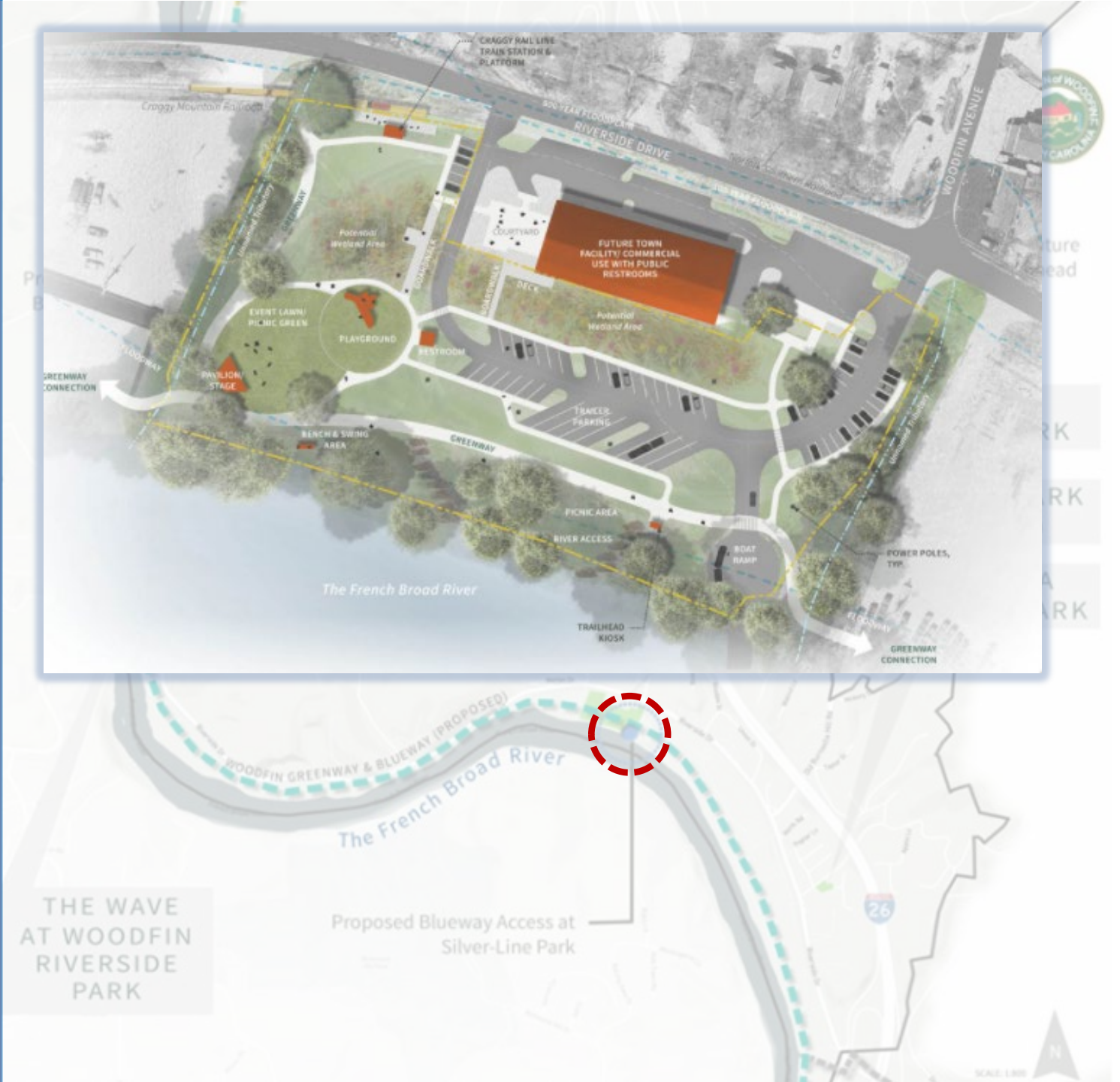


TOWN OF WOODFIN PARKS, GREENWAYS & RECREATION MASTER PLAN

Woodfin Greenway & Blueway

Silverline Park

- 99% complete
- Ribbon cutting April 2022
- \$3.2 million budget
- Fundraising target \$- 0-
- Features:
 - Expansive riverfront views
 - Playground featuring sunken pirate ship
 - Craggy Mountain Line trolley boarding platform
 - Boat launch





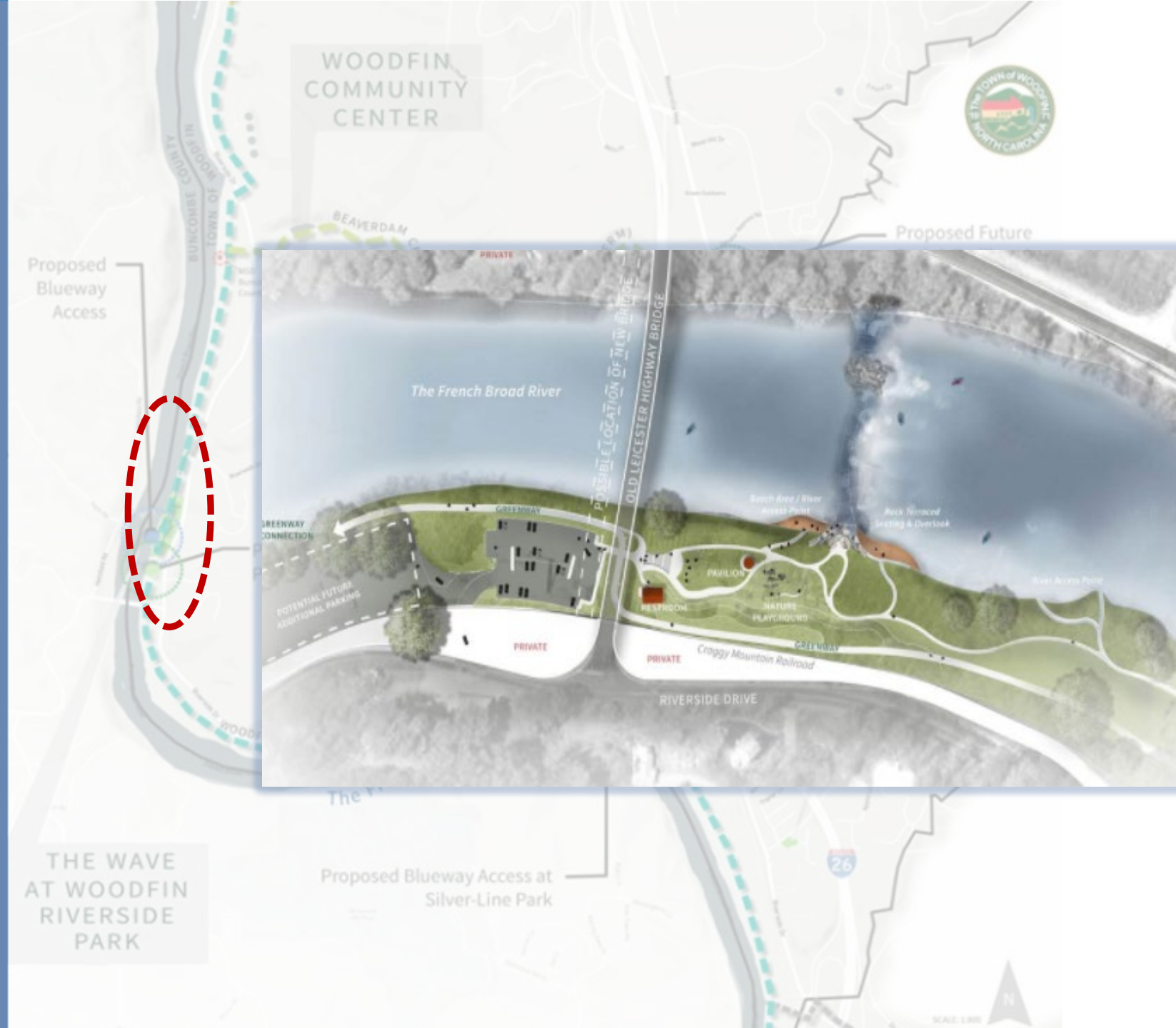
BUNCOMBE COUNTY



Woodfin Greenway & Blueway

Riverside Park Expansion

- 30% design complete
- Construction drawings Q3 2022
- \$6.5 million budget
- Funding target \$3.2 million
- Construction begins 2023
- Features:
 - Observation pavilion and changing facilities for the Wave
 - River access to The Wave
 - Wetlands restoration
 - Play and educational focus



Woodfin Greenway & Blueway

The Wave

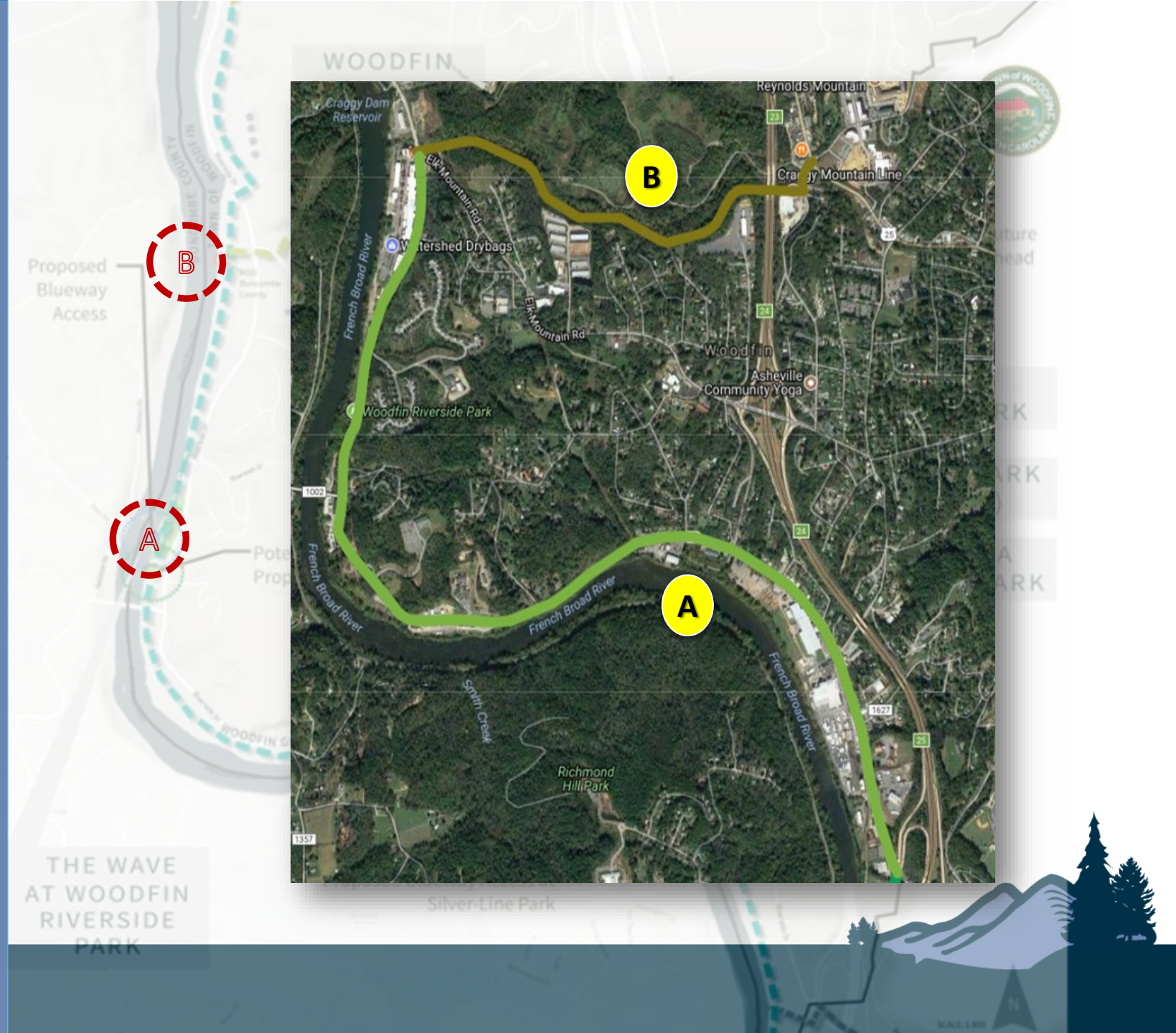
- 30% design complete
- Construction drawings Q3 2022
- \$3.2 million budget
- Funding target \$1.9 million
- Construction begins 2023
- Features:
 - Natural rock creates wave
 - Suitable for recreational, instructional and competitive uses
 - Bypass for paddlers and wildlife



Woodfin Greenway & Blueway

Greenway

- 25% Design underway for Highway 251 (A)
- RFQ for Beaverdam Creek Design (B)
- Anticipating increased costs upon design completion
- Features:
 - 5 miles of 10' paved surface
 - Adjacent to French Broad and Beaverdam Creek



What's Next?

- **Silver-Line Park (construction phase)**
 - Silver-Line Park opens April 2022
- **Riverside Park + Wave (design phase)**
 - Design is projected to be complete by Q4 2022, construction begins Q4 2023
 - Schedule dependent on the regulatory permitting with Army Corps of Engineers, Fish and Wildlife Service, State Historic Preservation, FEMA, and Wildlife Resource Commission
- **Woodfin/Riverside Greenway (design phase)**
 - Categorical Exclusion (Environmental) Approval: August 2022
 - Right of Way (ROW) Plan Approval and Begin ROW Acquisition: December 2022
 - ROW Certification: June 2023
 - Project Bidding: August 2023
 - Project Completion: ~2 years from project award
- **Project Funding**
 - Ongoing effort to re-assess project costs and funding sources



Enka Recreation Destination



BUNCOMBE COUNTY



Enka Recreation Destination

Project Overview

- Recreation, sports and greenway destination
- **Connectivity** between BCSP, Bob Lewis, A-B Tech, Enka Intermediate, and Enka Commerce Park.
- **Estimated \$12M project funded by grants from FHWA, MPO and TDA.**
- Began September 2019 with a **September 2022 estimated completion date.**



Key Features

- A. Pedestrian Connector Bridge
- B. Repurposed Rail Road Trestle
- C. Dog Park
- D. Educational Pavilion and Restrooms
- E. Rivercane Interpretative Area

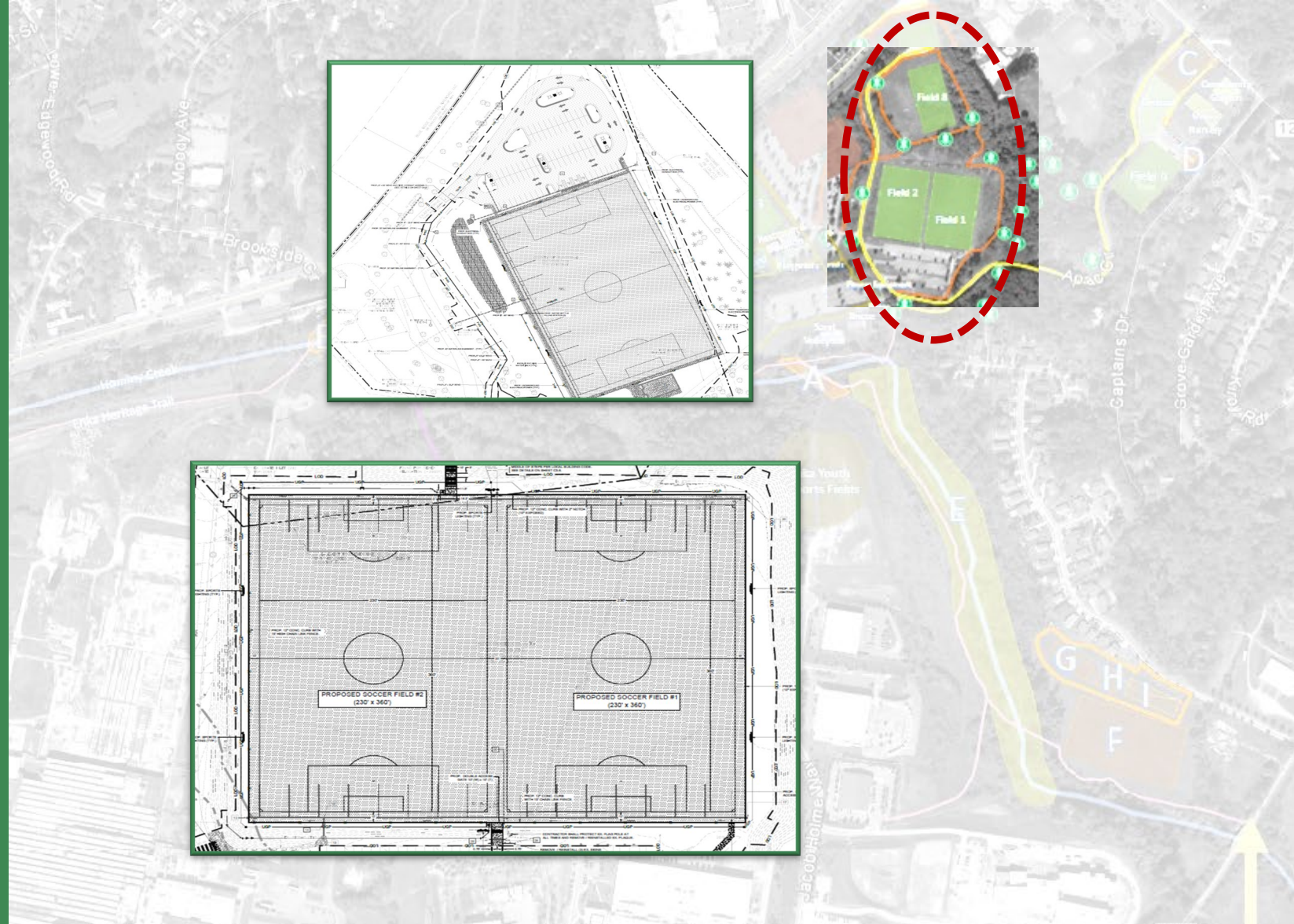
- F. Multi-Use Athletic Field
- G. Challenge Course
- H. Yalp Toro (4-way Soccer/Hockey Court)
- I. Athletic Agility Course
- J. Potential Fire Station Location

- K. New Sidewalk Connection to Biltmore Lake
- L. New Vehicular Road to Fletcher Partners
- M. New Vehicular Bridge to Fletcher Partners

Enka Recreation Destination

BCSP Improvements

- **Turf Installation**
 - Design complete
 - Installation start date: April 2022
 - Installation ECD: September 2022
- **Light Installation**
 - Three Phase Power: complete
 - Lights purchase: complete
 - Coordinating install with turf
 - Installation ECD: September 2022



Key Features

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Enka Recreation Destination

BCSP Expansion

- **Dog Park**
 - Open for Use
- **Recreational Amenities**
 - Accessible Swing
 - Athletic equipment
 - Bocce ball
 - Volleyball
- **Restroom Facilities**
 - Expected Completion: summer 2022



Key Features

- A. Pedestrian Connector Bridge
- B. Repurposed Rail Road Trestle
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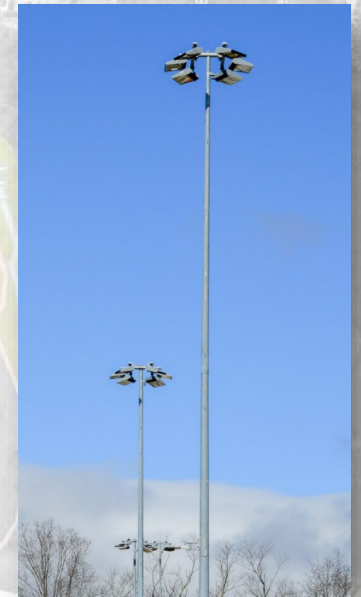
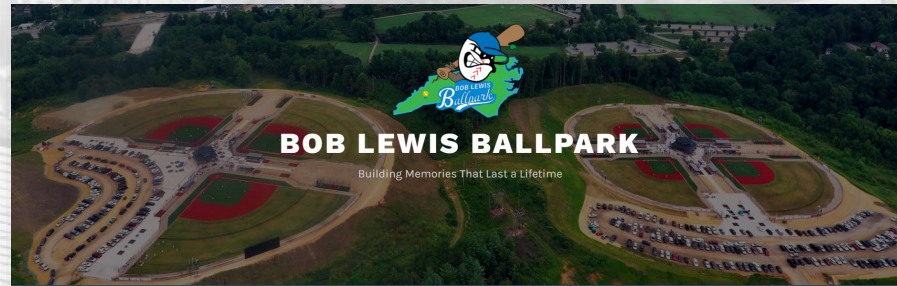
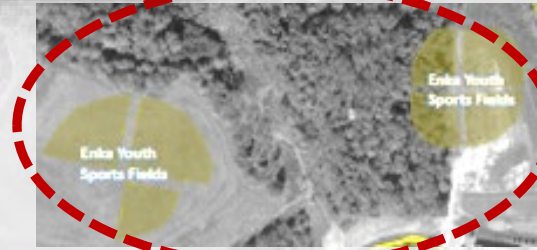
- K. New Sidewalk Connection to Biltmore Lake
- L. New Vehicular Road to Fletcher Partners
- M. New Vehicular Bridge to Fletcher Partners



Enka Recreation Destination

BOB LEWIS LIGHTING

- Lighting installation completed in 2019!
- Tournament play ongoing
- 35+ tournaments already scheduled in 2022



Key Features

- A. Pedestrian Connector Bridge
- B. Repurposed Rail Road Trestle
- C. Dog Park
- D. Educational Pavilion and Restrooms
- E. Rivercane Interpretative Area

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- K. New Sidewalk Connection to Biltmore Lake
- L. New Vehicular Road to Fletcher Partners
- M. New Vehicular Bridge to Fletcher Partners

Enka Recreation Destination

ENKA HERITAGE TRAIL

- Draft alignment has been developed and utilizes existing MSD easements and A-B Tech property
- Change to alignment requires additional environmental assessment and testing
- Project bidding: 2023



Key Features

- A. Pedestrian Connector Bridge
- B. Repurposed Rail Road Trestle
- C. Dog Park
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- E. Rivercane Interpretative Area

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- K. New Sidewalk Connection to Biltmore Lake
- L. New Vehicular Road to Fletcher Partners
- M. New Vehicular Bridge to Fletcher Partners

What's Next?

- **BCSP Improvements**

- Install turf and lights: ECD September 2022

- **BCSP Expansion**

- Review and prioritize remaining expansion items (e.g., multi-use field, water line)

- **Enka Heritage Trail (design phase)**

- Public Comment: May 2022
- Environmental Complete: May 2022
- Easement Acquisition: end of 2022
- Advertisement/Award Construction Contract: mid year 2023

- **Project Funding**

- Ongoing effort to re-assess project costs and funding sources
- Recommendation to Board of Commissioners to allocate additional funding to complete turf and light installation



Enka Recreation Project Funding



Project Funding Update

Increased Costs

- Costs have increased since the initial grant budget was developed
- Additional costs identified for City of Asheville-related requirements (e.g., stormwater, tree ordinance)

Insufficient Revenue

- Buncombe County has funded \$430K to deliver specific projects (e.g., dog park)
- Transportation grants are for restricted use (e.g., greenway design, construction)
- Remaining TDA Grant is insufficient to cover cost overruns

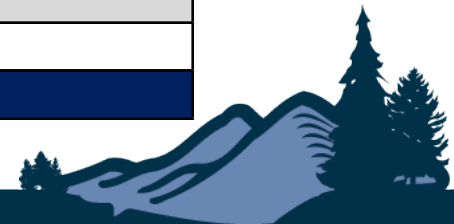
Core Grant Requirements can be met

- Core grant requirements (e.g., additional playable hours, room nights) can be met with additional funding
- Additional funding may be available, but some projects may need to be delayed or removed



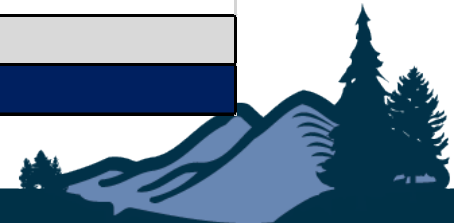
Budget Overview

Enka Recreation Destination	Original Estimate (Grant Application)	Current Estimate (January 2022)	Variance Between Current and Original Estimate
COSTS			
Astro Turf (Design/Build)	\$2,800,000.00	\$4,754,726.00	\$1,954,726.00
MUSCO Sports Lighting (soccer fields)	\$1,000,000.00	\$684,500.00	-\$315,500.00
MUSCO Sports Lighting (Bob Lewis ball fields)	\$1,000,000.00	\$1,295,000.00	\$295,000.00
Electrical and Power Upgrades	\$0.00	\$81,740.00	\$81,740.00
Dog Park	\$35,000.00	\$80,000.00	\$45,000.00
Pavilion / Restroom Facility	\$200,000.00	\$171,950.00	-\$28,050.00
Recreational Improvements	\$0.00	\$95,509.00	\$95,509.00
Greenway Design and Construction	\$6,000,000.00	\$6,000,000.00	\$0.00
Total Costs	\$11,035,000.00	\$13,163,425.00	
REVENUE			
TDA Grant Revenue	\$6,000,000.00	\$6,000,000.00	\$0.00
Transportation Funding (Restricted Use)	\$6,000,000.00	\$6,000,000.00	\$0.00
Buncombe County Funded Projects (Inception to Date)	\$0.00	\$429,199.00	\$429,199.00
Total Revenue (current)	\$12,000,000.00	\$12,429,199.00	
TOTAL REVENUE LESS COSTS	\$965,000.00	-\$734,226.00	



Budget Overview (continued)

Enka Recreation Destination	Original Estimate (Grant Application)	Current Estimate (January 2022)	Variance Between Current and Original Estimate
COSTS			
Challenge Course	\$200,000.00	\$275,000.00	\$75,000.00
Sports Agility Course	\$250,000.00	\$145,000.00	-\$105,000.00
Multi-Sport Field	\$300,000.00	\$300,000.00	\$0.00
YALP Court	\$0.00	\$0.00	\$0.00
Natural Surface Trails	\$32,000.00	\$32,000.00	\$0.00
Paving at Orchard	\$88,000.00	\$88,000.00	\$0.00
Accessibility Upgrades	\$50,000.00	\$50,000.00	\$0.00
Sidewalk on Sand Hill	\$45,000.00	\$45,000.00	\$0.00
Water Line for Future Restroom	\$0.00	\$200,000.00	\$200,000.00
Additional Restroom	\$0.00	\$200,000.00	\$200,000.00
Parking (Warren Haynes Drive)	\$0.00	\$500,000.00	\$500,000.00
Total Costs	\$965,000.00	\$1,835,000.00	
TOTAL PROJECT COSTS	\$12,000,000.00	\$14,998,425.00	
TOTAL REVENUE LESS TOTAL PROJECT COSTS	\$0.00	-\$2,569,226.00	





QUESTIONS?

AMENDMENT REQUEST

Chair Kathleen Mosher

- Motion for Consideration:

Motion to approve assigning Buncombe County's request for increased funding for the Enka Recreation Destination Project to the TPDF Committee to review and make a funding recommendation to the BCTDA.

- Motion Second
- Discussion

ENKA AMENDMENT – 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



ASHEVILLE COMMUNITY THEATRE AMENDMENT REQUEST

PAT KAPPES | EXPLORE ASHEVILLE

BACKGROUND

The Asheville Community Theatre (ACT) was awarded \$1 million in TPDF funding in the 2016 grant cycle for a theatre expansion and renovation project. The project included two-phases:

- Phase I - \$430,000: Renovation of the main performance space and backstage areas including new seating, sound, and lighting upgrades.
- Phase II - \$570,000: New construction programming space including a three-story building and renovation of the basement into an education center; a side garden/parklet for patrons; new exterior entrances/lighting; and the renovation of the box office and lobby.

Phase I was completed and \$430,000 was disbursed to the grantee in August 2017.

CHANGE OF PLANS

- ACT will no longer pursue the full scope of Phase II. The organization has experienced significant setbacks due to the impact of the pandemic; staff was greatly reduced, and the capital campaign was suspended.
- New plans include renovation of the basement area into a dedicated Education space which would include classroom, rehearsal, and office space as well as an additional restroom.
- While there will not be a new building performance space in the new plan, it does allow for additional programming and performances on the Mainstage as rehearsals are relocated to the renovated basement.

AMENDMENT REQUEST

Request for consideration:

The grantee requests to reduce the scope of construction to only include renovation of the basement and reduce the amount of the balance of the grant from \$570,000 to \$100,000.

Total TPDF investment in the project would reduce from \$1 million to \$530,000.

Staff recommends that the BCTDA consider assigning this request to the TPDF Committee for further review and recommendation.



QUESTIONS?

TPDF ACT AMENDMENT

Chair Kathleen Mosher

- Motion for Consideration:

Motion to approve assigning the Asheville Community Theatre's contract amendment request to the TPDF Committee to review and make a funding recommendation to the BCTDA.

- Motion Second
- Discussion

ACT AMENDMENT – 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



2022 TPDF FUNDING CYCLE

PAT KAPPES | EXPLORE ASHEVILLE

TPDF 2022 CYCLE TIMELINE



**Applicants required to be available one of the two scheduled presentation and site visits dates*

TPDF FUND BALANCE AVAILABLE

\$11.1m

TPDF fund balance available
as of this meeting

\$10.7m

FY22 paid media budget

\$15.1m

TPDF fund balance projected
to be available by FY end

\$15.3m

FY22 total marketing budget

2022 TPDF GRANT CYCLE

Criteria based on existing legislation, including the following core requirements:

- Funding must be for capital investments only
- Project must demonstrate that it will create substantial new and incremental overnight lodging in Buncombe County
- Restricted to nonprofit organizations including municipal partners

Additional criteria will be considered to assess if projects are in alignment with the BCTDA's strategic pillars.

APPLICATION PROCESS

New Online Platform

- Transitioning from PDF forms to an online application portal
- Improves & simplifies the process for the applicants

Information Session

Prospective applicants should attend the Information Session

- Wednesday, May 4
- 3:00 – 4:30 pm
- Explore Asheville Boardroom
- **RSVP at AshevilleCVB.com**



QUESTIONS?



TPDF COMMITTEE APPOINTMENTS

PAT KAPPES - EXPLORE ASHEVILLE | BRENDA DURDEN – BCTDA VICE CHAIR

TPDF APPOINTMENT

- The enabling legislation mandates that a TPDF Committee review all applications and make funding recommendations to the BCTDA.
- For continuity between the TPDF Committee and the BCTDA board, staff proposes establishing a process whereby the Vice Chair serves on the TPDF Committee to provide the Vice Chair with the opportunity to gain valuable knowledge on the TPDF program.
- And while the standard term for a TPDF Committee member is three years, the Vice Chair will serve in two-year increments in coordination with their term as BCTDA Vice Chair.

TPDF COMMITTEE

Chair Kathleen Mosher

- Motion for Consideration:

Motion to appoint the BCTDA Vice Chair as a standing member of the TPDF Committee for a term that coincides with that individual's service as BCTDA Vice Chair as follows: the Vice Chair's term on the Committee shall begin as of the beginning of the grant cycle in the calendar year in which the Vice Chair's term as Vice Chair of the Authority will begin and shall end as of the beginning of the grant cycle in the calendar year in which the Vice Chair's term as Vice Chair of the Authority shall end.

- Motion Second
- Discussion

TPDF COMMITTEE – VOTE

Chair Kathleen Mosher

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

NEW MEMBER PROCESS

- Last November, the BCTDA approved a staff request to issue a call for prospective candidates to fill four vacant seats on the TPDF Committee.
- The call was promoted on AshevilleCVB.com and via press release – and 11 submissions were received.
- A TPDF nominating sub-committee was created to assess the candidates and make nominee recommendations to the BCTDA.

NEW MEMBER NOMINATIONS

Vice Chair Brenda Durden

The nominating committee recommends the following four candidates as being best suited for serving at this time given their experience and understanding of the process:

- **Gary Froeba**, The Omni Grove Park Inn - Lodging Appointment
- **Stephanie Moore**, Center for Craft - Tourism Appointment
- **Jim Muth**, Muth Management Inc. Consulting - Tourism Appointment
- **Scott Kerchner**, Element Asheville Downtown - Lodging Appointment

EXISTING MEMBERS

The four new members will join the following to form the nine-member TPDF Committee:

Ken Stamps

Navitat Canopy & Adventure Pisgah
Lodging & Tourism Appointment

Fielding Lowe

Carolina Alliance Bank
Finance Appointment

Jay Curwen

Nantahala Outdoor Center
Tourism Appointment

David McCartney

Hotel Arras
Lodging Appointment

Brenda Durden (BCTDA Liaison)

Asheville Hotel Group
Lodging Appointment

Note: There will be one new opening next grant cycle as a member completes two consecutive terms of service on the Committee.

TPDF COMMITTEE

Chair Kathleen Mosher

- Motion for Consideration:

Motion to appoint Gary Froeba, Stephanie Moore, Jim Muth, and Scott Kerchner to serve three-year terms as new members of the TPDF Committee.

- Motion Second
- Discussion

TPDF 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

PILLAR UPDATE: ENGAGE & INVITE MORE DIVERSE AUDIENCES

MARLA TAMBELLINI
SENIOR VP OF MARKETING

PAT KAPPES
VP OF COMMUNITY ENGAGEMENT

WHITNEY SMITH
DIRECTOR OF CONTENT

Explore **ASHEVILLE**

EXPLORE ASHEVILLE'S STRATEGIC IMPERATIVES



Deliver Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Engage & Invite More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ+ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Encourage Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Promote & Support Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.

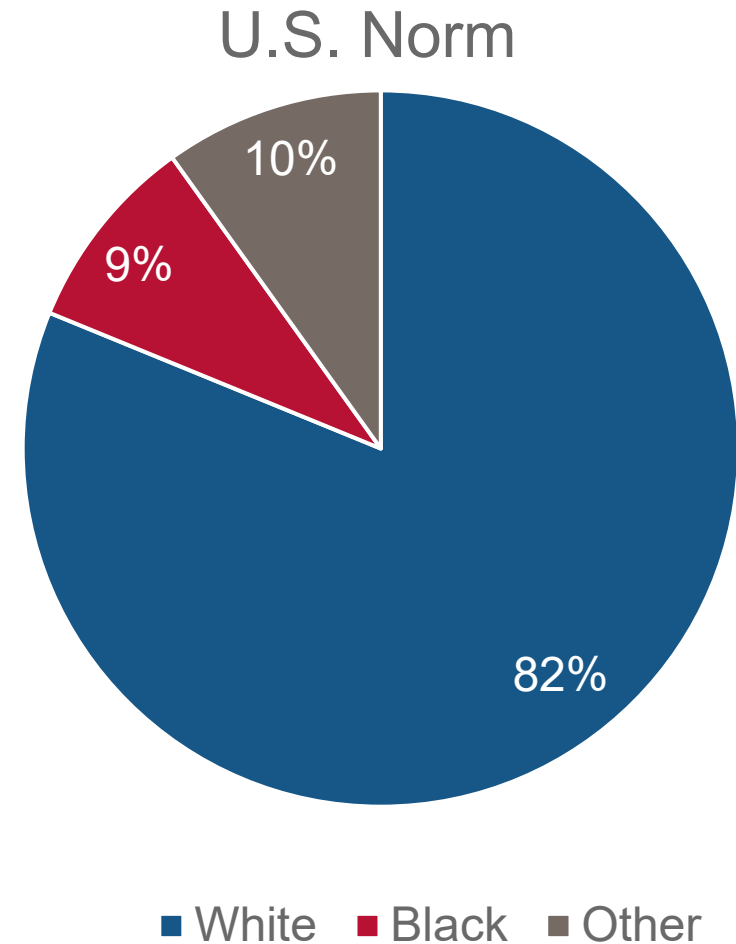
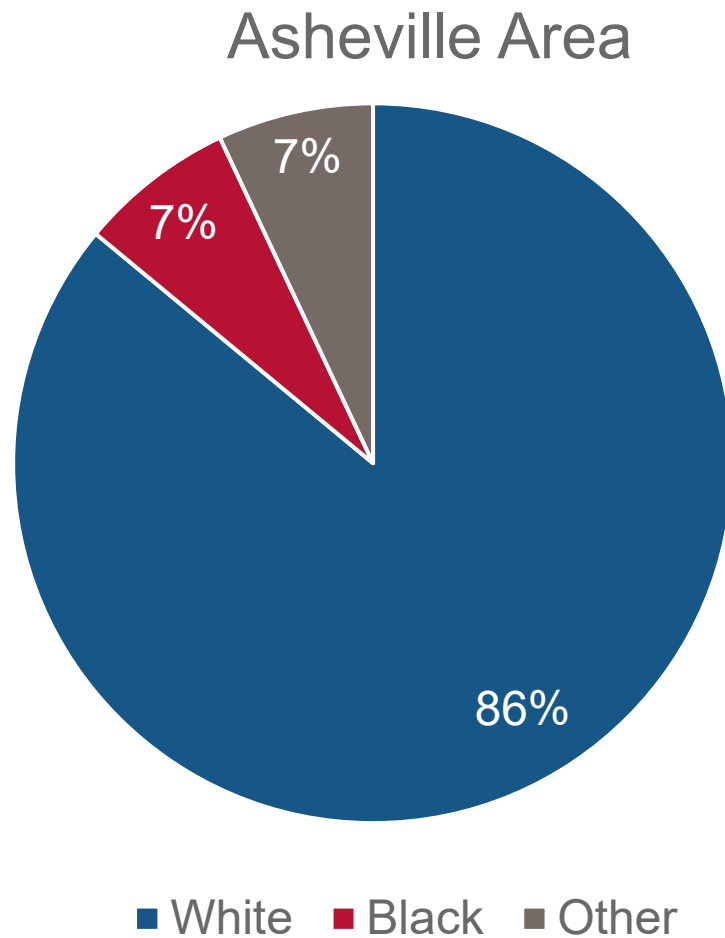


Engage & Invite More Diverse Audiences

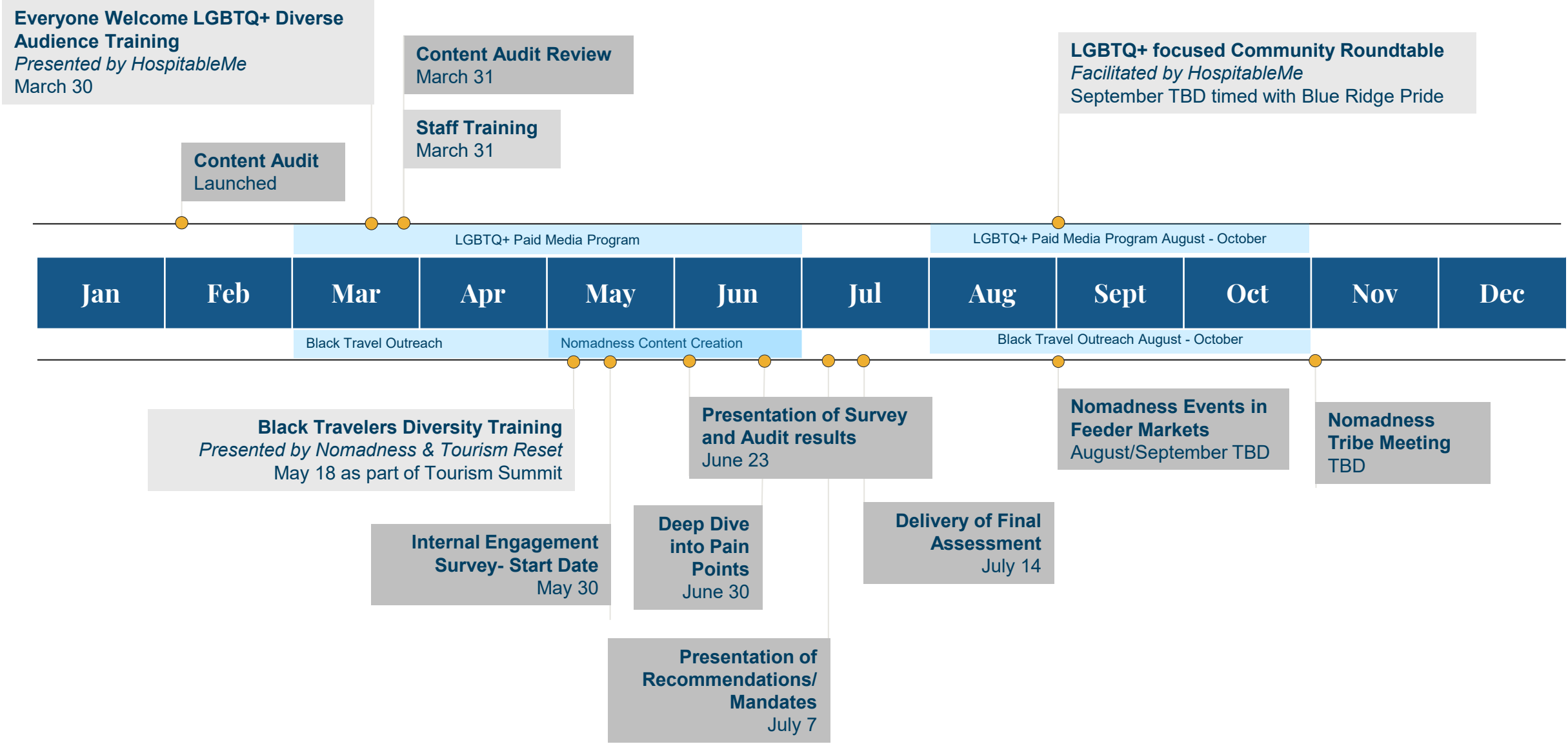
Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ+ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.

ASHEVILLE OVERNIGHT VISITOR DEMOGRAPHICS: 2019 ETHNICITY



ENGAGE & INVITE MORE DIVERSE AUDIENCES TIMELINE





PAID & EARNED MEDIA

CREATING MORE OPPORTUNITIES FOR ALL TO WIN

Invest a minimum of \$1 million* in paid media to Black-owned media publishers and creators

Invest in at least three marketing partnerships to engage Black and LGBTQ+ audiences

Ensure creative executions that reflect audience diversity

* 9% of net media budget



PODCAST AUDIO ADS



Podcasts Are Increasingly Important to Reach Black US Consumers

- **There's been an 8X increase** in podcast listening among Black audiences from 2010 to 2021.
- **Today, Black Americans are 55% more likely** to listen to podcasts versus total A18+.
- **Black Americans are also 10% more likely** to be frequent podcast listeners vs. the total podcast listening audience.

PODCAST AUDIO ADS

41% of podcast listeners trust ads more if they hear them during a podcast.



Jemele Hill is an award-winning journalist and culture critic who currently writes for The Atlantic, and formerly ESPN. She co-hosts Cari & Jemele (won't) Stick to Sports on Vice TV, as well as the podcast The Wire: Way Down in the Hole from the Ringer network.

167,554

Followers

On-Platform Streams Per
Month

62K-63K

Monthly Average

On-Platform Streams Per
Episode

6.8K-6.9K

Episode Average



The Michelle Obama Podcast features the former First Lady diving deep into conversations with loved ones—family, friends, and colleagues—on the relationships in our lives that make us who we are.

1,227,695

Followers

On-Platform Streams Per
Month

19K-20K








Monthly Average

On-Platform Streams Per
Episode

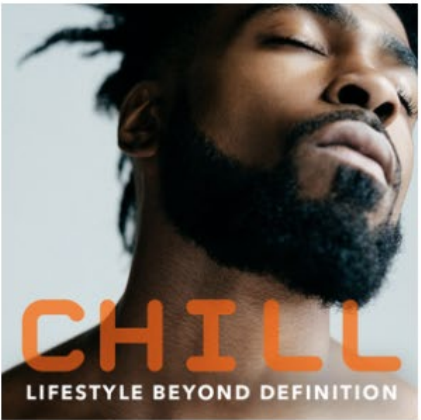
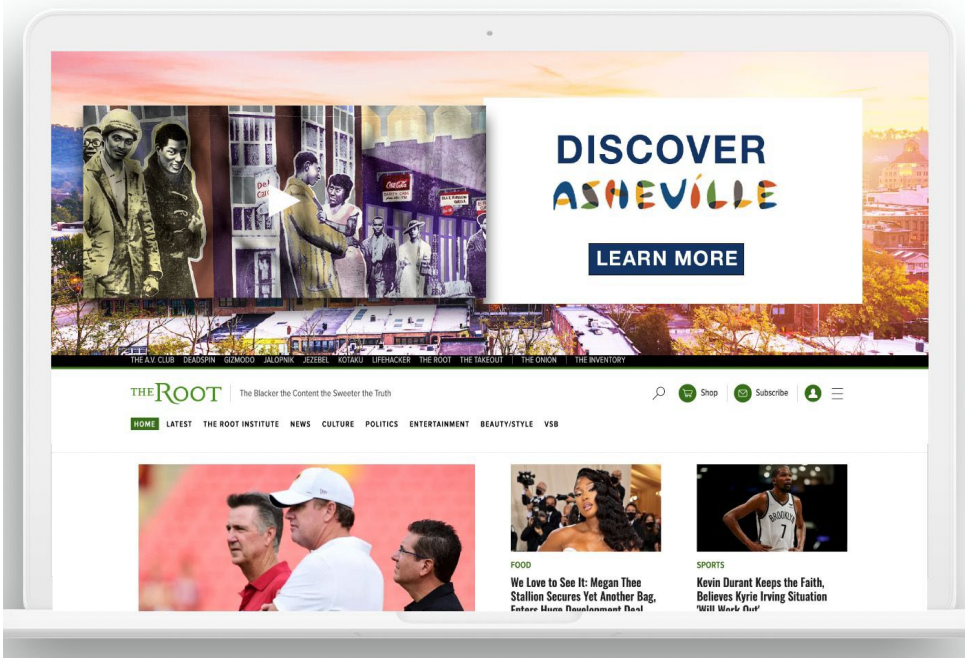
350K-360K

Episode Average

\$1M Investment in Black-Owned Media & Creators

						
Utilizing intent & behavior based data to engage diverse audiences with travel intent	Diverse network of podcasters to extend messaging in a unique and intimate way	Aligns brand with diverse voices driving today's culture	Non-invasive, native ads to drive to new and existing content across diverse owned publishers	Drives cross platform conversions to a diverse, tech savvy audience	Speak to Asheville as an ideal vacation destination to explore through the lens of Black America	Endorsement marketing with carefully vetted influencers across a variety of social platforms
Display, Video, Retargeting	Live-read and Recorded Podcast Audio Ads	Live-read and Recorded Podcast Audio Ads	Custom Articles, Native Drivers	Custom Article + Sponsorship	Branded Articles, High-impact Canvas, Newsletter & Podcast Sponsorship, Display, Video, Social Distribution	Branded Content, Extended Messaging

LGBTQ+ & Black Marketing Partnerships



PR: BIPOC Storylines

IMM Media Marketplace

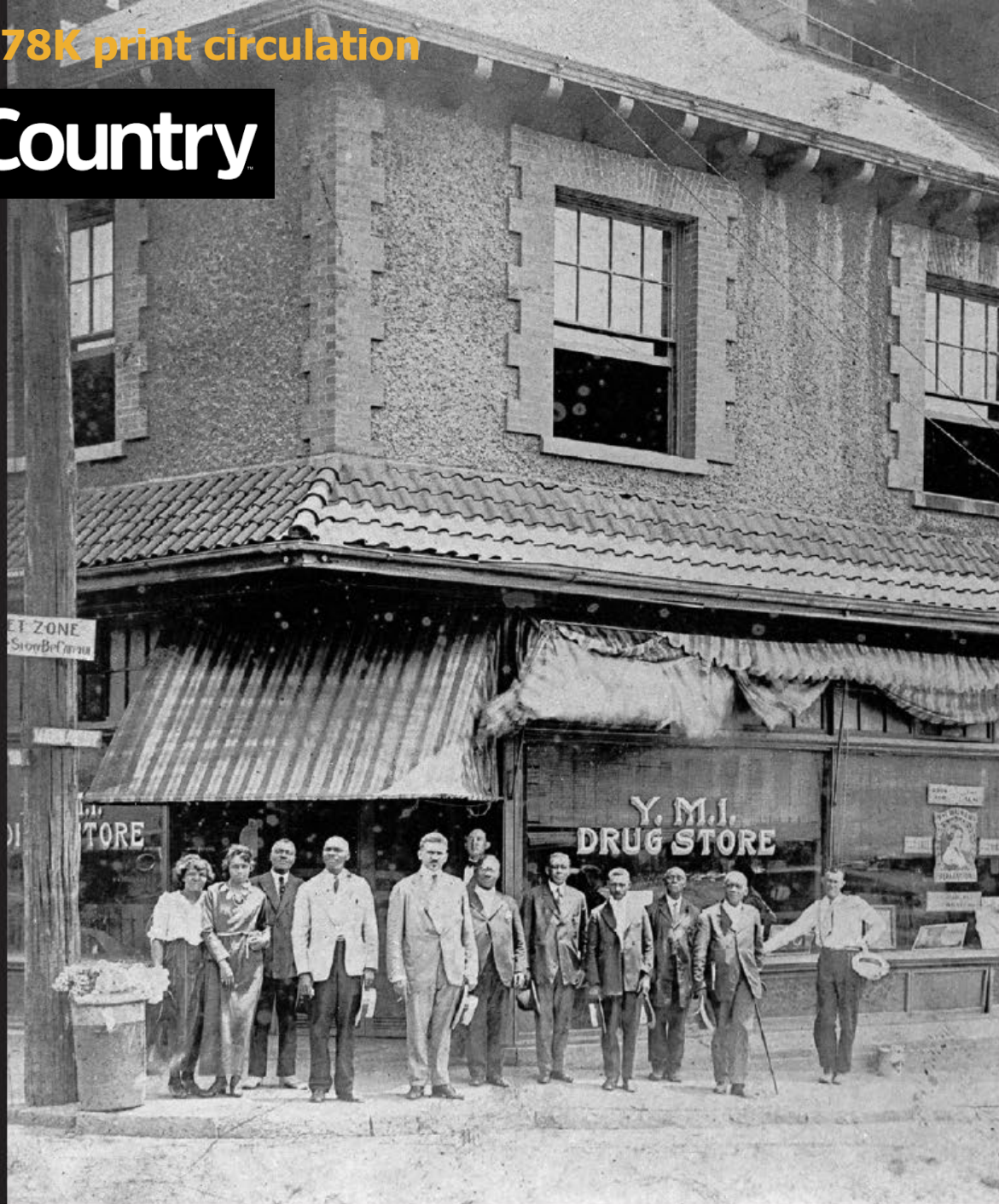
- New press and story inspiration sheet.
- Rolled out at **TravMedia's International Media Marketplace** (IMM) in NYC.
- Networking and **30 appointments** with top travel journalists, editors and influencers.

Insights shared: Ancient Asheville: Cherokee Connections in 2022; Food Scene Expands and Diversifies; Lost Stories in a Park's Painful Past; Black Wall Street in the RAD; SoundSpace at Rabbit's & Areta's Soul Food; and news from The Block.



578K print circulation

Country



LET'S BUNCOMBE COUNTY SPECIAL COLLECTIONS, PACK MEMORIAL PUBLIC LIBRARY, ASHEVILLE, NORTH CAROLINA; MURALEXPLOREASHEVILLE



THE ART OF RESILIENCE

On a Black history tour of Asheville, North Carolina, **Jason Frye** discovers an enduring community spirit.



DeWayne Barton

Standing on what was once the lawn of Stephens-Lee High School, with a bird's-eye view of Asheville, North Carolina, spread before me, I start to see a city I love through a new lens. I knew Asheville well, or thought I did, until I joined DeWayne Barton for a Black history tour.

"[Asheville] was a different city for us," DeWayne says. One that many visitors have no idea about."

DeWayne, an activist, artist and poet, started the tour company Hood Huggers International for this very reason.

"We've got all these tourists and different kinds of tours—food tours and brewery tours and architecture tours—but not one Black history tour. Like we weren't here," he says.

A Hood Huggers tour, which lasts up to two hours, shows residents and visitors the full, unvarnished story of Asheville's Black community from the days of enslavement to the current national reckoning with race. It focuses on neighborhoods, including the East End, where Stephens-Lee stood, and The

Block. Typically, DeWayne leads hybrid tours, carrying guests from spot to spot in his Hood Huggers minibus, then exploring by foot. But with pandemic precautions in place, he's shifted to a walking-only tour, which means more stories from DeWayne and more time to take it all in.

A PLACE FOR US

Our tour begins at the Foundry Hotel, a boutique hotel at the center of The Block, the one-time commercial heart of Black Asheville. The hotel was once a foundry that supplied structural steel for the Biltmore Estate, Jackson Building and other Asheville landmarks.

DeWayne points to a building opposite, which looks similar to the hotel.

MURAL AND PORTRAIT: HOOD HUGGERS

Murals depicting the stories of Asheville's Black community are a stop on the tour.

"That's the YMI—Young Men's Institute," he says.

"The YMI had everything: doctor's office, pharmacy, pool, gym, a store, even a funeral parlor. It's been everything from the Black public library to a kindergarten to a hotel for travelers turned away from segregated hotels."

Today, the YMI serves as a meeting hall and celebration space. An art gallery on the second floor features Black artists showing their work in six-week exhibitions. But it's also a focal point for the Black community, still holding true to its original purpose: a place for us.

MUSEUM AND HOUSE: COURTESY OF TRAVEL SOUTH USA; BARTENDER: CRISTAL LUDWICK/BLACK HERITAGE EXPERIENCES

OUTSIDE THE YMI, WE STOP BY NOIR COLLECTIVE, A BOUTIQUE AND GALLERY SHOWCASING WORK BY BLACK ARTISTS AND ENTREPRENEURS

Outside the YMI, we stop by Noir Collective, a boutique and gallery showcasing work by Black artists and entrepreneurs—one of the few businesses in this neighborhood that's Black owned.

For the rest of the tour we skirt downtown, walk side streets and stop in Pack Square at the busy center of this tourist-friendly town where restaurants, breweries and incredible natural amenities draw millions of visitors. As DeWayne leads our group through Asheville, my attention shifts to landmarks I hadn't previously explored.

HISTORY IN ART

At Triangle Garden we stop and talk. The pocket park's just large enough for a few tree-shaded



Created by Hood Huggers, the Peace Garden (above) has 50 art pieces, a farmstand and a performance stage. Top: Noir Collective



picnic tables and a patch of grass. Two sides of the park are bordered by retaining walls painted with murals, a vibrant, running history of Black Asheville. A few of the images aren't so colorful. They're stark, painted in black and white and gray.

"That's Isaac Dickson there. He fled the KKK and came to Asheville after the Civil War," DeWayne says, pointing out a mural image. The East End once housed formerly enslaved people. Dickson bought property and started businesses for the Black community. A taxi stand. A store. A coal yard. Folks took to calling it "Dickson town."

One mural shows local buildings that housed the enslaved. Another the Swannanoa Gap Tunnel, which brought rail service and tourism to Asheville, built using the brutal practice of "convict leasing."

DeWayne points out the mural of the Stephens-Lee Marching Band. "So good they had to go after Santa in the Christmas Parade because if they went first, everyone would watch them and go home."

The murals move through the decades, gaining color and life as they go. Here, the '60s. There, community leaders from the '70s. Brighter colors and graffiti styling mark the more contemporary art pieces.

DeWayne's point hits home: Despite enslavement, despite Jim Crow and segregation, through the plight of Urban Renewal, Black Asheville always found a way to thrive, to develop a culture and community and a pride unequalled. Black Asheville is starting to shine again, and DeWayne, vocal, active and invested in his neighborhood, stands at its center. 🌟

If You Go

Hood Huggers leads walking tours of Asheville on Fridays, Saturdays and other days by appointment. The tours last one and a half to two hours. Participants may be required to wear a face mask. For more information, visit hoodhuggers.com or email info@hoodhuggers.com

14+ Million Article Reach



“Visit super, natural, Asheville, North Carolina”

“Get out, drink up and celebrate in these gay-friendly honeymoon destinations”

“Traveling with Pets”

“22 LGBTQ-Friendly Cities in the U.S.”

“Design Hotels Around the World”

UNITED STATES > NORTH CAROLINA > ASHEVILLE **GUIDE** ▾

LGBTQ Travel Guide: Asheville

By [LAWRENCE FERBER](#) | Updated on 01/19/22



Some consider Asheville, North Carolina the Portland, Oregon of the Southeast, thanks to its verdant mountain setting, a famously progressive mindset, rich arts scene, LGBTQ-friendliness, and tattooed hipsters of all gender identities. Of course, others will argue that Portland is the Asheville of the Pacific Northwest since they're so fiercely proud of their home and all it entails.

Founded in the late 1700s and officially named Asheville in 1792, the town immediately proved a magnet for artists, writers, and poets—more than a few of them queer. During its brief yet legendary existence from 1933 to 1956, the area's progressive Black Mountain College, subject of [a 1972 book by gay historian/author Martin Duberman](#), proved an incubator for some of the 20th century's most



CONTENT

BLACK HISTORY MONTH



Featuring:

- Matthew Bacoate
- Andrea Clark
- Dr. Oralene Simmons
- Black Wall Street AVL

BLACK HISTORY MONTH



Visit Asheville posted a video to playlist **Celebrating Asheville's Black History**.

February 4 at 8:30 AM · 🌐

A native of Asheville's Southside community, Matthew Bacoate's enterprising spirit and strong work ethic helped him build AFRAM, the largest Black-owned business of its kind in the nation during the late 1960s and early 1970s. AFRAM was located in the now Wedge Studios in the River Arts District. Now, he's mentoring the next generation of Black entrepreneurs and helping lead local organizations, such as the Skyview Golf Association, into the future. [#BlackHistoryMonth](#) [#Asheville](#)

📷: [Fiasco Pictures](#)

🖼️: Historical photos courtesy of Buncombe County Special Collections, Pack Memorial Library, Asheville, North Carolina.

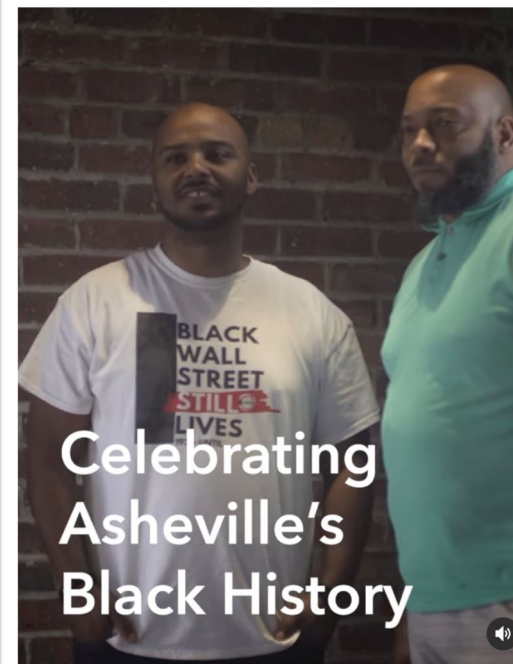


👍❤️ David Saich and 688 others

15 Comments 102 Shares



visitasheville



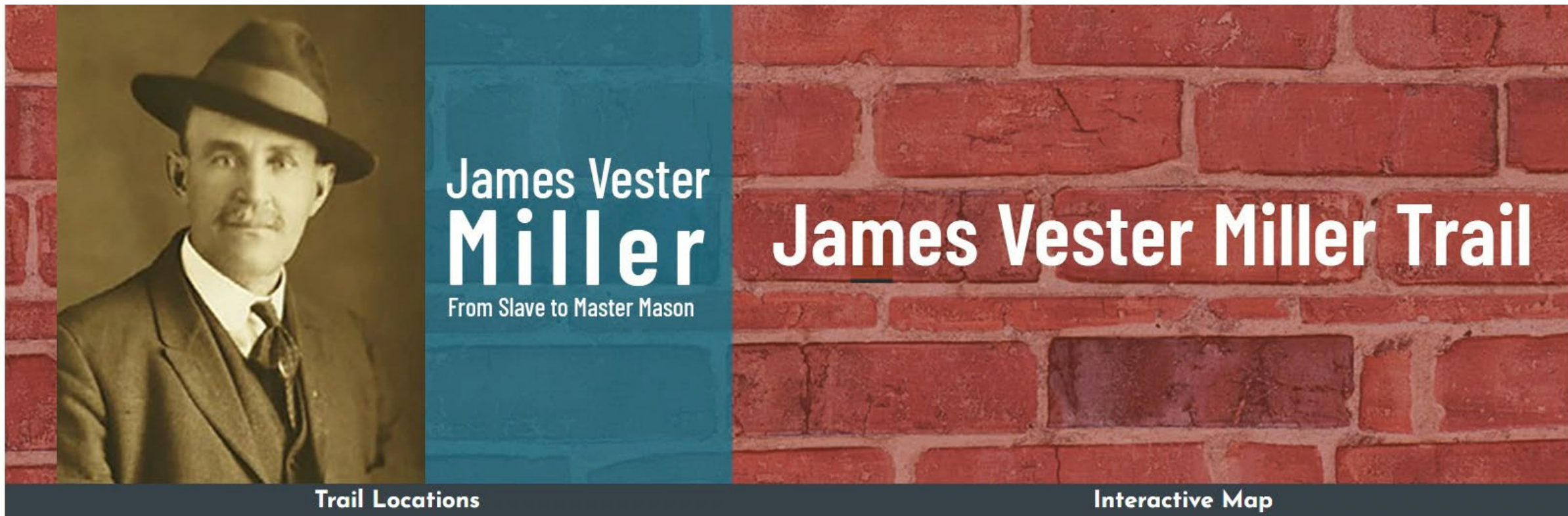
Celebrating
Asheville's
Black History



15,010 views · Liked by [fiascopictures](#)

visitasheville During urban renewal, many of Asheville's Black-owned businesses were lost. But two local leaders - [@josephthackett](#) and [@brucewaller_3](#) - are working... [more](#)

[View all 5 comments](#)



Historic James Vester Miller Trail

Developed by Andrea Clark

Take a free, self-guided walking tour of buildings crafted by master brickmason, James Vester Miller, an African American who built many of Asheville's most remarkable historic buildings during its Golden Age of the late 19th century and early 20th century. Though best known for his churches, James Vester Miller also built commercial buildings and residences. Family stories and local tradition credit him with many buildings for which there is little documentation. In fact, we will probably never know how many projects on which either he



JAMES VESTER MILLER



The Black Asheville Experience



Scroll





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, February 22, 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 through 4:00 p.m. on Tuesday, February 22.

There were no written public comments received by the deadline.

ADJOURNMENT

Chair Kathleen Mosher

- Motion for Consideration:

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

Thursday, March 24, 2022 | 9:00 a.m.

The BCTDA Annual Planning Session will be on

Friday, March 25, 2022 | 9:00 a.m.