

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

Thursday, March 25, 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 02.24.21 Meeting Minutes	Himanshu Karvir
9:10 a.m.	Financial Reports a. February 2021 Financial Reports b. FY 21 Audit Contract	Don Warn
9:15 a.m.	President & CEO's Report	Vic Isley
9:25 a.m.	FY 22 Budget Process a. Finance Committee Report b. Trends & Budget Projections c. Establish Revenue Objective	John Luckett Vic Isley Vic Isley
9:45 a.m.	Reengage Tourism Product Development Fund Committee	Pat Kappes
9:50 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
9:55 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:00 a.m.	Miscellaneous Business	Himanshu Karvir
10:05 a.m.	Comments from the General Public	Himanshu Karvir
10:15 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, April 28, 2021**, at 9:00 a.m. 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, February 24, 2021

**Present (Voting):** Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Brenda Durden, John Luckett, John McKibbin, Kathleen Mosher, James Poole

**Absent (Voting):** None

**Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore  
Buncombe County Commissioner Robert Pressley

**Absent (Ex-Officio):** None

**CVB Staff:** Victoria Isley, Marla Tambellini, Dianna Pierce, Pat Kappes, Jonna Sampson, Daniel Bradley

**BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent

**Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette

**Agency:** Ashley Keetle, 360i

**Online Attendees:** Glenn Cox, Kathryn Dewey, Hannah Dosa, Connie Holliday, Josh Jones, Jennifer Kass-Green, Sarah Lowery, Kathi Petersen, Tina Porter, Glenn Ramey, Charlie Reed, Whitney Smith, Jason Tarr, Landis Taylor, Nicole Will; Explore Asheville Staff  
Kelsey Ann Bassel, Meghan Jackson, Emery Morris, Susan Neikirk, Nick Smart; 360i  
Kit Cramer, Asheville Area Chamber of Commerce  
Jane Anderson, Asheville Independent Restaurant Association  
Bob Michel, Asheville Homestay Network  
Tina Kinsey, Asheville Regional Airport  
Chip Craig, John Ellis, Jim Muth; Past BCTDA Board Members  
Timothy Love, Buncombe County  
Rick Bell, Engadine Inn & Cabins/Asheville B&B Association  
Chris Corl, Harrah's Cherokee Center Asheville  
Katie Cornell, Asheville Area Arts Council  
Leah Rainis, Asheville Brewers Alliance  
Ed Manning, Leadership Asheville  
Anthony Bennett, RedSky Strategy  
Jason Sandford, Ashvegas  
Daniel Walton, Mountain Xpress  
WLOS News  
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.
- Minutes from the January 27, 2021, BCTDA regular monthly meeting were approved with an 8-0 vote.
- The Processes and Protocols for Public Comments document that was developed to receive live verbal comments during virtual meetings, in addition to emailed comments, was approved with a 7-0 vote.
- Chairman Karvir appointed Gary Froeba, John McKibbin, and Leah Ashburn to serve as the BCTDA's nominating committee.
- The January 2021 financial statements were approved with a 9-0 vote.
- Ms. Isley provided an update on recent penalty waiver requests.
- In her President & CEO's report, Ms. Isley reviewed recent lodging metrics and the four strategic pillars that will direct recovery efforts and initiatives. She also presented the FY 22 BCTDA meeting schedule.
- Ms. Kappes presented highlights from the annual report of the Tourism Product Development Fund (TPDF) projects that are in active contract.
- A budget amendment, in the amount of \$9,310,000 to close out the budgets of TPDF projects that have been completed and paid in full, was approved a 9-0 vote.
- A TPDF contract amendment, extending the completion deadline for the City of Asheville's Riverfront Destination Development project, was approved with a 9-0 vote.
- A TPDF budget ordinance, in the amount of \$500,000 to establish a budget for the African American Heritage Trail, was approved with a 9-0 vote.
- Ms. Tambellini and Ashley Keetle shared presentation on Recovery Marketing and Messaging.
- Ms. Pierce shared a presentation on Preparing for Group Recovery.
- Brief updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley were provided.
- Chairman Karvir reported that two public comments were received via email in advance of today's meeting, and there were no requests received from the public to make live comments.
- With a 9-0 vote, the BCTDA meeting adjourned at 10:33 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 documents are provided on the [AshevilleCVB.com](https://www.ashevillecvb.com) website and additional materials will be posted after the meeting.

**Board Member Roll Call:** Board members responded as Chairman Karvir called roll verifying all BCTDA members were virtually in attendance, except for Mr. Poole, who joined the meeting at 9:07 a.m.

### **Approval of Meeting Minutes**

Mr. Celwyn made a motion to approve the January 27, 2021, regular meeting minutes as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

### **Adoption of Processes and Protocols for Public Comments**

Chairman Karvir said that at last month's meeting, he asked staff to develop a process for the board to receive verbal public comments at virtual meetings, in addition to the emailed comments that have been received throughout the COVID-19 pandemic. He added that while the BCTDA is not required to receive public comments, as a public body established to serve the community, it is desirable to do so and increases transparency.

Chairman Karvir said the proposed protocols were distributed publicly, are posted on the website, and were sent to the board in advance of today's meeting to review. He asked if there were any questions or comments, to which Mr. Celwyn responded by expressing his gratitude to the people involved in developing the new protocols for public comments.

Vice Chairman Froeba made a motion to adopt the Processes and Protocols for Public Comments during regular virtual monthly meetings as presented. Ms. Mosher seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 7-0, with Mr. McKibbon absent at the time due to internet issues.

The Processes and Protocols for Public Comments document is on file with the Explore Asheville Convention & Visitors Bureau and is posted on [AshevilleCVB.com](https://www.exploreasheville.com/CVB).

### **Appointment of Nominating Committee**

Chairman Karvir appointed the following board members to serve as this year's BCTDA nominating committee: Gary Froeba (chair), Leah Ashburn, and John McKibbon.

### **Financial Reports**

#### **January 2021 Financial Reports**

Mr. Warn reviewed the January 2021 financial reports. Chairman Karvir thanked Mr. Warn and invited questions. Mr. Celwyn noted that on the History of Total Sales by Month report (page 6), the green line representing 2021 is not labeled like the other years. Mr. Warn thanked him for pointing that out and said he will make sure it's corrected.

In response to Vice Chairman Froeba's question asking about the number of vacation rentals in the area, Ms. Isley said that per AirDNA, there are over 3,500 throughout the county. She added she would be happy to present the data behind that number at a future board meeting.

Mr. Luckett made a motion to approve the January 2021 financial reports as presented. Ms. Durden seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 9-0.

#### **Penalty Waiver Update for Sleep Inn West**

Ms. Isley said that in the first of a two-step process, the penalty waiver request from Sleep Inn West, in the amount of \$1,816.36, was approved by the BCTDA at the December 16, 2020,

board meeting. She reported that the request was subsequently approved by the Buncombe County Board of Commissioners at its February 2, 2021, meeting.

#### Penalty Waiver Update for The Lion & The Rose

Ms. Isley said a penalty waiver request, in the amount of \$157.46, was received from Mr. & Mrs. Steve Wilson, owners of The Lion & The Rose Bed and Breakfast/Carolina Dreamin' Inc. She noted the payment for December occupancy taxes was one day late due to the owners being out of town with no internet access and the Buncombe County Tax Department has verified that this was the property's first late offense.

Ms. Isley said the BCTDA previously gave authority to Explore Asheville's President & CEO to approve penalty waiver requests if the amount was \$500 or less and it was property's first late offense without bringing before the board. She noted this request met that criteria and she has approved the penalty to be passed on to the Buncombe County Board of Commissioners in the second of the two-step process. The request will be considered by the Commissioners on April 6, 2021.

#### President & CEO's Report

Ms. Isley shared a PowerPoint presentation in which she reviewed recent lodging metrics and trends. She said based on data from Destination Analysts, travel sentiment in the US is the highest it's been since the start of the pandemic, with 60% of people ready to travel. Ms. Isley said safe and responsible travel messaging will be entering the market in the spring to meet people where they are in the trip-planning process. She added Ms. Tambellini will share additional details on recovery messaging later in the meeting.

Next, Ms. Isley reviewed the four strategic pillars that will be further explored at the board's upcoming annual planning retreat:

1. Deliver Balanced Recovery & Sustainable Growth
2. Encourage Safe & Responsible Travel
3. Engage & Invite More Diverse Audiences
4. Promote & Support Asheville's Creative Spirit

#### BCTDA Virtual Annual Planning Retreat – March 25-26, 2021

Ms. Isley encouraged board members to mark their calendars for the BCTDA's virtual annual planning retreat and March board meeting, scheduled Thursday and Friday, March 25-26, 2021.

#### FY 22 BCTDA Meeting Schedule

Ms. Isley presented the FY 22 BCTDA board meeting schedule. Meetings are held 9-11 a.m., unless otherwise noted:

Wednesday, July 28, 2021  
Wednesday, August 25, 2021  
Wednesday, September 29, 2021  
Wednesday, October 27, 2021  
Wednesday, November 17, 2021  
Wednesday, December 15, 2021  
Wednesday, January 26, 2022  
Wednesday, February 23, 2022

Thursday, March 24, 2022 – Annual Planning Retreat (full day)  
Friday, March 25, 2022 – Annual Planning Retreat & March Meeting (half day)  
Wednesday, April 27, 2022  
Wednesday, May 25, 2022  
Wednesday, June 29, 2022

Ms. Isley concluded her report by stating the CVB Staff Recap, Destination Dashboard and Quick List are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

## **Tourism Product Development Fund Update**

### **Annual TPDF Project Update**

Ms. Kappes shared a PowerPoint presentation in which she reviewed the status of Tourism Product Development Fund (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 throughout the term of the contract, which begins at the time of the award being granted and continues through four years after project completion. Ms. Kappes noted the full report was provided to the board in advance of today's meeting.

Highlights of the presentation included:

- \$43 million in TPDF funding has been awarded to 39 community projects since 2001.
- To date, 75% of funding has been awarded to City, County, and State-owned projects, with 25% being awarded to private and non-profit entities.
- In 2020, \$5 million was invested in the BCTDA Tourism Jobs Recovery Fund, and eight of the TPDF projects highlighted in the report today also received a grant from the Fund.
- There are currently seven projects in development or under construction and 12 completed projects still in the reporting phase.
- Ms. Kappes shared photos and updates of several recently completed projects. She reviewed ways the COVID-19 pandemic has significantly impacted project budgets, fundraising efforts, construction timelines, and operations.

### **Budget Amendment to Close Completed TPDF Project Budgets**

Ms. Kappes said since TPDF project budgets span multiple years and are not fiscal year based, an amendment is needed to close out the budgets of TPDF projects that have recently been completed. Chairman Karvir presented the proposed budget amendment and called for action.

Ms. Mosher made a motion to approve the budget amendment in the amount of \$9,310,000 as presented, to close out the following Tourism Product Development Fund budgets for projects that have been completed and paid in full:

- Asheville Art Museum for the Museum Expansion project - \$500,000
- City of Asheville for the US Cellular Center Theatre Creation & Meeting Room Conversion project - \$1,500,000
- Diana Wortham Theatre for The Wortham Center project - \$700,000
- LEAF Community Arts for the LEAF Global Arts Center project - \$705,000
- NC Arboretum Society for the Garden Lighting and Parking Enhancements project - \$905,000
- The BCTDA Tourism Jobs Recovery Fund for COVID-related pandemic relief for local businesses - \$5,000,000

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

#### Contract Amendment Request - City of Asheville/Riverfront Destination Development

Ms. Kappes said the City of Asheville's Riverfront Destination Development project received TPDF grants in 2014, 2015 and 2017, totaling \$7.1 million. She said the construction completion deadline required in the grant agreement is December 31, 2020 and, while most of the project elements are complete and open to the public, the city is requesting an extension to May 31, 2021. The extension would allow for the completion of any unfinished components and punch list items. Ms. Kappes noted a series of grand opening events are scheduled in April and May.

Ms. Ashburn made a motion to approve the contract amendment to extend the required completion date of the City of Asheville's Riverfront Destination Development project from December 31, 2020, to May 31, 2021, as requested. Mr. Luckett seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

#### African American Heritage Trail Project Budget

The African American Heritage Trail (AAHT), as proposed by the River Front Development Group, is conceived to be a walking trail with up to 19 sites that highlight stories from historic African American communities in and around downtown Asheville. The themes of the trail may include community life, entrepreneurship, faith, entertainment, and education. The narrative content will inform the physical path of the trail.

Ms. Kappes shared a PowerPoint presentation providing background and an update on the AAHT project and highlights included:

- The project was presented to the BCTDA as part of the 2018 TPDF grant cycle by Catherine Mitchell and Veronica Gunter of the River Front Development Group.
- In lieu of awarding a grant, 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.
- The physical trail would be adopted into the Wayfinding signage program, ensuring it would be maintained on a continual and permanent basis after completion.
- Explore Asheville staff would create a digital version of the finished trail to be hosted on the ExploreAsheville.com website, which will provide broader exposure for the trail and the heritage of Asheville's African American community.

Ms. Kappes reviewed the project's four phases of development, milestones achieved to date, photos from the Phase 1 community engagement events, and elements included in Phases 2-4.

Ms. Kappes said the next step is establish a budget for the project and she presented a proposed budget ordinance, in the amount of \$500,000, for the board's consideration.

Next, Chairman Karvir invited questions and comments. In response to Mr. Celwyn's inquiry regarding how the funds would be used, Ms. Kappes said they will cover the design of the trail, the mapping out of story content, solicitation of additional stories, all community engagement workshops, locating the markers, and fabrication and installation of the markers, with the intention of utilizing mostly local vendors when possible and the BCTDA's current wayfinding system suppliers.

In response to Ms. Mosher's question about the next phase of community engagement and opportunities to plug-in, Ms. Kappes said staff will mostly repeat the extensive outreach process utilized in Phase 1 and she provided an overview of those efforts.

Vice Chairman Froeba made a motion to approve the budget ordinance as presented, allocating \$500,000 from the Tourism Product Development Fund Appropriated Fund Balance to establish a budget for the African American Heritage Trail project. Ms. Mosher and Mr. Poole simultaneously seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 9-0.

### **Recovery Marketing & Messaging**

Ms. Tambellini and Ashley Keetle with 360i shared a PowerPoint presentation in which they provided an overview of the upcoming spring marketing plan and, building on what was presented last month, additional updates on spring media and messaging efforts. Ms. Tambellini said the initiatives being presented today are in alignment with the strategic pillars that were outlined earlier in the meeting by Ms. Isley. She reviewed the elements of the plan as they relate to engaging and inviting more diverse audiences, encouraging safe and responsible travel, and promoting and supporting Asheville's creative spirit.

Ms. Keetle reviewed the carefully phased approach being implemented to reenter the market with advertising and shared specifics about the media partners included in the spring and summer campaign. She said the plan is to start with digital in mid-March and add television and video assets in April. Chosen media partners will allow for flexible start dates based on data and trends related to the pandemic. Ms. Keetle shared the campaign's positioning statement and examples of the creative components.

Next, Ms. Tambellini shared data showing the expected timing that people plan to take trips in 2021. She stated that as dreaming and trip planning get underway and traveler sentiment improves with increased vaccine roll-out and reduced COVID-19 cases and restrictions, it's important to be in the market to keep Asheville top-of-mind.

Following the presentation, Ms. Tambellini and Ms. Keetle answered all related questions. Ms. Mosher said she is very impressed by the strategic focus of this campaign and media plan.

Chairman Karvir thanked Ms. Tambellini and Ms. Keetle for the presentation.

### **Preparing for Group Recovery**

Ms. Pierce said the Group Sales & Services team is privileged to be an essential part of the recovery process to help the Asheville area rebound and thrive again. She added meetings and events are an integral part of the equation and support many small businesses in the community that provide services directly or indirectly to visiting groups. Ms. Pierce said that throughout the pandemic, the team's core responsibility has not changed: to make Asheville the place of choice for meeting planners and groups to visit when the time is right.

Ms. Pierce shared a PowerPoint presentation highlighting group recovery efforts, noting Asheville is well-positioned to rebound due to it being an accessible drive location, the size and ambiance of the city, the projected size of future meetings, and the desirable style of accommodations. She reviewed the current top group markets, new needs of the industry, virtual and self-directed FAM experiences and results, a new "Welcome to Asheville!" video, Mug Moments, web content, safe meeting case studies, and virtual 3-D hotel tour view stats.



Following her presentation, Ms. Pierce answered all related questions. A brief discussion centering on group business took place. Ms. Durden thanked Ms. Pierce and her team for their efforts to help businesses in the community.

### **Asheville City Council Update**

Councilmember Kilgore commended today's presenters for the very informative reports that have been shared. She then reported on city-related business, including Asheville City Council's approval of the overlay map and incentive-based point system to be used to approve new hotels, the school board election process, approval of Asheville City Council's legislative agenda, and initiatives related to reparations.

In response to Vice Chairman Froeba's question asking how much the ¼ cent sales tax increase proposed in the legislative agenda would generate for transit, Chairman Karvir responded he had heard about \$10 million. Mr. Celwyn later confirmed that \$10 million is the estimated annual amount the tax would generate as provided publicly by Senator Julie Mayfield.

Chairman Karvir thanked Councilmember Kilgore for the update.

### **Buncombe County Commission Update**

Commissioner Pressley echoed Councilmember Kilgore's statement about the great reports that were presented today. He shared that Southern Conference will be celebrating its 100<sup>th</sup> year anniversary during the upcoming 5-day basketball tournament starting March 4 at Harrah's Cherokee Center Asheville. He noted the county has been in communications regarding attendance and the execution of the event and he's looking forward to today's anticipated positive COVID-19 update from Governor Cooper.

Chairman Karvir thanked Commissioner Pressley for the report.

### **Miscellaneous Business**

There was no miscellaneous business discussed at this meeting.

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

#### **Written Public Comments**

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, February 23, 2021. He reported two 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.

#### **Live Public Comments**

Chairman Karvir said even though the guidelines were just adopted this morning, members of the public were invited to register to verbally share live comments during today's virtual BCTDA meeting. He reported that as of yesterday's 12:00 p.m. deadline, no requests to speak had been received.

## **Adjournment**

Chairman Karvir said while the BCTDA has been in an advertising holding pattern due to COVID-19, it was encouraging to have the board get back to discussing the implementation of a media plan that focuses on safe and responsible travel. He said he appreciates the quality and amount of data that has been utilized and presented at meetings throughout the pandemic and thanked the Explore Asheville team for their efforts. Chairman Karvir then asked for a motion to adjourn.

Ms. Ashburn moved to adjourn the meeting and Mr. Celwyn seconded the motion. With all in favor via a roll call vote, the motion carried 9-0 and the virtual meeting ended at 10:33 a.m.

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

The next joint BCTDA gathering will be the board's March meeting and annual planning retreat, to be held Thursday-Friday, March 25-26, 2021, beginning at 9:00 a.m., via Zoom Webinar.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

### Operating Fund, Budget and Actual

February 28, 2021

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 11,135,293	\$ 1,095,262	\$ 11,064,238	\$ 71,055	99.4%	\$ 12,359,935	-10.5%
Investment income	-	48	115	(115)	-	84	37.2%
Other income	-	-	38,174	(38,174)	-	8,022	375.9%
Earned revenue	-	26,247	121,155	(121,155)	-	97,321	24.5%
Total revenues	11,135,293	1,121,557	11,223,682	(88,389)	100.8%	12,465,361	-10.0%
<b>Expenditures:</b>							
Salaries and Benefits	2,460,163	176,966	1,364,192	1,095,971	55.5%	1,438,657	-5.2%
Sales	881,277	62,011	322,443	558,834	36.6%	524,586	-38.5%
Marketing	11,390,551	307,024	2,225,732	9,164,819	19.5%	6,377,201	-65.1%
Community Engagement	80,519	3,153	23,925	56,594	29.7%	14,193	68.6%
Administration & Facilities	755,684	57,336	381,568	374,116	50.5%	331,768	15.0%
Events/Festivals/Sponsorships	121,235	41,000	66,187	55,048	54.6%	232,648	-71.6%
Total expenditures	15,689,429	647,491	4,384,046	11,305,383	27.9%	8,919,054	-50.8%
Revenues over (under) expenditures	(4,554,136)	474,067	6,839,636			\$ 3,546,307	92.9%
<b>Other Financing Sources:</b>							
Carried over earned income	121,235	-	-				
Total other financing sources	121,235	-	-				
Net change in fund balance	\$ (4,432,901)	\$ 474,067	6,839,636				
Fund balance, beginning of year			12,465,092				
Fund balance, end of month			\$ 19,304,728				

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

February 28, 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	(%)	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)
			(%)			Change			Change			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	1,095,262	1,115,364	-2%	11,064,238	12,359,935	-10%	365,087	\$ 371,788	-2%	3,688,079	4,119,978	-10%
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>\$11,064,238</u>	<u>\$ 15,352,455</u>		<u>\$ 11,064,238</u>	<u>\$ 15,352,455</u>		<u>\$3,688,079</u>	<u>\$5,117,485</u>		<u>\$3,688,079</u>	<u>\$5,117,485</u>	

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

February 28, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 27,203,000	\$ 29,918,142	\$ (2,715,142)	110.0%
Investment Income	-	1,230,217	(1,230,217)	0.0%
<b>Total revenues</b>	<u>27,203,000</u>	<u>31,148,358</u>	<u>(3,945,358)</u>	<u>114.5%</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	<u>518,000</u>	<u>362,363</u>	<u>155,637</u>	<u>70.0%</u>
Total product development fund	<u>\$ 27,203,000</u>	<u>\$ 13,445,226</u>	<u>\$ 13,757,774</u>	<u>49.4%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 17,703,133		
Less: Liabilities/Outstanding Grants		(13,602,137)		
Less: Unspent Admin Budget (Current Year)		(155,637)		
Current Product Development Amount Available		<u>\$ 3,945,358</u>		

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

February 28, 2021

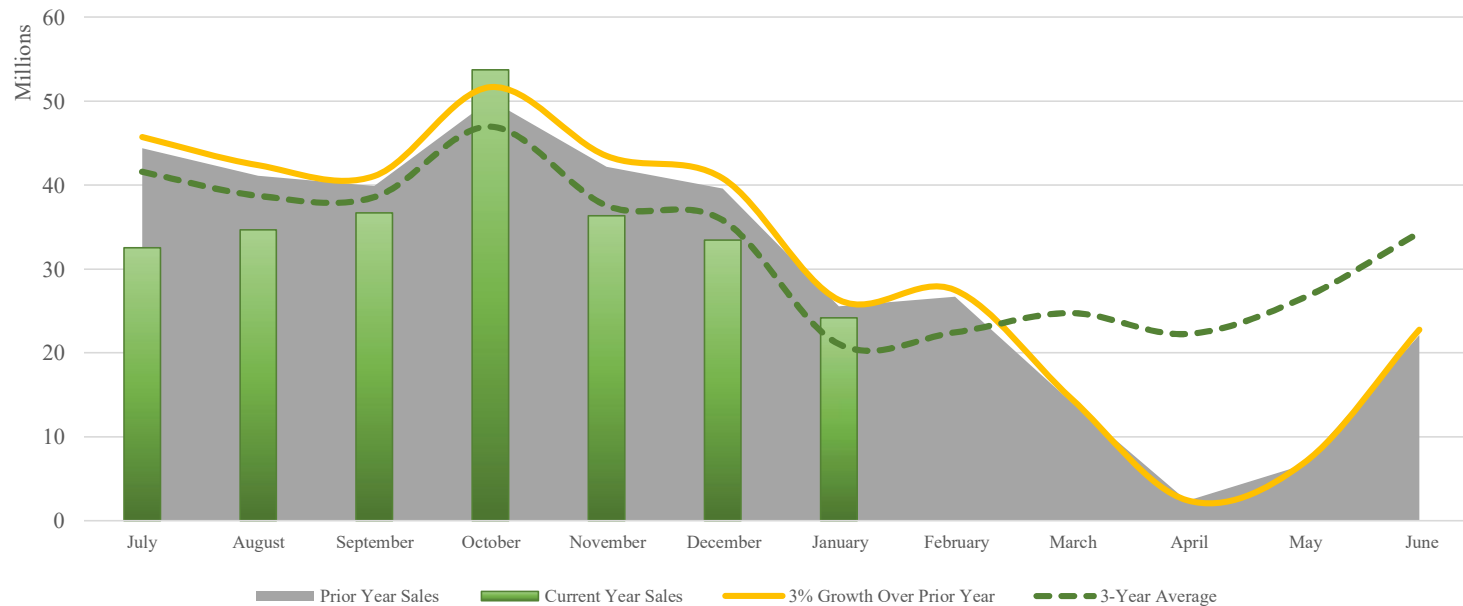
	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 19,365,901	\$ 17,703,133	\$ 37,069,034
Receivables	-	-	-
Total current assets	<u>\$ 19,365,901</u>	<u>\$ 17,703,133</u>	<u>37,069,034</u>
<b>Liabilities:</b>			
Current liabilities:			-
Accounts payable	\$ 20,223	\$ -	\$ 20,223
Future events payable	40,950	\$ 13,602,137	\$ 13,643,087
Total current liabilities	<u>61,173</u>	<u>\$ 13,602,137</u>	<u>\$ 13,663,310</u>
<b>Fund Balances:</b>			-
Restricted for product development fund	-	4,100,996	4,100,996
Committed for event support program	66,349	-	66,349
State Required Contingency	890,823	-	890,823
Designated Contingency	4,190,057	-	4,190,057
Undesignated (cash flow)	14,157,498	-	14,157,498
Total fund balances	<u>19,304,728</u>	<u>4,100,996</u>	<u>23,405,724</u>
 Total liabilities and fund balances	<u>\$19,365,901</u>	<u>\$ 17,703,133</u>	<u>\$ 37,069,034</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales

Shown by Month of Sale, Year-to-Date

February 28, 2021



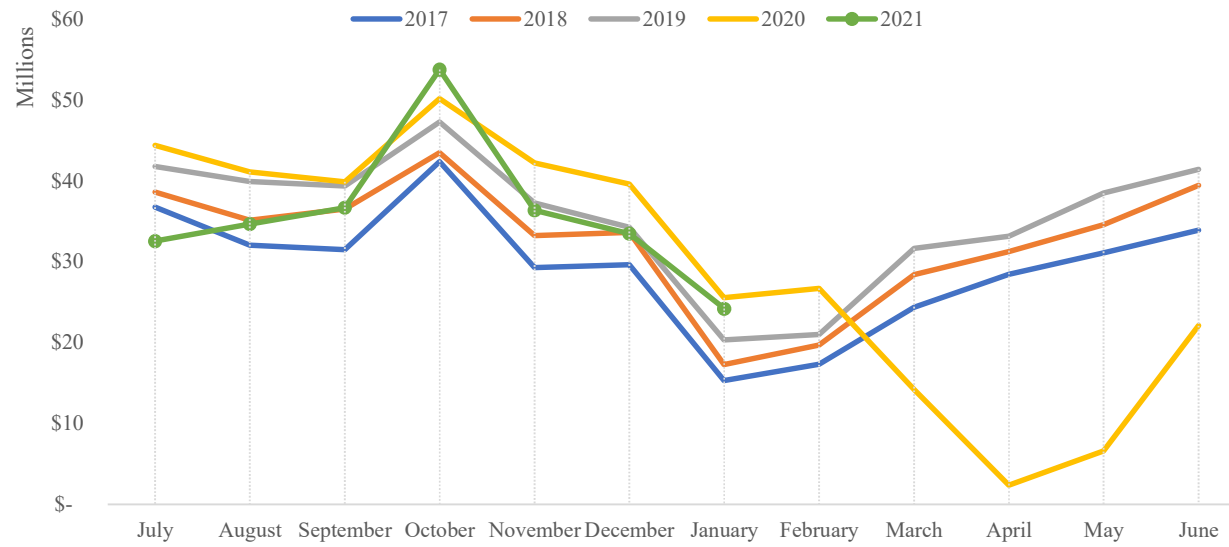
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of room sales:</b>						
July	\$ 32,550,037	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,666,902	41,114,737	-16%	-21%	42,348,179	38,716,917
September	36,686,431	39,872,267	-8%	-17%	41,068,435	38,558,378
October	53,739,201	50,150,018	7%	-10%	51,654,518	46,965,398
November	36,339,768	42,191,421	-14%	-11%	43,457,164	37,554,580
December	33,457,263	39,597,145	-16%	-12%	40,785,060	35,822,512
January	24,201,042	25,562,428	-5%	-11%	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	-	22,111,644	-	-	22,774,993	34,321,974
Total revenues	<u>\$251,640,644</u>	<u>\$ 354,918,568</u>			<u>\$365,566,125</u>	<u>\$390,589,273</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

February 28, 2021



### Month of room sales:

	2017	2018	2019	2020	2021
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587	\$ 32,550,037
August	32,040,330	35,118,463	39,917,550	41,114,737	34,666,902
September	31,498,527	36,475,819	39,327,048	39,872,267	36,686,431
October	42,361,030	43,473,922	47,272,253	50,150,018	53,739,201
November	29,254,904	33,231,722	37,240,595	42,191,421	36,339,768
December	29,615,696	33,597,999	34,272,393	39,597,145	33,457,263
January	15,323,999	17,286,992	20,347,077	25,562,428	24,201,042
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	22,111,644	-
Total room sales	\$ 351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,918,568	\$ 251,640,644



# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales

Shown by Month of Sale, Year-to-Date

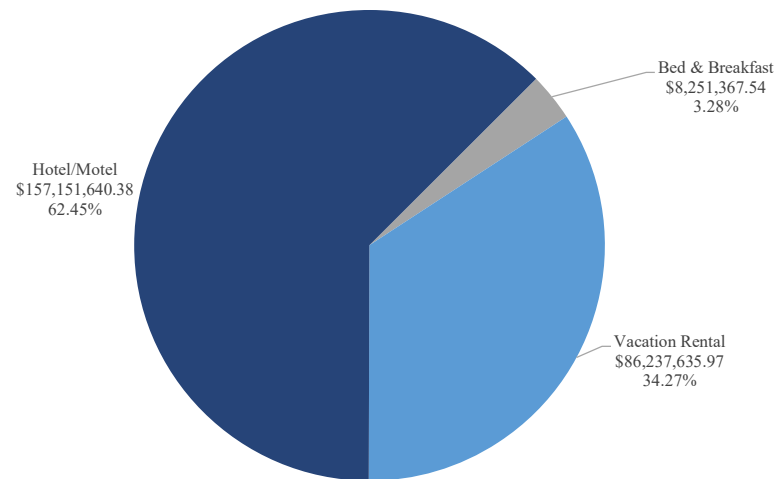
February 28, 2021

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%	\$ 12,285,571	\$ 9,341,842	31.5%	31.5%	\$ 1,132,148	\$ 1,456,420	-22.3%	-22.3%	\$ 32,550,037	\$ 44,385,587	-26.7%	-26.7%
August	19,815,648	31,112,092	-36.3%	-39.8%	13,727,538	8,699,296	57.8%	44.2%	1,123,717	1,303,349	-13.8%	-18.3%	34,666,902	41,114,737	-15.7%	-21.4%
September	22,012,507	29,886,060	-26.3%	-35.5%	13,378,131	8,641,320	54.8%	47.6%	1,295,793	1,344,887	-3.7%	-13.5%	36,686,431	39,872,267	-8.0%	-17.1%
October	36,464,280	39,606,607	-7.9%	-27.4%	15,347,279	8,717,244	76.1%	54.6%	1,927,642	1,826,166	5.6%	-7.6%	53,739,201	50,150,018	7.2%	-10.2%
November	24,630,899	32,892,802	-25.1%	-26.9%	10,469,231	7,959,792	31.5%	50.4%	1,239,638	1,338,827	-7.4%	-7.6%	36,339,768	42,191,421	-13.9%	-10.9%
December	22,871,661	30,545,959	-25.1%	-26.7%	9,544,948	7,885,885	21.0%	45.9%	1,040,654	1,165,301	-10.7%	-8.0%	33,457,263	39,597,145	-15.5%	-11.6%
January	12,224,328	16,067,073	-23.9%	-26.5%	11,484,939	8,954,274	28.3%	43.3%	491,776	541,081	-9.1%	-8.1%	24,201,042	25,562,428	-5.3%	-11.0%
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	-		-	9,659,948	-		-	681,214	-		-	22,111,644	-	
Total	<u>\$ 157,151,640</u>	<u>\$ 261,801,781</u>			<u>\$ 86,237,636</u>	<u>\$ 82,207,364</u>			<u>\$ 8,251,368</u>	<u>\$ 10,909,423</u>			<u>\$ 251,640,644</u>	<u>\$ 354,918,568</u>		

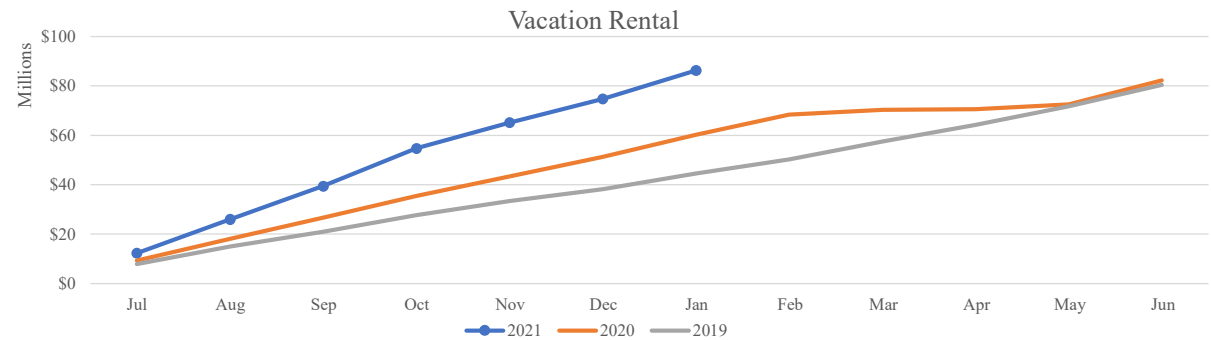
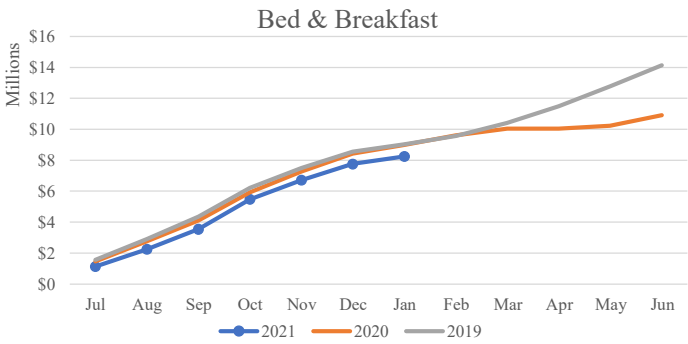
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category  
Shown by Month of Sale, Year-to-Date  
February 28, 2021

Total Room Sales by Category, Year-to-Date



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





March 25, 2021

To: Buncombe County Tourism Development Authority

From: Vic Isley

Subject: President & CEO's Report of February 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 February of 2021 continues that trend. Hotel occupancy for the month of February was 44.5 percent, down 20.5 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. February vacation rental occupancy was up 20.5% percent reaching 54.6% percent.

	<b>Hotel Occupancy</b>	<b>Percentage Change YOY</b>
February 2021	44.5%	(20.5%)

Source: STR Report

	<b>Vacation Rental Occupancy</b>	<b>Percentage Change YOY</b>
February 2021	54.6%	+20.5%

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. With positive cases dropping and the availability of vaccines increasing, plans to reengage with potential travelers through paid promotions will be rolled out in phases throughout the spring.

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 inspiring travelers to choose Asheville for their future travel to support local jobs for residents and create new customers for community businesses and outfitters.

## **FEBRUARY BY THE NUMBERS**

- During February, the sales team posted 996 personal contacts (up 10%). February sales activities generated 55 sales leads (down 49%) and 18 convention bookings (down 18%), representing 1,770 rooms (down 62%). Eight months into the fiscal year, year-to-date bookings are down 49 percent and room nights represented are down 56 percent.
- CVB sales leads generated 3 group events in February (down 83%), with corresponding revenue of \$67,520 (down 87%). The services team assisted 3 groups (down 83%).
- The PR team landed 29 significant placements in February (up 38%), with 77 media touchpoints (up 97%). The publicity value of print and broadcast placements totaled \$1.8 million with reach of 8.4 million. Online placements added \$1.4 million in value and reach of more than 761 million.
- ExploreAsheville.com attracted 338,852 visits (down 14%), including 237,568 to the mobile site (down 5%). Our Facebook fan base total is 299,753 (up 1%) and video views totaled 33,048 (down 29%).
- In February 2021, there were 2,247 Asheville Visitor Guide requests compared to 3,073 the previous year.
- Paid search generated 72k site visits in February with average time on site of 1:16 and an average of 1.94 pageviews per visit; click through rate was 17 percent.
- Online hotel reservations totaled 44 room nights (up 13%) with total room revenue of \$6,161 (down 5%).
- The Asheville Visitor Center welcomed 1,818 visitors (down 78%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 1,308 visitors (up 3%).

## **LODGING & AIRPORT RESULTS**

- Buncombe County Finance reported lodging sales totaling \$24,204,607 in January (down 5%).
- Smith Travel Research reported hotel occupancy of 41.8 percent during January (down 17%). The average daily room rate was \$114.25 (down 8%), and RevPAR (revenue per available room) was \$47.79 (down 24%). Room demand decreased 13 percent with 112,415 rooms sold.
- AirDNA reported short term rental occupancy of 46 percent (up 24%), ADR of \$101.32 (up 10%), and RevPAR of \$46.61 (up 35%). Total demand for short term rentals increased 16 percent to total 82,019 rooms sold.
- Passengers at the Asheville Regional Airport decreased 61 percent to total 43,630 in January.

## **MARKETING & PUBLIC RELATIONS**

### **Project Updates:**

- Reviewed creative concepts and approaches with the 360i team and began the production process moving into March.
- Discussed potential partnerships and moved the creative process forward with several media outlets, including Garden & Gun, Samantha Brown, AFAR, Matador, and T + L.
- Participated in discussions on the Visit NC Leave No Trace project and Pledge for the Wild as part of efforts to build out a platform around responsible tourism.
- Black History Month: Implemented series of social posts and Instagram Story profiles featuring historical and present-day Black figures and landmarks in the Asheville community, including Hood Huggers International, Muni Documentary, Roberta Flack and SoundSpace @ Rabbit's Hotel.
- Created new blog post focused on virtual and in-person events happening around Valentine's Day for 2021 and amplified "828 Love Asheville" Go Local campaign via social and email distribution.
- Curated Asheville: Launched social series featuring weekly roundups of Curated Asheville partners and personalized interviews shared via Instagram Stories.
- Planning for the 2H FY21 paid media continued, including:
  - Finalized media plan and partner recommendations.
  - Further refinement of creative approach, look and feel, and tonality continued in February and is being finalized for a rolling launch in early spring.
  - Kicked off content partnerships with Samantha Brown's Places to Love, Garden & Gun, Travel + Leisure and Afar. Also restarted discussions with Matador for production in May (this was pulled forward from last year's plan as we could not move forward due to the pandemic).
- Logged 77 media touchpoints, initiated 234 pitches, and supported 5 media on the ground in Asheville in February.
- Provided story support for *USA Today*, *Frommer's*, *Southern Living*, *Departures and Country*.
- Presented "What New in 2021" to Visit NC editorial and PR team.
- Provided photo support for *Girl Camper*, *Southern Travel + Lifestyles* and *Leader's Edge* magazines.
- Distributed the "What's New in 2021" news round-up via 313 individualized email sends. Also distributed the news to media via an Act-On send (1,681 delivered with a 25.5% open rate) and PR Newswire (picked up 134 times for total potential audience of 120 million).
- Cleaned up main media distribution lists and continued work to input the team's main media list into Cision for future distribution.
- Provided Cision direction, key terms and a "bulls-eye" list of articles to use in creating a wellness coverage dashboard.
- Reviewing and distributing outreach to meetings media around the Safe Meeting Case Studies.
- Participated in a webinar focused on Diversity in Travel.

### **Future Updates:**

- Development and initial rollout of 2021 spring content plan.
- Editing and distribution of the wellness release.
- Planning for upcoming spring site visits (*Country Magazine*, *The Sophisticated Life* blog, *Departures*, *Better Magazine*, *Places to Love*)
- Continue to work with Experian on audience profiles.
- Reviewing business intelligence dashboards.

## **GROUP SALES & SERVICES**

### **Project Updates:**

- Closer to Home Self Directed FAM initiative targeting the drive meeting market generated 40 requests for more information on visiting and generated 13 confirmed reservations to date.
- Held Mug Moments #4 featuring Robert Sponder with Holiday Inn Biltmore West.
  - Registered attendance: 41 / Actual Viewers: 31
- Met with Meetings Database Inc. regarding data analytics project for meeting and group events.
- Staff hosted a site visit with Society of Industrial and Office Realtors for May 2021.
- Virtually attended the following trade/industry meetings:
  - Georgia Society of Association Executives Hybrid Luncheon
  - Face Book live with HPN Global managers
  - Leadership Asheville Buzz Breakfast
  - UNC Asheville's Bulldog Sports Roundtable
  - NC Sports Association Meeting
  - Asheville Buncombe Regional Sports Commission
  - SoCon Team Host Hotel Meeting (review safety protocols)
  - Sports ETA Women's Group
- Virtually attended educational webinars by Cvent on outlook for meetings industry, Destination International's strategies for connecting with black travelers, Simpleview's and Stamats' presentations on data cleansing.
- Attended Wedding Industry Preview Event hosted by AC/Aloft/Arras.
- Attended Nomadness BIPOC Diversity in Travel Data Reveal 3.0.
- Eight wedding guides were downloaded this February versus 15 last February.
- February bookings included (but are not limited to): 2021 NCYSA Kepner Cup – Girls (100 rooms), 2021 Biltmore-Kiwanis 15K/5K Classic (90 rooms), 2021 The Upledger Institute (40 rooms), 2021 National Hospitalist Conference (266 rooms), 2021 Epic Dance (80 rooms), 2022 Property and Liability Resource Bureau (91 rooms), 2020 Maximum Cheer and Dance (40 rooms), 2021 AAI Staff Retreat (18 rooms), 2021 Comfort Systems (105 rooms), 2021 Buyers Intelligence Group (45 rooms), and 2022 Southern Headache Society (325 rooms).
- Finalized the *Safe Meetings in Asheville* landing page and the *Safe Meeting Case Studies*.
- Staff was interviewed for *Small Market Meetings* article about incentives available to meeting planners.
- Featured in the Jan/Feb edition of American Bus Association's Destinations
- An e-newsletter was sent to 12,463 planners in the database. (Open Rate: 11.9%, Click-to-Open Rate: 12.4%)
- An invitation for Mug Moments Episode 4 was sent to 165 past episode registrants. (Open Rate: 35.2%, Click-to-Open Rate: 36.2%)
- Received 1,839 views on various LinkedIn posts.
- Created four microsites: Kiwanis 15K/5K Classic, Epic Dance 2021, NCYSA Kepner Cup, and Montreat College Track & Field Qualifying Meet.

### **Future Updates:**

- Sales Retreat on Tuesday, March 9.
- Structure FY 21 budget.
- Host Mug Moments #5, the final edition.
- Hold DOS quarterly meeting.

## **COMMUNITY ENGAGEMENT**

### **Project Updates:**

- In February, 40 partner account updates, 102 calendar events, and 2,247 individual Visitor Guide requests were processed.
- Nine new partners were added in February: Ambiente Modern Furniture, Gather 'Round Charcuterie Co., Montgomery Sky Farm, I Do Asheville Weddings, PIE.ZAA, Summit Coffee Company, Parkway Picnics LLC, Evolve Skin Studio, and Flourish Flower Farm.
- Two partner accounts were cancelled in February: Jen Aly Designs due to closure and the Herb Mountain Farm transitioned property from retreats/venue rental to residential community.
- Nine One-on-One Wednesday sessions were held: three with current partners for listing/extranet/general support, four new partners and two with potential new partners.
- Hosted a partner webinar presented by JB Media "Cost-Effective Ways to Increase Reach and Website Traffic" on February 10 with 55 in attendance.
- Calendar submission form on the frontend and in the extranet undergoing updates to improve usability for partners submitting events.
- Partner support benefit information and onboarding process on AshevilleCVB.com is being reviewed for improvement with the JB Media team.
- CE team members hosted a table at Leadership Asheville Buzz Breakfast featuring guest speaker Paul Farber from Monument Lab, and attended the following community meetings: RAD Leadership Roundtable, African American Business Association, Asheville Homestay Network, RADBA (River Arts District Business Association), Asheville Downtown Association's State of Downtown, and Chamber's Business After Hours, and a Preservation and History Meet Up hosted by The Preservation Society of Asheville & Buncombe.
- Pat met with regional tourism and forest agencies to discuss Visit NC's Leave No Trace program and attended the NOMADNESS BIPOC Diversity in Travel Data Reveal 3.0 webinar.
- Wayfinding: managing the kiosk refresh project to update all content and designs on every kiosk throughout the county.
- A summary overview of the TPDF Project Annual Reports was compiled and presented at the February board meeting by Pat.
- TPDF: The BCTDA approved a request from the City of Asheville to extend the Riverfront Destination Development project deadline to May 31, 2021.
- TPDF: Exploring capital needs of performing arts venues and outdoor cultural events related to COVID restrictions with various community partners.
- African American Heritage Trail: received budget allocation approval from BCTDA and moving forward with research phase.
- Team members continue with Brainery and Lenoir Rhyne Equity, Diversity & Inclusion certification coursework.

### **Future Updates:**

- The Hospitality Outlook virtual event is in development for March 10 with Adam Sacks from Tourism Economics as the Keynote Speaker.
- Wayfinding: planning underway for spring maintenance and set up of online inventory management system.
- African American Heritage Trail: kick-off of research phase and coordinating tours with the project team and staff.

## **PUBLIC INFORMATION**

### **Project Updates:**

- Wrote and published five partner e-newsletters or e-alerts, including the second edition of the *Tourism Community Update* on February 24, an e-newsletter published immediately following the BCTDA board meeting. In total in the month of February, 6,949 emails were delivered among the five communications with an open rate as high as 47.66%, well exceeding industry averages.
- Wrote, published, and updated content on AshevilleCVB.com that included information on COVID relief opportunities, including One Buncombe Fund; latest COVID-related executive orders; BCTDA board meeting documents; new public comment protocols; Tourism Jobs Recovery Fund 6-Month Report; e-newsletters and alerts; partner forums including Hospitality Outlook.
- Social media communications included promotion of the February BCTDA board meeting; the *Tourism Community Update*; Leadership Asheville Winter Buzz Breakfast series (CVB-sponsored); PPP and other COVID relief info; the 828 Go Local Challenge; Travel Confidently - Valentine's weekend (US Travel Assoc); partner webinars; Black History Month.
- Responded to several requests for interviews, quotes, or information, including:
  - WLOS-TV: [Giving hotel workers COVID-19 vaccine priority would help Asheville's tourism industry](#) (02/24/21)
  - Asheville Citizen Times: [Should less tax money be spent on Asheville, Buncombe Tourism Marketing](#) (02/25/21)
  - Mountain Xpress: [New TDA boss sketches post-pandemic tourism plans](#) (02/17/21)
  - BizRadio Asheville: [23-minute interview with Vic on The Matt Mittan Show](#) (02/02/21)
  - Sunshine Request: Questions on public comment protocols.
- Other coverage of note includes coverage of January BCTDA board meeting:
  - Mountain Xpress: [TDA will not support additional COVID-19 relief from room tax revenues](#) (02/01/21)
- Press Releases/Advisories sent: BCTDA Board meeting, to include new public comment processes and protocols.
- Assisted in the development and public announcement of the protocols for live (virtual) public comments during board meetings.

### **Future Updates:**

- Continue developing a comprehensive stakeholder communications plan.

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

### **Project Updates:**

- Executed the BCTDA's regular monthly board meeting virtually on February 24. Highlights of the meeting included: New [Public Comment Protocols](#) were adopted and a nominating committee was appointed to include Gary Froeba (chair), John McKibbin, and Leah Ashburn. A TPDF update was given to include the annual project status report, budget amendment to close completed projects was approved, a contract extension request by the City of Asheville was approved, and a \$500,000 budget for the African American Heritage Trail project was established. A *Recovery Marketing & Messaging* presentation was shared by Marla and Ashley Keetle w/ 360i and a *Preparing for Group Recovery* presentation was giving by Dianna.



- Developed new protocols for verbal public comments to be received during BCTDA virtual board meetings, which will allow for a limited number of people to share live comments if they sign up in advance and follow the new rules adopted by the board on February 24. Written comments are still accepted via email as before.
- Marketing & PR Assistant Audrey Wells resigned and her last day of employment was February 19. Applications for the Marketing & PR Assistant opening were accepted through month's end, with more than 110 people applying for the position.
- Jenn began the FY22 budget season, including creation of the FY22 budget template docs, had initial meetings with Vic and each department head to provide overview of budget season expectations, began the FY21 revenue and expense forecast, created the FY22 revenue forecast and had initial meeting with Vic and BCTDA Finance Committee to discuss FY22 revenue objective.
- Continued to schedule meetings for Vic Isley with staff, tourism community members, elected officials, stakeholders, and strategic partners.

#### **Future Updates:**

- Prepare for and execute the BCTDA's Annual Planning Retreat and March meeting, to be held virtually March 25-26, 2021.
- Develop a plan to recognize VP of Sales Dianna Pierce, who is retiring on March 26 after 26 years of service to the CVB.
- Work on a plan for resuming in person board meetings with a hybrid virtual component to implement when the time is right.
- Continue working on developing the FY 22 proposed budget.
- Continue to coordinate Vic's calendar, including scheduling internal and external meetings as she meets with business owners, elected officials, community leaders, and industry professionals.

# Destination Performance Report



## Lodging & Visitor Overview - February 2021

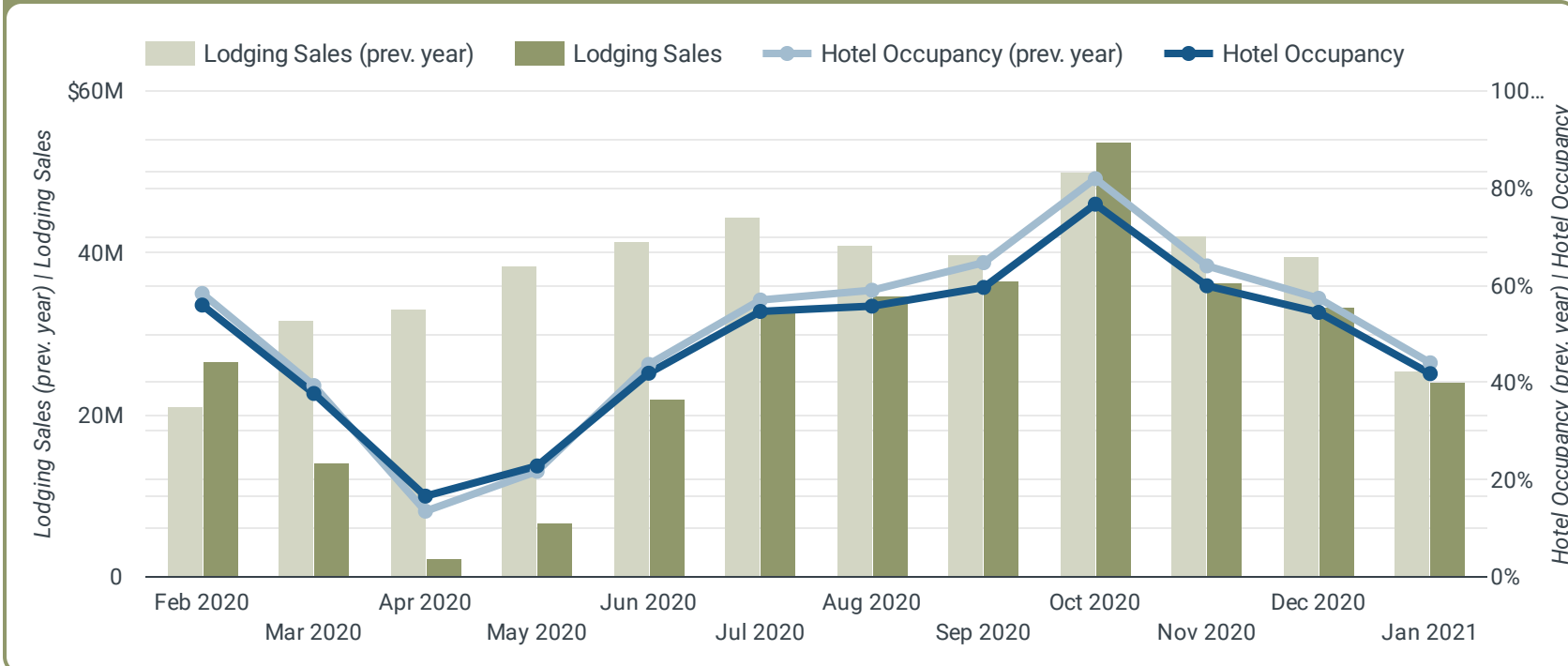
Lodging Sales <b>\$24,204,607</b> (January) ↓ -5.3%	Hotel Occupancy* <b>41.8%</b> (January) ↓ -17.3%	Hotel Demand* <b>112,415</b> (January) ↓ -12.9%	Hotel ADR* <b>\$114.25</b> (January) ↓ -8.3%	Hotel RevPAR* <b>\$47.79</b> (January) ↓ -24.2%
Airport Passengers <b>43,630</b> (January) ↓ -61.3%	Asheville Visitor Center <b>1,818</b> ↓ -78.2%	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>1,308</b> ↑ 3.2%	Travel Guide Requests <b>2,247</b> ↓ -26.9%

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

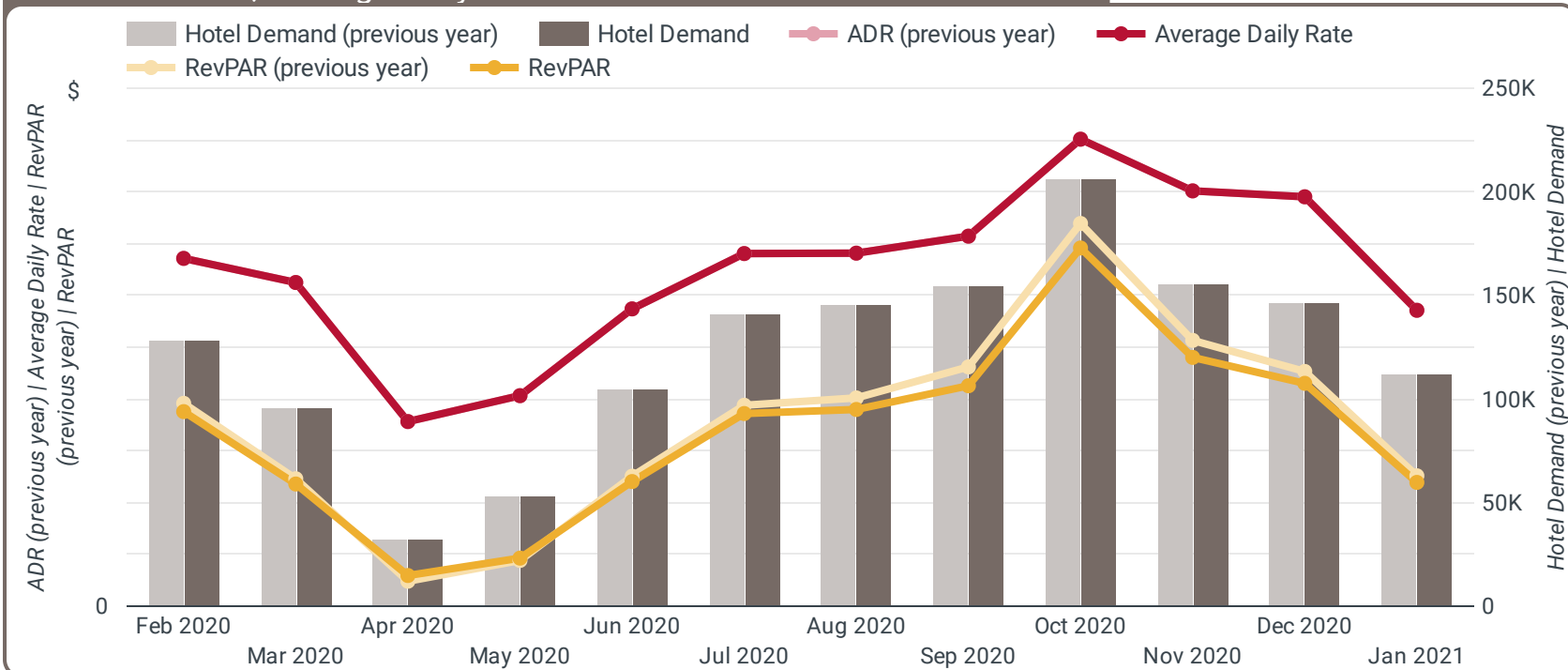
Lodging Sales <b>\$251,644,209</b> ↓ -11.0%	Hotel Occupancy* <b>57.5%</b> ↓ -21.9%	Hotel Demand* <b>1,062,679</b> ↓ -17.1%	Hotel ADR* <b>\$149.97</b> ↓ -11.6%	Hotel RevPAR* <b>\$86.30</b> ↓ -31.0%
Airport Passengers <b>408,681</b> ↓ -59.6%	Asheville Visitor Center <b>52,614</b> ↓ -62.6%	Pack Sq Visitor Center <b>0</b> ↓ -100.0%	Black Mtn Visitor Center <b>17,487</b> ↓ -1.7%	Travel Guide Requests <b>16,189</b> ↓ -25.0%

## 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 2021

Occupancy	ADR	RevPAR	Demand
46.0%	\$101.32	\$46.61	82,019
↑ 23.5%	↑ 9.6%	↑ 35.3%	↑ 15.7%

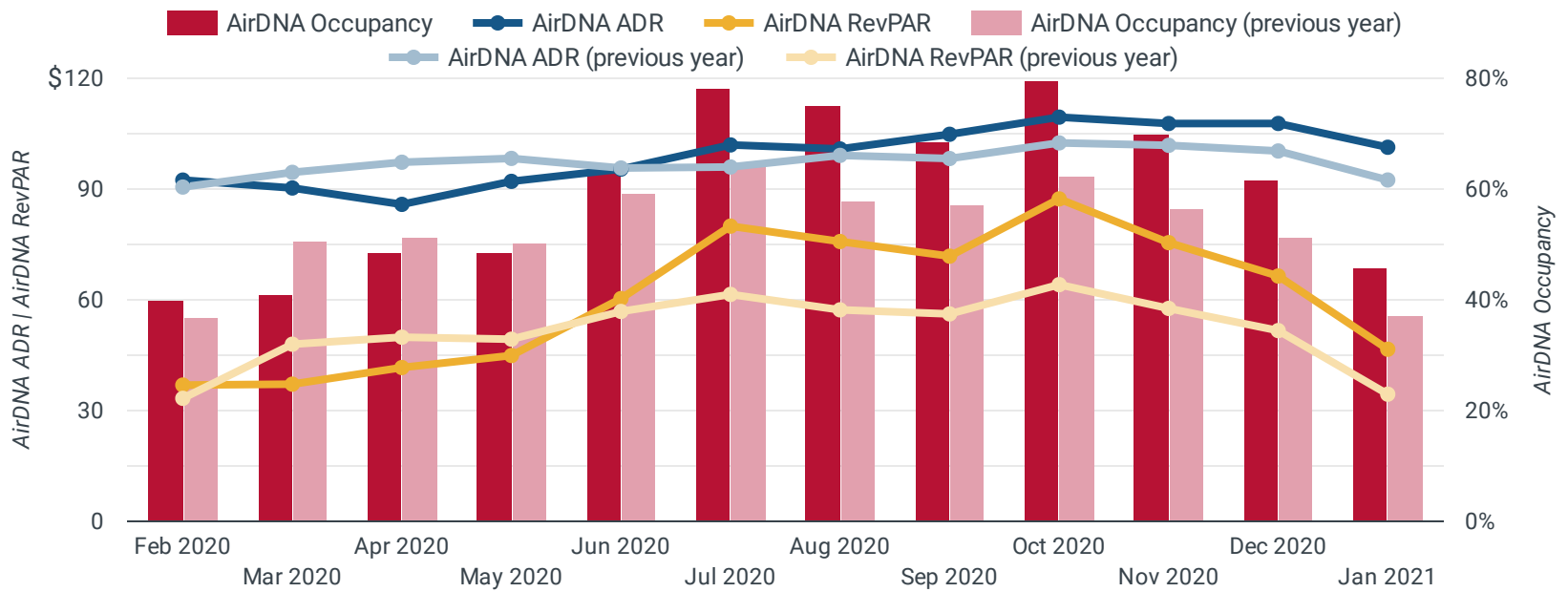
## Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
68.6%	\$105.05	\$72.04	875,348
↑ 23.7%	↑ 6.1%	↑ 31.3%	↑ 11.9%

## AirDNA ADR, RevPAR and Occupancy

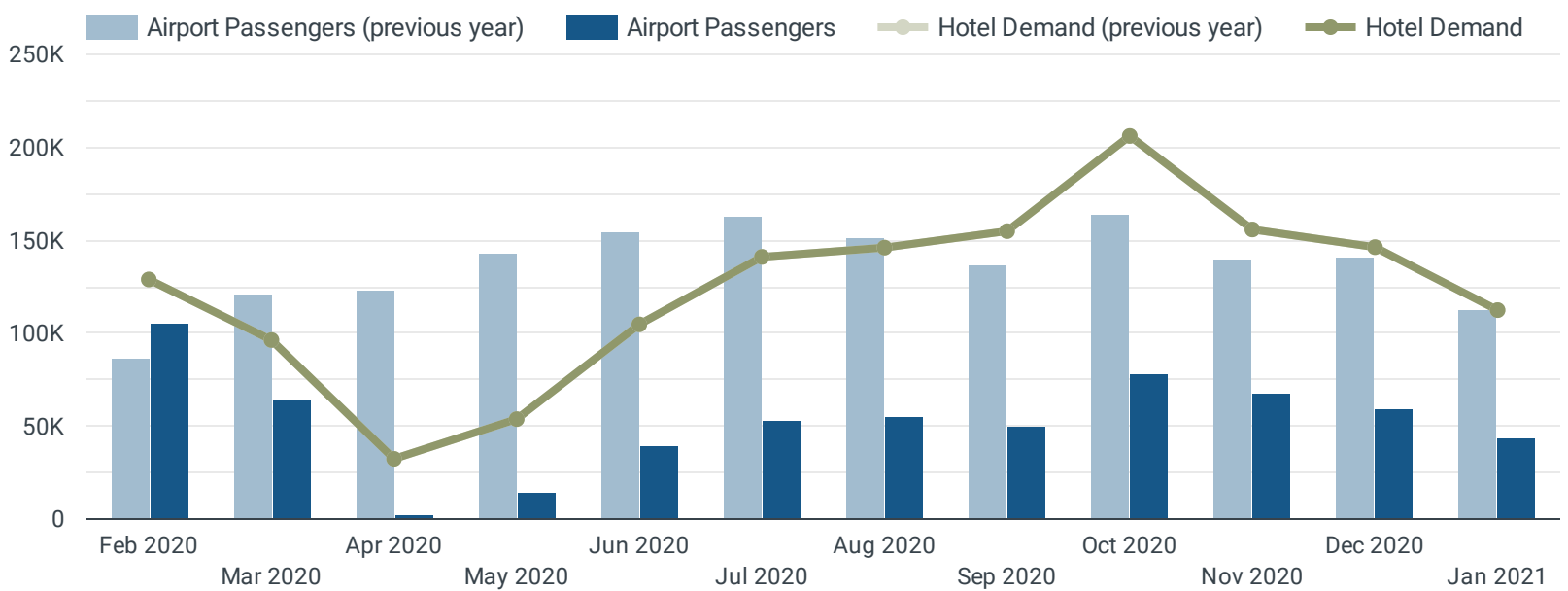
\* Short Term Rental Data Source: AirDNA

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

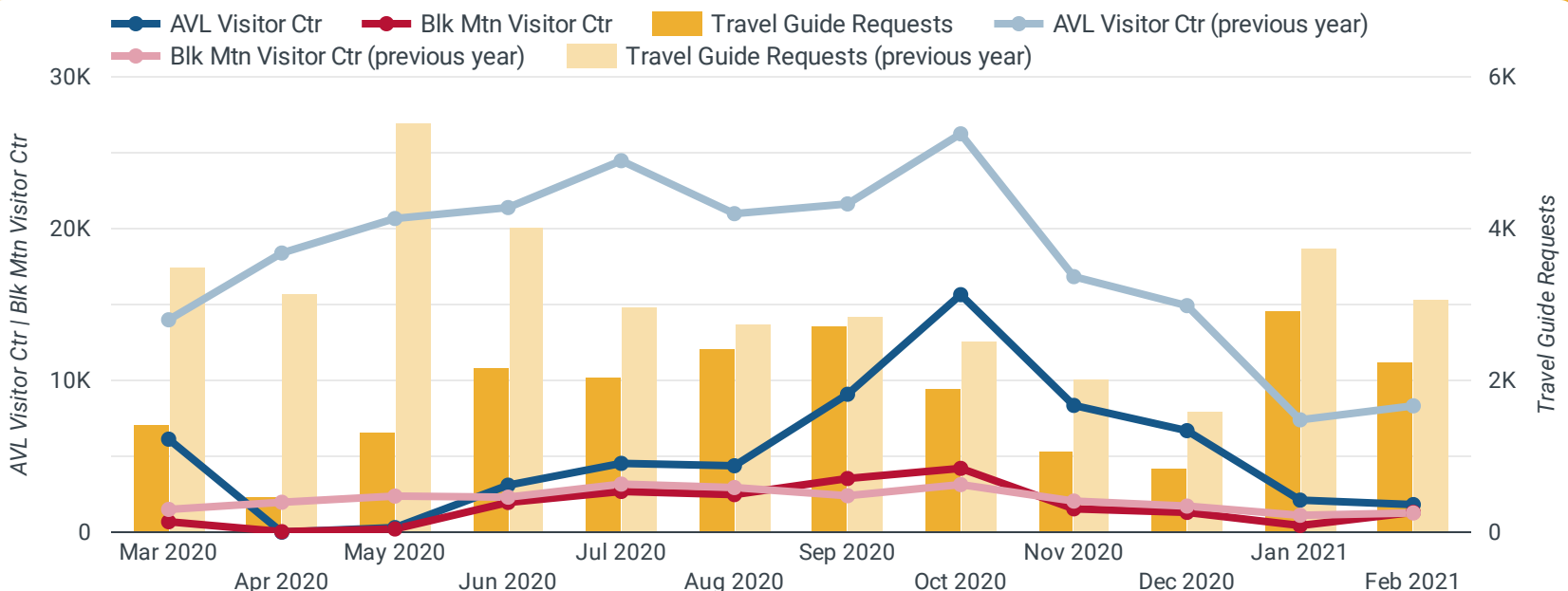


## Airport Passengers vs. Hotel Demand\*

\* 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



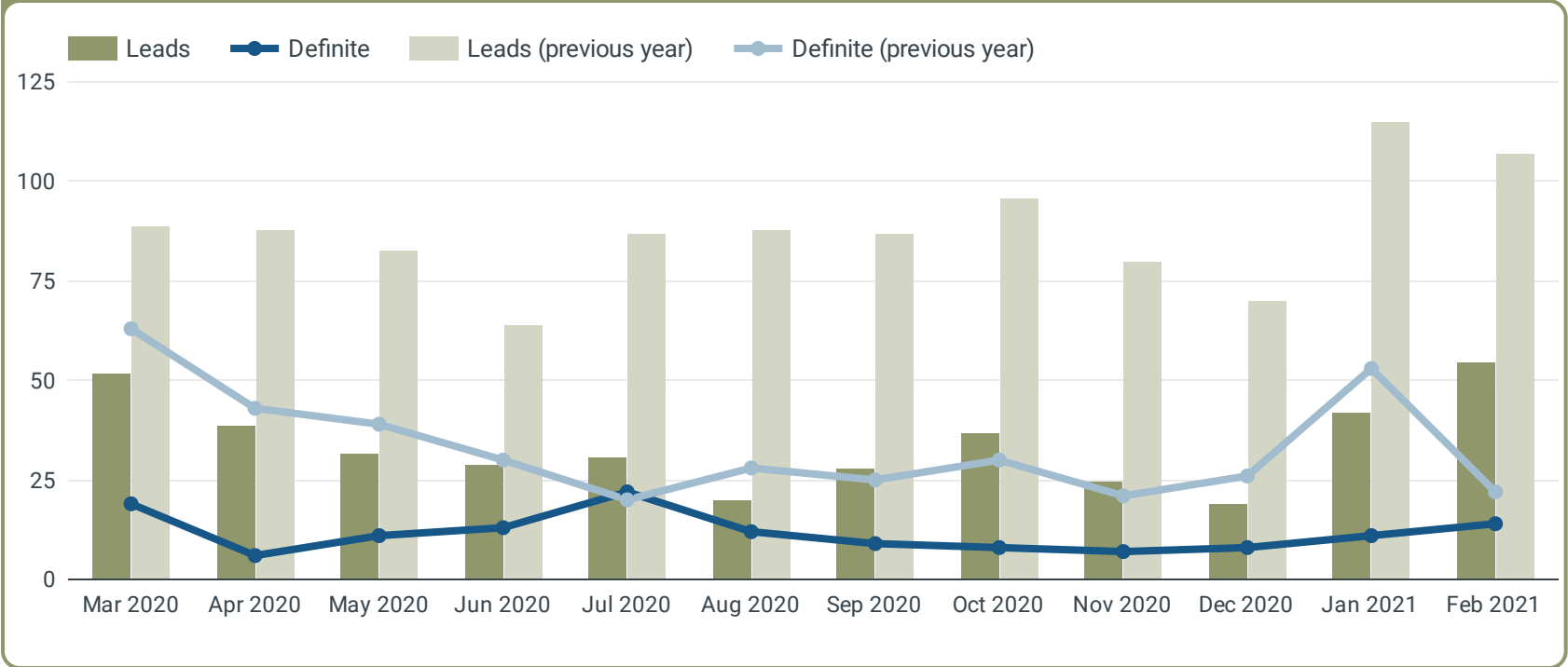
## Sales Leads and Outreach - February 2021

Sales Leads Issued 55 ↓ -48.6%	Room Nights (Leads) 13,551 ↓ -43.8%	Leads Turned Definite 18 ↓ -18.2%	Room Nights (Definite) 1,770 ↓ -62.1%	Estimated Revenue \$491,248 ↓ -64.6%	
P2P Outreach 996 ↑ 9.8%	Indirect Outreach 12,628 ↑ 149.5%	Group Events 3 ↓ -83.3%	Room Nights Generated 670 ↓ -71.4%	Actualized Revenue \$67,520 ↓ -87.0%	Groups Served 3 ↓ -83.3%

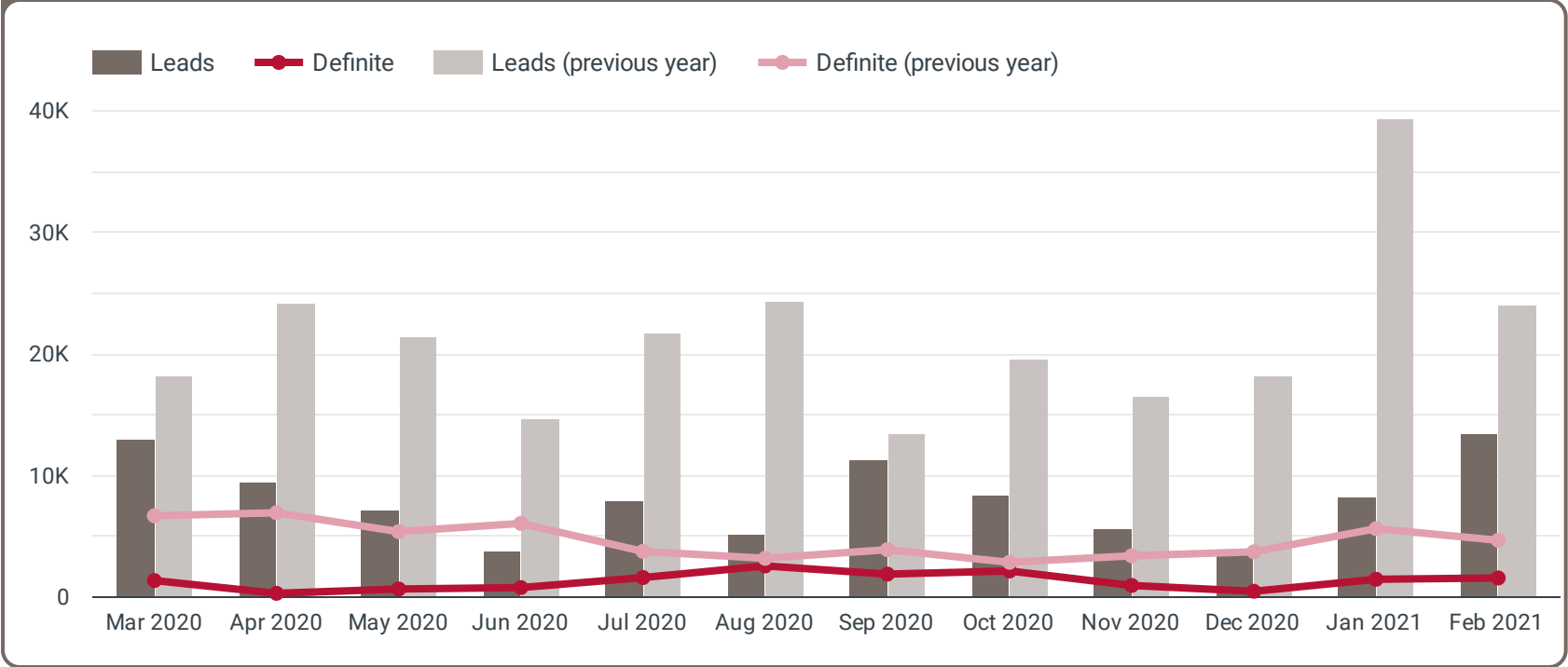
## Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued 257 ↓ -64.8%	Room Nights (Leads) 64,589 ↓ -63.6%	Leads Turned Definite 121 ↓ -49.4%	Room Nights (Definite) 15,397 ↓ -56.1%	Estimated Total Revenue \$3,683,874 ↓ -62.4%	
P2P Outreach 6,333 ↓ -23.5%	Indirect Outreach 94,879 ↓ -1.2%	Group Events 75 ↓ -74.4%	Room Nights Generated 5,387 ↓ -84.1%	Actualized Revenue \$1,076,346 ↓ -90.0%	Groups Served 110 ↓ -58.0%

## Sales Leads vs. Definite



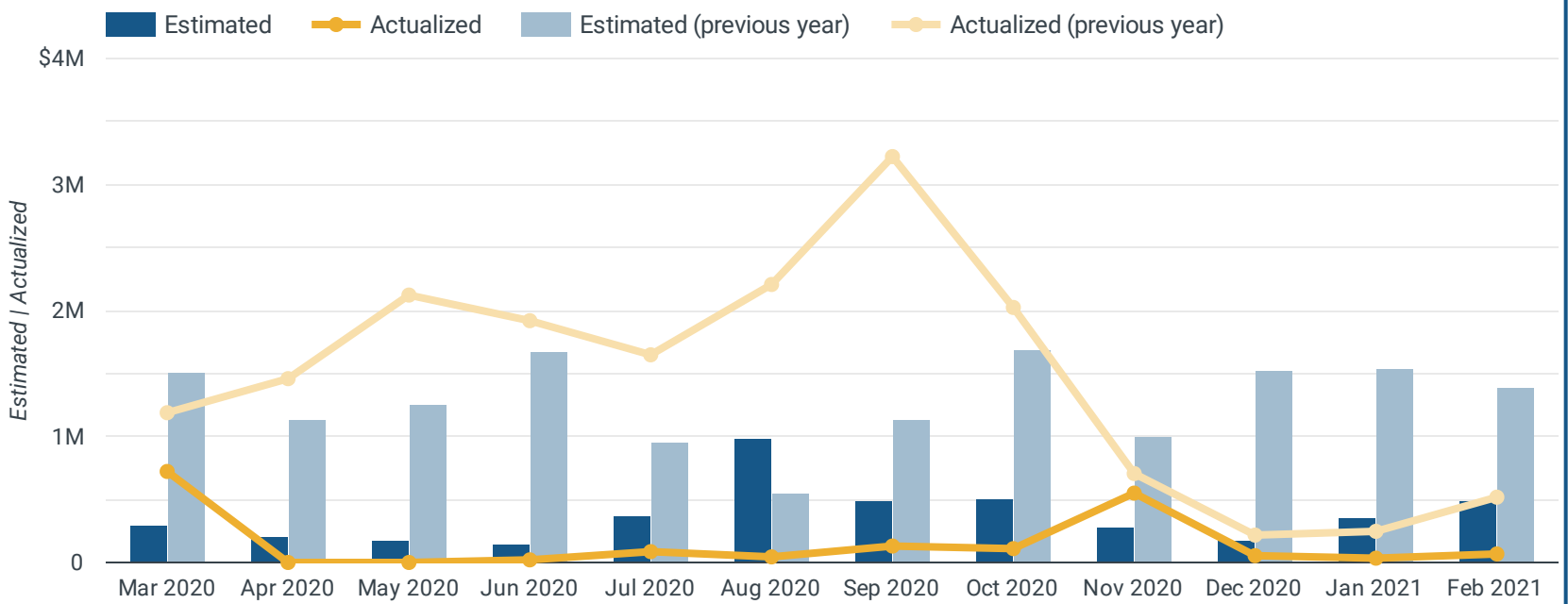
## Room Nights Represented in Leads vs. Definite



# 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.	Feb 2021	996		9.8%	12,628		149.5%
2.	Jan 2021	856		-1.9%	23,467		77.3%
3.	Dec 2020	734		-25.7%	12,759		118.7%
4.	Nov 2020	757		-30.9%	17,150		4,637.6%
5.	Oct 2020	918		-19.2%	7,653		-19.9%
6.	Sep 2020	616		-42.0%	6,414		-65.6%
7.	Aug 2020	646		-44.4%	14,771		-59.3%
8.	Jul 2020	810		-23.6%	37		-99.5%
9.	Jun 2020	471		-50.6%	8,900		-44.1%

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Feb 2021	3		-83.3%	670		-71.9%
2.	Jan 2021	1		-90.9%	124		-92.1%
3.	Dec 2020	6		-75.0%	232		-76.7%
4.	Nov 2020	10		-75.6%	2,129		-23.9%
5.	Oct 2020	25		-65.3%	567		-89.9%
6.	Sep 2020	13		-75.0%	548		-89.7%
7.	Aug 2020	6		-83.3%	310		-93.6%
8.	Jul 2020	11		-71.8%	497		-87.8%
9.	Jun 2020	0		-100.0%	0		-100.0%

# Marketing Department Performance Report



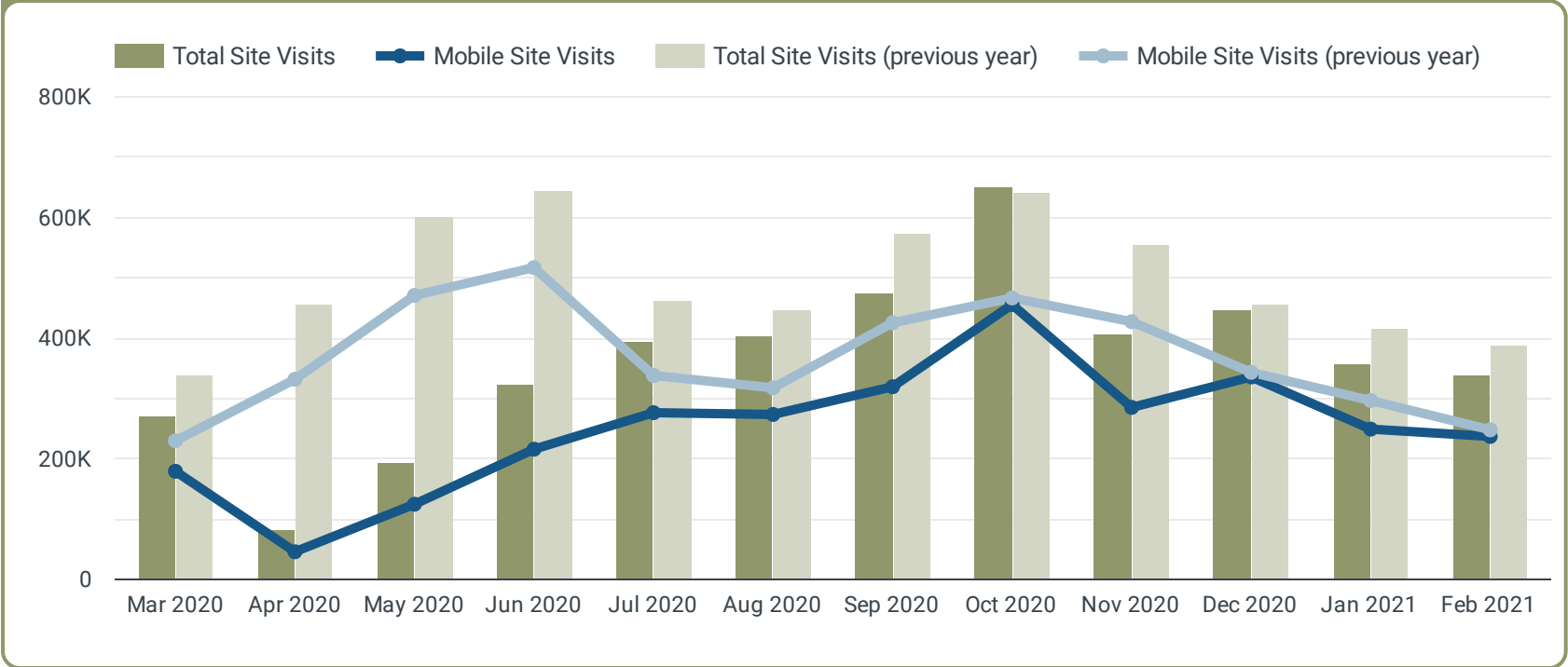
## Marketing Metrics Overview - February 2021

Website Visits 338,852 ↓ -13.6%	Mobile Site Visits 237,568 ↓ -4.9%	aRes - Room Nights 44 ↑ 12.8%	aRes - Room Revenue \$6,161 ↓ -4.7%	Total Facebook Fans 299,753 ↑ 0.9%
PR Publicity Value \$3,291,716 ↑ 46.6%	PR Estimated Impressions 769,762,311 ↑ 286.2%	Significant Placements 29 ↑ 38.1%	Media Touchpoints 77 ↑ 97.4%	Video Views 33,048 ↓ -29.2%

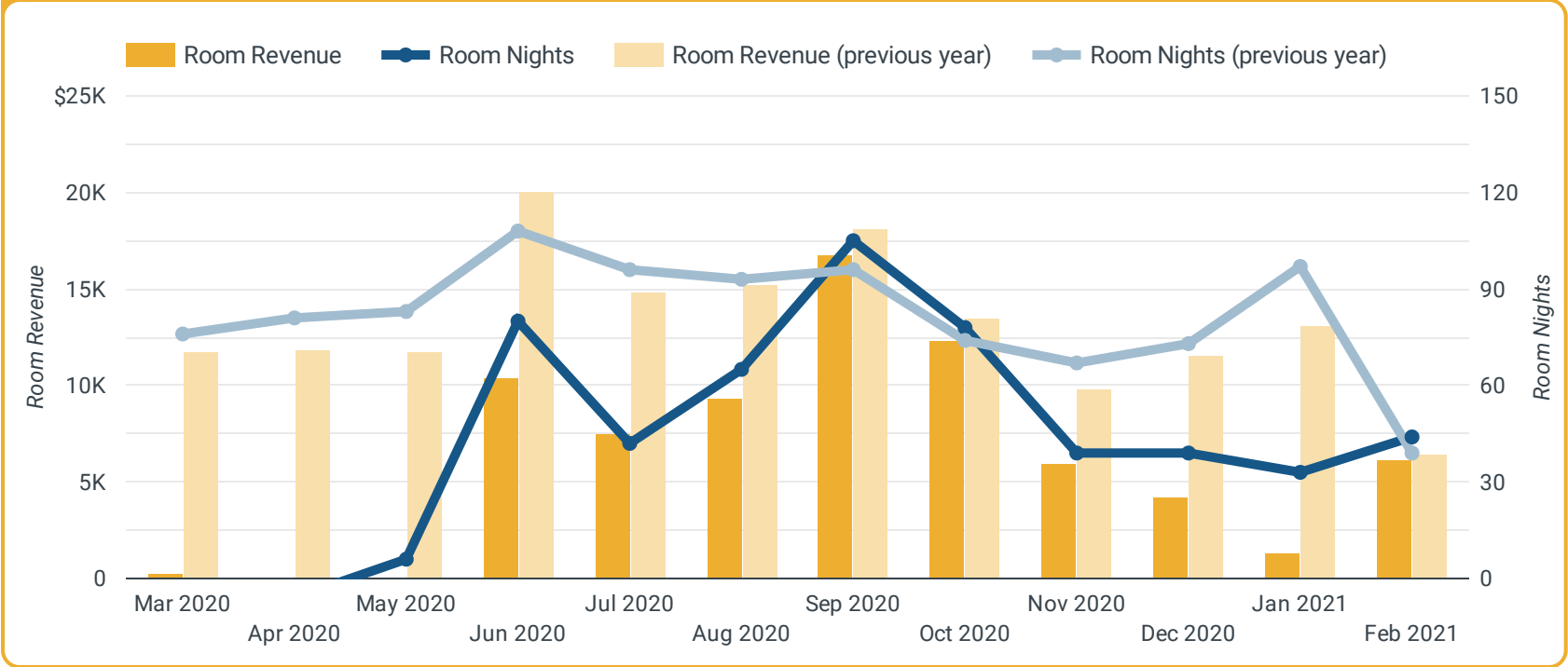
## Marketing Metrics Overview - Fiscal Year 20-21

Website Visits 3,469,406 ↓ -12.5%	Mobile Site Visits 2,424,150 ↓ -15.7%	aRes - Room Nights 445 ↓ -29.9%	aRes - Room Revenue \$63,775 ↓ -37.9%	Avg. Total Facebook Fans 298,908 ↑ 1.5%
PR Publicity Value \$16,659,049 ↓ -69.5%	PR Estimated Impressions 6,643,333,330 ↑ 436.0%	Significant Placements 276 ↑ 6.2%	Media Touchpoints 483 ↑ 7.6%	Video Views 339,204 ↓ -21.6%

## 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 2021	\$1,864,896	-15%	8,406,237	206.22%
2.	Jan 2021	\$172,581	-98%	8,873,652	14.77%
3.	Dec 2020	\$76,207	-96%	470,974	-93.55%
4.	Nov 2020	\$43,979	-98%	175,847	-96.36%
5.	Oct 2020	\$417,310	-98%	5,687,854	-60.86%
6.	Sep 2020	\$131,426	-94%	747,759	-90.79%
7.	Aug 2020	\$49,694	-98%	120,399	-97.86%

## Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Feb 2021	\$1,426,820	2,234%	761,356,074	286.24%
2.	Jan 2021	\$1,405,853	490%	747,794,055	556.23%
3.	Dec 2020	\$1,863,214	3,327%	991,071,366	765.1%
4.	Nov 2020	\$1,443,514	859%	767,826,179	308.06%
5.	Oct 2020	\$1,029,825	560%	547,779,342	134.58%
6.	Sep 2020	\$2,221,765	1,835%	1,181,790,034	602.66%
7.	Aug 2020	\$2,035,067	8,187%	1,084,810,562	1,902.78%

## Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Feb 2021	77	97.4%	29	38.1%
2.	Jan 2021	53	-31.2%	22	-40.5%
3.	Dec 2020	64	60.0%	37	54.2%
4.	Nov 2020	37	-9.8%	31	-18.4%
5.	Oct 2020	127	54.9%	40	14.3%
6.	Sep 2020	52	0.0%	43	13.2%
7.	Aug 2020	48	-34.2%	48	92.0%

## Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Feb 2021	299,753	null	33,048	null
2.	Jan 2021	300,544	null	40,088	null
3.	Dec 2020	299,322	null	32,752	null
4.	Nov 2020	299,114	null	25,690	null
5.	Oct 2020	298,735	1.5%	51,508	-20.1%
6.	Sep 2020	297,968	1.7%	42,161	-43.4%
7.	Aug 2020	297,940	2.2%	57,348	33.3%

# 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**  
**February 2021 Quick List**

- Source: Smith Travel Research, Monthly Report

	<b>February</b>	<b>Running 12 Months</b>
Occupancy	44.5% (-20.5%)	48.2% (-34.2%)
ADR	\$115.34 (-14.1%)	\$138.94 (-13.7%)
RevPAR	\$51.31 (-31.7%)	\$66.97 (-43.2%)
Supply	242,732 (+5.3%)	3,024,994 (2.8%)
Demand	107,972 (-16.3%)	1,457,908(-32.3%)
Revenue	\$12,453,848 (-28.1%)	\$202,568,986 (-41.6%)

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

- Source: Smith Travel Research, Weekly Report

	<b>Weekday</b>	<b>Weekend</b>	<b>Total</b>
Occupancy	39.8% (-25.0%)	65.1% (-15.0%)	47.0% (-21.3%)
ADR	\$101.34 (-14.2%)	\$139.84 (-13.9%)	\$116.56 (-13.2%)
RevPAR	\$40.34(-35.6%)	\$91.03 (-26.8%)	\$54.83 (-31.7%)

**February 2021 AIRDNA**

- Source: AIRDNA, Monthly Report

	<b>Hotel Comparable</b>	<b>All Short Term Rentals</b>
Occupancy	54.60% (+20.5%)	54.30% (+29.9%)
ADR	\$136.22 (+14.0%)	\$216.64 (+17.7%)
RevPAR	\$74.39 (+37.6%)	\$117.53 (+52.9%)
Room Nights Booked	16,282 (-0.8%)	82,705 (+18.7%)

**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  
February 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	May 31, 2021	\$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						
Project managed by BCTDA/Explore Asheville	African American Heritage Trail Project <sup>9</sup>	2018	\$500,000	n/a	n/a	n/a	n/a	2022	n/a	n/a		

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

<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.

<sup>9</sup> The BCTDA committed to fund the development of the African American Heritage Trail Project as proposed by the River Front Developmenbt Group in the the 2018 TPDF grant cycle and provide staff support to manage the story development, community input process, design, fabrication and installation of the project. The BCTDA allocated \$500,000 for the completion of the project in February 2021.

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, 2018	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