

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

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

Via Zoom Webinar allowed by 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 02.23.22 Meeting Minutes	Kathleen Mosher
9:07 a.m.	February 2022 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:15 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:25 a.m.	FY23 Budget Process a. Finance Committee Report b. Trends & Budget Projections c. Establish Revenue Objective	Leah Ashburn Vic Isley Leah Ashburn
9:40 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
9:45 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
9:50 a.m.	Miscellaneous Business	Kathleen Mosher
9:55 a.m.	Comments from the General Public	Kathleen Mosher
10:00 a.m.	Adjournment	Kathleen Mosher

Save the Date:

[‘Everyone Welcome’ LGBTQ+ Diverse Audience Training](#) | Wednesday, March 30 | 3:30 - 6:00 p.m.
The Wortham Center for the Performing Arts

The next joint BCTDA monthly meeting is on **Wednesday, April 27, 2022**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with questions.

The BCTDA’s FY23 Annual Planning Session will be held on **Friday, March 25, 2022**, beginning at 8:30 a.m., at The Inn on Biltmore.

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

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

Board Meeting Minutes

Wednesday, February 23, 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, Marla Tambellini, Pat Kappes, Whitney Smith, Jonna Sampson, Julia Simpson
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- Online Attendees:** Timothy Love, Buncombe County
Eric Hardy, Consultant for Town of Woodfin
Glenn Cox, Hannah Dosa, Marshall Hilliard, Connie Holliday, Jennifer Kass-Green, Khal Khoury, Sarah Lowery, Holly Oakley, Kathi Petersen, Tina Porter, Sha'Linda Pruitt, Charlie Reed, Dodie Stephens, Michael Poandl; Explore Asheville Staff
Kit Cramer, Asheville Area Chamber of Commerce
Demp Bradford, Asheville Buncombe Regional Spots Commission
Jane Anderson, Kim Murray; Asheville Independent Restaurant Association
Meghan Rogers, Asheville Downtown Association
Dawn Chavez, Asheville GreenWorks
Robert Michel, Asheville Homestay Network
Amanda Bryant, Asheville Museum of Science
Nicole Will, Asheville Wellness Tours
Edie Weichert, Bob Moog Foundation
Lynn Pegg, Buncombe County Recreation Services
Crystal Camacho, Comfort Suites Outlet Center/Virtelle Hospitality
Rick Bell, Engadine Inn & Cabins
Jim Muth, John Ellis; Past BCTDA Board Members
Ruth Summers, Grove Arcade Public Market Foundation
Lacy Cross, Movement Bank
Lisa Raleigh, Susan Andrew, Jack Henderson, Anne Keller; RiverLink
Louise Glickman, Sand Hill Artists Collective and ArtsVille NC Podcast

Helen Chickering, Blue Ridge Public Radio
Jason Sandford, Ashvegas
Tiana Kennell, Asheville Citizen-Times
Bryan Overstreet, WLOS TV
Sunshine Request

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- Minutes from the January 26, 2022, BCTDA meeting were approved with an 8-0 vote.
- The January 2022 financial statements were reviewed and approved with an 8-0 vote.
- Chairwoman Mosher appointed Leah Ashburn, Larry Crosby, and Himanshu Karvir to serve as the BCTDA's Nominating Committee.
- In her President & CEO's report, Ms. Isley reviewed recent lodging metrics.
- Ms. Kappes presented an annual report on Tourism Product Development Fund (TPDF) projects that are currently under contract.
- Tim Love and Eric Hardy shared an update on the Woodfin Greenway & Blueway project.
- Tim Love provided an update on the Enka Recreation Destination project and indicated additional funding is needed. A motion to approve assigning Buncombe County's request for increased funding to the TPDF Committee to review and make a recommendation to the BCTDA was approved with a 9-0 vote.
- With a 9-0 vote, the board approved assigning Asheville Community Theatre's contract amendment request to the TPDF Committee to review and make a recommendation to the BCTDA.
- Ms. Kappes shared a timeline and details related to the 2022 TPDF funding cycle.
- With an 8-0 vote, the BCTDA's Vice Chair was approved to be a standing member of the TPDF Committee.
- With an 8-0 vote, Gary Froeba, Stephanie Moore, Jim Muth, and Scott Kerchner were appointed to serve three-year terms on the TPDF Committee.
- An *Engage & Invite More Diverse Audiences* pillar update was provided by Ms. Tambellini and Ms. Smith.
- An update from Buncombe County Commissioner Robert Pressley was heard.
- Chairwoman Mosher reported there were no emailed public comments, nor requests to speak, received for this meeting.
- With a 9-0 vote, the BCTDA meeting adjourned at 10:52 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher 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 9:01 a.m. She said the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com) and the recording and additional materials will be posted after the meeting.

Board Member Roll Call: Board members responded as Chairwoman Mosher called roll verifying nine BCTDA members were virtually in attendance. Commissioner Pressley joined the meeting at 9:11 a.m., and Ms. Ashburn joined at 9:18 a.m., as per the webinar attendee report.

Approval of Meeting Minutes

Vice Chairwoman Durden made a motion to approve the January 26, 2022, regular meeting minutes as presented. Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

Financial Reports

January 2022 Financial Reports

Mr. Warn reviewed the January 2022 financial reports. Mr. Celwyn noted record lodging sales have occurred over the past seven months. There were no questions.

Mr. Lehman made a motion to approve the January 2022 financial reports as presented. Mr. Crosby seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

BCTDA Nominating Committee Appointments

Chairwoman Mosher appointed Leah Ashburn, Larry Crosby, and Himanshu Karvir to serve as this year's BCTDA Nominating Committee. She thanked them for their willingness to serve in this capacity.

President & CEO Report

Industry Metrics

Ms. Isley reviewed recent occupancy and room demand lodging metrics and provided comparisons to prior years.

Other Updates

Ms. Isley concluded her report by stating board members received the January Monthly Highlights Report which, as discussed last month, has been restructured to more closely align reporting and outcomes with Explore Asheville's four strategic pillars.

The Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Tourism Product Development Fund (TPDF) Update

TPDF Projects Annual Report

Ms. Kappes said 25% of occupancy tax funds received are dedicated to funding community projects through the Tourism Product Development Fund (TPDF). She reported 39 projects have benefited from funding, totaling nearly \$44 million since the 2001 inception of the Fund. Ms. Kappes said 60% of funding has been awarded to the City of Asheville and Buncombe County for government-owned projects. She shared a [list of the projects that have received funding](#), noting thousands of local residents utilize these facilities every day.

Ms. Kappes provided a summary overview of the 17 TPDF projects that are currently under active contract. She said it is a requirement in all TPDF grant agreements that grantees submit

an annual update each January throughout the term of the contract, which begins at the time of award approval and continues for four years after project completion. Ms. Kappes noted a full report was provided to the board in advance of today's meeting.

Ms. Kappes said the impact of the pandemic on the grantee organizations was significant for projects in development, as well as those recently completed. She noted fundraising efforts were derailed as organizations turned their attention to supporting operations with limited staff or closed doors. Ms. Kappes said a request to change the scope of the Asheville Community Theatre project has been received and will be discussed later in the meeting, and one from Montford Park Players is anticipated in the coming weeks. Additionally, budgetary and timeline challenges will be outlined in updates later in the meeting by representatives from the Woodfin Blueway & Greenway and Enka Recreation Destination projects, which are managed by Buncombe County.

Ms. Kappes said recently completed projects that experienced pandemic-related closures or reduced capacities that were able to avoid closing permanently include the Asheville Art Museum, The Wortham Center, LEAF Global Arts Center, and Center for Craft. She said in contrast, projects that offer outdoor or open-air experiences or serve the sports market, including the Bob Lewis Ballpark, the WNC Nature Center, the North Carolina Arboretum, and the WNC Farmers Market, reported positive overnight lodging impacts.

African American Heritage Trail

Ms. Kappes reported on the progress of the African American Heritage Trail (AAHT). She said the project was proposed as part of the 2018 TPDF grant cycle by the River Front Development Group, when the BCTDA committed to fund the complete development, design, and installation of the trail, as well as provide staff support and resources throughout its development. She said the project goal is to develop content, in collaboration with the community, that documents and preserves the Asheville area's African American heritage and to create experiences in which these stories can be shared via walking trail markers. Project plans include a complementary website and digital trail and will be maintained in perpetuity as part of the BCTDA's Wayfinding signage program.

Ms. Kappes reviewed the AAHT's core project team and the four phases of development. She said Phase 1 - Community Engagement, was completed, and the project is currently in Phase 2 - the Interpretive Planning stage. Next will be Phase 3 - Concept Design, followed by Phase 4 - Project Completion, estimated in Spring 2023. Ms. Kappes reviewed the elements of Phase 2, responses received in the community input survey, and the roles and members of the newly established advisory committee.

Ms. Kappes noted additional information on the AAHT can be found on [AshevilleCVB.com](https://www.ashevillecvb.com).

Buncombe County Project Updates

Ms. Kappes said Tim Love, Buncombe County's Director of Economic Development and Governmental Relations, and Eric Hardy, Special Projects Consultant for the Town of Woodfin, will present updates on two projects that were awarded TPDF funding.

Ms. Kappes said Mr. Hardy will provide an update on the Woodfin Greenway & Blueway Project, which was awarded \$2,250,000 in 2018 to the Town of Woodfin and Buncombe County. She said this is a recreation infrastructure project that includes five miles of new greenway trails,

development of Silver-Line Park on the French Broad River, creating an in-stream Whitewater Wave feature, a Riverside Park expansion, and the Beaverdam Creek Greenway.

Ms. Kappes said Mr. Love will provide an update on Buncombe County's Enka Recreation Destination project, which was awarded \$6 million in TPDF funding in 2018. She said this is a premiere sports facility that includes three turf soccer field conversions, lighting for the newly turfed fields, lighting at Bob Lewis Ballpark, and the Enka Heritage Trail, which includes two miles of greenway. Ms. Kappes said Mr. Love will share that a request for additional funding will be forthcoming due to an increase in scope and material costs for this project, and staff recommends that the board consider assigning the request to the TPDF Committee for review.

Mr. Love thanked Ms. Kappes for the introduction and overview and said Buncombe County is managing both of these ambitious community projects. He added the projects are assets that benefit both residents and visitors alike.

Mr. Hardy presented an overview of the Woodfin Greenway & Blueway project, sharing maps that show the location of each component, and provided status and budgetary updates and photos or renderings of Silver-Line Park, the Riverside Park expansion, and the Whitewater Wave feature.

Mr. Love provided an update on the five miles of greenway planned along Highway 251 and Beaverdam Creek. He then presented a summary slide of all the project components, which included anticipated timelines and completion dates. Mr. Love said Silver-Line Park will open in April 2022 with a ribbon-cutting ceremony. He added there is an ongoing effort to reassess project costs and funding sources as they move through design processes.

Next, Mr. Love provided an update on the Enka Recreation Destination project. He noted the BCTDA is one of the largest funders currently at \$6 million and thanked board members for their support. Mr. Love shared an overview of this recreation, sports, and greenway destination that provides connectivity between the Buncombe County Sports Park, the Bob Lewis Ballpark, A-B Tech, Enka Intermediate School, and Enka Commerce Park.

Mr. Love presented a funding update, noting costs have increased since the initial grant budget was developed, and additional unplanned costs have been identified. He noted he will be requesting funding from Buncombe County next week to cover the shortfall for the turf project so it can be completed this fall. Mr. Love said he will be seeking additional TPDF funding from the BCTDA to help make up the difference in other costs, although he did not offer a specific dollar amount.

When the presentation ended, Mr. Love and Mr. Hardy answered all related questions. Board members expressed enthusiasm related to these projects becoming available to our community.

Chairwoman Mosher thanked Mr. Love and Mr. Hardy, and then requested a motion.

Ms. Ashburn made a 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. Mr. Crosby seconded the motion.

Discussion included Mr. Celwyn sharing his understanding that the goal of putting TPDF funding on hold a couple of years ago was to make more strategic investments. While he believes this is a great project for the community, he thinks it is best to have projects go through funding cycles,

and it is not a good idea for the board to do spot approvals outside of those cycles. Mr. Celwyn said he wants to make sure funding requests are not considered in isolation, but in a space where projects are compared to each other to make sure the board is spending money in the best way possible for our community.

Ms. Kappes responded that requests being received outside of funding cycles on approved projects is not unprecedented. She said that in the past, staff has received requests for contract amendments in relation to construction timelines, project scope, and budgetary challenges. Ms. Kappes said this project was heavily vetted and recommended by the TPDF Committee in the past and was approved by the BCTDA. She offered it is appropriate to consider a request outside of a grant cycle. Ms. Kappes said putting the request through a full application process again would mean Buncombe County would have to start from scratch, and a funding decision would not be made until October. Considering the urgent need to get the project done for our community and visitors, Ms. Kappes said staff is recommending the request be reviewed by the committee now for quicker assessment.

Chairwoman Mosher thanked Mr. Celwyn and Ms. Kappes for their comments. A roll call vote was taken and with all in favor, the motion carried 9-0.

Asheville Community Theatre Amendment Request

Ms. Kappes said a contract amendment request was received from Asheville Community Theatre (ACT). She said ACT was awarded \$1 million in TPDF funding in the 2016 grant cycle for a theatre expansion and renovation project, which included two phases. She said the Phase I was completed and \$430,000 of the TPDF grant was disbursed in 2017.

Ms. Kappes said due to significant setbacks caused by the Covid-19 pandemic, ACT will no longer pursue the full scope of Phase II. She said new, scaled-back plans include renovation of the basement area into a dedicated education space, which will include classroom, rehearsal, and office space, and an additional restroom.

Ms. Kappes said the grantee is requesting 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. She said staff is recommending that the BCTDA consider assigning this request to the TPDF committee for further review.

Chairwoman Mosher said that as the TPDF Committee reviews the request, they will ask project representatives to demonstrate room night criteria to support the BCTDA's investment in the project. There were no comments or questions posed by board members.

Mr. Celwyn made a 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. Mr. Lehman seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

2022 TPDF Funding Cycle

Ms. Kappes reviewed the following timeline and steps that have been established to host the 2022 TPDF funding cycle:



Ms. Kappes said that, with the exception of the one-time \$5 million BCTDA Tourism Jobs Recovery Fund distribution, the TPDF program has been paused since 2019. She said the amount of TPDF funds available for community project investments as of this meeting is \$11.1 million, and the amount projected to be available by the end of the fiscal year is \$15.1 million. She noted these amounts are comparable to this year's paid media and marketing budget amounts.

Next, Ms. Kappes reviewed the following 2022 TPDF grant cycle core criteria, based on existing legislation and other requirements:

- Funding must be for capital investments only.
- Each project must demonstrate that it will create substantial new and incremental overnight lodging in Buncombe County.
- Funding is 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.

Ms. Kappes said a new online portal will be implemented to improve and simplify the application process. She encouraged prospective applicants to attend the TPDF Information Session scheduled Wednesday, May 4, at 3:00 p.m., at Explore Asheville. More information can be found on [AshevilleCVB.com](https://www.ashevillecvb.com).

TPDF Committee Appointments

Ms. Kappes said after board approval was received in November to issue a call for prospective candidates to fill four vacancies on the TPDF Committee, an application process was established, and a nominating subcommittee was appointed. She said before presenting the

recommendations for those vacancies, staff is making a requesting action to formalize a process for the BCTDA's Vice Chair to be a standing member of the TPDF Committee.

Mr. Crosby made a motion to approve the appointing 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. Mr. HP Patel seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0, with Vice Chairwoman Durden abstaining from the vote.

Next, Ms. Kappes said eleven submissions were received in response to the call for prospective candidates to serve on the TPDF Committee. Vice Chairwoman Durden reviewed the process and criteria the nominating committee followed to consider candidates to recommend to serve alongside Ken Stamps, Jay Curwen, Fielding Lowe, David McCartney, and herself. She said the nominating committee recommends the following four candidates be appointed to the TPDF Committee:

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

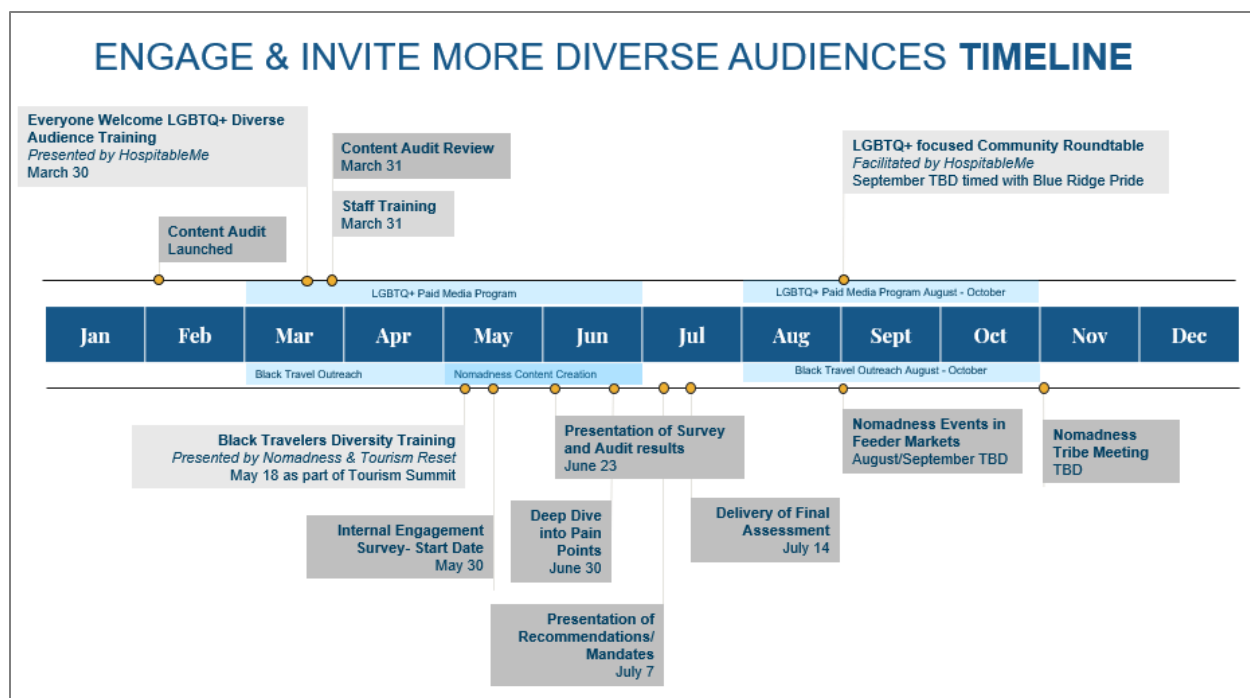
Ms. Ashburn made a motion to appoint Gary Froeba, Stephanie Moore, Jim Muth, and Scott Kerchner to serve three-year terms as new members of the TPDF Committee. Mr. Lehman seconded the motion. There was no discussion, and a roll call vote was taken. The motion carried 8-0, with Mr. Celwyn abstaining by providing a response of present.

Pillar Update: Engage & Invite More Diverse Audiences

Ms. Tambellini reviewed a slide that outlined Explore Asheville's four strategic pillars that continue to drive the team's strategies and tactics. She said back in the fall, she shared the marketing department's work within the *Encourage Safe and Responsible Travel* pillar. Before the holidays, Ms. Tambellini highlighted efforts related to the *Deliver Balanced Recovery and Sustainable Growth* and *Promote and Support Asheville's Creative Spirit* strategic pillars.

Ms. Tambellini said today, she and Director of Content Whitney Smith, will share progress on key results related to the *Engage and Invite More Diverse Audiences* pillar. This pillar's objective: 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.

Ms. Tambellini shared ethnicity demographics and reviewed the events, media, and initiatives in the following calendar year 2022 timeline of Explore Asheville's efforts in relation to this pillar:



Next, Ms. Tambellini reviewed components of the media plan, in which a minimum of \$1 million in paid media will be invested in Black-owned media publishers and creators. She then shared efforts related to LGBTQ+ and Black media partnerships, reaching diverse audiences via podcast ads, and PR successes and articles that showcase Asheville as a welcoming destination. She commended the PR team for their involvement in AFAR Magazine’s article that circulated last night entitled, [“Why the Block is Asheville’s Must-Visit Neighborhood.”](#)

Ms. Smith shared efforts the content team has been working throughout the year to build up and diversify Explore Asheville’s assets that include photography and videography, while creating multi-layer content campaigns that spotlight the people, places, and experiences that build up Asheville’s unique culture.

Ms. Smith reviewed the content campaign for Black History Month that featured Matthew Bacoate, Andrea Clark, Dr. Oralene Simmons, and Black Wall Street AVL. She then highlighted efforts related to the James Vester Miller Trail, and the creation of a landing page on ExploreAsheville.com that will feature Asheville’s Black culture, to be launched soon. Ms. Smith noted how some of these new stories, videos, and other assets will be interwoven into the African American Heritage Trail project that Ms. Kappes spoke about earlier in the meeting.

Ms. Ashburn complimented the team for their efforts to reach a more diverse audience for Asheville. She added a personal anecdote that her family moved here from Charlotte to start their business after first coming as visitors. Ms. Ashburn said bringing in more diverse visitors will result in the Asheville area having more diverse residents and businesses.

In response to Vice Chairwoman Durden’s question asking if the diversity training will be available to tourism partners, Ms. Tambellini said the trainings include events for partners. Ms. Isley said the process is a journey and Explore Asheville is dedicated to equipping our internal team, and also our stakeholders and partners.

Asheville City Council Update

Councilmember Kilgore exited the meeting at 10:03 a.m., therefore, an Asheville City Council update was not provided.

Buncombe County Commission Update

Commissioner Pressley reported on county-related business, including the planned allocation of \$25 million in ARPA funding, enhancements to early childcare programs, the upcoming Southern Conference basketball tournament, the Billie Jean King Cup tennis tournament scheduled in April, and the recent lifting of the mask mandate in Buncombe County. He also noted that Pratt & Whitney is on track for a November 2022 opening, with the bridge scheduled to open next month. Commissioner Pressley expressed his gratitude to Tim Love, Eric Hardy, and the BCTDA for their collaboration and support of Buncombe County's TPDF projects.

Chairwoman Mosher thanked Commissioner Pressley for his report.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Live Public Comments

Chairwoman Mosher said members of the public were invited to sign-up to verbally share live comments during today's virtual BCTDA meeting. She reported that as of yesterday's 12:00 p.m. registration deadline, no requests to speak had been received.

Written Public Comments

Chairwoman Mosher said members of the public were invited to submit comments via email to Reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, February 22, 2022. She reported there were no written public comments received by the deadline.

Adjournment

Chairwoman Mosher said it has been a very full meeting and she thanked everyone for their time. She requested a motion to adjourn.

Vice Chairwoman Durden moved to adjourn the meeting and Ms. Ashburn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0 and the meeting ended at 10:52 a.m.

The PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on [AshevilleCVB.com](https://www.exploreasheville.com).

The next joint BCTDA meeting will be held virtually on Thursday, March 24, 2022, beginning at 9:00 a.m.

The BCTDA's Annual Planning Session will be held in-person on Friday, March 25, 2022, beginning at 8:30 a.m., at The Inn on Biltmore.

Respectfully submitted,

A handwritten signature in blue ink that reads "Jonna Sampson". The signature is written in a cursive, flowing style.

Jonna Sampson, Executive Operations Manager

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Funds, Budget and Actual

February 28, 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	\$ 1,376,073	\$ 16,584,963	\$ 3,784,727	81.4%	\$ 11,064,238	49.9%
Investment income	-	386	1,128	(1,128)	-	115	884.1%
Other income	-	(3,000)	21,401	(21,401)	-	-	-
Earned revenue	150,000	17,308	108,286	41,714	72.2%	159,329	-32.0%
Total revenues	<u>20,519,690</u>	<u>1,390,768</u>	<u>16,715,777</u>	<u>3,803,913</u>	<u>81.5%</u>	<u>11,223,682</u>	<u>48.9%</u>
Expenditures:							
Salaries and Benefits	2,889,976	194,476	1,568,338	1,321,638	54.3%	1,364,192	15.0%
Sales	1,236,063	57,689	308,313	927,750	24.9%	322,443	-4.4%
Marketing	15,321,893	414,942	4,704,810	10,617,083	30.7%	2,225,732	111.4%
Community Engagement	123,178	4,100	39,625	83,553	32.2%	23,925	65.6%
Administration & Facilities	798,580	38,728	405,869	392,711	50.8%	381,568	6.4%
Events/Festivals/Sponsorships	200,564	4,000	137,667	62,897	68.6%	66,187	108.0%
Total expenditures	<u>20,570,254</u>	<u>713,935</u>	<u>7,164,622</u>	<u>13,405,632</u>	<u>34.8%</u>	<u>4,384,046</u>	<u>63.4%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>676,833</u>	<u>9,551,155</u>			<u>\$ 6,839,636</u>	<u>39.6%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ -</u>	<u>\$ 676,833</u>	<u>9,551,155</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 29,327,704</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 \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

February 28, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	2,532,306	1,557,487	63%	13,045,398	8,451,779	54%	844,102	\$ 519,162	63%	4,348,466	2,817,260	54%
December	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	1,376,073	1,095,262	26%	16,584,963	11,064,238	50%	458,691	\$ 365,087	26%	5,528,321	3,688,079	50%
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>\$16,584,963</u>	<u>\$ 20,125,048</u>		<u>\$ 16,584,963</u>	<u>\$ 20,125,048</u>		<u>\$5,528,321</u>	<u>\$6,708,349</u>		<u>\$5,528,321</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

February 28, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 28,755,277	\$ (10,395,277)	156.6%
Investment Income	-	1,233,322	(1,233,322)	0.0%
Total revenues	<u>18,360,000</u>	<u>29,988,599</u>	<u>(11,628,599)</u>	<u>163.3%</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>72,632</u>	<u>367,368</u>	<u>16.5%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,708,886</u>	<u>\$ 10,651,114</u>	<u>42.0%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 22,279,713		
Less: Liabilities/Outstanding Grants		(10,283,746)		
Less: Unspent Admin Budget (Current Year)		(367,368)		
Current Product Development Amount Available		<u>\$ 11,628,599</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

February 28, 2022

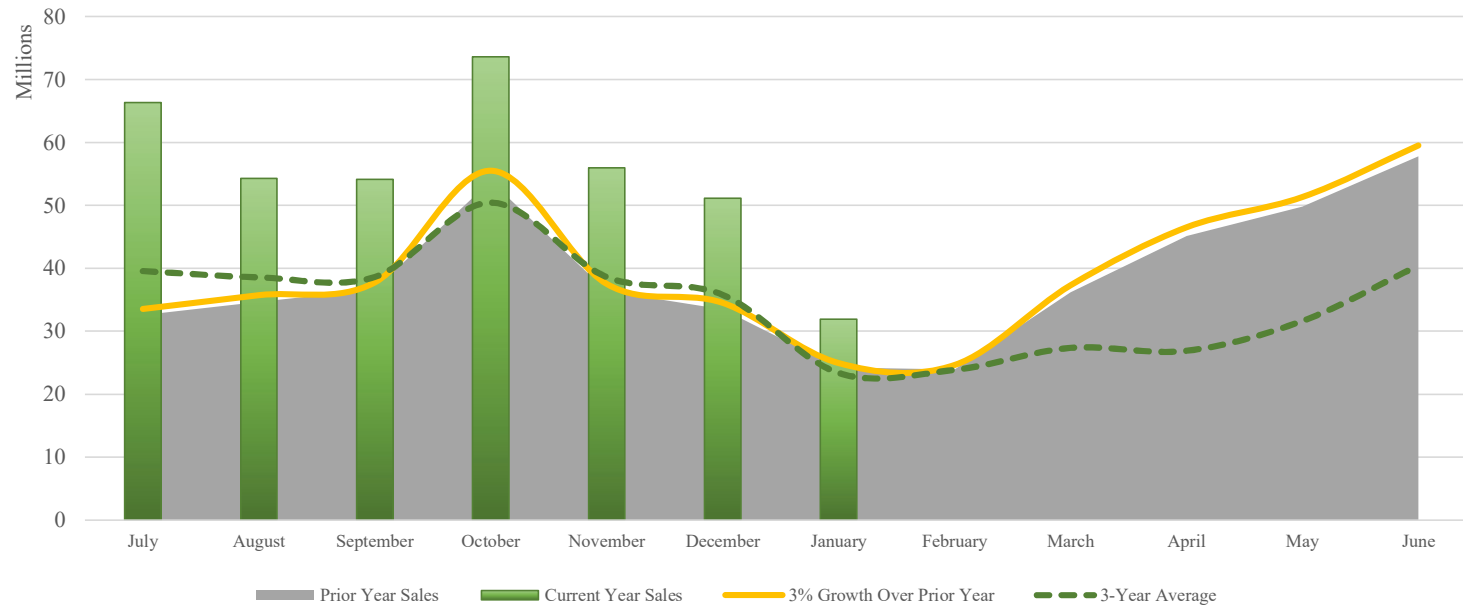
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 29,511,890	\$ 22,279,713	\$ 51,791,603
Receivables	-	-	-
Total current assets	<u>\$ 29,511,890</u>	<u>\$ 22,279,713</u>	<u>51,791,603</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 25,636	\$ -	\$ 25,636
Future events payable	158,550	\$ 10,283,746	\$ 10,442,296
Total current liabilities	<u>184,186</u>	<u>\$ 10,283,746</u>	<u>\$ 10,467,932</u>
Fund Balances:			-
Restricted for product development fund	-	11,995,967	11,995,967
Committed for event support program	62,910	-	62,910
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	17,450,374	-	17,450,374
Total fund balances	<u>29,327,704</u>	<u>11,995,967</u>	<u>41,323,671</u>
 Total liabilities and fund balances	<u>\$ 29,511,890</u>	<u>\$ 22,279,713</u>	<u>\$ 51,791,603</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

February 28, 2022



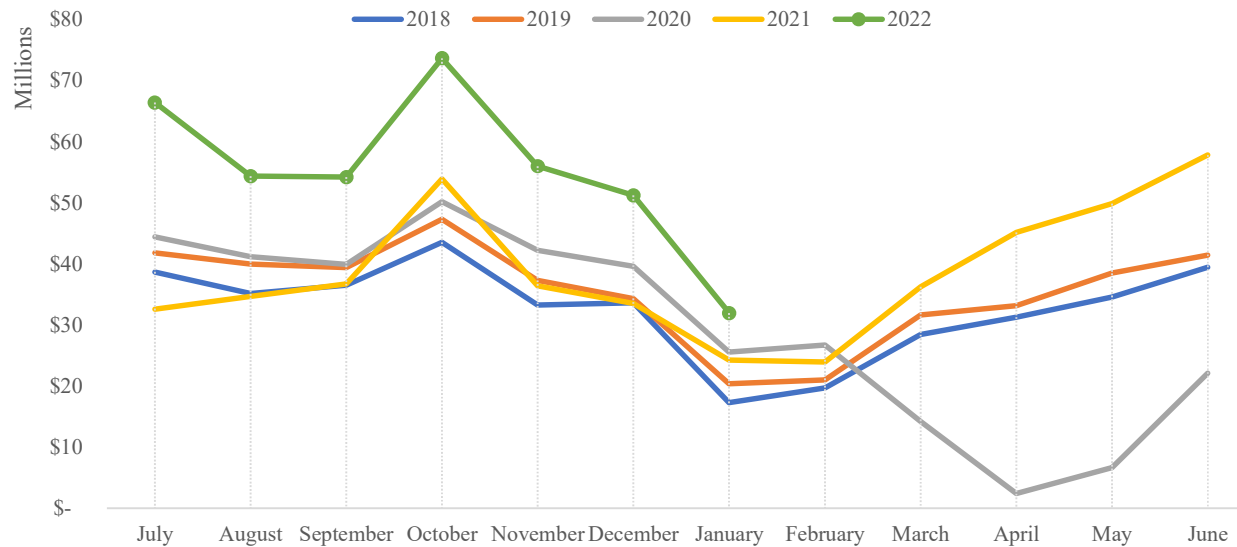
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 66,338,842	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	79%	35,703,239	38,564,848
September	54,137,605	36,683,164	48%	68%	37,783,659	38,626,462
October	73,589,985	53,870,769	37%	57%	55,486,892	50,430,547
November	55,963,517	36,407,948	54%	57%	37,500,187	38,612,899
December	51,154,168	33,504,228	53%	56%	34,509,355	35,790,730
January	31,925,376	24,212,981	32%	54%	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>\$387,411,802</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

February 28, 2022



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,338,842
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	54,137,605
October	43,473,922	47,272,253	50,148,618	53,870,769	73,589,985
November	33,231,722	37,240,595	42,190,154	36,407,948	55,963,517
December	33,597,999	34,272,393	39,595,569	33,504,228	51,154,168
January	17,286,992	20,347,077	25,561,453	24,212,981	31,925,376
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	\$ 387,411,802

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

February 28, 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	\$ 41,364,569	\$ 19,132,318	116.2%	116.2%	\$ 23,292,383	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 66,338,842	\$ 32,547,111	103.8%	103.8%
August	33,288,678	19,815,648	68.0%	91.7%	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%	79.5%
September	34,410,077	22,012,507	56.3%	78.9%	18,288,385	13,374,865	36.7%	55.4%	1,439,143	1,295,793	11.1%	27.7%	54,137,605	36,683,164	47.6%	68.2%
October	49,777,745	36,464,280	36.5%	63.0%	21,715,510	15,478,848	40.3%	51.1%	2,096,730	1,927,642	8.8%	21.0%	73,589,985	53,870,769	36.6%	57.4%
November	36,931,580	24,630,899	49.9%	60.4%	17,548,805	10,553,316	66.3%	53.6%	1,483,131	1,223,733	21.2%	21.1%	55,963,517	36,407,948	53.7%	56.7%
December	33,692,782	22,871,661	47.3%	58.3%	16,210,758	9,595,156	68.9%	55.5%	1,250,628	1,037,411	20.6%	21.0%	51,154,168	33,504,228	52.7%	56.1%
January	15,401,453	12,224,275	26.0%	55.8%	16,026,733	11,501,937	39.3%	53.4%	497,191	486,770	2.1%	19.9%	31,925,376	24,212,981	31.9%	53.8%
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	\$ 244,866,884	\$ 278,076,058			\$ 132,682,319	\$ 173,016,827			\$ 9,862,598	\$ 13,647,609			\$ 387,411,802	\$ 464,740,494		

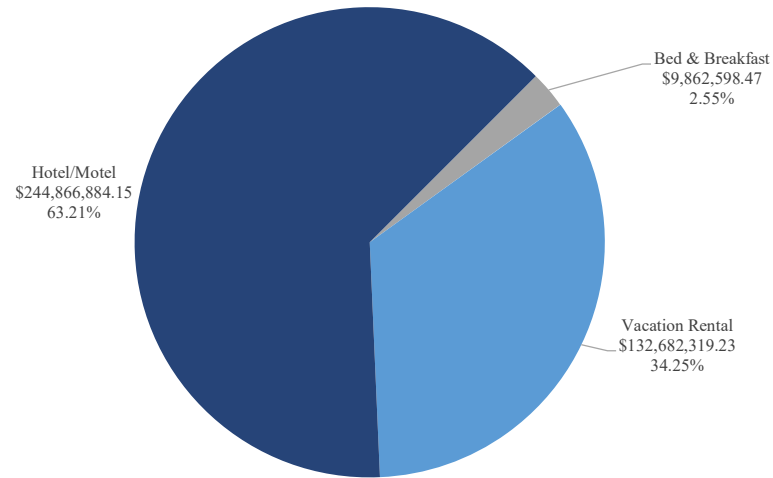
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

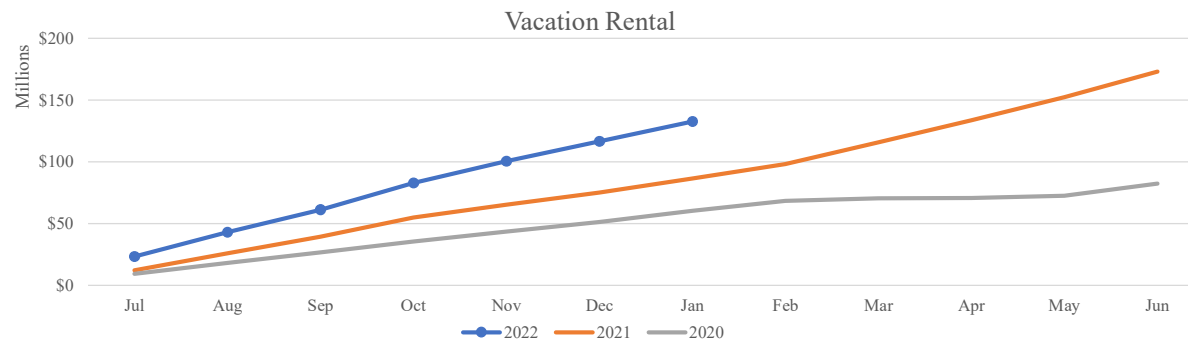
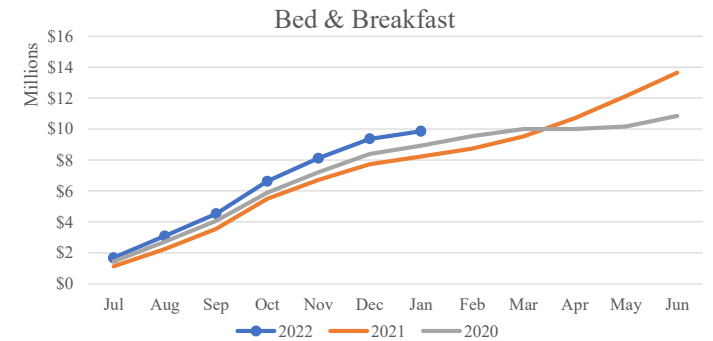
Shown by Month of Sale, Year-to-Date

February 28, 2022

Total Lodging Sales by Type, Year-to-Date



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





Explore **ASHEVILLE**
Convention & Visitors Bureau

MONTHLY HIGHLIGHTS

February 2022

MONTHLY HIGHLIGHTS OVERVIEW

The Buncombe County Tourism Development Authority (BCTDA) has charted a new course for tourism aligned with broader community priorities. This includes the adoption of [strategic imperatives](#) (outlined below) that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward.

The [Monthly Highlights](#) report, released at the BCTDA Board meetings, provides a brief update of our progress toward these strategic imperatives. You can also find information from the discussions and presentations at [Buncombe County TDA meetings](#), in our [newsletters](#), at [partner events](#), and via other communication channels.



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.



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.



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.

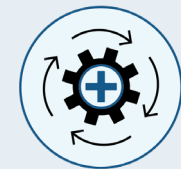
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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.



Run a Healthy & Efficient Organization

Invest in people, policies and practices to serve our community with integrity within the organization's legislative requirements.

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

Improve quality of each visit by inspiring increased length of stay & dispersal

- Organic Spa Magazine: As part of our content partnership, developed a 4-page advertorial for the March/April Wellness Travel Guide that highlights the area's thriving wellness culture, dispersal and sustainability; more than 25 partners are featured
- [River Arts District Business Association \(RADBA\)](#): Attended RADBA meeting on Feb.22; connected with 17 community members and RAD leaders

Balance quality of life for residents & experience for visitors through project investments

- Tourism Product Development Fund (TPDF) Updates:
 - TPDF Committee Appointments: BCTDA voted to appoint four new members.
 - TPDF Projects: Presented annual updates for all active projects to the BCTDA; the BCTDA assigned two project amendment requests for the Enka Recreation Destination and the Asheville Community Theatre to the TPDF Committee for assessment
- Sponsorship: Quarterly sponsorship request deadline was Feb. 15, and two sponsorships were approved:
 - [Get In Gear Fest](#): Outdoor Gear Builders of Western North Carolina event on April 22 - 24 at Camp Rockmont in Black Mountain
 - [90th Annual Asheville Open Tennis Championships](#): Asheville Tennis Association event on July 5 - 10 & July 22 - 24 at Aston Park

Review and update Wayfinding pedestrian signage to increase dispersal out of the downtown core

- Pedestrian Signage Audit: Hosted kick-off meeting with [MERJE design](#)

Protect and evolve Asheville's brand to further differentiate from competing destinations and inspire higher quality visits

- Visitor Profiles: Updated visitor profiles based on Experian data analysis and modeling

Drive revenue in need periods through updated group sales strategy

- Double Incentive Offer: Sent e-blast to 7,000+ meeting planners to promote the double incentive offer launched in January
 - Results: Two RFPs instantly received for 435 and 525 room nights

Collaborate with broader community leaders to ensure sustainable growth & alignment

- Tourism Study: Completed Resident Perspectives on Tourism Study

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

- Sports Express: Conducted 25 one-on-one appointments with sports organizers at the trade show in Tucson, AZ
- Southeast Tourism Society (STS) Domestic Showcase: Partnered with Biltmore and took appointments with 36 tour operators at the trade show in Virginia Beach, VA
- Society for Incentive Travel Executives Southeast (SITE SE): Attended the Annual Kickoff event in Atlanta, GA
- Monocle Magazine: Direct mail to 792 new prospects of the "Asheville On the Rise" publication and information about the Double Incentive offer

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

Influence visitors to respect, protect and preserve natural, cultural and human resources

- Earned Media Coverage:
 - HGTV.com: [10+ Great Things to Do in Asheville, North Carolina](#) guide, an update to a previous story including Biltmore sustainability legacy, highlighted places to eat, stay and enjoy the natural beauty of Asheville
- Soon-to-Launch Content Partnerships:
 - Outside Magazine: “Asheville is for Green Adventurers” custom content piece launching in March issue with complementary digital components
 - AFAR: Finalized first full-page print advertorial as part of our sponsorship of the Ethical Traveler column to debut in the March/April “Earth” issue

Sponsor and attend outdoor industry events promoting unique outdoor assets

- Wilderness Education Association: Sponsored, exhibited, and spoke at [International Conference on Leadership](#) Feb. 9-11 in Black Mountain

Communicate safety information related to COVID-19 for partner use

- [COVID Resource Page](#): Page on AshevilleCVB.com continues to be updated with removal of mask mandate and COVID relief opportunities

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- Black History Month Content Campaign: Launched a video series celebrating four Black leaders in the Asheville community as part of Black History Month; individuals included [Matthew Bacoate](#), [Black Wall Street AVL](#) (J Hackett & Bruce Waller), [Andrea Clark](#) and [Dr. Oralene Simmons](#)
 - Distribution: Content was shared via Explore Asheville Facebook, Instagram and YouTube channels, as well as featured in Asheville Traveler E-newsletter and Explore Asheville local stakeholder E-newsletter
- [BIPOC Stories Press Kit](#): Developed a press sheet to further amplify the voices of BIPOC people in our community; pitches include The Block, Black Wall Street AVL, BIPOC chefs, 7 Clans Brewing, historical trails and more
- Earned Media Coverage:
 - Country Magazine: "The Art of Resilience" highlighted The Block, Hood Huggers, Noir Collective, YMI, Peace Garden and Triangle Park
 - AFAR: [Why the Block Is Asheville's Must-Visit Neighborhood](#)
 - Passports & Grub: [The Perfect Three-Day Weekend in Asheville](#).

Develop and invest in community projects that attract and engage diverse audiences

- African American Heritage Trail (AAHT): Hosted a project orientation with [AAHT Advisory Committee](#); developed plan for gathering input on story topics, themes and perspectives
 - Press release: [Local Residents Join Advisory Committee for Asheville's African American Heritage Trail](#)

Increase diversity of partner network

- Community Engagement: Sponsored Appalachian Sustainable Agriculture Project's [Business of Farming Conference](#); participated in the "Cultivating Community" and "Cultivating Diverse, Welcoming, and Inclusive Market Spaces" workshops
- Sankofa Market: Met with Nnweyna Smith, founder of the Sankofa Market, a pop-up market featuring Black-owned vendors
- Upcoming Partner Events:
 - ["Everyone Welcome" LGBTQ+ Diversity Training](#): Extended invites to inclusive hospitality training led by [HospitableMe](#) for March 30 at Wortham Center for the Performing Arts
 - [Tourism Summit](#): Confirmed for May 18 at The Omni Grove Park Inn with Stewart Colovin as keynote on Asheville storytelling and Evita Robinson from Nomadness presenting "Black Travelers Diversity Training"

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Southeastern Wildlife Exposition (SEWE): Launched geofencing campaign with a creative spirit and outdoors message to reach attendees of SEWE Feb.17-20 in Charleston, SC; post-event retargeting will also be activated

Increase partner appreciation and usage of Explore Asheville's assets and resources to further amplify Asheville's distinctive creative spirit

- New Partners: Three new partners were added to ExploreAsheville.com: [Montford Moppets](#), [Peace Market Gardens](#), and [Ronda W. Cassada Basketry](#)

RUN A HEALTHY & EFFICIENT ORGANIZATION

Communicate regularly to stakeholders about TDA/CVB actions, pillars and progress, events

- E-newsletters, E-alerts: [8 sent in February](#), including two special alerts on the Hospitality Outlook; a total of 11,225 emails were delivered with open rates as high as 56% and an average of 46%
- Local News and BCTDA Coverage:
 - Asheville Citizen Times: [The future of Asheville's Memorial Stadium: Can tourism and community needs coexist?](#) included coverage related to TPDF
 - WLOS: ['Nobody wants the Tourists to leave': Required upgrades to McCormick Field need funding](#) included coverage related to TPDF
 - Greensboro News & Record: [NC culture center celebrating 129 years with \\$5M renovations](#), an article on YMI, included coverage related to TPDF
 - Asheville Downtown Association's newsletter included content from the [February CVB Newsletter](#) sent on Feb. 8 on Explore Asheville's focus on Black History Month; this was subsequently picked up by Asheville.com
 - The Laurel of Asheville: Provided support and connections for this profile story [Oralene Simmons Reflects on the Integration of Mars Hill College](#), which was also picked up by Asheville News Online
 - AVL Today: [Knowledge is Power](#) mentioned Explore Asheville in a roundup of community information resources
- BCTDA Board Meeting: Media Advisory resulted in announcements in Mountain Xpress and AVL Today and meeting attendance from Asheville Citizen Times, WLOS-TV, Blue Ridge Public Radio, Sunshine Request, and Ashvegas

Improve budget planning process

- BCTDA Finance Committee: Organized initial meeting for early March to discuss and establish FY23 revenue objective recommendation
- Pillar Alignment: To prioritize integrating the strategic pillars into the FY23 budget planning process, each of the five pillar workgroups met to strategize ideas and initiatives in advance of the March departmental budget retreats

Destination Performance Report



Lodging & Visitor Overview - February 2022

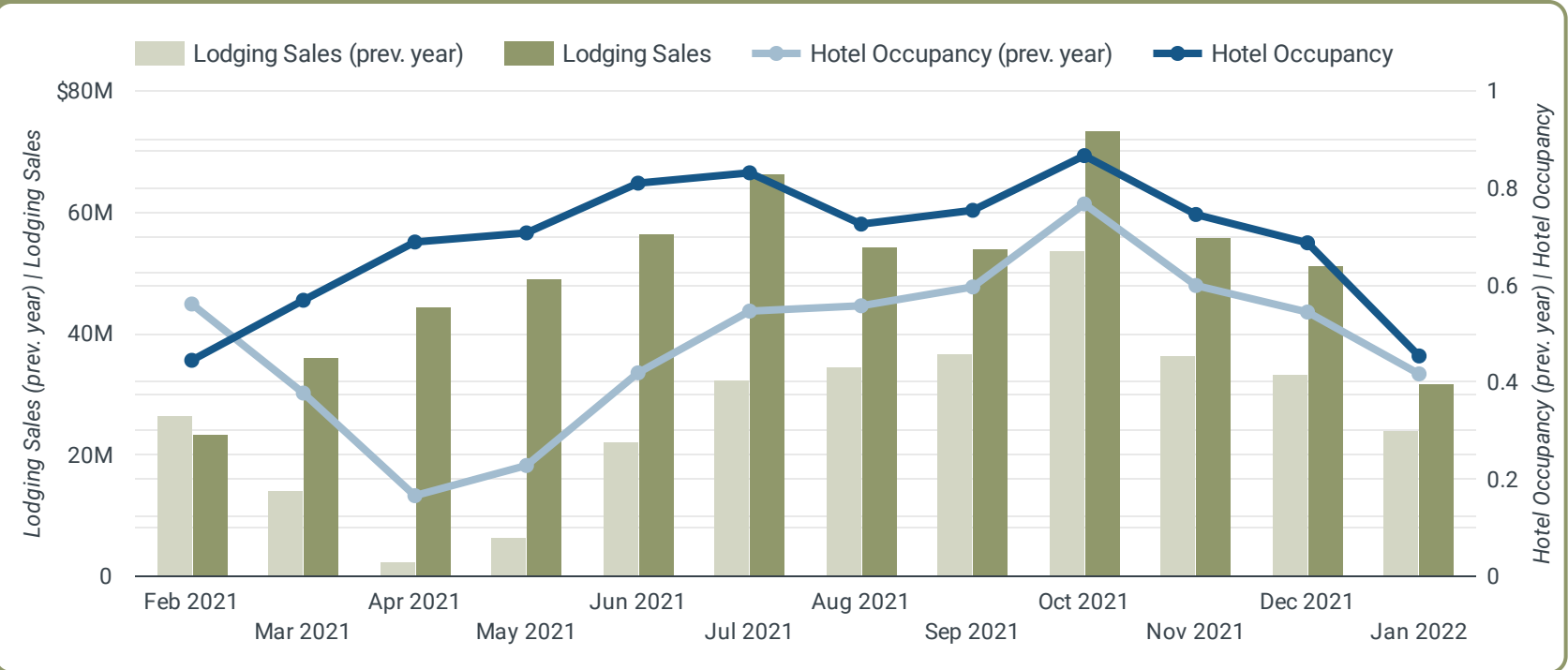
Lodging Sales \$31,933,272 (January) ↑ 31.9%	Hotel Occupancy* 45.4% (January) ↑ 8.9%	Hotel Demand* 124,255 (January) ↑ 10.9%	Hotel ADR* \$132.55 (January) ↑ 16.6%	Hotel RevPAR* \$60.17 (January) ↑ 27.0%
Airport Passengers 82,372 (January) ↑ 88.8%	Asheville Visitor Center 5,133 ↑ 182.3%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 2,309 ↑ 76.5%	Travel Guide Requests 3,723 ↑ 65.7%

Lodging & Visitor Overview - Fiscal Year 21-22

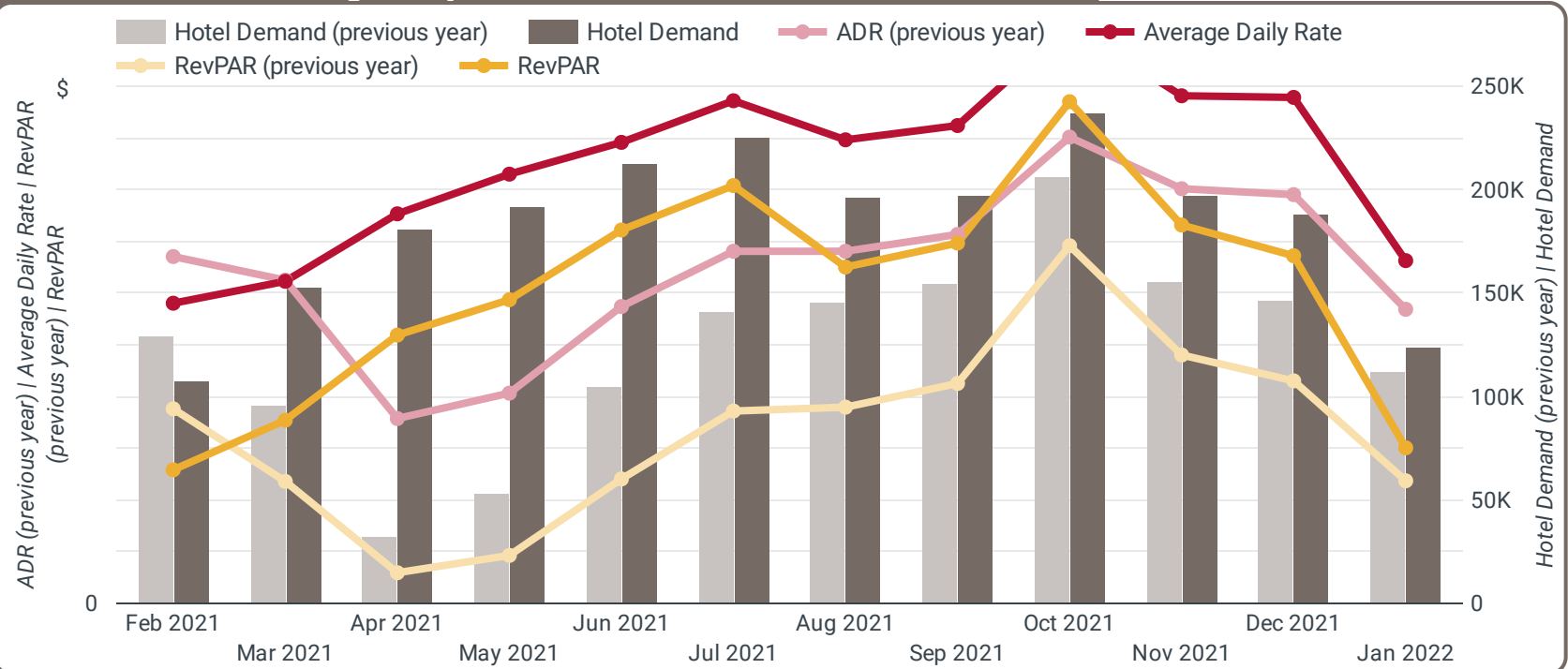
Lodging Sales \$387,433,599 ↑ 53.9%	Hotel Occupancy* 72.3% ↑ 25.7%	Hotel Demand* 1,366,906 ↑ 28.6%	Hotel ADR* \$190.77 ↑ 27.3%	Hotel RevPAR* \$137.92 ↑ 60.0%
Airport Passengers 966,724 ↑ 136.5%	Asheville Visitor Center 107,559 ↑ 104.4%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 25,570 ↑ 46.2%	Travel Guide Requests 17,712 ↑ 9.4%

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 - January 2022

Occupancy	ADR	RevPAR	Demand
44.5%	\$112.15	\$49.88	106,091
↓ -3.3%	↑ 11.1%	↑ 7.4%	↑ 31.2%

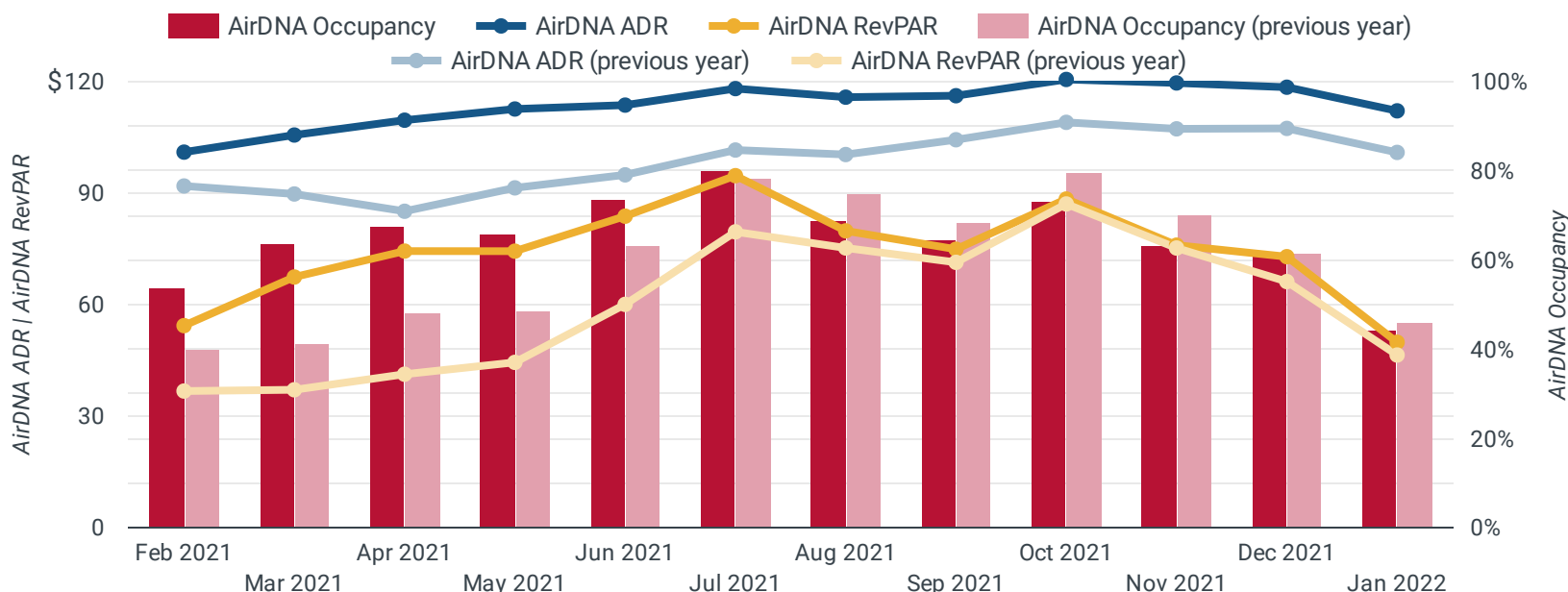
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
65.0%	\$117.66	\$76.51	1,082,859
↓ -5.1%	↑ 12.4%	↑ 6.6%	↑ 25.2%

AirDNA ADR, RevPAR and Occupancy

* Short Term Rental Data Source: AirDNA

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

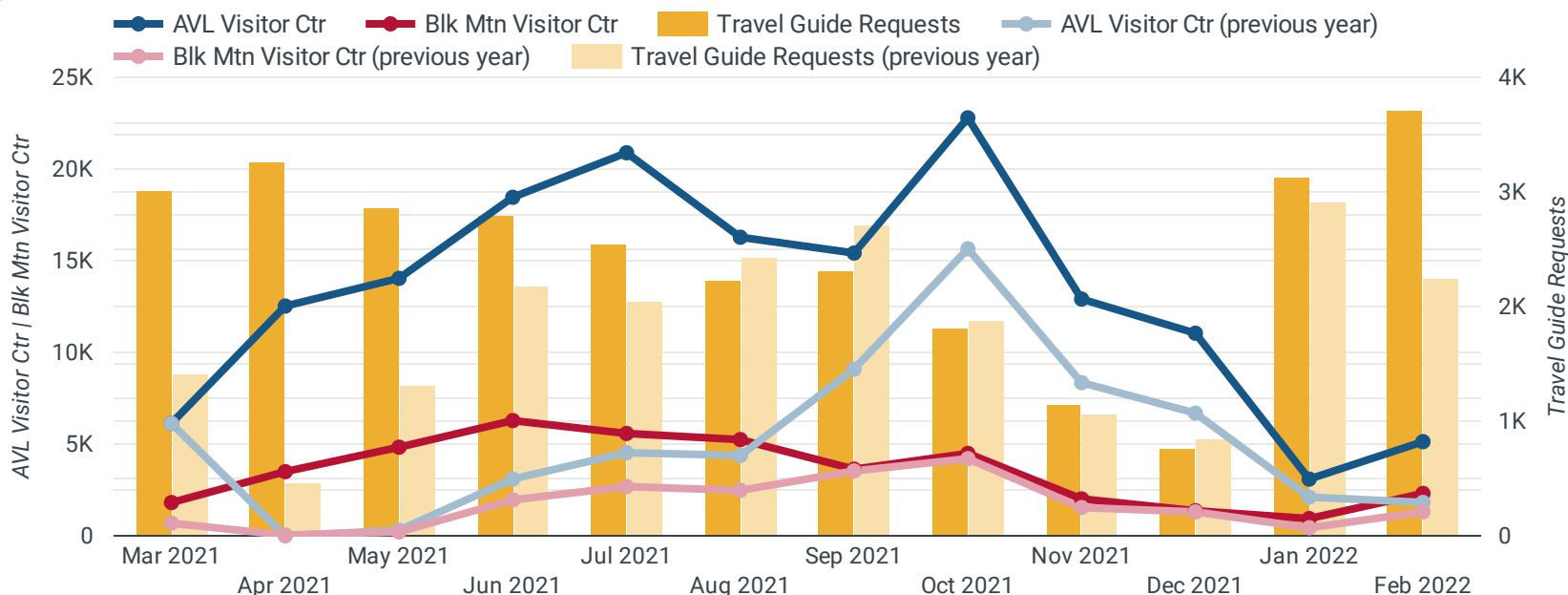


Airport Passengers vs. Hotel Demand*

* Source: STR, Inc. Republication 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



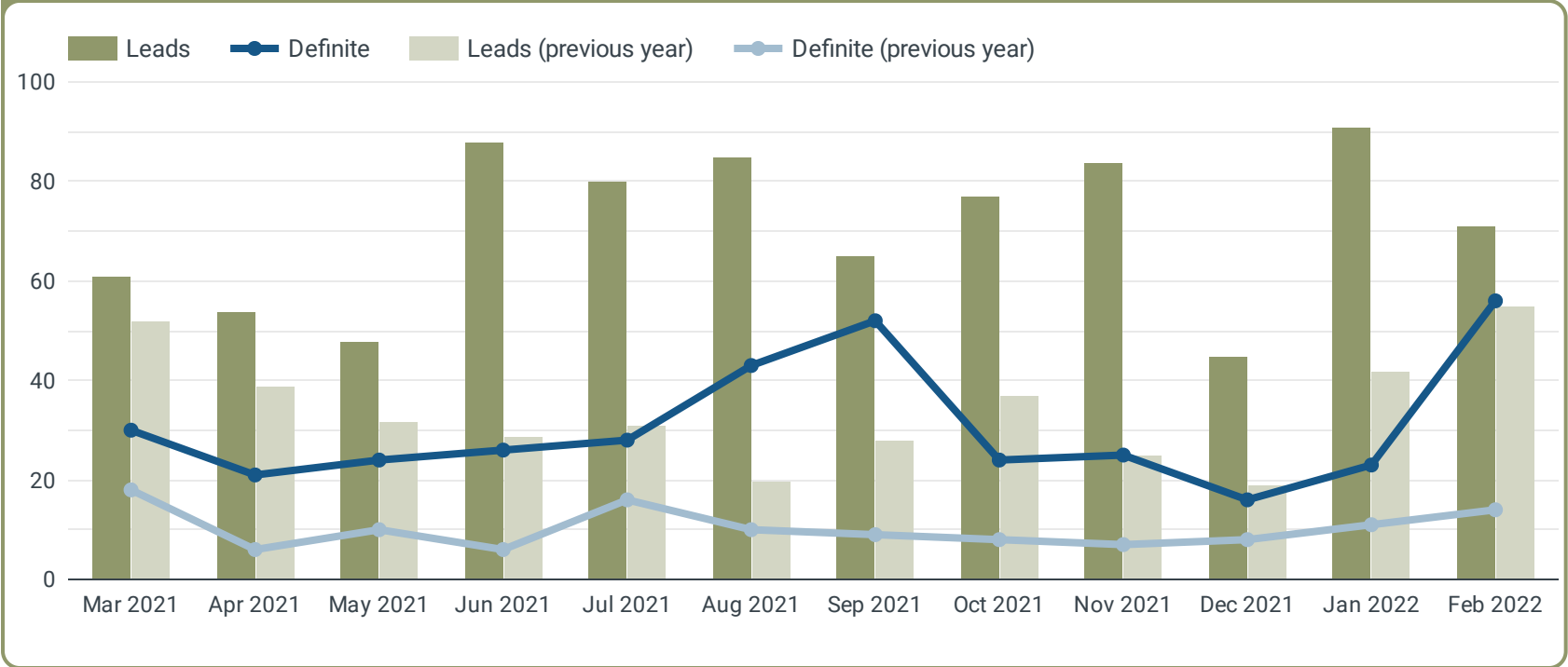
Sales Leads and Outreach - February 2022

Sales Leads Issued 71 ↑ 29.1%	Room Nights (Leads) 13,963 ↑ 3.0%	Leads Turned Definite 57 ↑ 216.7%	Room Nights (Definite) 6,393 ↑ 261.2%	Estimated Revenue \$1,486,349 ↑ 202.6%	
P2P Outreach 566 ↓ -43.2%	Indirect Outreach 5,955 ↓ -52.8%	Group Events 14 ↑ 366.7%	Room Nights Generated 1,759 ↑ 162.5%	Actualized Revenue \$455,352 ↑ 574.4%	Groups Served 14 ↑ 366.7%

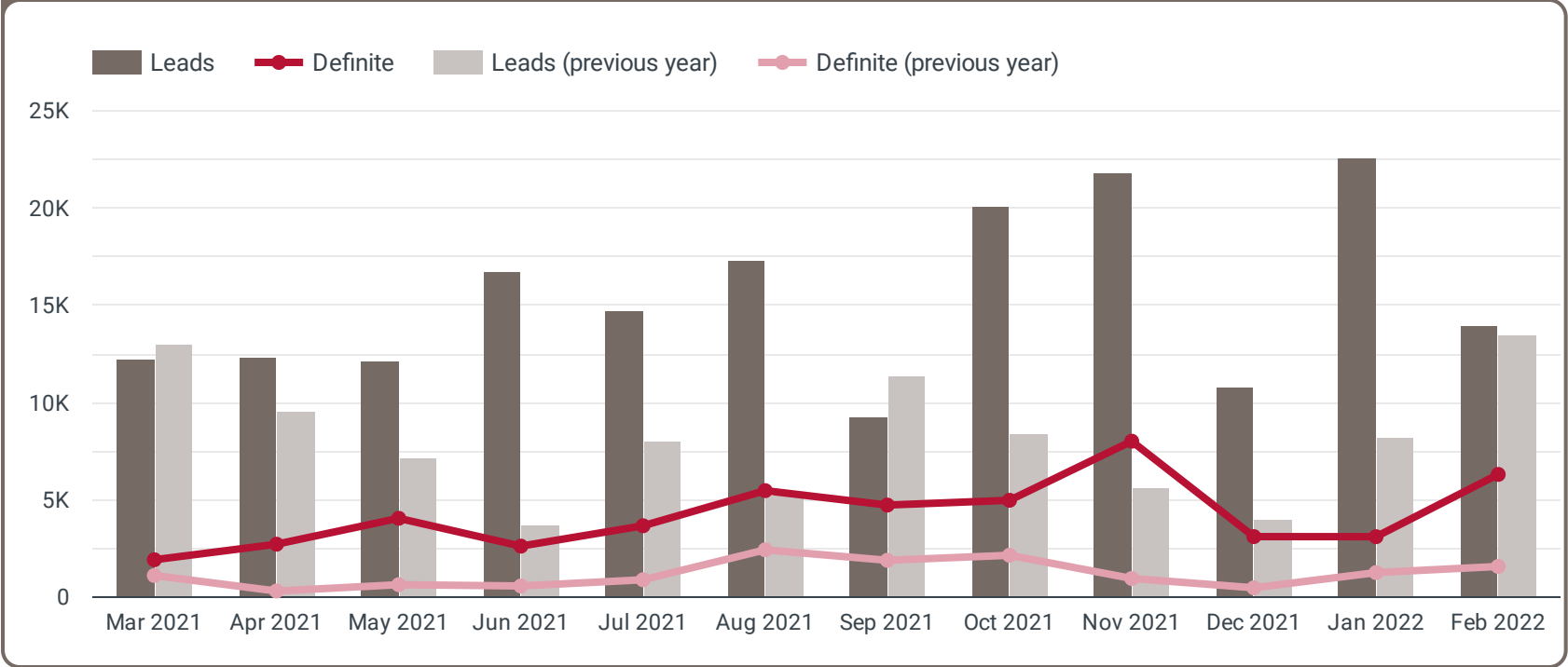
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 598 ⬆ 132.7%	Room Nights (Leads) 130,723 ⬆ 102.4%	Leads Turned Definite 278 ⬆ 146.0%	Room Nights (Definite) 40,611 ⬆ 183.2%	Estimated Total Revenue \$10,012,295 ⬆ 184.0%	
P2P Outreach 5,153 ⬆ -18.6%	Indirect Outreach 79,888 ⬆ -15.8%	Group Events 236 ⬆ 214.7%	Room Nights Generated 21,476 ⬆ 298.7%	Actualized Revenue \$6,768,627 ⬆ 528.9%	Groups Served 246 ⬆ 123.6%

Sales Leads vs. Definite



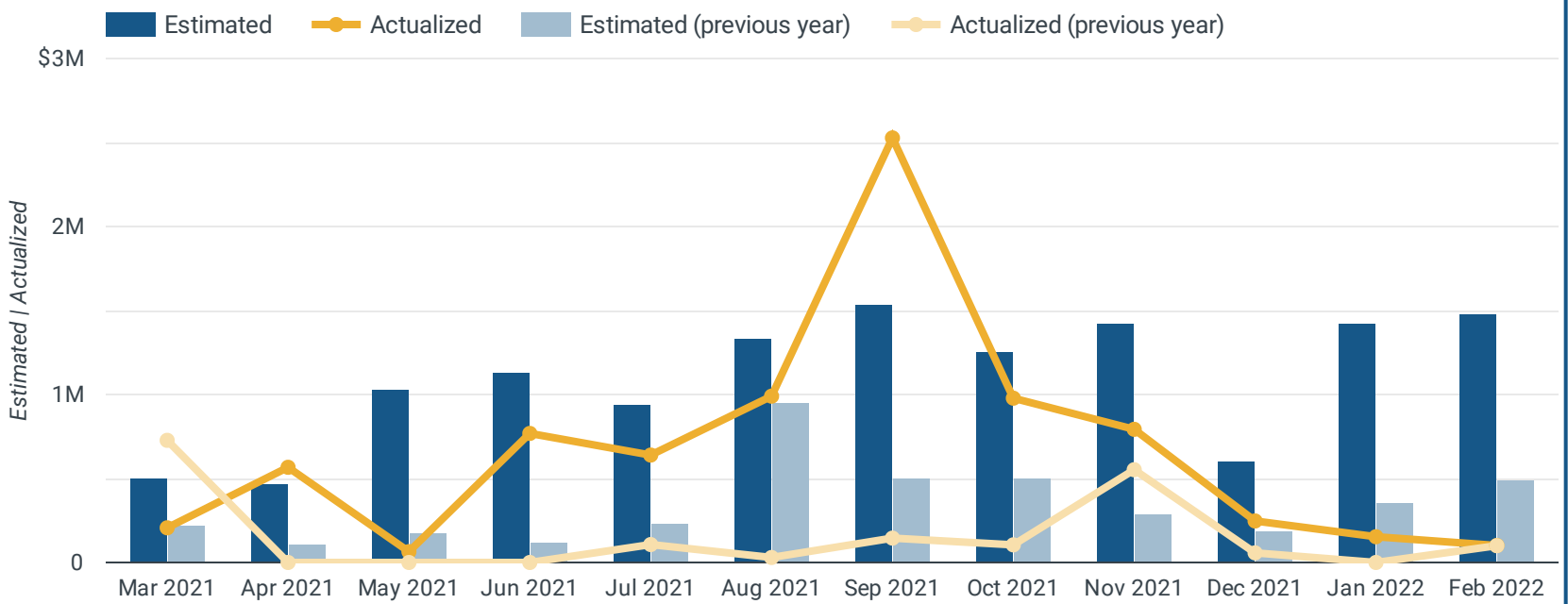
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Feb 2022	566		-43.2%	5,955		-52.8%
2.	Jan 2022	416		-51.4%	330		-98.6%
3.	Dec 2021	591		-19.5%	1,326		-89.6%
4.	Nov 2021	688		-9.1%	22,854		33.3%
5.	Oct 2021	859		-6.4%	36,893		382.1%
6.	Sep 2021	487		-20.9%	11,936		86.1%
7.	Aug 2021	829		28.3%	594		-96.0%
8.	Jul 2021	717		-11.5%	0		-100.0%
9.	Jun 2021	1,047		122.3%	266		-97.0%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Feb 2022	14		366.7%	1,759		162.5%
2.	Jan 2022	9		800.0%	523		321.8%
3.	Dec 2021	19		216.7%	897		286.6%
4.	Nov 2021	30		200.0%	2,760		29.6%
5.	Oct 2021	54		116.0%	2,700		376.2%
6.	Sep 2021	50		284.6%	6,562		1,097.4%
7.	Aug 2021	28		366.7%	3,968		1,180.0%
8.	Jul 2021	32		190.9%	2,195		341.6%
9.	Jun 2021	24		0	2,203		0

Marketing Department Performance Report



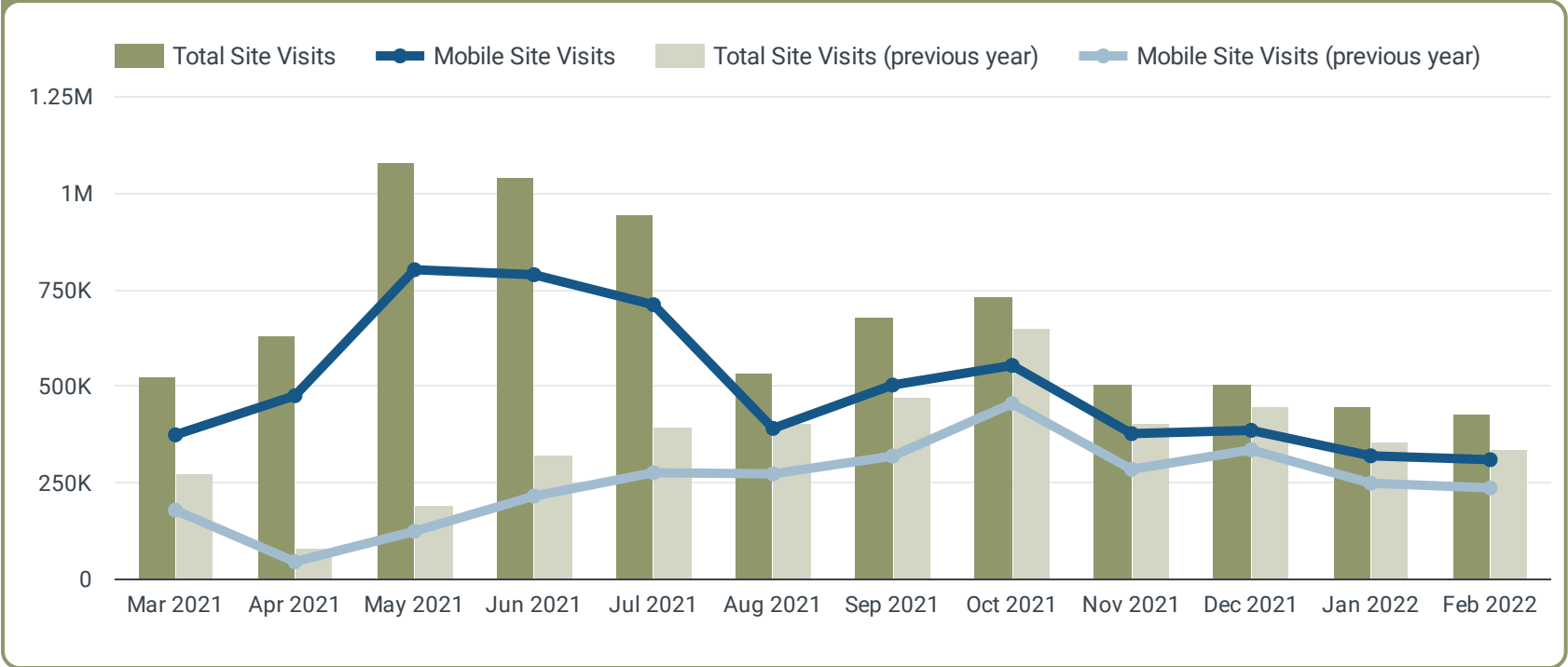
Marketing Metrics Overview - February 2022

Website Visits 426,813 ↑ 26.0%	Mobile Site Visits 309,518 ↑ 30.3%	aRes - Room Nights 52 ↑ 18.2%	aRes - Room Revenue \$6,540 ↑ 6.2%	Total Facebook Fans 305,000 ↑ 1.8%
PR Publicity Value \$1,481,059 ↓ -55.0%	PR Estimated Impressions 727,803,420 ↓ -5.5%	Significant Placements 11 ↓ -62.1%	Media Touchpoints 34 ↓ -55.8%	Video Views 397,105 ↑ 1,101.6%

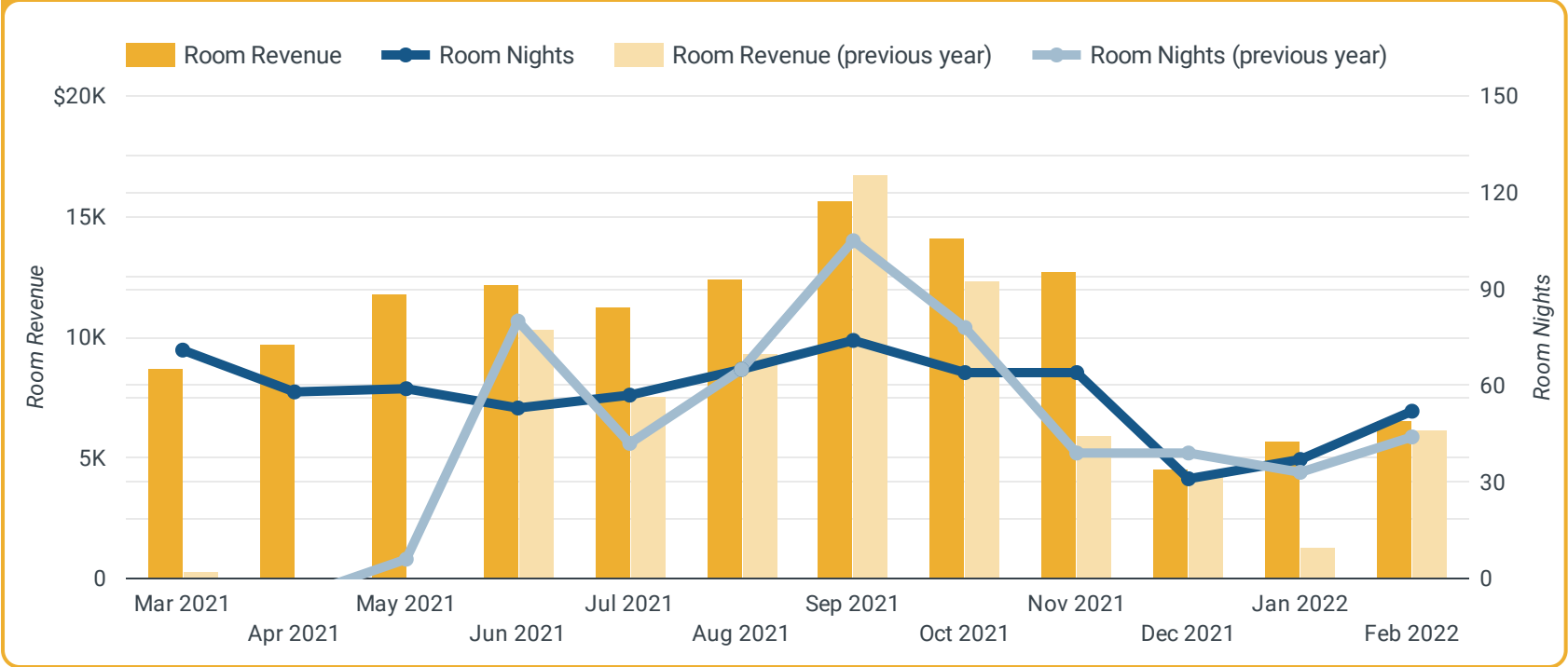
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 4,776,221 ↑ 37.7%	Mobile Site Visits 3,542,611 ↑ 46.1%	aRes - Room Nights 444 ↓ -0.2%	aRes - Room Revenue \$83,094 ↑ 30.3%	Avg. Total Facebook Fans 303,684 ↑ 1.6%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 1,085,874 ↑ 220.1%

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.	Feb 2022	\$116,912	-94%	2,208,034	-73.73%
2.	Jan 2022	\$105,761	-39%	2,063,581	-76.74%
3.	Dec 2021	\$208,408	173%	3,168,153	572.68%
4.	Nov 2021	\$1,437,087	3,168%	3,567,295	1,928.64%
5.	Oct 2021	\$785,484	88%	6,068,411	6.69%
6.	Sep 2021	\$295,993	125%	2,701,452	261.27%
7.	Aug 2021	\$1,484,744	2,888%	5,519,837	4,484.62%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Feb 2022	\$1,364,148	-4%	725,595,386	-5.45%
2.	Jan 2022	\$1,228,211	-13%	653,470,376	-13.37%
3.	Dec 2021	\$1,446,633	-22%	769,485,654	-22.08%
4.	Nov 2021	\$1,333,330	-8%	709,217,920	-7.19%
5.	Oct 2021	\$1,905,133	85%	1,013,618,342	84.24%
6.	Sep 2021	\$3,379,352	52%	1,796,077,709	52.11%
7.	Aug 2021	\$915,241	-55%	486,830,042	-54.62%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Feb 2022	34	-55.8%	11	-62.1%
2.	Jan 2022	60	13.2%	14	-36.4%
3.	Dec 2021	23	-64.1%	18	-51.4%
4.	Nov 2021	22	-40.5%	11	-64.5%
5.	Oct 2021	70	-44.9%	20	-50.0%
6.	Sep 2021	61	17.3%	36	-16.3%
7.	Aug 2021	37	-22.9%	13	-72.9%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Feb 2022	305,000	null	397,105	null
2.	Jan 2022	304,420	2.6%	260,089	288.7%
3.	Dec 2021	303,371	1.4%	27,484	-16.1%
4.	Nov 2021	303,399	1.4%	91,293	255.4%
5.	Oct 2021	303,301	1.5%	126,476	145.5%
6.	Sep 2021	303,277	1.8%	52,703	25.0%
7.	Aug 2021	303,225	1.8%	43,708	-23.8%

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. 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.