

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

Wednesday, February 24, 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.	Approval of 01.27.21 Meeting Minutes	Himanshu Karvir
9:07 a.m.	Adoption of Protocols and Rules for Public Comment	Himanshu Karvir
9:12 a.m.	Appointment of Nominating Committee	Himanshu Karvir
9:15 a.m.	Financial Reports <ul style="list-style-type: none"><li>a. January 2021 Financial Reports</li><li>b. Penalty Waiver Update for Sleep Inn West &amp; The Lion &amp; the Rose</li></ul>	Don Warn Victoria Isley
9:20 a.m.	President & CEO's Report <ul style="list-style-type: none"><li>a. BCTDA Virtual Annual Planning Retreat – March 25-26, 2021</li><li>b. FY 22 BCTDA Meeting Schedule</li><li>c. Other Updates</li><li>d. CVB Staff Recap, Destination Dashboard, Quick List</li></ul>	Victoria Isley
9:30 a.m.	Tourism Product Development Fund Update <ul style="list-style-type: none"><li>a. Annual TPDF Project Update</li><li>b. Budget Amendment to Close Completed TPDF Project Budgets</li><li>c. Contract Amendment Request - City of Asheville/Riverfront Destination Development</li><li>d. African American Heritage Trail Project Budget</li></ul>	Pat Kappes
9:55 a.m.	Recovery Marketing & Messaging	Marla Tambellini Ashley Keetle, 360i
10:15 a.m.	Preparing for Group Recovery	Dianna Pierce, Carli Adams
10:35 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:40 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:45 a.m.	Miscellaneous Business	Himanshu Karvir
10:50 a.m.	Comments from the General Public	Himanshu Karvir
11:00 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA gathering will be the board's annual planning retreat and March meeting, to be held **Thursday-Friday, March 25-26, 2021**, beginning at 8:30 a.m., via Zoom Webinar. Please contact Jonna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 with any questions.

***BCTDA Mission Statement***

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

# Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

### Virtual Board Meeting Minutes

Wednesday, January 27, 2021

<b>Present (Voting):</b>	Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Brenda Durden, John Luckett, John McKibbon, Kathleen Mosher, James Poole
<b>Absent (Voting):</b>	None
<b>Present (Ex-Officio):</b>	Asheville City Councilmember Sandra Kilgore Buncombe County Commissioner Robert Pressley
<b>Absent (Ex-Officio):</b>	None
<b>CVB Staff:</b>	Victoria Isley, Marla Tambellini, Hannah Dosa, Daniel Bradley
<b>BC Finance:</b>	Don Warn, Buncombe County/BCTDA Fiscal Agent
<b>Legal Counsel:</b>	Sabrina Rockoff, McGuire, Wood & Bisette
<b>Agency:</b>	Ashley Keetle, 360i
<b>Online Attendees:</b>	Matt Raker, Noah Wilson; Mountain BizWorks Dianna Pierce, Carli Adams, Glenn Cox, Connie Holliday, Jennifer Kass-Green, Sarah Lowery, Kathi Petersen, Tina Porter, Glenn Ramey, Whitney Smith, Jason Tarr, Landis Taylor; Explore Asheville Staff Madison Davis, Asheville-Buncombe Regional Sports Commission Angie Arner, Meghan Jackson, Emery Morris, Susan Neikirk, Nick Smart; 360i Kit Cramer, Asheville Area Chamber of Commerce Jane Anderson, Asheville Independent Restaurant Association Jackson Tierney, Bob Michel; Asheville Homestay Network Lew Bleiweis, Asheville Regional Airport Chip Craig, John Ellis, Jim Muth; Past BCTDA Board Members Sharon Tabor, Black Mountain - Swannanoa Chamber of Commerce Timothy Love, Buncombe County Rick Bell, Engadine Inn & Cabins Chris Corl, Harrah's Cherokee Center – Asheville Jason Sandford, Ashvegas Daniel Walton, Mountain Xpress John Boyle, Asheville Citizen-Times Sunshine Request

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

## **Executive Summary of Meeting Minutes**

- Chairman Karvir called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:00 a.m.
- Chairman Karvir welcomed Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley as new ex-officio board members.
- Minutes from the December 16, 2020 BCTDA regular monthly meeting were approved with a 9-0 vote.
- The December 2020 financial statements were approved with a 9-0 vote.
- Chairman Karvir appointed John Luckett, Kathleen Mosher, and Chip Craig to serve as the BCTDA's finance committee.
- Matt Raker and Noah Wilson with Mountain BizWorks presented the BCTDA Tourism Jobs Recovery Fund's 6-month interim report.
- A budget amendment, in the amount of \$21,235, to enable a \$40,000 BCTDA contribution to the One Buncombe Fund from Earned Revenue, was approved with an 8-1 vote.
- In her President & CEO's report, Ms. Isley reviewed recent lodging metrics and introduced three strategic imperatives that will direct recovery efforts and initiatives.
- Ms. Tambellini and Ashley Keetle provided a Recovery Marketing & Messaging presentation.
- Brief updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley were provided.
- Under Miscellaneous Business, a discussion took place centering on Mr. Celwyn's suggestion to use TPDF funds to help support recovery efforts.
- Chairman Karvir reported that four public comments were received in advance of today's meeting and directed staff to develop a process to receive live comments at future BCTDA meetings.
- With a 9-0 vote, the BCTDA meeting adjourned at 10:26 a.m.

## **Call of the Joint BCTDA Meeting to Order**

Chairman Karvir called the virtual joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:00 a.m. He said meeting materials are provided on the [AshevilleCVB.com](https://www.ashevillecvb.com) website.

*Board Member Roll Call:* Board members responded as Chairman Karvir called roll verifying all BCTDA members were virtually in attendance, except for Ms. Mosher, who joined the meeting a few minutes late.

## **Welcome New BCTDA Ex-Officio Board Members**

### **Asheville City Councilmember Sandra Kilgore**

Chairman Karvir welcomed Asheville City Councilmember Sandra Kilgore to the board and shared information regarding her background. Councilmember Kilgore was recently elected to Asheville City Council and was appointed to fill the ex-officio seat formerly held by Julie Mayfield.

### **Buncombe County Commissioner Robert Pressley**

Chairman Karvir welcomed Buncombe County Commissioner Robert Pressley to the board and shared information about his background. Commissioner Pressley was elected to the

Buncombe County Board of Commissioners in 2016 and was recently appointed to fill the ex-officio seat formerly held by Joe Belcher.

### **Approval of Meeting Minutes**

Mr. McKibbin made a motion to approve the January 27, 2021 regular meeting minutes as presented. Mr. Luckett seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

### **December 2020 Financial Reports**

Mr. Warn reviewed the December 2020 financial reports. There were no questions posed by board members.

Mr. Celwyn made a motion to approve the December 2020 financial reports as presented. Ms. Durden seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

### **Appointment of Finance Committee**

Chairman Karvir appointed the following people to serve as this year's BCTDA finance committee: John Luckett (chair), Kathleen Mosher, and Chip Craig.

### **BCTDA Tourism Recovery Efforts**

Chairman Karvir shared background information on the BCTDA's Tourism Jobs Recovery Fund, established in 2020 by Senate Bill 704, which allowed the board to create a one-time, \$5 million fund to provide emergency COVID-relief grants to businesses from the Tourism Product Development Fund (TPDF). Chairman Karvir briefly reviewed the mission and timeline and introduced Matt Raker and Noah Wilson from Mountain BizWorks, administrators of the Fund, to present a 6-month interim report.

#### **BCTDA Tourism Jobs Recovery Fund Report**

Mr. Raker said the COVID pandemic has been the most challenging experience our local businesses have ever faced and that the BCTDA's Tourism Jobs Recovery Fund was a significant part of the community's ongoing recovery efforts. He said as part of the grant agreement, all 394 businesses that received funds submitted a 6-month interim report and he turned it over to Mr. Wilson will share the results.

Mr. Wilson shared a PowerPoint presentation in which he provided an overview of the grants given out via the BCTDA's Tourism Jobs Recovery Fund. He said \$5 million in funding was awarded to 394 local tourism-related small businesses, in amounts between \$2,000 and \$30,000 per entity, and an estimated 4,787 jobs would be retained, recovered, or created for area residents.

Next, Mr. Wilson summarized the results of the survey, highlighting that 97.5% of grantee businesses remain in operation and that 3,341 jobs have been retained and rehired so far in the process. He shared quotes from business owners that illustrated what the grants meant to them in terms of paying for critical expenses, powering pivots, leveraging resources, and showing belief in the value of small businesses in the Asheville area. He then shared challenges and ongoing needs that were identified, including the need for additional assistance in marketing, addressing operating restrictions, and guidance in other operational areas.

Mr. Wilson shared the current financial condition of businesses, indicating 40% of recipients consider their business to be financially challenged. He read quotes that implied a desire for the BCTDA to promote Asheville to bring back visitors safely and responsibly to help with recovery.

Mr. Wilson wrapped up his report by stating the Fund had a huge impact on local businesses, however, there continue to be ongoing challenges. He said a key question to ask is how the businesses can be supported so that they are even healthier six months from now.

Ms. Ashburn thanked Mr. Wilson for today's report and for the Mountain BizWorks organization's efforts to get the funds into the hands of business owners so quickly in June.

Mr. Wilson said a detailed report to accompany today's presentation will be forthcoming. He added the Fund was incredibly significant in keeping many businesses open and he would rank it on a national-level scale.

Chairman Karvir thanked Mr. Raker and Mr. Wilson for the presentation and everyone who worked behind-the-scenes to make the BCTDA Tourism Jobs Recovery Fund a reality. Ms. Isley echoed that sentiment, thanking them for their leadership.

#### *BCTDA PPP Webinar*

Ms. Isley said as stated by Mr. Wilson, businesses still need help and Explore Asheville continues to offer pathways to additional assistance and resources for community partners. She said one example is that last week, Explore Asheville hosted an informational webinar on the new PPP funding program to ensure local partners were plugged in to available relief resources.

#### *BCTDA Contribution to the One Buncombe Fund*

Ms. Isley said in April 2020, the BCTDA was a founding sponsor of the One Buncombe Fund, contributing \$50,000 from Earned Revenue. She briefly reviewed the impacts of the Fund, which Buncombe County has recently reinstated for a second round of grants.

#### *BCTDA Proposal & Budget Amendment to Support Local Businesses*

Ms. Isley said staff is recommending the BCTDA make a second contribution to the One Buncombe Fund, in the amount of \$40,000, from Earned Revenue. She noted Earned Revenue funds are non-occupancy tax dollars that are not subject to legislative mandates and are primarily used to support the community. She presented a proposed budget amendment, in the amount of \$21,235 which, when combined with dollars already budgeted, will allow for a \$40,000 contribution to the One Buncombe Fund.

In response to Mr. Celwyn's question asking where the money will go, Mr. Warn said it will go into the One Buncombe Fund, administered by Mountain BizWorks, to provide grants and forgivable loans to businesses. Mr. Warn added Buncombe County recently received a \$7.8 million grant to use to provide to individuals for emergency rental and utility bill assistance.

Mr. Celwyn said it would be his preference to give the \$40,000 to individuals. Chairman Karvir noted that when money goes to businesses, they employ people which, in turn, helps individuals. Ms. Durden agreed and said that when you support businesses and keep them afloat, you are supporting individuals. Mr. Warn noted the opposite is true for Buncombe County, stating money is available to support individuals, but not businesses.

In response to Ms. Ashburn's question asking the percentage of loans versus grants, Ms. Isley said this round of One Buncombe funding will be awarded as grants.

When the discussion ended, Ms. Ashburn made a 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. Vice Chairman Froeba seconded the motion and there was no additional discussion. A roll call vote was taken and with all in favor except for Mr. Celwyn, the motion carried 8-1.

### **President & CEO's Report**

Ms. Isley shared a PowerPoint presentation in which she reviewed lodging occupancy for calendar year 2020. She noted how the negative hotel metrics trickle down throughout the tourism community and into the wider Asheville area. Ms. Isley reviewed the following three strategic imperatives that will serve as Explore Asheville's guiding principles to help bring economic vitality back to the community:

1. Balanced Recovery & Sustained Growth
2. Encourage Safe & Responsible Travel
3. Engage & Invite More Diverse Audiences

Next, Ms. Isley reviewed the collaborative effort of the local public safety campaign that was launched in November and said collateral materials are available to businesses free of charge.

Ms. Isley encouraged board members to mark their calendars for the BCTDA's annual planning retreat scheduled Thursday and Friday, March 25-26. She concluded her report by stating the CVB Staff Recap, Destination Dashboard and Quick List are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

### **Recovery Marketing & Messaging**

Ms. Tambellini and Ashley Keetle with 360i shared a PowerPoint presentation in which they provided insight on current travel sentiment and an outline of media and messaging strategies moving forward.

Ms. Tambellini also reviewed the winter promotions that were executed to help support businesses during the challenging winter months, including an Asheville Restaurant Week sponsorship, the Curated Asheville campaign to encourage small, more customized experiences that include social distancing, and a campaign to promote *National Plan for Vacation Day*.

After sharing what would be considered a more promising travel sentiment from recent research received, Ms. Tambellini said her team continues to monitor data and many pandemic-related variables as they look ahead to start transitioning back into the marketplace. She said the messaging will promote safe and responsible travel when the time is right. Ms. Tambellini added promotional efforts will also help to inspire potential visitors to keep Asheville top-of-mind in the planning stages while supporting our tourism community's recovery efforts by setting the stage for spring and summer visitation.

Ms. Keetle said looking ahead, the goal for marketing and messaging is to balance recovery and sustained growth by reaching responsible travelers when they are ready to travel with media they are using. She reviewed highlights of the media plan which included how media will

be used to support business and marketing objectives, and next steps in planning for spring and summer.

Following the presentation, Ms. Tambellini and Ms. Keetle answered all related questions.

Chairman Karvir thanked Ms. Tambellini and Ms. Keetle for the report and encouraged them to utilize local businesses and talent in marketing efforts whenever possible moving forward.

### **Asheville City Council Update**

Councilmember Kilgore said she learned a lot about the BCTDA's work in the reports presented today and thanked the board for its efforts to help with pandemic-related recovery.

Councilmember Kilgore reported on city-related business, including the hotel moratorium and the proposed points system being considered for future hotel approval, the Civil Service Board grievance procedures rules and regulations, and the Asheville Police Department's dashboard and tip app that were recently launched to improve transparency and communications.

Chairman Karvir thanked Councilmember Kilgore for the update.

### **Buncombe County Commission Update**

Commissioner Pressley reported on county-related business, including increasing restaurant capacity from 30% to 50%, approval of a \$200,00 contribution to the One Buncombe Fund, and the Commission's desire to expedite funds to businesses as soon as possible to help with recovery.

Chairman Karvir thanked Commissioner Pressley for his report.

### **Miscellaneous Business**

Mr. Celwyn said as mentioned in previous meetings, he would like to utilize the \$3 million in the Tourism Product Development Fund to support businesses or individuals in our community.

Chairman Karvir replied that after last month's meeting, he reached out to key legislators and, based on a myriad of reasons that included concerns associated with last year's approval, there is currently not support to introduce another local bill to use TPDF funds again as was done via a significant effort in 2020. He added the BCTDA will continue to support the community using dollars from the Earned Revenue Fund whenever possible.

Ms. Rockoff echoed Chairman Karvir's response by stating that following last year's approval of the local bill, constitutional issues were raised in the summary report by the Attorney General's office. She added TPDF dollars must be used in accordance with the legislation and it would take a local bill passed at the state level again to use the funds. Mr. Celwyn reiterated that is what he is suggesting.

Mr. Poole said that while he agrees with Mr. Celwyn's sentiment to help the community, he has also had conversations with elected officials and said there is not an appetite to support another bill of this nature. He also expressed concern about the uncertainties that lie ahead during this unprecedented time and feels it is best to utilize every dollar possible from Earned Revenue to go towards recovery instead of trying to get legislative authorization to spend TPDF dollars.

Vice Chairman Froeba said he agreed with Mr. Poole's position and a discussion on this topic continued, centering on fund balances and restrictions related to using TPDF funds.

When the discussion ended, Chairman Karvir thanked everyone for their input.

### **Comments from the General Public**

Chairman Karvir said members of the public were invited to submit comments via email to [reply@ExploreAsheville.com](mailto:reply@ExploreAsheville.com) through 4:00 p.m. on Tuesday, January 26, 2021. He reported four comments were received by the deadline and emailed to the board. The public comments will be kept on file with the Explore Asheville Convention & Visitors Bureau.

Chairman Karvir gave direction for staff to develop a process to allow for live public comments to be made during virtual BCTDA meetings, as was done at in person meetings prior to the start of the pandemic. Ms. Isley responded that staff will work through the logistics to put a process in place for the February 24 meeting.

### **Adjournment**

Mr. Lockett moved to adjourn the meeting and Ms. Durden seconded the motion. With all in favor via a roll call vote, the motion carried 9-0 and the virtual meeting adjourned at 10:26 a.m.

The full meeting PowerPoint presentation and relevant meeting documents are on file with the Explore Asheville Convention and Visitors Bureau and are posted on [AshevilleCVB.com](http://AshevilleCVB.com).

The next BCTDA meeting will be on Wednesday, February 24, 2021, at 9:00 a.m.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager (absent)



Hannah Dosa, Community Engagement Specialist



# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

### Operating Fund, Budget and Actual

January 31, 2021

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 11,135,293	\$ 1,517,197	\$ 9,968,976	\$ 1,166,317	89.5%	\$ 11,244,571	-11.3%
Investment income	-	-	66	(66)	-	84	-20.5%
Other income	-	-	38,174	(38,174)	-	8,022	375.9%
Earned revenue	-	373	94,908	(94,908)	-	81,249	16.8%
Total revenues	<u>11,135,293</u>	<u>1,517,569</u>	<u>10,102,125</u>	<u>1,033,168</u>	<u>90.7%</u>	<u>11,333,925</u>	<u>-10.9%</u>
<b>Expenditures:</b>							
Salaries and Benefits	2,460,163	177,152	1,187,225	1,272,938	48.3%	1,250,392	-5.1%
Sales	881,277	52,902	260,432	620,845	29.6%	470,673	-44.7%
Marketing	11,390,551	256,612	1,918,708	9,471,843	16.8%	6,079,146	-68.4%
Community Engagement	80,519	54	20,772	59,747	25.8%	11,728	77.1%
Administration & Facilities	755,684	37,537	324,231	431,453	42.9%	293,136	10.6%
Events/Festivals/Sponsorships	121,235	10,893	25,187	96,048	20.8%	207,648	-87.9%
Total expenditures	<u>15,689,429</u>	<u>535,150</u>	<u>3,736,556</u>	<u>11,952,873</u>	<u>23.8%</u>	<u>8,312,723</u>	<u>-55.1%</u>
Revenues over (under) expenditures	<u>(4,554,136)</u>	<u>982,420</u>	<u>6,365,569</u>			<u>\$ 3,021,202</u>	<u>110.7%</u>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>121,235</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>121,235</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,432,901)</u>	<u>\$ 982,420</u>	<u>6,365,569</u>				
Fund balance, beginning of year			<u>12,465,092</u>				
Fund balance, end of month			<u>\$ 18,830,661</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.

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Revenue Summary

January 31, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 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	1,517,197	1,780,020	-15%	9,968,976	11,244,571	-11%	505,732	\$ 593,340	-15%	3,322,992	3,748,190	-11%
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>\$ 9,968,976</u>	<u>\$ 15,352,455</u>		<u>\$ 9,968,976</u>	<u>\$ 15,352,455</u>		<u>\$3,322,992</u>	<u>\$5,117,485</u>		<u>\$3,322,992</u>	<u>\$5,117,485</u>	

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

January 31, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 27,203,000	\$ 29,553,054	\$ (2,350,054)	108.6%
Investment Income	-	1,230,008	(1,230,008)	0.0%
<b>Total revenues</b>	<u>27,203,000</u>	<u>30,783,063</u>	<u>(3,580,063)</u>	<u>113.2%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
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	518,000	347,363	170,637	67.1%
Total product development fund	<u>\$ 27,203,000</u>	<u>\$ 13,430,226</u>	<u>\$ 13,772,774</u>	<u>49.4%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 17,352,837		
Less: Liabilities/Outstanding Grants		(13,602,137)		
Less: Unspent Admin Budget (Current Year)		(170,637)		
Current Product Development Amount Available		<u>\$ 3,580,063</u>		

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

January 31, 2021

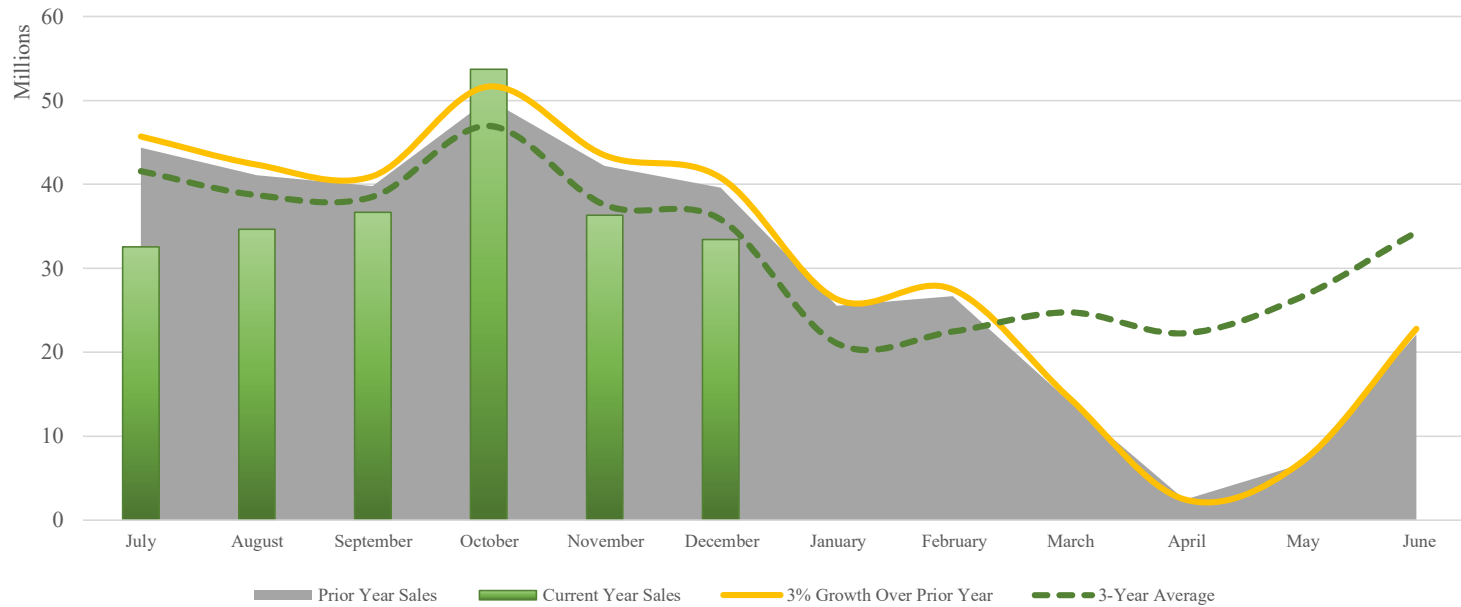
	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 18,902,573	\$ 17,352,837	\$ 36,255,410
Receivables	-	-	-
Total current assets	<u>\$ 18,902,573</u>	<u>\$ 17,352,837</u>	<u>36,255,410</u>
<b>Liabilities:</b>			
Current liabilities:			-
Accounts payable	\$ 20,962	\$ -	\$ 20,962
Future events payable	50,950	\$ 13,602,137	\$ 13,653,087
Total current liabilities	<u>71,912</u>	<u>\$ 13,602,137</u>	<u>\$ 13,674,049</u>
<b>Fund Balances:</b>			-
Restricted for product development fund	-	3,750,700	3,750,700
Committed for event support program	81,102	-	81,102
State Required Contingency	890,823	-	890,823
Designated Contingency	4,190,057	-	4,190,057
Undesignated (cash flow)	13,668,679	-	13,668,679
Total fund balances	<u>18,830,661</u>	<u>3,750,700</u>	<u>22,581,361</u>
 Total liabilities and fund balances	<u>\$18,902,573</u>	<u>\$ 17,352,837</u>	<u>\$ 36,255,410</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales

Shown by Month of Sale, Year-to-Date

January 31, 2021



### Month of room sales:

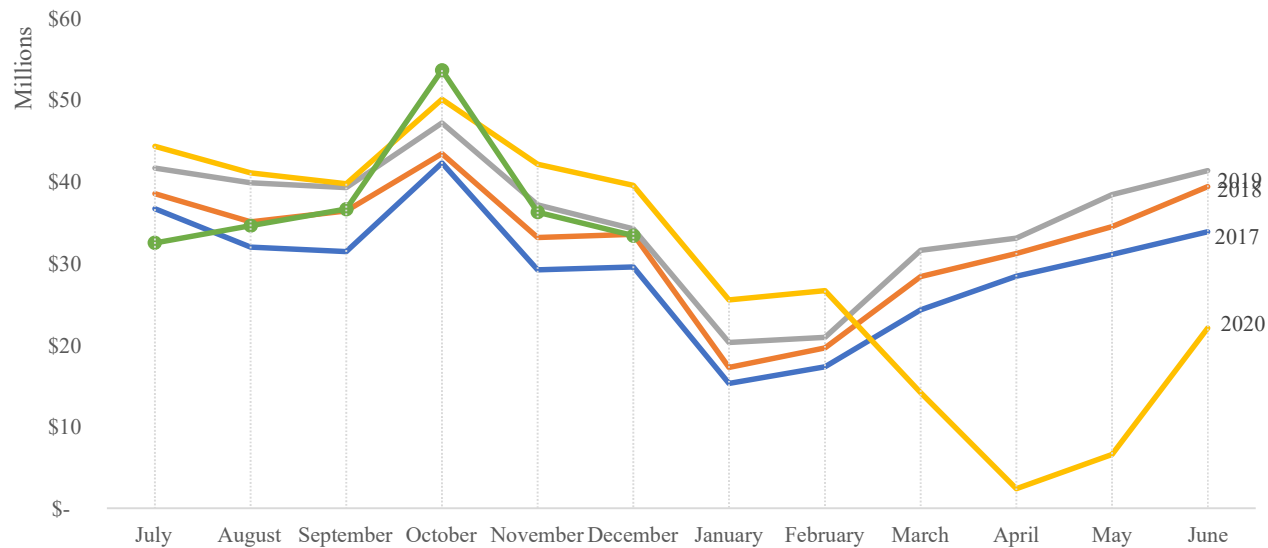
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 32,552,231	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,664,153	41,115,834	-16%	-21%	42,349,309	38,717,282
September	36,681,381	39,796,041	-8%	-17%	40,989,923	38,532,969
October	53,734,073	50,150,018	7%	-10%	51,654,518	46,965,398
November	36,324,410	42,191,421	-14%	-11%	43,457,164	37,554,580
December	33,430,898	39,597,145	-16%	-12%	40,785,060	35,822,512
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	-	22,113,467	-	-	22,776,871	34,322,582
Total revenues	<u>\$227,387,147</u>	<u>\$ 354,845,263</u>			<u>\$365,490,621</u>	<u>\$390,564,838</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

January 31, 2021



	2017	2018	2019	2020	2021
<b>Month of room sales:</b>					
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	53,734,073
November	29,254,904	33,231,722	37,240,595	42,191,421	36,324,410
December	29,615,696	33,597,999	34,272,393	39,597,145	33,430,898
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	22,113,467	-
Total room sales	\$ 351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,845,263	\$ 227,387,147

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales

Shown by Month of Sale, Year-to-Date

January 31, 2021

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 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%	1,927,642	1,826,166	5.6%	-7.6%	53,734,073	50,150,018	7.1%	-10.2%
November	24,630,899	32,892,802	-25.1%	-26.9%	10,453,873	7,959,792	31.3%	50.6%	1,239,638	1,338,827	-7.4%	-7.6%	36,324,410	42,191,421	-13.9%	-10.9%
December	22,871,661	30,545,959	-25.1%	-26.7%	9,518,583	7,885,885	20.7%	46.0%	1,040,654	1,165,301	-10.7%	-8.0%	33,430,898	39,597,145	-15.6%	-11.6%
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	-		-	1,925,967	-		-	174,869	-		-	6,624,816	-	
June	-	11,770,482	-		-	9,661,771	-		-	681,214	-		-	22,113,467	-	
Total	\$ 144,927,312	\$ 261,801,781			\$ 74,700,242	\$ 82,134,059			\$ 7,759,592	\$ 10,909,423			\$ 227,387,147	\$ 354,845,263		

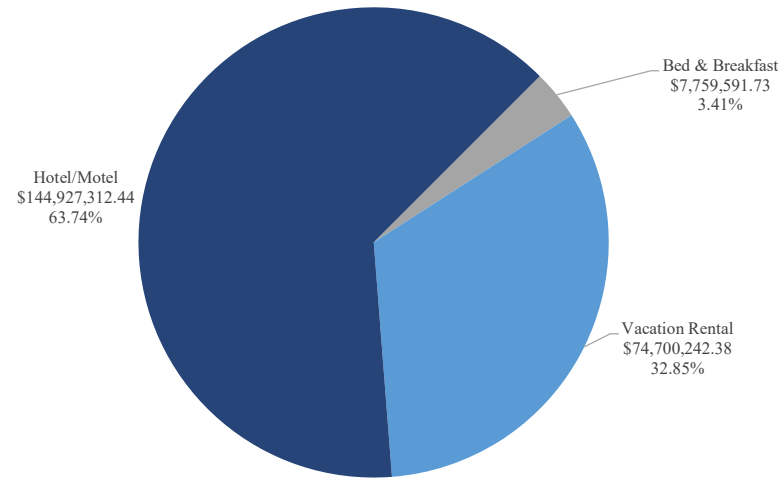
# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales by Category

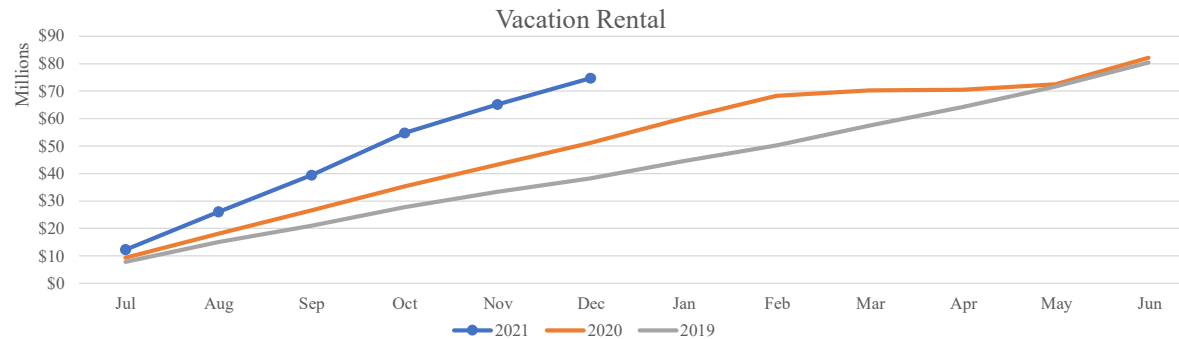
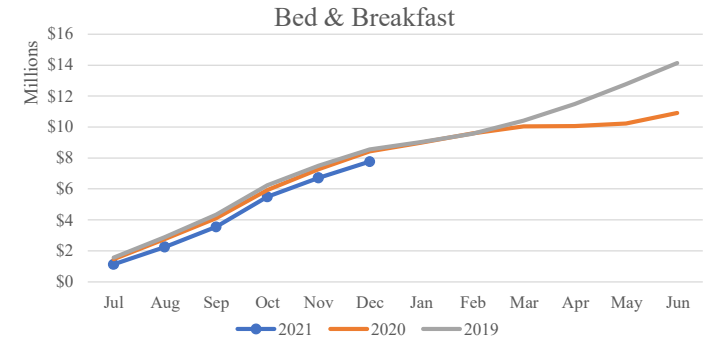
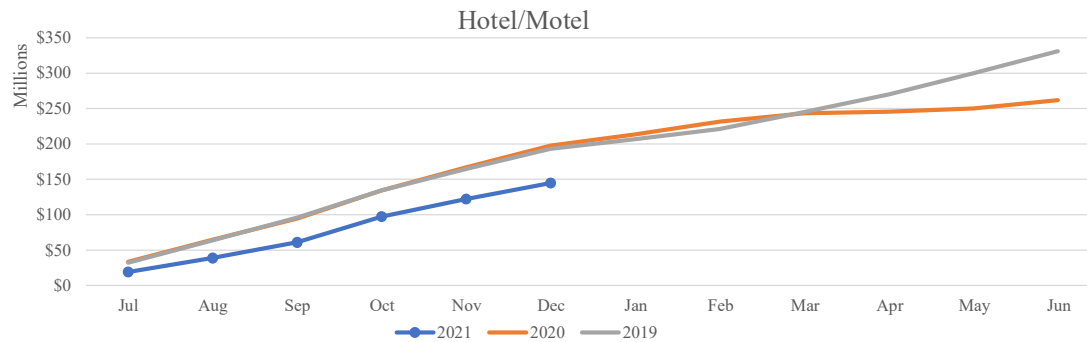
Shown by Month of Sale, Year-to-Date

January 31, 2021

Total Room Sales by Category, Year-to-Date



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





## FY 2021-22 BCTDA Board Meeting Schedule

[www.ExploreAshevilleCVB.com](http://www.ExploreAshevilleCVB.com)

Date	Time	Location**
Wednesday, July 28, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, August 25, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, September 29, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, October 27, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, November 17, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Place
Thursday, December 16, 2021	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, January 26, 2022	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, February 23, 2022	9:00 a.m.	Explore Asheville CVB, 27 College Place
Thursday, March 24, 2022	8:30 a.m. - 5:00 p.m.* Annual Planning Retreat	TBD or Explore Asheville CVB, 27 College Place
Friday, March 25, 2022	8:30 a.m. - 2:00 p.m.* APR & March Mtg	TBD or Explore Asheville CVB, 27 College Place
Wednesday, April 27, 2022	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, May 25, 2022	9:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, June 29, 2022	9:00 a.m.	Explore Asheville CVB, 27 College Place

\*APR - 2-Day Annual Planning Retreat and March Meeting - times approximate and location to be determined.

\*\*Depending on the length of the COVID-19 pandemic/state of emergency, meeting will be held virtually, if appropriate.

For more information, please contact Jonna Sampson at 828.258.6111 or [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com).

Revised/printed:  
2/22/2021 10:34



February 24, 2020

To: Buncombe County Tourism Development Authority

From: Vic Isley

Subject: President & CEO's Report of January 2021 Activities

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Overall overnight stays and the value the visitors bring to the entire Asheville community continue to suffer during the pandemic, and January of 2021 continues that trend. Hotel occupancy for the month of December was 41.8 percent, down 17 percent year over year.

A bright spot in overnight stays continues to be the short-term vacation rental market, good news for local residents participating in the vacation rental market who are earning more and benefitting from the return of visitors to our community. December vacation rental occupancy was up 8.5 percent reaching nearly 53 percent.

	<b>Hotel Occupancy</b>	<b>Percentage Change YOY</b>
January 2021	41.8%	(17%)

Source: STR Report

	<b>Vacation Rental Occupancy</b>	<b>Percentage Change YOY</b>
January 2021	52.9%	+8.5%

Source: AirDNA

Explore Asheville continues to monitor trends in coronavirus spread both regionally and locally. The ability to promote the destination through paid advertising has been restricted as we are still following the strategy outlined in late June to the BCTDA board of monitoring Johns Hopkins COVID-19 data to determine where and when to advertise within the drive market region. The recent increased spread of the virus will further hinder any plans for advertising in the immediate future. We continue to coordinate public relations efforts with various media to promote community partners, especially around holiday gift ideas. Search engine marketing ads direct web inquiries to our COVID-19 landing page for the most current information.

Explore Asheville continues to work on initiatives to encourage adherence to mandates and safety protocols among both partners and visitors, and is committed to keeping residents, employees, and visitors safe while maintaining commercial activity, jobs, and economic impact for the community.

## **JANUARY BY THE NUMBERS**

- During January, the sales team posted 856 personal contacts (down 2%). January sales activities generated 42 sales leads (down 64%) and 13 convention bookings (down 76%), representing 1,574 rooms (down 72%). Seven months into the fiscal year, year-to-date bookings are down 52 percent and room nights represented are down 55 percent.
- CVB sales leads generated 1 group event in January (down 91%), with corresponding revenue of \$14,616 (down 94%). The services team assisted 1 group (down 93%).
- The PR team landed 21 significant placements in January (down 43%), with 53 media touchpoints (down 31%). The publicity value of print and broadcast placements totaled \$33.29 with reach of 4,129. Please note: The PR team is working through some earned media tracking issues with our vendor, specifically looking at print placements and broadcast reach/publicity values that didn't pull through this month. Online placements added \$1,409,753 in value and reach of nearly 750 million.
- ExploreAsheville.com attracted 358,451 visits (down 15%), including 249,852 to the mobile site (down 16%). Our Facebook fan base total is 300,544 (up 1%) and video views totaled 40,088 (down 40%).
- In January 2021, there were 2,913 Asheville Visitor Guide requests compared to 3,753 the previous year.
- Paid search generated 72k site visits in January with average time on site of 1:28 and an average of 2.06 pageviews per visit; click through rate was 12.7 percent.
- Online hotel reservations totaled 33 room nights (down 66%) with total room revenue of \$1,326 (down 90%).
- The Asheville Visitor Center welcomed 2,112 visitors (down 72%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 438 visitors (down 61%).

## **LODGING & AIRPORT RESULTS**

- Buncombe County Finance reported lodging sales totaling \$33,451,292 in December (down 16%).
- Smith Travel Research reported hotel occupancy of 54.4 percent during December (down 21%). The average daily room rate was \$158.07 (down 12%), and RevPAR (revenue per available room) was \$86.05 (down 30%). Room demand decreased 17 percent with 146,294 rooms sold.
- AirDNA reported short term rental occupancy of 61.6 percent (up 20%), ADR of \$108.24 (up 8%), and RevPAR of \$66.71 (up 29%). Total demand for short term rentals increased 9 percent to total 116,880 rooms sold.
- Passengers at the Asheville Regional Airport decreased 58 percent to total 59,772 in December.

## **MARKETING & PUBLIC RELATIONS**

### **Project Updates:**

- Asheville Restaurant Week: Logged nearly 7,000 web sessions (10 percent from owned social media channels) and delivered 7,441 click-throughs to Chamber ARW page. Web site slider and fly-ins resulted in 27,000 impressions.
- National Plan for Vacation Day: Implemented paid social campaign in association with National Plan for Vacation Day (Jan. 26) by promoting planning and offering free visitor guides – yielded 1,228 Visitor Guide requests. Amplified messaging via organic social media posts and homepage takeover on January 26.
- Curated Asheville: Created customized landing page that highlights safety-minded, socially distant activities in winter. Kicked off campaign with a social media giveaway in partnership with Grand Bohemian and travel writer @blushingalpacos (Barbara Skidmore) on Jan. 30, resulting in 3,800 new Instagram followers and featured Curated Asheville partners: Asheville Rooftop Bars, Namaste in Nature and Adoratherapy.
- Planning for the 2H FY21 paid media continued, including:
  - Specific media partner recommendations in discussion and being finalized.
  - Further refinement of creative approach, look and feel, and tonality continued in January. Development of new creative will be underway in February for launch in early spring.
- Met with paid search team to review new strategy centered around nonbrand terms which will allow us to focus more on capturing potential visitors who are still in the decision-making process for travel.
- Launched photo extensions in paid search as part of a Google beta opportunity
- Advertising supported “Muni” documentary by local filmmaker Paul Bonesteel that features Black caddies-turned-players. Will air on Golf Channel with air dates: Feb. 2, 6, 16 and 20. Internally developed a spring version of Let’s Go There commercial for use in these placements.
- Logged 53 media touchpoints, initiated 28 targeted pitches, and supported 4 media on the ground in Asheville in January.
- Provided story support for *Imbibe*, *Eater Carolinas*, *Zagat Stories*, *TOWN Magazine*, *ABA Destinations Magazine* and *News Break*.
- Supported VisitNC and their agency JPR in development of a virtual media event “Pulling Forward History: Changemakers in NC Travel.” Pitched several Asheville changemakers and connected them to Claude Coleman/Soundspace@Rabbit’s to represent the area. Nine media attended including freelancers from National Geographic, Fodor’s, T+L, USA Today, Essence and MSN.
- Attended International Media Marketplace’s three-day conference and conducted 26 appointments with media representing *Food & Wine*, *Travel + Leisure*, *National Geographic Traveler*, *Outside*, *Lonely Planet*, *The Points Guy*, *Architectural Digest* and more.
- Finalized media list and destination news briefing doc featuring 2021 travel news with a focus on the people and histories behind the news for distribution February 1.

### **Future Updates:**

- Full rollout of Curated Asheville promotion via social media series and website content.
- Content planning and focus on Black History Month in February.
- Planning for February media visits, securing lodging and “Curated Asheville” experiences for blogger Shiquita Hyman (The Unconventional Southern Belle) and providing support for the filming of an Asheville season of beer-themed show *Crafted* (Amazon Prime, Facebook Watch distribution).

- Partner outreach, media dashboard and target list and development for spring wellness media round-up.
- Updated audience profiles via Experian.

## **GROUP SALES & SERVICES**

### **Project Updates:**

- Held Meetings Elevated Virtual FAM:
  - Registered attendance: 464 / Actual Viewers: 242
  - 71 attendees expressed interest in holding meetings in AVL over next four year
  - 34 states represented
  - 3 RFP's received: 2 NC based groups and 1 NE group totaling 955 rooms
- Closer to Home Self Directed FAM initiative targeting the drive meeting market generated 16 requests for more information and two confirmed visits to date. Initiative runs through April.
- In person attendance at Asheville Wedding Festival - 148 brides in attendance.
- Held Mug Moments #3 featuring Nikki Phillips Steward with The Foundry Hotel:
  - Registered attendance: 43 / Actual Viewers: 32
- Virtually attended the following trade and industry meetings: Blue Ridge Parkway Association winter meeting, STS Sales and Marketing Coffee and Conversations, Asheville Buncombe Regional Sports Commission, SCSAE Member Connect, and Asheville Chamber Buzz Breakfast.
- Finalized interviews with organizations who have held meetings in Asheville as part of a larger strategy promoting how groups have successfully been meeting safely in Asheville.
- Continued finalizing deliverables related to Miles Partnership – Meeting Brand Refresh.
- Reviewed findings of Destination Analysts Meeting Planner Creative Survey with Miles Partnership.
- Finalized explainer motion graphic video detailing how Explore Asheville CVB adds value to meetings sourced through the Bureau.
- Partner interaction included site tours of Courtyard by Marriott in Biltmore Village, Holiday Inn Biltmore West, and the Salt Spa of Asheville.
- One motorcoach site visit was hosted and resulted in a lead totaling 155 rooms for April 2020.
- January bookings included: 2021 Maximum Cheer & Dance (40 rooms), 2021 ABYSA Kepner Cup Girls (100 rooms), 2021 ACECSC Bord (20 rooms), 2021 Montreat College Track & Field x2 (130 rooms & 100 rooms respectively), 2021 PACE annual Conference (519 rooms), and six 2021 Weddings (412 rooms total).
- Microsites were completed for upcoming groups: AAC Women's Lacrosse Championship and ABYSA Kepner Cup for Boys.
- Sixteen separate invitations were sent in January with messaging specific to each target group, inviting recipients to view Mug Moments and/or the Virtual FAM. The open rates ranged from a low of 5.61 percent to a high of 71.1 percent. The overall open rate hovered around 20 percent.

### **Future Updates:**

- Initiate data analytics project.
- Host SoCon Men's & Women's Basketball Championships.
- Kick off meeting planner guide space specifications project.

## **COMMUNITY ENGAGEMENT**

### **Project Updates:**

- In January, 48 partner account updates, 163 calendar events, and 2,913 individual Visitor Guide requests were processed.
- Six new partners were added in January: C.W. Moose Trading Company, Forestry Camp, Aisha Adams Media Group, Treehouses of Serenity, Stephan Pruitt Photography, Elope Outdoors.
- Five partner accounts were cancelled in January. Flipside Boardshop and ZaPow closed their physical locations and transitioned to online-only. Bliss Farm & Retreat closed permanently. Ambrose West closed due to COVID-19, but the business is up for sale, including the branding package, so may re-open under new ownership. Early Girl Eatery - North closed but the other two locations remain open.
- Eight One-on-One Wednesday sessions were held: four with current partners for listing/extranet support and four with potential new partners.
- Hosted a partner webinar presented by JB Media "Reinvent Your Path to Success – How to Promote New Experiences" on January 13 with 76 in attendance.
- Hosted a partner webinar presented by Mountain BizWorks: 'Relief for the Tourism Community - An Update on New PPP Funding' on January 19 with 90 in attendance.
- Co-promoted the Family Forward NC COVID-19 Rapid Response Program webinar on January 25 with 33 in attendance.
- The team conducted partner outreach to enhance the new Curated Experiences section of the website and conducted outreach to confirm major partner events for 2021.
- CE team members attended WomanUp and hosted table conversation on Remo platform at Leadership Asheville's Breakfast Buzz.
- Nicole attended the African American Business Association's monthly meeting, Lunch & Leads Networking Group, and the Asheville Homestay Network.
- Pat attended the MLK Association's Virtual Prayer Breakfast, and monthly meetings for the Block Community Collaborative, the Local Living Economy Working Group, and AGIA Business Outreach Committee.
- Pat presented a weekend webinar at Aisha Adam's Entrepreneurial Accelerator Workshop.
- Wayfinding Projects: managing the kiosk refresh project to update all content and designs on every kiosk throughout the county.
- TPDF: tracking and compiling grantees' Annual Reports due January 15; reports will be summarized and presented to the BCTDA in February.
- African American Heritage Trail: seeking research support and estimates for overall project budget in anticipation of presenting allocation request to BCTDA in February.
- Team members continue with Brainery certification coursework.

### **Future Updates:**

- Partner virtual events are in development including "Cost-Effective Ways to Increase Reach and Website Traffic," presented by JB on February 10, and the Hospitality Outlook on March 10.

## **PUBLIC INFORMATION**

### **Project Updates:**

- Wrote and published six partner e-newsletters or e-alerts and launched the new Tourism Community Update on January 27, an e-newsletter published immediately following the BCTDA board meeting. The Tourism Community Update provided an overview of items addressed at the meeting and was delivered to a list of more than 1,700 stakeholders,

including partners, business and civic leaders, advocates/supporters, elected officials, and news media, with an open rate of 38.5%. In total in the month of January, 11,584 emails were delivered among the seven communications with an open rate as high as 40.1%, well exceeding industry averages.

- Wrote, published, and updated content on AshevilleCVB.com that included information on COVID relief opportunities, latest COVID-related executive orders (state as well as county), and partner forums as well as federal relief packages.
- Social media communications included promotion of partner forums, partner/community news, CVB-sponsored events, such as the Leadership Asheville Winter Buzz Breakfast series that kicked off January 27.
- Responded to several requests for interviews, quotes, or information, including:
  - Asheville Citizen Times: "Tourism Recovery Fund has been a success, but TDA rebuffs push to add \$3M more" (online 1/27/21; in print 1/29/21); Asheville Citizen Times - Economic Outlook for Asheville (Sunday cover story 1/3/21).
  - Pending: Assistance provided to the following: Spectrum TV News 1 (value of tourism; impact of pandemic), WNC Magazine (improvements in River Arts District), SouthPark Magazine (challenges/opportunities for the return of tourism), Asheville Citizen Times (snow and tourism).
- Arranged introductory interviews between Vic and reporters at Asheville Citizen Times and Mountain Xpress.
- Updated the TPDF video, which was shown at the virtual Explore Asheville "booth" at the January Leadership Asheville Buzz Breakfast as part of our sponsorship.

#### **Future Updates:**

- A full 6-month report of the Tourism Jobs Recovery Fund will be published in February, with plans for a press release, posting on CVB website, etc.
- Work on a comprehensive stakeholder communications plan is underway.

### **PRESIDENT & CEO + EXECUTIVE OFFICE**

#### **Project Updates:**

- Executed the BCTDA's regular monthly board meeting virtually on January 27. Highlights included: welcoming new board members Councilmember Sandra Kilgore and Commissioner Robert Pressley, a 6-month report on the BCTDA's Tourism Jobs Recovery Fund by Mountain BizWorks, approval of a budget amendment to allow for a \$40,000 BCTDA contribution to the One Buncombe Fund, and a "Recovery Marketing & Messaging" presentation. Chairman Karvir appointed John Luckett (chair), Kathleen Mosher, and Chip Craig to serve as the BCTDA's 2021 finance committee.
- President & CEO completed individual meetings with County Commissioners, City Council and EA team members. Continued to meet with tourism community members, stakeholders, and strategic partners.
- On January 22, Glenn joined Vic for her first visit to Black Mountain with Sharon Tabor, Executive Director of the Black Mountain - Swannanoa Chamber of Commerce & Visitor Center, and her board chair, Jon Brooks.
- Participated in the county's semi-weekly COVID conference calls and worked with representatives of the county to identify continued improvements in communication of safety mandates to visitors and residents.
- As a new team communications tool, worked with department heads to coordinate/format the new "Weekly Headlines" doc that is sent to staff members each Monday, designed to keep everyone abreast of "need to know" past and upcoming departmental highlights covering a two-week period.

- Initial discussions began with Insurance Services of Asheville for the FY 22 benefits package.

**Future Updates:**

- Continue to coordinate President & CEO's calendar, including scheduling internal and external meetings as she continues to meet with business owners, elected officials, and community leaders.
- Finalize the FY 22 budget process and timeline and schedule meetings accordingly.
- Prepare for the BCTDA's February 24 BCTDA meeting, and the Annual Planning Retreat and March meeting, scheduled March 25-26, 2021.
- Establish a process to allow for increased public comment at virtual board meetings.
- Work on a plan for resuming in person board meetings with a hybrid virtual component to implement when the time is right.
- Work on finalizing the policies and procedures for team members returning to the workplace.
- Begin developing the FY 22 budget, work on establishing a revenue goal, research benefits options and administrative expenses, and work with department heads during the budget planning process.



# Destination Performance Report



## Lodging & Visitor Overview - January 2021

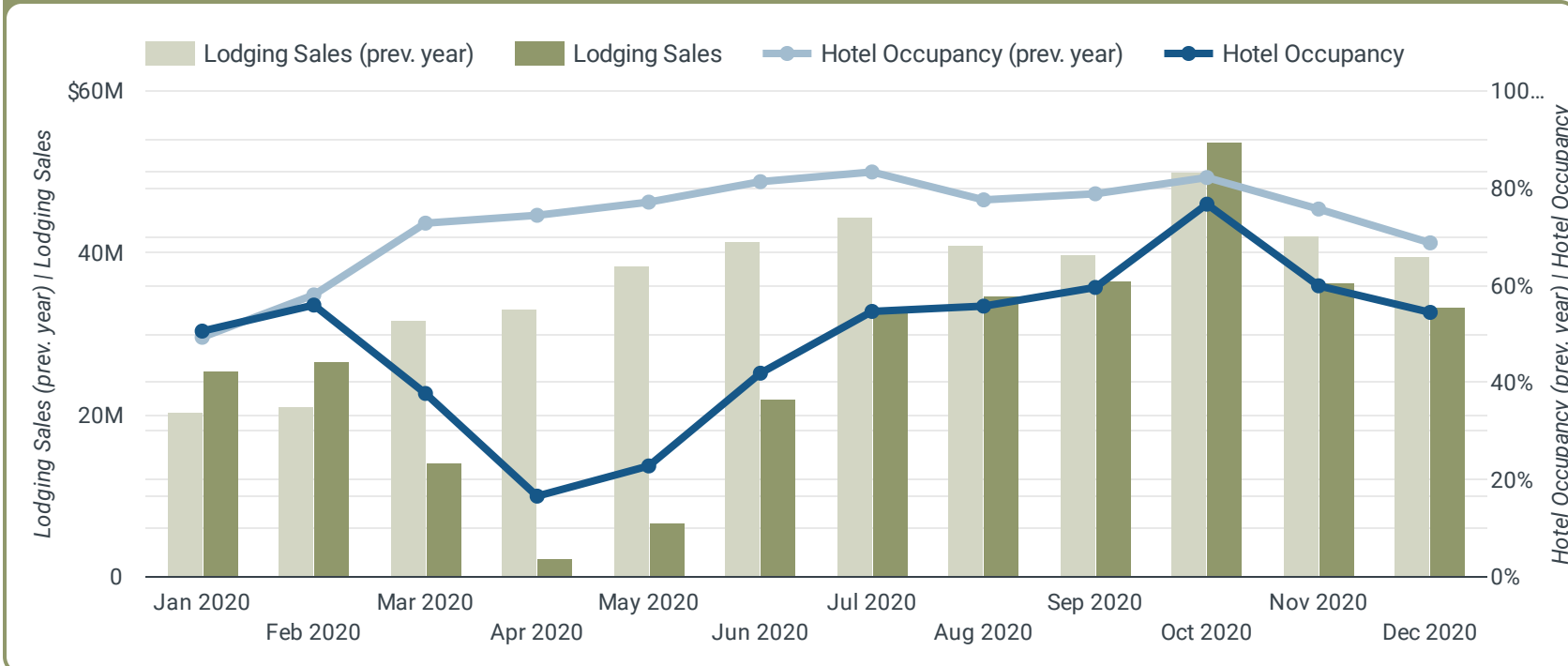
Lodging Sales <b>\$33,451,292</b> (December) ↓ -15.5%	Hotel Occupancy* <b>54.4%</b> (December) ↓ -20.8%	Hotel Demand* <b>146,294</b> (December) ↓ -16.6%	Hotel ADR* <b>\$158.07</b> (December) ↓ -11.8%	Hotel RevPAR* <b>\$86.05</b> (December) ↓ -30.2%
Airport Passengers <b>59,772</b> (December) ↓ -57.7%	Asheville Visitor Center <b>2,112</b> ↓ -71.5%	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>438</b> ↓ -60.6%	Travel Guide Requests <b>2,913</b> ↓ -22.4%

## Lodging & Visitor Overview - Fiscal Year 20-21

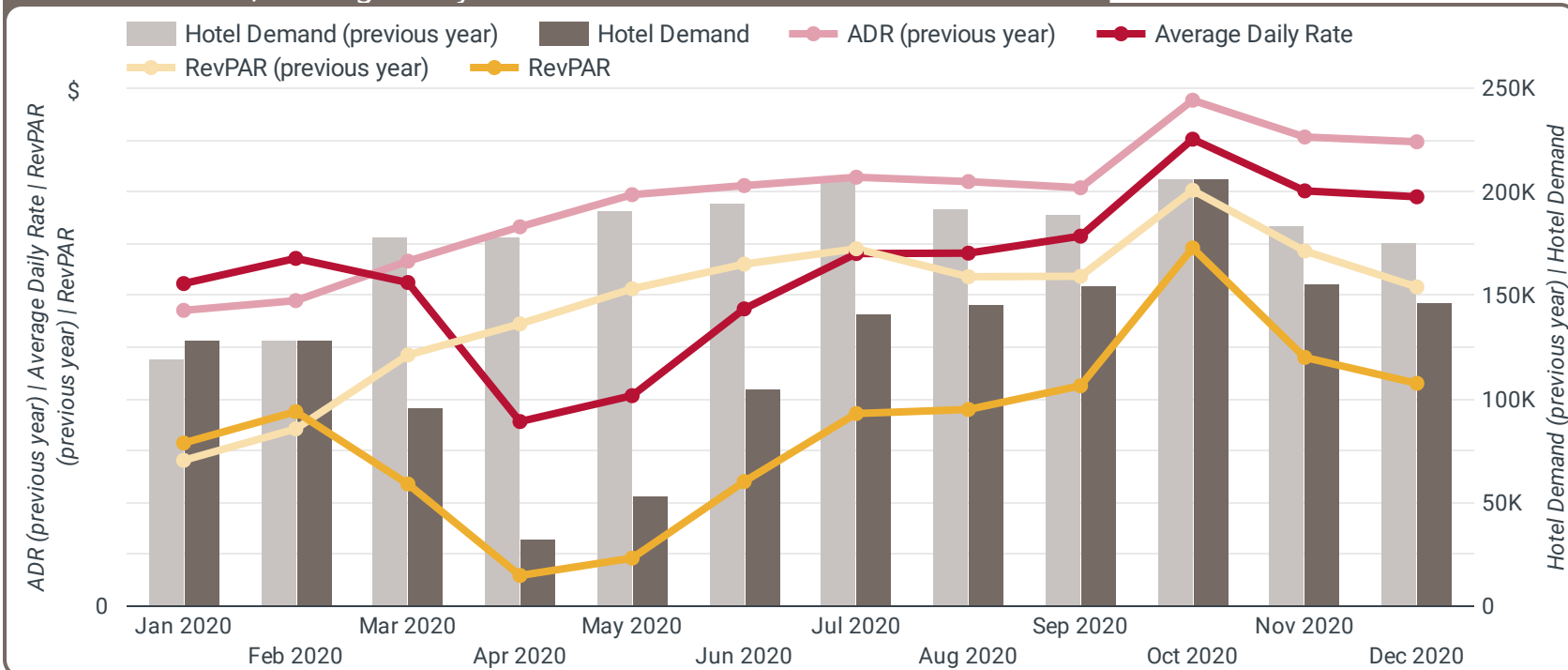
Lodging Sales <b>\$227,437,378</b> ↓ -11.6%	Hotel Occupancy* <b>60.2%</b> ↓ -22.5%	Hotel Demand* <b>950,264</b> ↓ -17.6%	Hotel ADR* <b>\$154.20</b> ↓ -11.7%	Hotel RevPAR* <b>\$92.86</b> ↓ -31.6%
Airport Passengers <b>365,051</b> ↓ -59.4%	Asheville Visitor Center <b>50,796</b> ↓ -61.7%	Pack Sq Visitor Center <b>0</b> ↓ -100.0%	Black Mtn Visitor Center <b>16,179</b> ↓ -2.1%	Travel Guide Requests <b>13,942</b> ↓ -24.7%

## Lodging Sales and Hotel Occupancy\*

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



## Hotel Demand\*, Average Daily Rate\* and Revenue Per Available Room\*



# Destination Performance Report



## Short Term Rental Data - December 2020

Occupancy	ADR	RevPAR	Demand
61.6%	\$108.24	\$66.71	116,880
↑ 19.7%	↑ 7.5%	↑ 28.7%	↑ 8.5%

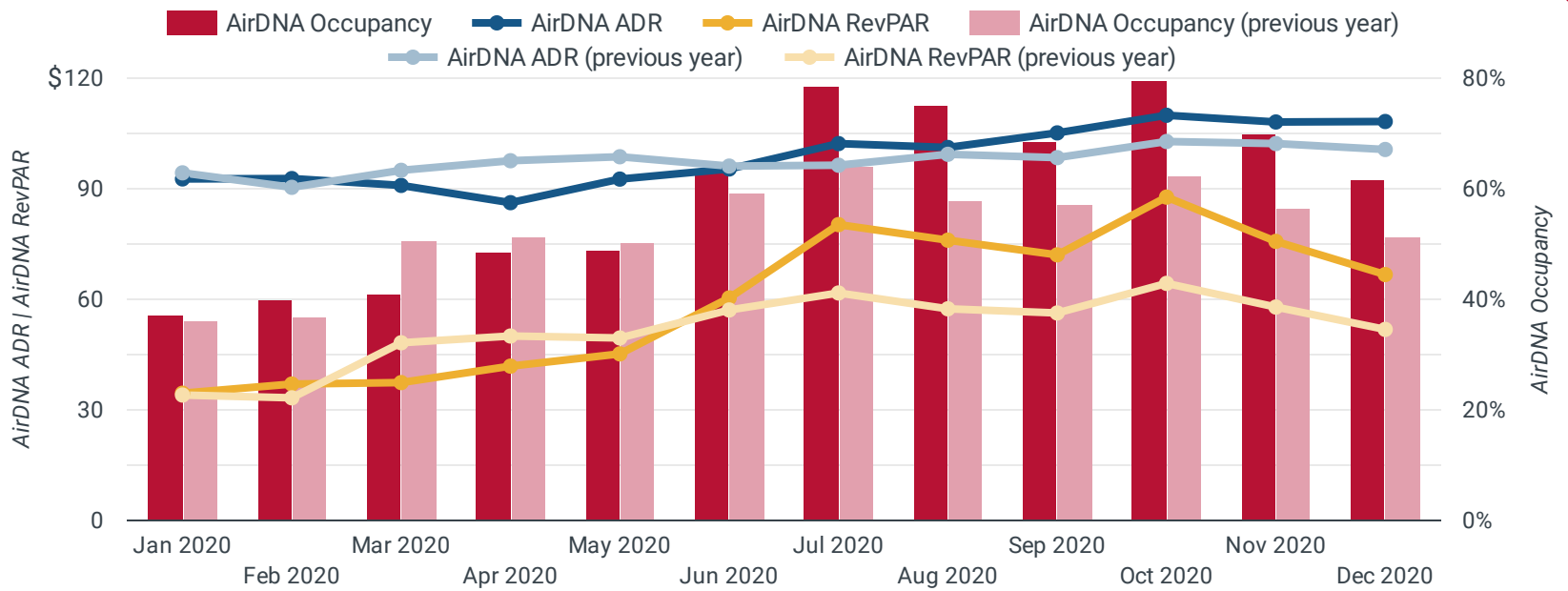
## Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
72.3%	\$105.81	\$76.46	792,980
↑ 24.0%	↑ 5.8%	↑ 31.3%	↑ 11.5%

## AirDNA ADR, RevPAR and Occupancy

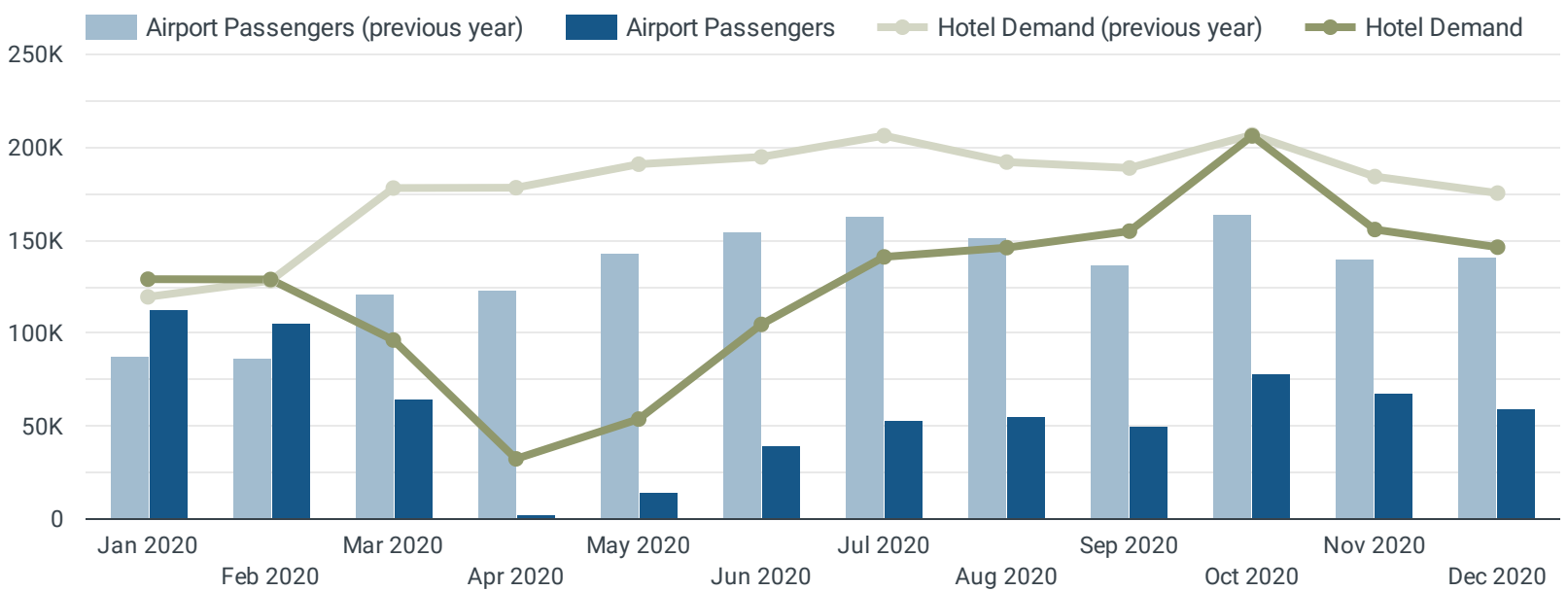
\* Short Term Rental Data Source: AirDNA

\*\*See AirDNA Cancellation Accuracy note on Report Glossary (Page 8)

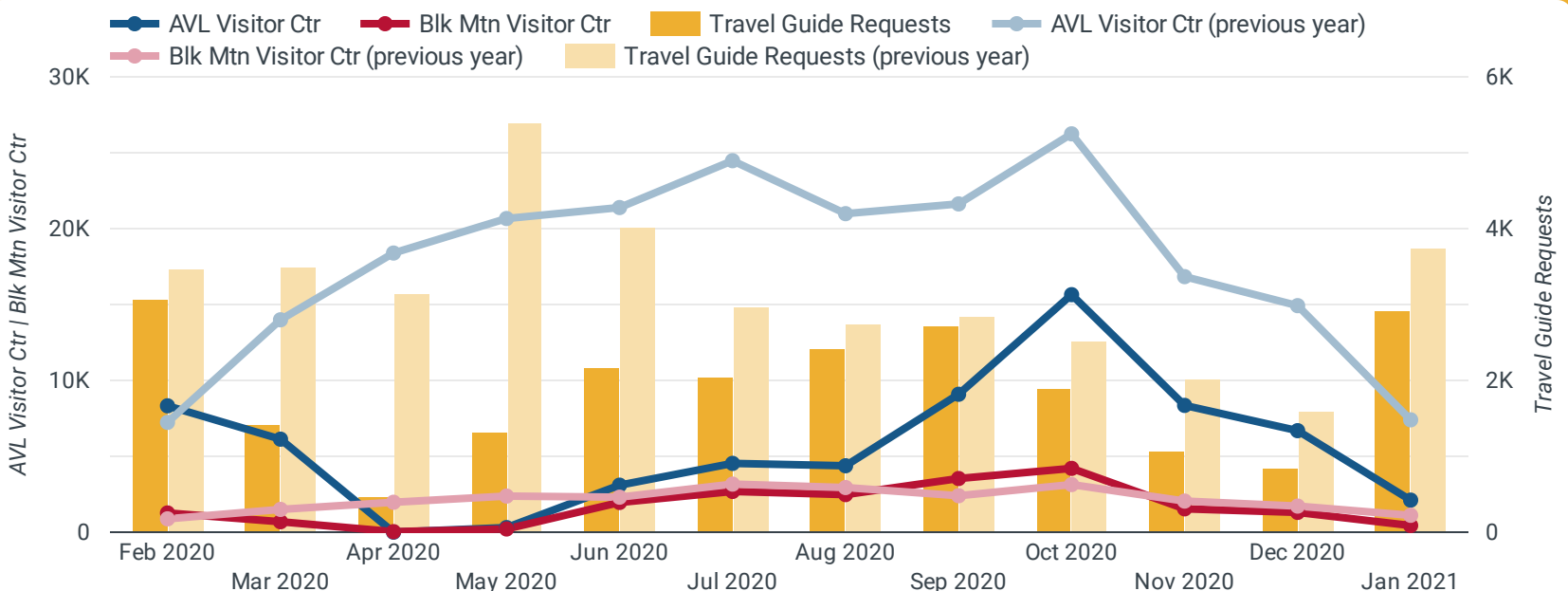


## Airport Passengers vs. Hotel Demand\*

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



## Visitor Center & Travel Guide



# Sales Department Performance Report



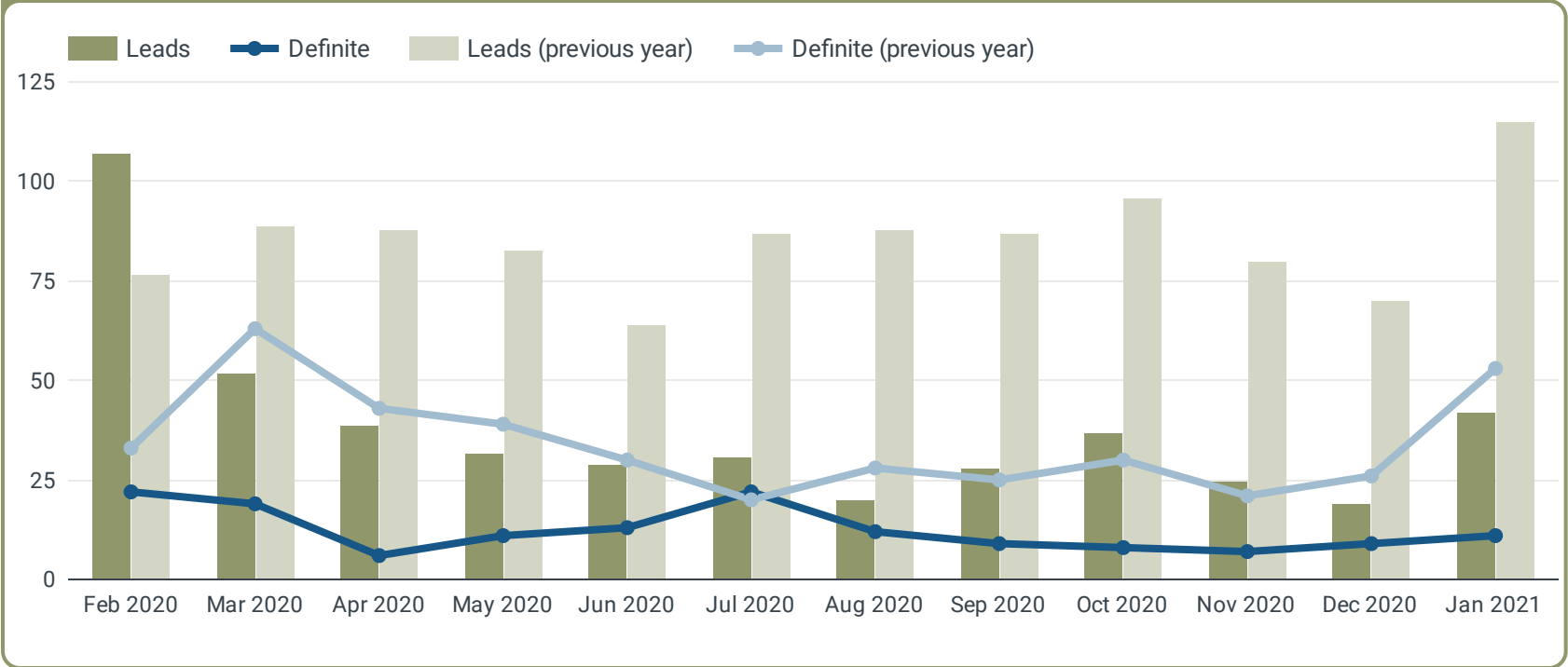
## Sales Leads and Outreach - January 2021

Sales Leads Issued 42 ↓ -63.5%	Room Nights (Leads) 8,268 ↓ -79.0%	Leads Turned Definite 13 ↓ -75.5%	Room Nights (Definite) 1,574 ↓ -72.1%	Estimated Revenue \$358,401 ↓ -76.7%	
P2P Outreach 856 ↓ -1.9%	Indirect Outreach 23,467 ↑ 77.3%	Group Events 1 ↓ -90.9%	Room Nights Generated 124 ↓ -91.5%	Actualized Revenue \$14,616 ↓ -94.1%	Groups Served 1 ↓ -92.9%

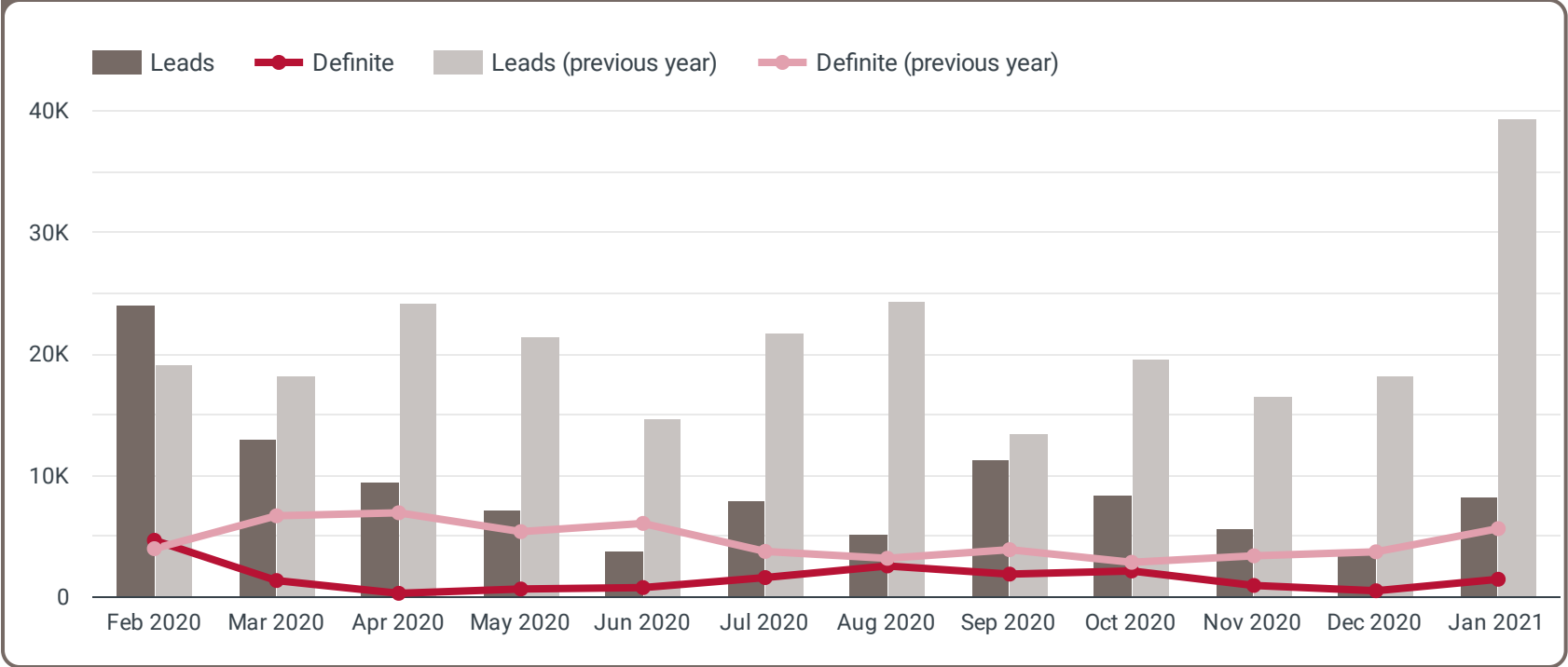
## Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued 202 ↓ -67.6%	Room Nights (Leads) 51,038 ↓ -66.7%	Leads Turned Definite 104 ↓ -52.1%	Room Nights (Definite) 13,670 ↓ -55.0%	Estimated Total Revenue \$3,200,796 ↓ -62.0%	
P2P Outreach 5,337 ↓ -27.6%	Indirect Outreach 82,251 ↓ -9.6%	Group Events 72 ↓ -73.8%	Room Nights Generated 4,522 ↓ -85.7%	Actualized Revenue \$989,521 ↓ -90.4%	Groups Served 107 ↓ -56.1%

## Sales Leads vs. Definite



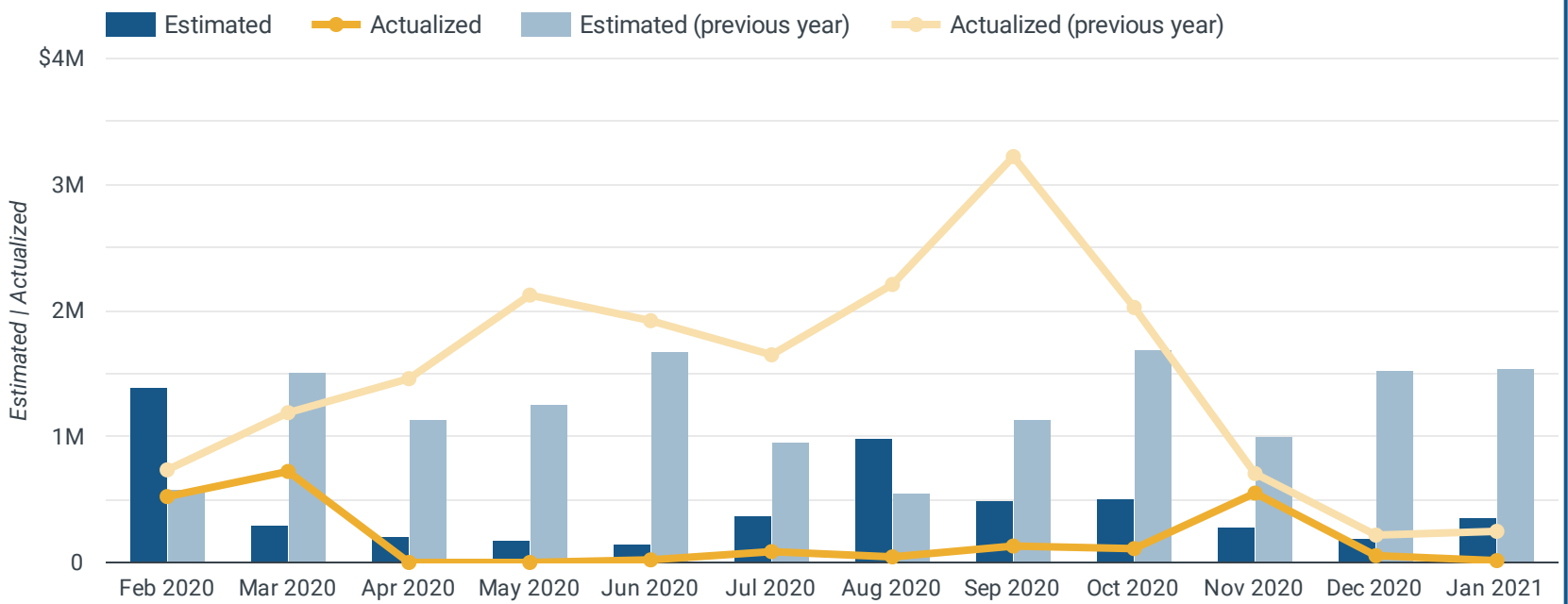
## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report



## Estimated vs. Actualized Revenue



## Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Jan 2021	856		-1.9%	23,467		77.3%
2.	Dec 2020	734		-25.7%	12,759		118.7%
3.	Nov 2020	757		-30.9%	17,150		4,637.6%
4.	Oct 2020	918		-19.2%	7,653		-19.9%
5.	Sep 2020	616		-42.0%	6,414		-65.6%
6.	Aug 2020	646		-44.4%	14,771		-59.3%
7.	Jul 2020	810		-23.6%	37		-99.5%
8.	Jun 2020	471		-50.6%	8,900		-44.1%
9.	May 2020	927		-20.2%	12,458		148.7%

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Jan 2021	1		-90.9%	124		-92.1%
2.	Dec 2020	6		-75.0%	232		-76.7%
3.	Nov 2020	10		-75.6%	2,129		-23.9%
4.	Oct 2020	25		-65.3%	567		-89.9%
5.	Sep 2020	13		-75.0%	548		-89.7%
6.	Aug 2020	6		-83.3%	310		-93.6%
7.	Jul 2020	11		-71.8%	497		-87.8%
8.	Jun 2020	0		-100.0%	0		-100.0%
9.	May 2020	0		-100.0%	0		-100.0%

# Marketing Department Performance Report



## Marketing Metrics Overview - January 2021

Website Visits 358,451 ↓ -14.5%	Mobile Site Visits 249,852 ↓ -16.2%	aRes - Room Nights 33 ↓ -66.0%	aRes - Room Revenue \$1,326 ↓ -89.9%	Total Facebook Fans 300,544 ↑ 1.3%
PR Publicity Value \$1,409,786 ↓ -80.8%	PR Estimated Impressions 749,872,522 ↑ 550.3%	Significant Placements 21 ↓ -43.2%	Media Touchpoints 53 ↓ -31.2%	Video Views 40,088 ↓ -40.1%

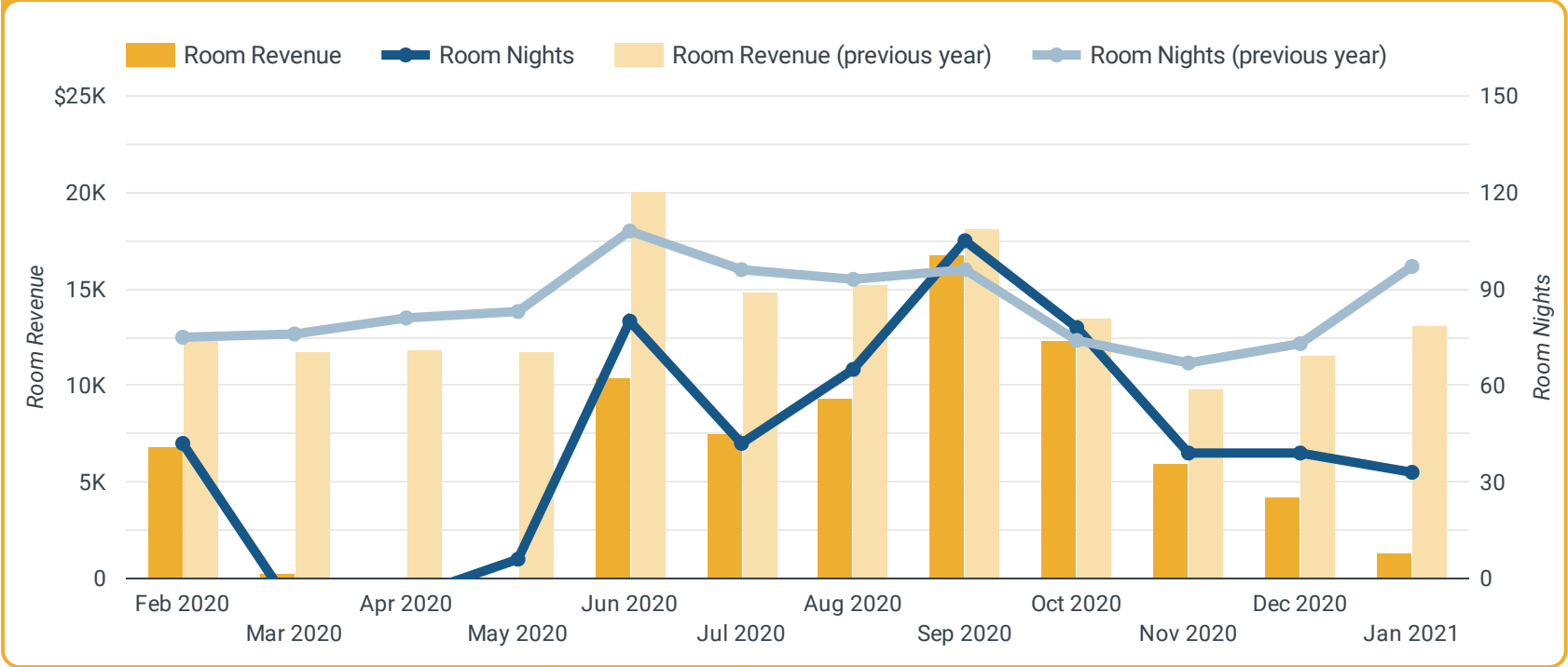
## Marketing Metrics Overview - Fiscal Year 20-21

Website Visits 3,130,619 ↓ -12.3%	Mobile Site Visits 2,188,651 ↓ -16.7%	aRes - Room Nights 401 ↓ -32.7%	aRes - Room Revenue \$57,615 ↓ -40.2%	Avg. Total Facebook Fans 298,788 ↑ 1.6%
PR Publicity Value \$13,198,685 ↓ -74.8%	PR Estimated Impressions 5,866,775,834 ↑ 464.1%	Significant Placements 246 ↑ 2.9%	Media Touchpoints 406 ↓ -1.0%	Video Views 306,156 ↓ -20.7%

## ExploreAsheville.com Web Stats



## Online Reservation (aRes) Data



# Marketing Department Performance Report



## Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Jan 2021	\$33	-100%	4,129	-99.95%
2.	Dec 2020	\$76,207	-96%	470,974	-93.55%
3.	Nov 2020	\$43,979	-98%	175,847	-96.36%
4.	Oct 2020	\$417,310	-98%	5,687,854	-60.86%
5.	Sep 2020	\$131,426	-94%	747,759	-90.79%
6.	Aug 2020	\$49,694	-98%	120,399	-97.86%
7.	Jul 2020	\$1,471,138	-89%	1,445,288	-88.54%

## Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jan 2021	\$1,409,753	492%	749,868,393	550.33%
2.	Dec 2020	\$1,863,214	3,327%	991,071,366	765.1%
3.	Nov 2020	\$1,443,514	859%	767,826,179	308.06%
4.	Oct 2020	\$1,029,825	560%	547,779,342	134.58%
5.	Sep 2020	\$2,221,765	1,835%	1,181,790,034	602.66%
6.	Aug 2020	\$2,035,067	8,187%	1,084,810,562	1,902.78%
7.	Jul 2020	\$1,005,758	1,694%	534,977,708	228.13%

## Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jan 2021	53	-31.2%	21	-43.2%
2.	Dec 2020	64	60.0%	37	54.2%
3.	Nov 2020	37	-9.8%	31	-18.4%
4.	Oct 2020	127	54.9%	40	14.3%
5.	Sep 2020	52	0.0%	43	13.2%
6.	Aug 2020	48	-34.2%	48	92.0%
7.	Jul 2020	25	-44.4%	26	-38.1%

## Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jan 2021	300,544	null	40,088	null
2.	Dec 2020	299,322	null	32,752	null
3.	Nov 2020	299,114	null	25,690	null
4.	Oct 2020	298,735	1.5%	51,508	-20.1%
5.	Sep 2020	297,968	1.7%	42,161	-43.4%
6.	Aug 2020	297,940	2.2%	57,348	33.3%
7.	Jul 2020	297,890	2.5%	56,609	15.0%

# Destination Performance Report - Glossary



## Destination Performance Metrics

**Lodging Sales** - Total lodging sales for all property types reported for the previous month. Data is provided by the Buncombe County Finance Department.

**Hotel Occupancy** - Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research.

**Hotel Average Daily Rate (ADR)** - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

**Hotel Demand** - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

**Hotel Revenue Per Available Room (RevPAR)** - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

**Total Airport Passengers** - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

**Asheville Visitor Center** - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

**Pack Square Park Visitor Center** - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

**Black Mountain Visitor Center** - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

**Travel Guide Requests** - The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

**AirDNA Listing room nights** - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

**AirDNA Occupancy** - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

**AirDNA ADR (Average Daily Rate)** - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights booked in a given month. ADR includes cleaning fees but not other AirDNA service fees or taxes. Data is provided by AirDNA.

**AirDNA RevPAR (Revenue Per Available Room)** - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

## Sales Performance Metrics

**Sales Leads Issued** - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

**Room Nights (Leads)** - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

**Leads Turned Definite** - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

**Room Nights (Definite)** - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

**Estimated Revenue** - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

**P2P Outreach** - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

**Indirect Outreach** - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

**Group Events** - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

**Room Nights Generated** - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

**Actualized Revenue** - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

**Groups Serviced** - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.



## Marketing Performance Metrics

**Website Visits** - Number of monthly website sessions to ExploreAsheville.com. Data is provided by Google Analytics.

**Mobile Site Visits** - Number of monthly website sessions from mobile and tablet devices to ExploreAsheville.com. Data is provided by Google Analytics.

**aRes - Room Nights** - Number of monthly room nights booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data is provided by aRes Travel.

**aRes - Room Revenue** - Total monthly room revenue for rooms booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data excludes cancellations and is provided by aRes Travel.

**Total Facebook Fans** - Total number of Facebook fans for the Visit Asheville Facebook page reported monthly. Data is provided by Facebook.

**PR Publicity Value** – Estimated ad equivalency cost of clips secured across multiple mediums reported for the previous month. Data is provided by Cision.

**PR Estimated Impressions** – The circulation of the publication and the estimated gross impressions for broadcast and digital articles by the placements reported for the previous month. Data is provided by Cision.

**Significant Placements** – Clips from online, print or broadcast media that Explore Asheville had a hand in securing or that feature Asheville predominantly and have a reach of certain threshold. Reported for the previous month. Data is provided by Cision.

**Media Touchpoints** – Monthly contact that members of the PR team had with various media outlets or journalists. Data is provided by Explore Asheville PR Team.

**Video Views (All Platforms)** - Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Facebook, and Instagram and does not include advertising campaign views.

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

\*\* **AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations. During periods of unusually high cancellations, AIRDNA may overestimate room night demand for short term rentals.



**BCTDA**  
**January 2021 Quick List**

- Source: Smith Travel Research, Monthly Report

	January	Running 12 Months
Occupancy	41.8% (-17.3%)	49.1% (-33.1%)
ADR	\$114.21 (-8.3%)	\$140.26 (-12.3%)
RevPAR	\$47.79 (-24.2%)	\$68.85 (-41.4%)
Supply	268,739 (+5.3%)	3,012,730 (2.7%)
Demand	112,458 (-12.9%)	1,478,904 (-31.3%)
Revenue	\$12,843,771 (-20.1%)	\$207,428,720 (-39.8%)

**Running 28 Days, Ending February 13, 2021**

- Source: Smith Travel Research, Weekly Report

	Weekday	Weekend	Total
Occupancy	34.2% (-22.0%)	58.4% (-18.2%)	41.4% (-20.5%)
ADR	\$95.06 (-13.6%)	\$137.16 (-13.2%)	\$112.14 (-13.0%)
RevPAR	\$32.54 (-32.6%)	\$80.16 (-29.0%)	\$46.15 (-30.8%)

**December 2020 AIRDNA**

- Source: AIRDNA, Monthly Report

	Hotel Comparable	All Short Term Rentals
Occupancy	52.90% (+23.9%)	48.40% (+24.7%)
ADR	\$134.31 (+15.7%)	\$210.53 (+11.3%)
RevPAR	\$70.99 (+43.3%)	\$101.99 (+38.9%)
Room Nights Booked	17,391 (+8.6%)	81,890 (+15.7%)

**AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations.

**TPDF Funded Projects**  
**January 2021**

Company/Organization	UPDATED PROJECT NAME TO CORRELATE WITH COUNTY FINANCE DEPT	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Completion Date Required by Contract	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Montford Park Players	2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	2012	\$125,000	\$0	\$125,000	December 3, 2012	June 3, 2014	May 2014	June 2022 <sup>2</sup>	upon project commencement	1/2 completed	upon completion
City of Asheville <sup>3</sup>	2014 City of Asheville (Riverfront Destination Development 1.0)	2014 & 2017	\$7,100,000	\$3,300,000	\$3,800,000	Effective January 15, 2015	October 31, 2015	Fall 2015	December 31, 2020	\$650,000 upon completion of Phase I, Disbursement paid August 2018	\$2,650,000 upon completion of Phase II, Disbursement paid September 2019	Balance due upon project completion
Asheville Community Theatre	2016 Asheville Community Theatre (Theatre Expansion & Renovation)	2016	\$1,000,000	\$430,000	\$570,000	Effective January 15, 2017	June 30, 2018	January 2017	November 30, 2021	43% upon completion of Phase I \$430,000 paid in August 2017		Balance upon completion of Phase II
Town of Woodfin & Buncombe County Government <sup>8</sup>	2017 Buncombe County Government (Woodfin Greenway & Blueway)	2017	\$2,250,000	\$0	\$2,250,000	Effective May 1, 2018	January 31, 2018	January 2018	December 31, 2023	\$465,773 upon completion of French Broad River Greenway 1		upon completion
										\$650,000 upon completion of Silverline Park		upon completion
										\$380,000 upon completion of French Broad River Greenway 2		upon completion
										\$140,000 upon completion of Riverside Park Expansion		upon completion
										\$600,000 upon completion of Whitewater Wave		upon completion
										\$14,227 upon completion of Beaverdam Creek		upon completion
Buncombe County Recreation Services	2018 Buncombe County Government (Enka Recreation Destination)	2018	\$6,000,000	\$0	\$6,000,000	Effective January 15, 2019	September 1, 2019	September 1, 2019	September 1, 2022	May 2020 disbursement request withdrawn by grantee	2/3 complete	upon completion
YMI Cultural Center (YMICC) <sup>7</sup>	2018 YMICC (YMI Cultural Center Improvements)	2018	\$800,000	\$42,863	\$757,137	Effective January 15, 2019	April 30, 2019	January 2021	December 31, 2022	Up to \$40,000 upon completion of roof/elevator repair and building assessemnt & financial feasibility analysis <sup>7</sup>		\$42,863.00 Disbursement paid November 2020
										Up to \$130,000 draw for structural repairs & design development		upon completion
										1/3 complete		
										2/3 complete		
										upon completion		
River Front Development Group	2018 River Front Development Group (African-American Heritage Museum at Stephens-Lee Community Center)	2018	\$100,000	\$0	\$100,000	Contract pending MOU						

Highlighted sections signify a change from the previous TPDF Project Update/Timeline

<sup>2</sup> Contract does not include a completion deadline date.

<sup>3</sup> \$700,000 originally awarded for the French Broad River Greenway West Bank Connector was reallocated to the City of Asheville's Riverfront Destination Development project. Additionally, \$4,600,000 was awarded to the Riverfront Destination Development in the 2017 TPDF cycle.

<sup>4</sup> The City of Asheville provided an updated scope in January 2019 that removed the Beaucatcher Greenway from the project and reduced the grant from \$1 million to \$25,000 for the Amboy Crosswalk. The BCTDA approved the amendment and voted to disburse the \$25,000 as the remaining scope is complete.

<sup>5</sup> The City of Asheville requested a full grant disbursement for the US Cellular Center Theater and Meeting Room Conversion Project which received a Certificate of Occupancy in early 2020 but has been delayed due to a minor punch list item. The BCTDA approved the request at the July 2020 board meeting.

<sup>7</sup> The YMI Cultural Center presented a project update to the TDA at the November board meeting and requested a contract amendment to extend the project completion deadline from January 31, 2021 to December 31, 2022, and to request a second draw up to \$130,000 from the initial grant for structural repairs and the next stage of design development (not to exceed \$130,000). The TDA approved the request. The balance of the grant would be disbursed in thirds throughout the construction process as is standard TPDF contractual terms.

<sup>8</sup> The Town of Woodfin & Buncombe County Government requested an amendment request to extend the completion date and disbursement schedule; the BCTDA approved the request n October 2020.

**COMPLETED PROJECTS**

Company/Organization	Project	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Estimated Completion Date	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Asheville Art Museum (AAM)	2007 Asheville Art Museum (Museum Expansion)	2007 2009	\$1,000,000 \$500,000	\$1,500,000	\$0	September 24, 2014	July 1, 2015	June 2015 (The terms of the contract to commence work have been met.)	Early 2019	August 2018 \$500,000 paid	October 2018 \$500,000 paid	October 2020 \$500,000 paid <sup>1</sup>
Asheville Buncombe Sustainable Community Initiatives, Inc. (ABSCI)	Meeting space at the Collider	2014 - 2015	\$300,000	\$300,000	\$0	Effective January 15, 2015	July 1, 2015	Summer 2015	February 2016	n/a	n/a	March 2016 - Total payment \$300,000 pd.
Asheville Buncombe Youth Soccer Association (ABYSA)	JBL Soccer Complex Improvements	2015	\$1,100,000	\$899,522	\$0	Effective January 15, 2016	August 31, 2016	Summer 2016	November 2017	March 2018 - Total pymt \$899,522. pd Costs came in under budget, disbursement request is less than total award		

Asheville Downtown Association	Pack Square Park Canopy	2013	\$50,000	\$50,000	\$0	April 29, 2013	November 2014	July 2013	June 2014	request scheduled for June 2014 (one payment)	N/A	July 2014 - Total payment \$50,000. pd
Asheville Museum of Science (formerly Colburn Earth Science Museum)	Moving Science Education Into the Spotlight	2015	\$400,000	\$400,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	January 2017	Sept 2016 \$133,333 pd	October 2016 \$133,333. pd.	November 2016 \$133,333. pd
Black Mountain College Museum + Arts Center	Black Mountain College Museum + Arts Center on Pack Square	2017	\$200,000	\$200,000	\$0	Effective February 16, 2017	February 1, 2018	January 2018	November 2018	September 2018 - Total Payment \$200,000 paid		
Center for Craft	2018 Center for Craft (National Craft Innovation Hub)	2018	\$975,000	\$975,000	\$0	Effective January 15, 2019	April 1, 2019	April 1, 2019	January 1, 2020	1/3 complete August 2019 \$325,000 pd	2/3 complete October 2019 \$325,000 pd	Final disbursement paid December 2019 \$325,000 pd
City of Asheville	U.S. Cellular Center - Phase I renovations	2010	\$2,000,000	\$2,000,000	\$0	N/A	N/A	N/A	N/A	October 2011 \$1,750,000 pd	November 2012 \$150,000 pd	August 2013 \$100,000 pd
City of Asheville	U.S. Cellular Center - Phase II renovations	2012	\$1,375,000	\$1,375,000	\$0	July 31, 2012	January 31, 2014	April 2013	February 2014	1/3 complete August 2013 \$458,333 pd	2/3 complete	February 2014 \$916,667.67 pd
City of Asheville	U.S. Cellular Center - Phase III renovations	2013	\$800,000	\$800,000	\$0	April 11, 2013	October 11, 2014	Construction began March 2013	February 2014**	1/3 complete \$266,666	2/3 complete	August 2014 \$800,000 pd
City of Asheville/U.S. Cellular Center <sup>5</sup>	2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversion)	2016	\$1,500,000	\$1,500,000	\$0	Effective January 15, 2017	September 30, 2017	September 2017	January 31, 2020	1/3 complete	2/3 complete	Project is complete, \$1,500,000 paid September 2020
City of Asheville <sup>4</sup>	2015 City of Asheville (Riverfront Destination Development 2.0) - Amboy Crosswalk	2015	\$25,000	\$25,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	Done	Disbursement paid in full September 2019		
Enka Center	Ballfields	2014	\$2,000,000	\$2,000,000	\$0	Effective January 15, 2015	September 30, 2016	Fall 2016	June 30, 2018	January 2018 pd. \$666,667.	June 2018 pd. \$666,667.	Final disbursement paid August 2018
Friends of the Western North Carolina Nature Center	2015 Friends of the WNC Nature Center (WNC Nature Center Front Entrance)	2015	\$313,000	\$313,000	\$0	Effective January 15, 2016	February 28, 2017	February 2017	December 2018	December 2018 - Total pymt \$313,000. pd		
Highland Brewing Company	Property Development	2014	\$850,000	\$850,000	\$0	Effective January 15, 2015	March 1, 2015	Fall 2014	October 2016 <sup>4</sup>	October 2015 \$283,333. pd	February 2016 \$283,333. pd	July 2016 (3rd payment) \$230,333. pd November 2016 (4th payment) \$53,000 pd
LEAF Community Arts (LEAF)	2018 LEAF Community Arts (LEAF Global Arts Center)	2018	\$705,000	\$705,000	\$0	Effective January 15, 2019	June 30, 2019	June 30, 2019	February 29, 2020	30% upon completion of Phase I \$211,500 pd JAN 2020	March 2020 Total balance \$493,500. pd	
Montreat College	Pulliam Stadium-Phase II	2016	\$350,000	\$350,000	\$0	Effective January 15, 2017	May 31, 2017	February 2017	August 2017	One disbursement upon completion		May 2017
NC Dept. of Ag. & Consumer Services - WNC Farmers Market	2016 NC Dept. of Ag. & Consumer Services (WNC Farmers Market Retail Revitalization)	2016	\$380,000	\$380,000	\$0	Effective January 15, 2017	January 31, 2018	January 2018	March 2019	40% for Phase I Paid January 2019	37% upon completion of Phase II - Paid March 2019	23% upon completion of Phase II - Paid June 2019
Navitat Canopy Tours	New zipline attraction & welcome center	2012	\$500,000	\$500,000	\$0	August 15, 2012	February 15, 2014	July 2013	April 2014	August 2013 - 1st pymt \$68,485.88 pd	June 2014 - Final pymt \$32,884.22 pd	
										October 2013 - 2nd pymt \$45,052.10 pd		
										November 2013 - 3rd pymt \$58,198.53 pd		
										December 2013 - 4th pymt \$46,034.30 pd		
										January 2014 - 5th pymt \$58,484.10 pd		
										February 2014 - 6th pymt \$42,345.44 pd		
										March 2014 - 7th pymt \$47,208.15 pd		
										April 2014 - 8th pymt \$54,069.80 pd		
										May 2014 - 9th pymt \$47,237.48 pd		
North Carolina Arboretum Society	2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	2018	\$905,000	\$905,000	\$0	Effective January 15, 2019	June 1, 2019	June 1, 2019	September 1, 2020	16.5% upon completion of Phase I, \$149,325 pd in October 2019	59.1% upon completion of Phase II, \$534,855. pd in August 2020	24.4% upon completion of Phase III paid November 2020 - project is complete
Orange Peel	Renovations/expansion	2009	\$300,000	\$50,000	\$0	N/A	N/A	N/A	N/A	February 2010 \$50,000 pd	Orange Peel submitted bank letter in May 2014 releasing BCTDA as guarantors of the expansion loan.	
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center)	2016	\$700,000	\$700,000	\$0	Effective January 15, 2017	June 2018	Spring 2018	September 2019	1/3 complete, October 2019 \$233,333 pd	2/3 complete, October 2019 \$233,333 pd	Final disbursement April 2020 \$233,333 pd
RiverLink	River Access at Pearson Bridge	2014	\$25,000	\$25,000	\$0	Effective January 15, 2015	June 1, 2015	Spring 2015	August 2015	n/a	n/a	August 2015 - Total payment \$25,000. pd
Smoky Mountain Adventure Center	New adventure center facility	2012	\$100,000	\$100,000	\$0	December 12, 2012	January 31, 2014	January 31, 2014	Summer/Fall 2015	At project launch December 2014 \$33,333 pd	1/2 complete February 2015 \$33,333 pd	Project completed December 2015 \$33,333. pd
UNC Asheville	Lights/Soccer & Baseball fields	2013	\$500,000	\$500,000	\$0	April 10, 2013	October 11, 2014	September 2013	January 2014	October 2013 \$166,498 pd	February 2014 \$166,498.34 pd	June 2014 \$167,003.32 pd
City of Asheville <sup>3</sup> - CANCELLED, Money reallocated to Riverfront Destination Development	French Broad River Greenway West Bank Connector	2016	\$700,000	\$0-	\$0-	Effective July 15, 2016	December 31, 2017	December 2017	November 2018	1/3 complete	2/3 complete	upon completion