



POWERED BY | Buncombe County Tourism
Development Authority

FY25 BCTDA Annual Planning Session

Friday, March 22, 2024 | 9:30 a.m.

Highland Brewing Company, Barrel Room | 12 Old Charlotte Highway, Asheville

Members of the public may attend in person or [register here](#) to view a livestream* of the session.

AGENDA

9:30 a.m.	Breakfast and Social Time	Open Discussion
10:00 a.m.	Call to Order, Welcome & Introductions <i>*Livestream begins at 10:00 a.m.; in-person participants gather at 9:30 a.m.</i>	Brenda Durden
10:30 a.m.	Setting the Table: The Role of Tourism Development Authorities in NC a. NC Occupancy Tax and Their Usage b. BCTDA Overview c. Buncombe County Legislation & Investment Capacity i. Tourism Product Development Fund (TPDF) ii. Legacy Investment from Tourism (LIFT) Fund	Chris Cavanaugh, Magellan Strategy Group Vic Isley Vic Isley
11:15 a.m.	Break <i>*Livestream pauses during scheduled break and resumes after 15 minutes.</i>	
11:30 a.m.	National, State and Local Travel and Economic Outlook	Travis Napper, Tourism Economics
12:00 p.m.	Lunch and Social Time <i>*Livestream remains paused during lunch and resumes at 12:30 p.m.</i>	Open Discussion
12:30 p.m.	Housing Supply and Affordability Overview	Scott Dedman, Retired
1:45 p.m.	Break <i>*Livestream pauses during scheduled break and resumes after 15 minutes.</i>	
2:00 p.m.	2024 Resident Perspectives on Tourism	Chris Davidson, MMGY Global
2:45 p.m.	Nurturing and Growing our Workforce Panel Discussion • Robyn Pass, Career Academy Coordinator, Erwin High School, Buncombe County Schools • Dawson Winchester, Assistant General Manager, Hampton Inn & Suites • Alucia Noonan, Housekeeping Supervisor, Grand Bohemian Hotel • Christy Greer, A-B Tech Culinary Arts Graduate	
3:30 p.m.	Wrap-Up & Adjourn	Brenda Durden

The next joint BCTDA monthly meeting is **Wednesday, April 24, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

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