# WELCOME!

The April 27, 2022 in-person meeting of the Buncombe County Tourism Development Authority will begin at 9:00 a.m.

### Explore ASHEVILLE

# CALL TO ORDER

### **Chair Kathleen Mosher**

### Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation



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

**Board Meeting** 

Wednesday, April 27, 2022 | 9:00 a.m. Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1<sup>st</sup> Floor) Members of the Public may attend in-person or register here to view the livestream of the meeting.

#### 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 Meeting Minutes a. March 24, 2022 BCTDA Meeting Minutes b. March 25, 2022 BCTDA Annual Planning Session Minutes	Kathleen Mosher
9:07 a.m.	Financial Reports a. March 2022 Financial Reports b. FY 2022 Audit Contract	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:15 a.m.	Workforce Development Update	Nathan Ramsey, Executive Director Land of Sky Regional Council
9:30 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
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:	
	2022 Explore Asheville Tourism Summit   Wednesday, May 18 The Omni Grove Park Inn	8   12:00 - 5:00 p.m.

The next joint BCTDA monthly meeting is on Wednesday, May 25, 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.

**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.

# FOR OUR REMOTE VIEWERS

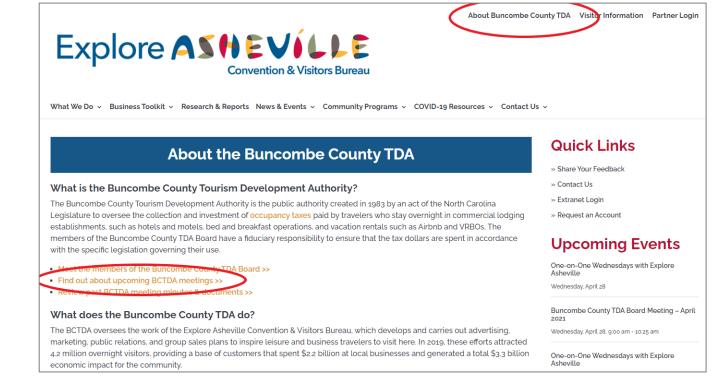
### **Chair Kathleen Mosher**

For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online and additional materials, including a recording of the meeting and the PowerPoint presentation, will be posted later today.

### Go to:

- > AshevilleCVB.com
- > About the Buncombe County TDA
- > Find out about upcoming BCTDA meetings



# WELCOME BOARD & GUESTS

### **Chair Kathleen Mosher**

- Welcome board members and guests who are in attendance
- Introductions around the room

MINUTES

### **Chair Kathleen Mosher**

### March 24, 2022 BCTDA Regular Meeting Minutes

- Questions/Comments
- Suggested Motion:

Motion to approve the March 24, 2022, meeting minutes as presented.

- Motion Second
- Discussion

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 Thursday, March 24, 2022

Present (Voting):Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel, Leah Ashburn, Michael Lusick, Scott PatelAbsent (Voting):NonePresent (Ex-Officio):Buncombe County Commissioner Robert PressleyAbsent (Ex-Officio):Buncombe Councilmember Sandra KilgoreCVB Staff:Vic Isley, Marla Tambellini, Jennifer Kass-Green, Jonna Sampson, Julia SimpsonBC Finance:Don Warn, Buncombe County/BCTDA Fiscal AgentLegal Counsel:Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA AttorneyOnline Attendees:Chip Craig, GreyBeard Realty Glenn Cox, Kathryn Dewey, Hannah Dosa, Marshall Hilliard, Pat Kappes, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff Kit Cramer, Asheville Regional Airport Stephanie Moore, Center for Craft Scott Kerchner, Virtelle Hospitality Jim Muth, John Ellis; Past BCTDA Board Members Lacy Cross, Movement Bank Angel Holloway John Boyle, Asheville Citizen-Times Sunshine Request		
Present (Ex-Officio):       Buncombe County Commissioner Robert Pressley         Absent (Ex-Officio):       Asheville City Councilmember Sandra Kilgore         CVB Staff:       Vic Isley, Marla Tambellini, Jennifer Kass-Green, Jonna Sampson, Julia Simpson         BC Finance:       Don Warn, Buncombe County/BCTDA Fiscal Agent         Legal Counsel:       Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney         Online Attendees:       Chip Craig, GreyBeard Realty         Glenn Cox, Kathryn Dewey, Hannah Dosa, Marshall Hilliard, Pat         Kappes, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff         Kit Cramer, Asheville Area Chamber of Commerce         Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports         Commission         Tina Kinsey, Asheville Regional Airport         Stephanie Moore, Center for Craft         Scott Kerchner, Virtelle Hospitality         Jim Muth, John Ellis; Past BCTDA Board Members         Lacy Cross, Movement Bank         Angel Holloway         John Boyle, Asheville Citizen-Times	Present (Voting):	Larry Crosby, Matthew Lehman, HP Patel, Leah Ashburn,
Absent (Ex-Officio):       Asheville City Councilmember Sandra Kilgore         CVB Staff:       Vic Isley, Marla Tambellini, Jennifer Kass-Green, Jonna Sampson, Julia Simpson         BC Finance:       Don Warn, Buncombe County/BCTDA Fiscal Agent         Legal Counsel:       Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney         Online Attendees:       Chip Craig, GreyBeard Realty         Glenn Cox, Kathryn Dewey, Hannah Dosa, Marshall Hilliard, Pat         Kappes, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff         Kit Cramer, Asheville Area Chamber of Commerce         Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports         Commission         Tina Kinsey, Asheville Regional Airport         Stephanie Moore, Center for Craft         Scott Kerchner, Virtelle Hospitality         Jim Muth, John Ellis; Past BCTDA Board Members         Lacy Cross, Movement Bank         Angel Holloway         John Boyle, Asheville Citizen-Times	Absent (Voting):	None
CVB Staff:       Vic Isley, Marla Tambellini, Jennifer Kass-Green, Jonna Sampson, Julia Simpson         BC Finance:       Don Warn, Buncombe County/BCTDA Fiscal Agent         Legal Counsel:       Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney         Online Attendees:       Chip Craig, GreyBeard Realty         Glenn Cox, Kathryn Dewey, Hannah Dosa, Marshall Hilliard, Pat         Kappes, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff         Kit Cramer, Asheville Area Chamber of Commerce         Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports         Commission         Tina Kinsey, Asheville Regional Airport         Stephanie Moore, Center for Craft         Scott Kerchner, Virtelle Hospitality         Jim Muth, John Ellis; Past BCTDA Board Members         Lacy Cross, Movement Bank         Angel Holloway         John Boyle, Asheville Citizen-Times	Present (Ex-Officio):	Buncombe County Commissioner Robert Pressley
Julia Simpson         BC Finance:       Don Warn, Buncombe County/BCTDA Fiscal Agent         Legal Counsel:       Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney         Online Attendees:       Chip Craig, GreyBeard Realty Glenn Cox, Kathryn Dewey, Hannah Dosa, Marshall Hilliard, Pat Kappes, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff Kit Cramer, Asheville Area Chamber of Commerce Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports Commission Tina Kinsey, Asheville Regional Airport Stephanie Moore, Center for Craft Scott Kerchner, Virtelle Hospitality Jim Muth, John Ellis; Past BCTDA Board Members Lacy Cross, Movement Bank Angel Holloway John Boyle, Asheville Citizen-Times	Absent (Ex-Officio):	Asheville City Councilmember Sandra Kilgore
Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney Online Attendees: Chip Craig, GreyBeard Realty Glenn Cox, Kathryn Dewey, Hannah Dosa, Marshall Hilliard, Pat Kappes, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff Kit Cramer, Asheville Area Chamber of Commerce Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports Commission Tina Kinsey, Asheville Regional Airport Stephanie Moore, Center for Craft Scott Kerchner, Virtelle Hospitality Jim Muth, John Ellis; Past BCTDA Board Members Lacy Cross, Movement Bank Angel Holloway John Boyle, Asheville Citizen-Times	CVB Staff:	
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		er 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 February 23, 2022, BCTDA meeting were approved with an 8-0 vote.
   The February 2022 financial statements were reviewed and approved with an 8-0 vote.
- The Pebruary 2022 Infancial statements were reviewed and approved with
   Ms. Islev provided her President & CEO's report.

Vote

# MINUTES

### **Chair Kathleen Mosher**

## March 25, 2022 BCTDA Annual Planning Session Minutes

- Questions/Comments
- Suggested Motion:
  - Motion to approve the March 25, 2022, annual planning session minutes as presented.
- Motion Second
- Discussion
- Vote



Buncombe County Tourism Development Authority A Joint Meeting of the Public Authority and Nonprofit Corporation The Inn on Biltmore – Vanderbilt Room | 1 Antler Hill Road, Asheville

> BCTDA FY 2023 Annual Planning Session Minutes Friday, March 25, 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
Absent (Ex-Officio):	Buncombe County Commissioner Robert Pressley
CVB Staff:	Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
Speakers:	Wendy K. Smith, University of Delaware Chris Davidson, MMGY Global Stewart Colovin, MMGY Global
TPDF Committee:	Jay Curwen, Scott Kerchner, Fielding Lowe, David McCartney, Stephanie Moore, Jim Muth, Ken Stamps
In-Person Attendees: (Full or partial session)	Demp Bradford, Asheville Buncombe Regional Sports Commission Chris Cavanaugh, Magellan Strategy Group/Past BCTDA Chair John Winkenwerder, Asheville Hotel Group/Past BCTDA Chair
Online Attendees:	Sarah Kilgore, Holly Oakley, Michael Poandl, Tina Porter, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff Kit Cramer, Asheville Area Chamber of Commerce Chris Corl, Harrah's Cherokee Center Asheville Todd Okolichany, City of Asheville John Ellis, Past BCTDA Board Member Lacy Cross, Movement Bank Jason Sandford, Ashevegas.com Brooke Randle, Mountain Xpress Sunshine Request

Buncombe County Tourism Development Authority - March 25, 2022 BCTDA Annual Planning Session - Page 1 of 5

## FINANCIAL REPORTS

### DON WARN BUNCOMBE COUNTY FINANCE DIRECTOR BCTDA FISCAL AGENT

Explore ASHEVILLE

# FINANCIAL REPORTS

### **Buncombe County Finance Director Don Warn**

Presentation of the March 2022 Financial Reports

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance Operating and Earned Revenue Funds, Budget and Actual March 31, 2022

					(%)	Prior	Year
Current Budget	Cur	rrent Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change Fron
\$20,369,690	\$				89.1%		49.9%
						115	1105.7%
150,000			108,823	41,177		171,648	-36.6%
20,519,690		1,712,602	18,428,379	2,091,311	89.8%	12,280,460	50.1%
2,889,976		185,217	1,753,555	1,136,421	60.7%	1,538,695	14.0%
1,236,063		113,587	421,900	814,163	34.1%	361,208	16.8%
15,321,893		610,277	5,315,087	10,006,806	34.7%	2,659,522	99.9%
123,178		4,843	44,468	78,710	36.1%	24,444	81.99
798,580		75,284	481,153	317,427	60.3%	428,949	12.2%
200,564		1,000	138,667	61,897	69.1%	66,287	109.2%
20,570,254		990,208	8,154,830	12,415,424	39.6%	5,079,105	60.6%
(50,564)		722,394	10,273,549	5 2		<b>\$</b> 7,201,355	42.7%
50,564		-					
50,564							
\$ -	\$	722,394	10,273,549				
			19,776,549				
	Budget \$ 20,369,690 - 150,000 20,519,690 20,519,690 20,519,690 20,519,690 20,519,690 20,519,690 20,519,690 (50,564 50,564 50,564	Budget           \$ 20,369,690         \$           -         -           150,000         -           20,519,690         -           2,889,976         -           1,236,063         -           15,321,893         -           20,570,254         -           20,570,254         -           50,564         -	Budget         Actual           \$ 20,369,690         \$ 1,561,811           -         254           -         150,000           150,000         537           20,519,690         1,712,602           2,889,976         185,217           1,236,063         113,587           15,321,893         610,277           123,178         4,843           798,580         75,284           200,564         1,000           20,570,254         990,208           (50,564)         722,394	Budget         Actual         Actual           \$ 20,369,690         \$ 1,561,811         \$ 18,146,773           -         254         1,382           -         150,000         171,401           150,000         537         108,823           20,519,690         1,712,602         18,428,379           2,889,976         185,217         1,753,555           1,236,063         113,587         421,900           15,321,893         610,277         5,315,087           123,178         4,843         44,468           798,580         75,284         481,153           200,564         1,000         138,667           20,570,254         990,208         8,154,830           (50,564)         722,394         10,273,549           50,564         -         -           50,564         -         -           \$ 722,394         10,273,549	Budget         Actual         Actual         Remaining           \$ 20,369,690         \$ 1,561,811         \$ 18,146,773         \$ 2,222,917           -         254         1,382         (1,382)           -         150,000         171,401         (171,401)           150,000         537         108,823         41,177           20,519,690         1,712,602         18,428,379         2,091,311           2,889,976         185,217         1,753,555         1,136,421           1,236,063         113,587         421,900         814,163           15,321,893         610,277         5,315,087         10,006,806           123,178         4,843         44,468         78,710           798,580         75,284         481,153         317,427           200,564         1,000         138,667         61,897           20,570,254         990,208         8,154,830         12,415,424           (50,564         -         -         -           50,564         -         -         -           \$         722,394         10,273,549         -           \$         722,394         10,273,549         -	$\begin{array}{c c c c c c c c c c c c c c c c c c c $	Current Budget         Current Month Actual         Year to Date Actual         Budget Remaining         Budget Used         Year to Date Actual           \$ 20,369,690         \$ 1,561,811         \$ 18,146,773         \$ 2,222,917         89.1%         \$ 12,108,697           -         254         1,382         (1,382)         -         115           -         150,000         171,401         (171,401)         -         -           150,000         537         108,823         41,177         72.5%         171,648           20,519,690         1,712,602         18,428,379         2,091,311         89.8%         12,280,460           2,889,976         185,217         1,753,555         1,136,421         60.7%         1,538,695           1,236,063         113,587         421,900         814,163         34.1%         361,208           15,321,893         610,277         5,315,087         10,006,806         34.7%         2,659,522           123,178         4,843         44,468         78,710         36.1%         24,444           798,580         75,284         481,153         317,427         60.3%         428,949           20,564         1,000         138,667         61,897         69.1%         <

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

March 31, 2022

			Opera	ting I	Fund							Pro	duct Devel	opment Fund		
		By Month			Cumula	ative	Year-to-Date				By	Month		Cumul	ative Year-to-Da	te
Nonth of room sales:	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	1,561,811	1,044,459	50%		18,146,773		12,108,697	50%		520,604	\$	348,153	50%	6,048,924	4,036,232	50%
March	-	1,559,694	÷.		-		13,668,391	-		-	\$	519,898	÷	-	4,556,130	-
April	520	1,898,355	22		<u>12</u>		15,566,746	121		32	\$	632,785	22		5,188,915	22
May	12	2,119,721	23		12		17,686,467	025		12	\$	706,574	2	0320	5,895,489	12
June	-	2,438,581	75		-		20,125,048	-		1.1.7	\$	812,860	70	20 <del>-</del> 31	6,708,349	17
Total revenues	\$18,146,773	\$ 20,125,048	33	\$	18,146,773	\$	20,125,048		\$	6,048,924	\$6	5,708,349	6 <del>13 - 1</del> -	\$6,048,924	\$6,708,349	2

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Monthly Product Development Fund Summary

#### March 31, 2022

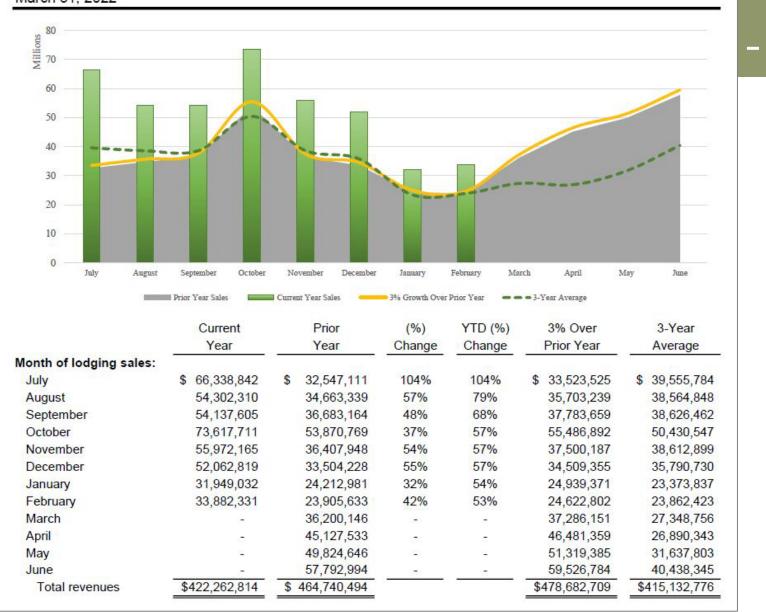
Revenues:	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Occupancy Tax Investment Income	\$ 18,360,000 	\$ 29,275,881 1,235,684	\$ (10,915,881) (1,235,684)	159.5% 0.0%
Total revenues	18,360,000	30,511,564	(12,151,564)	166.2%
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	82	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-I	100,000	10- 11-	100,000	
2021 African American Heritage Trail	500,000	21,853	478,147	4.4%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000		100.0%
Total product development projects	17,920,000	7,639,716	10,280,284	42.6%
Product development fund administration	440,000	74,132	365,868	16.8%
Total product development fund	\$ 18,360,000	\$ 7,713,848	\$ 10,646,152	42.0%
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 22,797,716		
Less: Liabilities/Outstanding Grants		(10,280,284)		
Less: Unspent Admin Budget (Current Year)		(365,868)		
Current Product Development Amount Available		<b>\$ 12,151,564</b>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

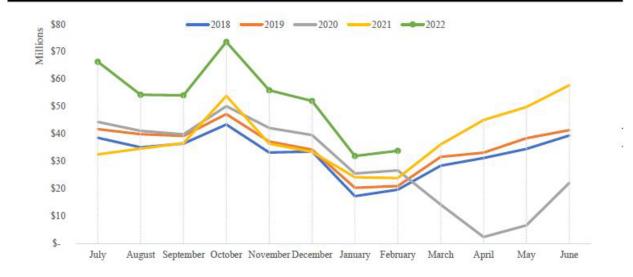
Monthly Balance Sheet Governmental Funds March 31, 2022

	0	perating and Earned Revenue Funds	D	Product evelopment Fund		Total
Assets:						
Current assets:						
Cash and investments	\$	30,225,831	\$	22,797,716	\$	53,023,547
Receivables		-		-		-
Total current assets	\$	30,225,831	\$	22,797,716	_	53, <mark>0</mark> 23,547
Liabilities:						
Current liabilities:						
Accounts payable	\$	24,683	\$	-	\$	24,683
Future events payable	10	151,050	\$	10,280,284	\$	10,431,334
Total current liabilities	_	175,733	\$	10,280,284	\$	10,456,017
Fund Balances:						
Restricted for product development fund		-		12,517,432		12,517,432
Committed for event support program		62,447		-		62,447
State Required Contingency		1,629,575		-		1,629,575
Designated Contingency		10,184,845		12		10,184,845
Undesignated (cash flow)	_	18,173,231		-		18,173,231
Total fund balances	_	30,050,098	_	12,517,432		42,567,530
Total liabilities and fund balances	\$	30,225,831	\$	22,797,716	\$	53,023,547

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Total Lodging Sales Shown by Month of Sale, Year-to-Date March 31, 2022



#### BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY History of Total Sales by Month Shown by Month of Sale, Year-to-Date March 31, 2022



		2018	2019	2020	2021	2022
Month of lodging sales:	6					
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	73,617,711
November		33,231,722	37,240,595	42,190,154	36,407,948	55,972,165
December		33,597,999	34,272,393	39,595,569	33,504,228	52,062,819
January		17,286,992	20,347,077	25,561,453	24,212,981	31,949,032
February		19,676,430	20,985,316	26,696,319	23,905,633	33,882,331
March		28,406,443	31,638,002	14,208,120	36,200,146	5
April		31,240,963	33,141,034	2,402,461	45,127,533	12
Мау		34,544,014	38,464,222	6,624,541	49,824,646	02
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	\$ 422,262,814

#### BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

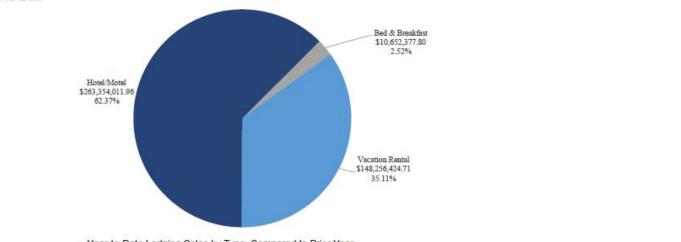
Total Lodging Sales by Type Shown by Month of Sale, Year-to-Date March 31, 2022

		Hotel/Mot	el			Vacation Rei	ntals			Bed & Break	fast	Grand Totals				
onth of room sales:	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 <b>\$</b>	19, <mark>1</mark> 32,318	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%	21,743,236	15,478,848	40.5%	51.2%	2,096,730	1,927,642	8.8%	21.0%	73,617,711	53,870,769	36.7%	57.4%
November	36,931,580	24,630,899	49.9%	60.4%	17,557,454	10,553,316	66.4%	53.6%	1,483,131	1,223,733	21.2%	21.1%	55,972,165	36,407,948	53.7%	56.8%
December	34,591,966	22,871,661	51.2%	59.0%	16,220,224	9,595,156	69. <mark>0</mark> %	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,062,819	33,504,228	55.4%	56.6%
January	15,401,453	12,224,275	26.0%	56. <mark>4</mark> %	16,048,348	11,501,937	39.5%	53.4%	499,232	486,770	2.6%	19.9%	31,949,032	24,212,981	32.0%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,506,649	11,724,546	32.3%	50.9%	787,738	497,164	58.4%	22.1%	33,882,331	23,905,633	41.7%	53.1%
March		17,985,847	-		_	17,425,713	120		2	788,586	2		1 <u>-</u>	36,200,146	2	
April	-	25,959,680	-		-	17,989,856	-		-	1,177,997	-			45,127,533	÷	
May	2	29,663,713	-		12	18,720,234	120		2	1,440,698	2		1 <u>-</u> 1	49,824,646	2	
June	-	35,631,307	-			20,645,736	-		-	1,515,951			-	57,792,994	-	
Total	\$ 263,354,012	278,076,058			\$ 148,256,425	\$ 173,016,827			\$ 10,652,378	\$ 13,647,609			\$ 422,262,814	\$ 464,740,494		

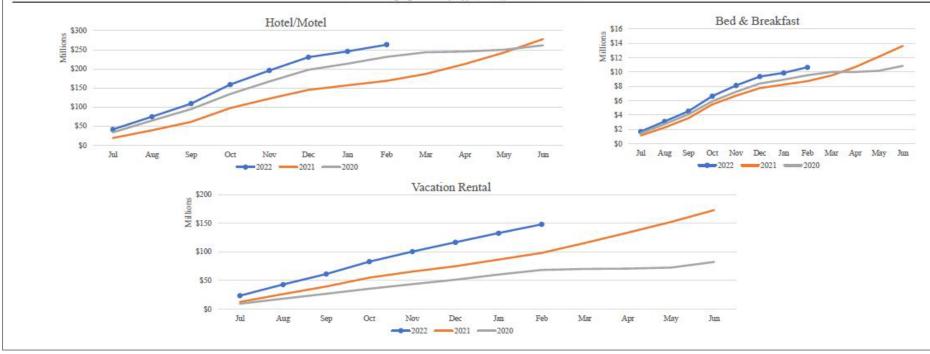
#### BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Total Lodging Sales by Type Shown by Month of Sale, Year-to-Date March 31, 2022



PG 8



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



# FINANCIAL REPORTS

### **Questions/Discussion**

# FINANCIAL REPORTS

### **Chair Kathleen Mosher**

- Suggested Motion:
  - Motion to approve the March 2022 Financial Reports as presented.
- Motion Second
- Discussion
- Vote

## FY22 AUDIT LETTER & CONTRACT

### **Don Warn**

**Review & Request** approval of the FY22 CliftonLarsonAllen. LLP / BCTDA audit letter and contract



CliftonLarsonAllen LLP 227 West Trade Street, Suite 800 Charlotte NC 28202

nhone 704-998-5200 fax 704-998-5250 . Cl Aconnect.com

April 18, 2022

Board of Directors and Management Buncombe County Tourism Development Authority

#### Dear Ladies and Gentlemen:

We are pleased to confirm our understanding of the terms and objectives of our engagement and the nature and limitations of the audit services CliftonLarsonAllen LLP ("CLA," "we," "us," and "our") will provide for the Buncombe County Tourism Development Authority ("your," or "the entity") for the year ended June 30, 2022.

Christopher Kessler, CPA is responsible for the performance of the audit engagement.

#### Scope of audit services

We will audit the financial statements of the governmental activities and each major fund, which collectively comprise the basic financial statements of the Buncombe County Tourism Development Authority, as of and for the year ended June 30, 2022, and the related notes to the financial statements.

The Governmental Accounting Standards Board (GASB) provides for certain required supplementary information (RSI) to accompany the entity's basic financial statements. The RSI will be subjected to certain limited procedures. but will not be audited.

We will also evaluate and report on the presentation of the supplementary information other than RSI accompanying the financial statements in relation to the financial statements as a whole.

#### Audit objectives

The objectives of our audit are to obtain reasonable assurance about whether the basic financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinions about whether your basic financial statements are fairly presented, in all material respects, in conformity with accounting principles generally accepted in the United States of America (U.S. GAAP). Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with auditing standards generally accepted in the United States of America (U.S. GAAS) will always detect a material misstatement when it exists. Misstatements, including omissions, can arise from fraud or error and are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

Our audit will be conducted in accordance with U.S. GAAS. Those standards require us to be independent of the entity and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. Our audit will include tests of your accounting records and other procedures we consider necessary to enable us to express such opinions. We will apply certain limited procedures to the RSI in accordance with U.S. GAAS. However, we will not express an opinion or provide any assurance on the RSI because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.



CLA is an independent member of Nexia International, a leading, global network of independent accounting and consulting firms. See nexia.com/member-firm-disclaimer for details.

LGC-20	5 CONTRACT TO AUDIT ACCOUNTS	Rev. 11/2021
The	Governing Board	
	Board of Directors	
of	Primary Government Unit	
	Buncombe County Tourism Development Authority	
and	Discretely Presented Component Unit (DPCU) (if applicable)	
and	Auditor Name	
	CliftonLarsonAllen LLP	
	Auditor Address	
	227 West Trade Street 8th Floor Charlotte, NC 28202	
	Hereinafter referred to as Auditor	
for	Fiscal Year Ending Audit Report Due Date	
	06/30/22 10/31/22	

#### hereby agree as follows:

The Auditor shall audit all statements and disclosures required by U.S. generally accepted auditing standards (GAAS) and additional required legal statements and disclosures of all funds and/or divisions of the Governmental Unit(s). The non-major combining, and individual fund statements and schedules shall be subjected to the auditing procedures applied in the audit of the basic financial statements and an opinion shall be rendered in relation to (as applicable) the governmental activities, the business- type activities, the aggregate DPCUs, each major governmental and enterprise fund, and the aggregate remaining fund information (non-major government and enterprise funds, the internal service fund type, and the fiduciary fund types). The basic financial statements shall include budgetary comparison information in a budgetary comparison statement, rather than as RSI, for the General Fund and any annually budgeted Special Revenue funds.

Must be within four months of FYE

At a minimum, the Auditor shall conduct the audit and render the report in accordance with GAAS. The 2. Auditor shall perform the audit in accordance with Government Auditing Standards if the Governmental Unit expended \$100.000 or more in combined Federal and State financial assistance during the reporting period. The auditor shall perform a Single Audit if required by Title 2 US Code of Federal Regulations Part 200 Uniform Administration Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance) or the State Single Audit Implementation Act. This audit and all associated audit documentation may be subject to review by Federal and State agencies in accordance with Federal and State laws, including the staffs of the Office of State Auditor (OSA) and the Local Government Commission (LGC). If the audit requires a federal single audit in accordance with the Uniform Guidance (§200.501), it is recommended that the Auditor and Governmental Unit(s) jointly agree, in advance of the execution of this contract, which party is responsible for submission of the audit and the accompanying data collection form to the Federal Audit Clearinghouse as required under the Uniform Guidance (§200.512).

If the audit and Auditor communication are found in this review to be substandard, the results of the review may be forwarded to the North Carolina State Board of CPA Examiners (NC State Board).

## FY22 AUDIT LETTER & CONTRACT

### **Chair Kathleen Mosher**

Suggested Motion:

Motion to approve the CliftonLarsonAllen / BCTDA FY22 audit letter and contract as presented.

- Motion Second
- Discussion
- Vote

# WORKFORCE DEVELOPMENT UPDATE

### NATHAN RAMSEY EXECUTIVE DIRECTOR LAND OF SKY REGIONAL COUNCIL

Explore ASHEVILLE





Presentation to the Buncombe County Tourism Development Authority Board April 27, 2022





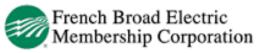
















































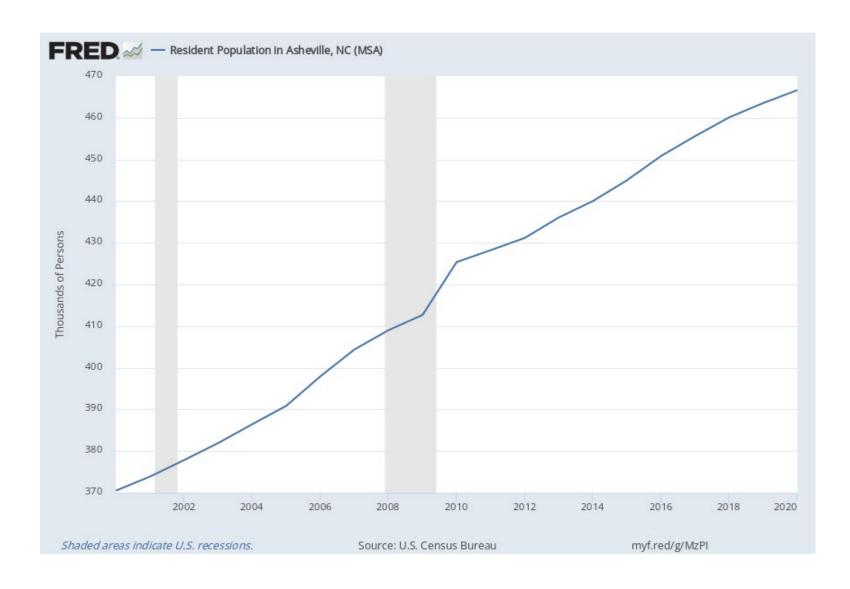






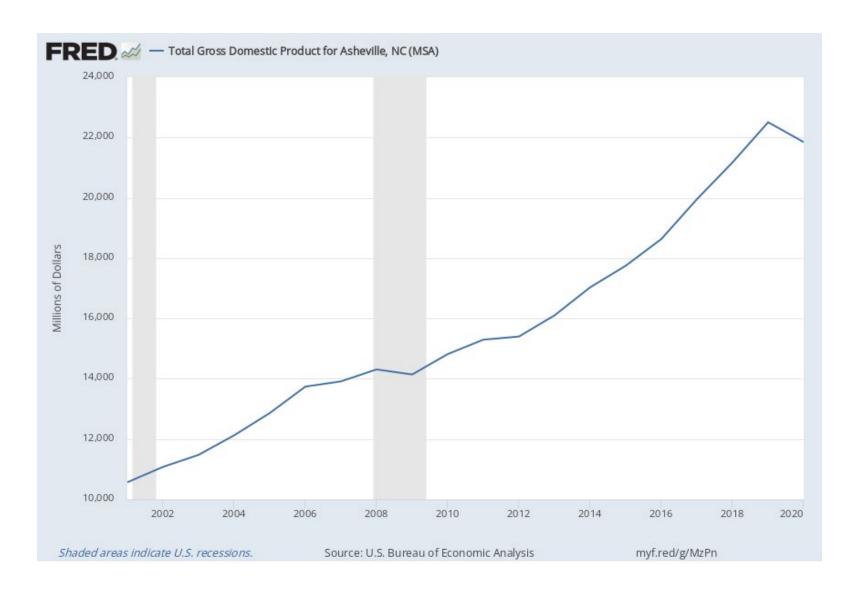
**Community Action Opportunities** HELPING PEOPLE. CHANGING LIVES.

TRANSYLVANIA BUNCOMBE HENDERSON MADISON





Asheville MSA population added 100,000 in 20 years





Asheville MSA GDP has increased 200% in 20 years



COVID-19 health pandemic has hit our region very hard.
Prior to April 2020, our region had the lowest unemployment rate in NC for 61 consecutive months. 3.6% in March to 16.2% in April.
Asheville metro: 3.1%

### **Buncombe County: 3.0%**

February 2022 (March 2022 data released today 4/27/22 at 10:00 am)



### Total Labor Force **215,906** Employed Individuals **209,303**

**10,965 more** people working compared to February 2021.

1,372 more people working compared to January 2022.6,603 unemployed individuals in the region as of February 2022.

### REGIONAL LABOR MARKET OVERVIEW

» Mountain Area WDB | February 2022 Data\*



NC Department of Commerce | Labor & Economic Analysis | 919.707.1500 | lead@nccommerce.com

#### MONTHLY TRENDS



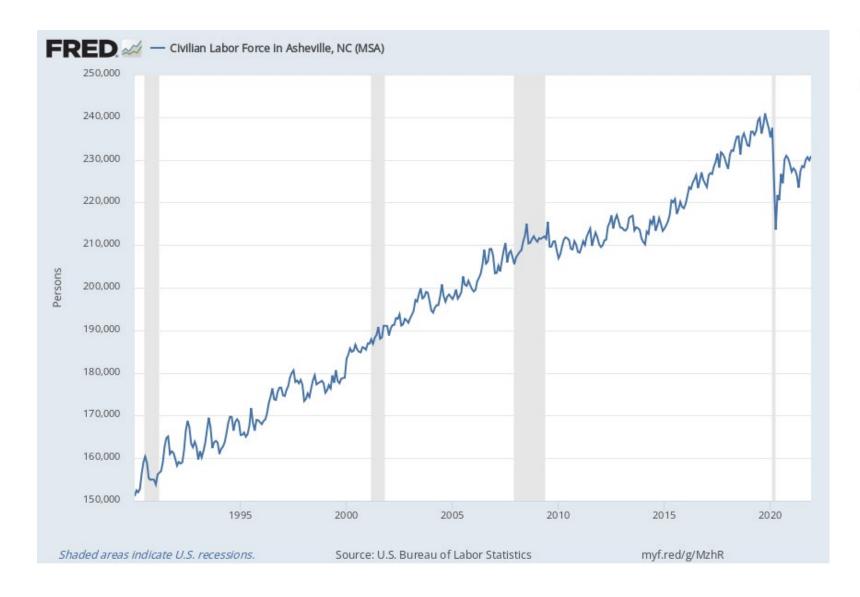
Buncombe3.0%Henderson3.0%Haywood3.2%Madison3.2%Transylvania3.3%

MOUNTAIN AREA A DEPARTMENT OF development board





Period

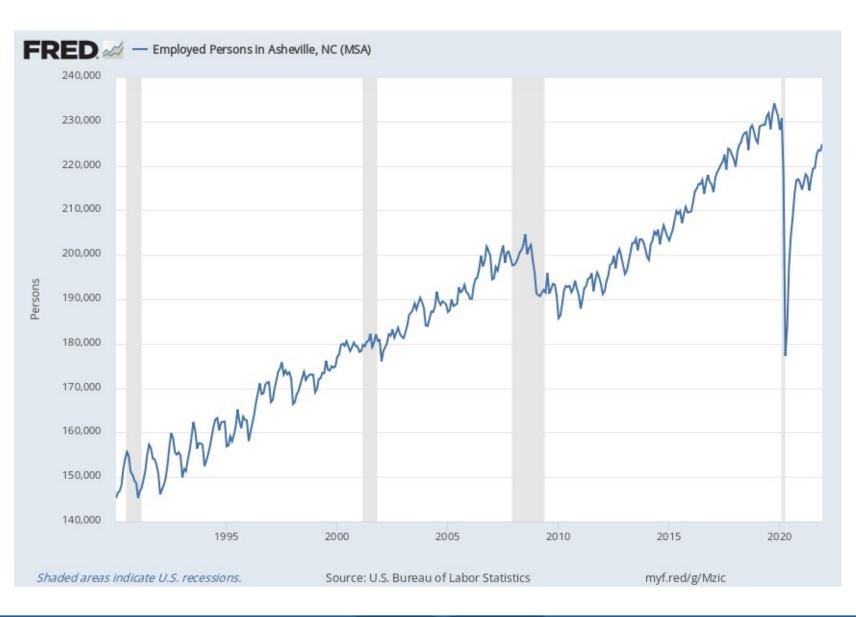






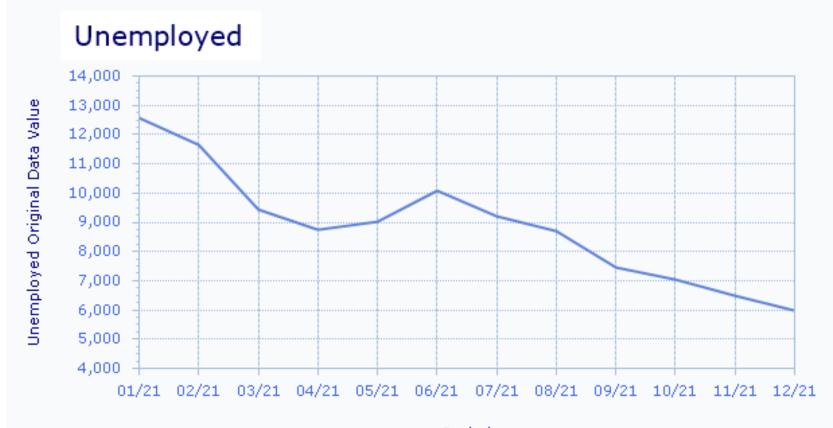


Period



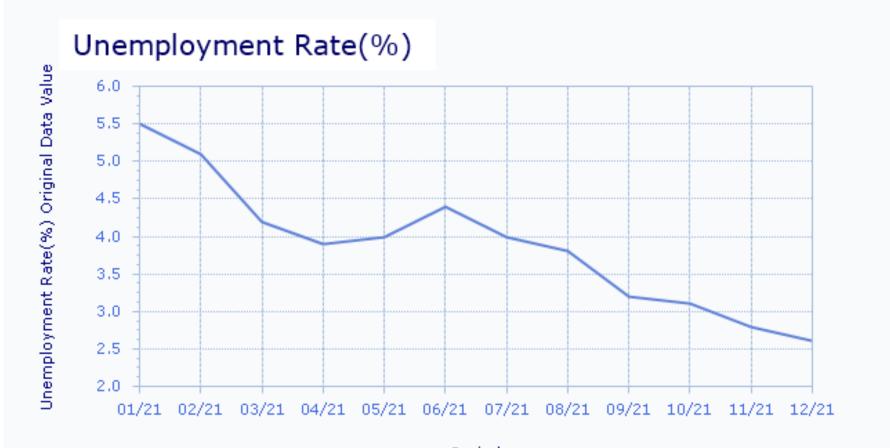




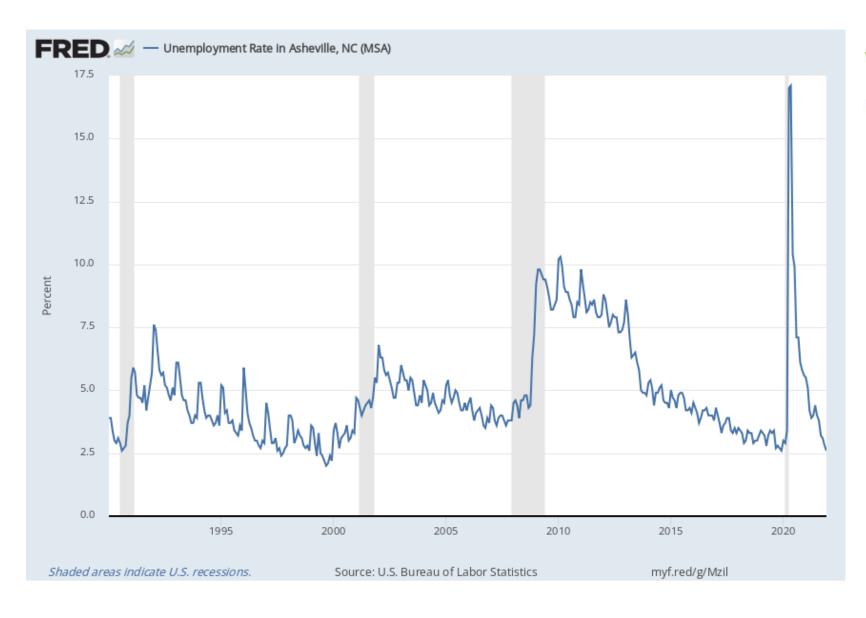


Period





Period



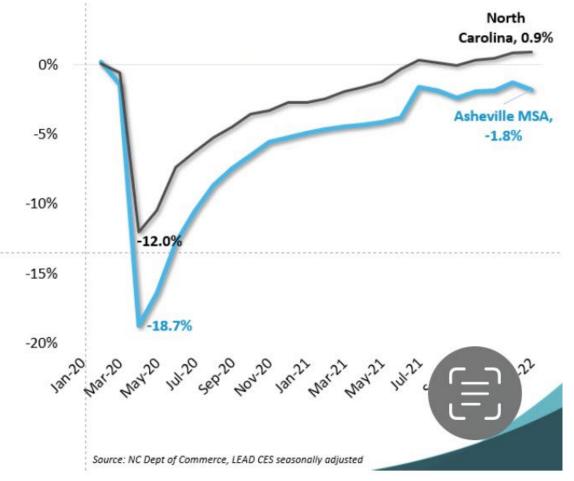


2.6% lowest unemployment rate in January 2022 since December 1999 2.4%



### Jobs Have Bounced Back, But Not Yet Recovered

-3,600 jobs

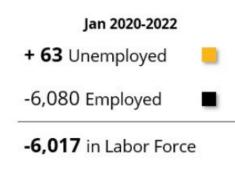




#### Mountain Area WDB Labor Force 220,000 6,606 215,000 6,669 210,000 205,000 11,226 200,000 213,346 195,000 207,266 190,000 196,100 185,000 180,000 Jan-20 Jan-21 Source: NC Dept of Commerce, LEAD LAUS not seasonally adjusted

#### Unemployment Near Pre-Pandemic Level.

#### Labor Force Still Missing Workers







Only two sectors in our region pay average wages above the NC average:

## Healthcare: Wages \$3,000 higher or 7% above the NC average

**Hospitality & Tourism:** Wages \$2,000 higher or 12% above the NC average

16 out of 20 industries in our region are at least 10% lower than the NC average wage for that industry



# How many job openings are available in our region?











As of February 2022:

**23,301** unique job postings in Buncombe, Haywood, Henderson, Madison, and Transylvania Counties. EMSI.

6,603 unemployed individuals in our region as of February 2022.11,472 job openings on NCWorks.gov as of February 2022.



### Job Openings 10,867 10,000 8,000 6,000 4,000 2017 2018 2019 2020 2021



### Math Problem + Skills Gap

- 1. Increasing postsecondary credential attainment with dual enrollment (Career and College Promise)
- 2. Work-Ready Communities 51 counties certified
- 3. My Future NC 2 million by 2030 our region is 10,000 short of the goal

FUTURE NC 2 million by 2030.

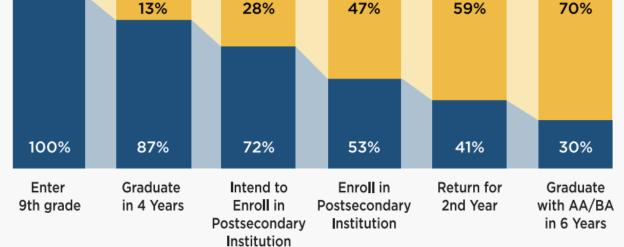
NC (and especially rural communities) must increase post secondary credential attainment, not necessarily a four-year degree



10 (9<sup>th</sup> graders)
8.6 (graduate HS)
6 (enroll in higher education)
3 (earn a degree by age 25)



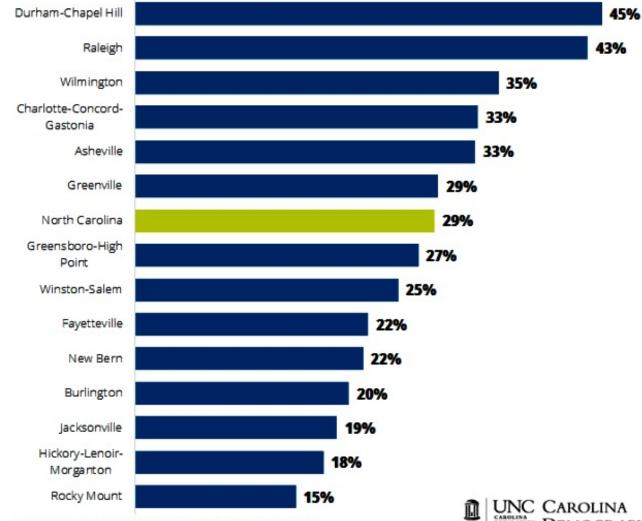
FIGURE 4. HIGH SCHOOL TO POSTSECONDARY COMPLETION PIPELINE LEAKAGE 13% 28% 47% 59% 70%



\*\* 2015 NPR report on the millennial/trades issue

#### Adult educational attainment is highest in Triangle Region

Share of Adults (25+) with Bachelor's Degree or More, NC Metros, 2014





UNC CAROLINA CAROLINA DEMOGRAPHY CENTER

Data Sources: 2014 American Community Survey via Social Explorer

BUNCOMBE HENDERSON MADISON TRANSYLVANIA



## **Working Learners**

- 1. The new normal
- 2. Challenge balancing work and education obligations, for example CNA to RN
- 3. Upskilling short-term training



## **Supportive Services – Rural & Urban face similar challenges**

- 1. Housing
- 2. Transportation
- 3. Childcare







## The sign of the times





## Where are the jobs?





## **Advanced Manufacturing**

- Earnings per job \$69,627 per year.
- Starting wages of up to \$22 per hour for entry-level jobs
- Around 21,700 jobs in the region, 500 fewer jobs than prepandemic.
- Over 2,500 new jobs have been announced in the past two years.
- Around 1,000 job openings today
- Recent announcements by Pratt & Whitney and Jabil Healthcare





MADISON



HENDERSON

BUNCOMBE



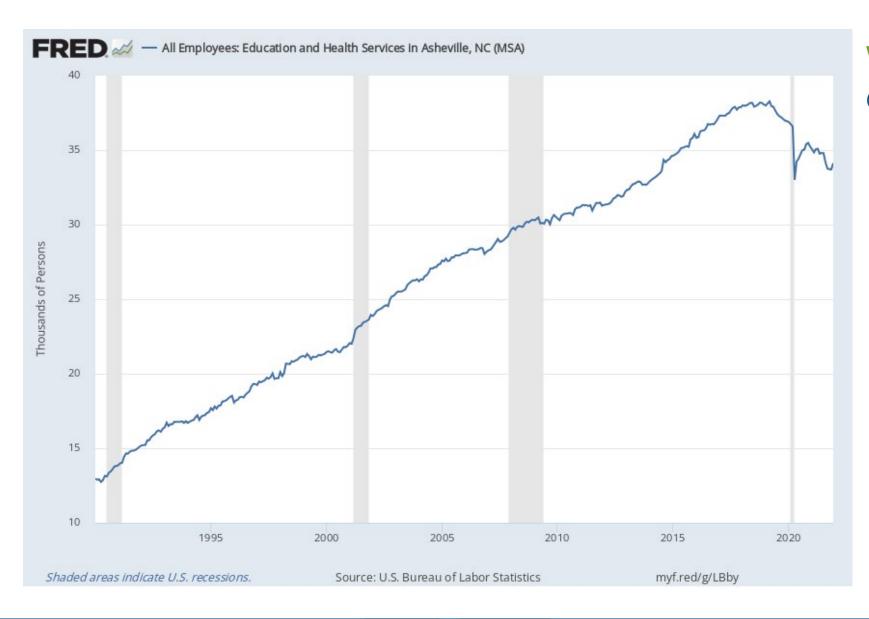
TRANSYLVANIA

### Healthcare



- Average wage over \$50,000 per year.
- Around 33,700 jobs in the region, 3,700 few jobs in the Education & Health Services sector compared to prepandemic.
- Our region is 20 years ahead of nation in aging.
- Mission Health System alone has about 500-1,000 job openings on daily basis
- Overall, our region will never fully meet the demand for healthcare talent from CNAs to MDs and every occupation in between.









## **Hospitality & Tourism**

- Average wage data is misleading due to high number of PT jobs.
- Around 27,000 jobs in the region, 4,000 fewer jobs than prepandemic.
- NC Commerce projects 6,000 new jobs between now and 2022.









### **Skilled Trades**

- Construction, maintenance, repair occupations in many different sectors
- Over 10,000 jobs in the region, 2000+ less jobs than 2007.
- For example, HVAC Technician, upon completion of a two-year degree which includes work experience and licensing will earn around \$40,000, within a few years can earn \$70,000 or more.



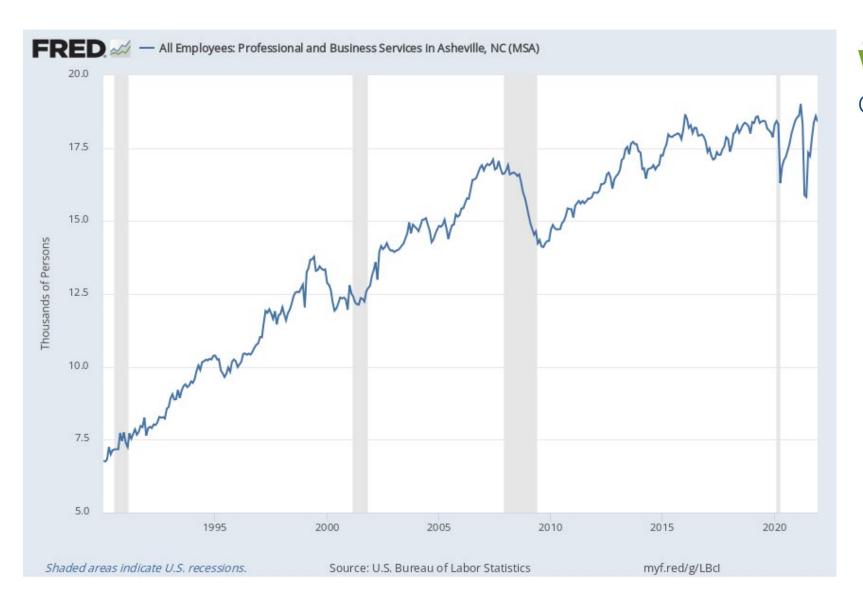






## Tech/IT

- Almost every employer needs tech talent.
- Largest tech employer in our region is Mission Health, they have over 300 employers in their tech/IT department.
- Jobs pay very well even though around 20% below the state average (true for many of our higher paying jobs that they pay less than the NC average).
- Growing entrepreneurial tech community in our region.
- Region is underrepresented in tech compared to NC.









#### Get Help To Get The Job You Want

**Contact Us At:** Asheville - (828) 251-6200 Henderson County - (828) 694-1755 Madison County - (828) 782-2632 Transylvania County - (828) 883-2550





## How does someone find the right job for them?



Comprehensive career development services with career counselors who can assist you in meeting your career goals. Your path to a great job begins here.







Based on eligibility criteria, we have funding to support job seekers with both short-term and long-term training up to a two-year degree.

- 1. Adults
- 2. Dislocated Workers
- 3. Youth









Most good paying jobs require a postsecondary credential; NC's goal is that by 2025, 67% of all workers with have a postsecondary credential.

- 1. Education beyond a high school diploma.
- 2. Field of study is critical, many of the best paying jobs and jobs with the most growth potential are in STEM.
- 3. The job opportunities for those with only a high school diploma or less are declining.





Many people in our region are struggling economically prior to COVID-19. 11.7% of Asheville metro population live below the poverty level. Poverty level for a family of 4 is \$26,200. Asheville metro median family income is \$61,739.









### What can employers do in a tight labor market?

- 1) Focus on retention
- 2) Expand net
- 3) Upskill existing workers
- 4) Automate
- 5) Build Partnerships
- 6) Focus on Overlooked Populations
- 7) Eliminate Unnecessary Job Requirements
- 8) Get Flexible
- 9) Improve Culture
- 10) Increase Wages





## **Questions**?



## PRESIDENT & CEO REPORT

## VIC ISLEY PRESIDENT & CEO

## Explore ASHEVILLE

## WORKFORCE DEVELOPMENT

#### **Buncombe County High Schools Career Day**



- 9 high schools
- 400 students
- 22+ travel & tourism partners, including chefs from various AIR restaurants
- Students were provided "Passports" to be stamped at the booths of travel & tourism companies/ organizations
- Special thanks & recognition to Vice Chair Brenda Durden for her team's efforts

## LOCAL PUBLIC INFO CAMPAIGN: TPDF 2022 GRANT CYCLE

### \*Funded using earned revenue\*

## Citizen Times









Explore ASHEVILLE

Explore ASHEVILLE

TOURISM RELATED

CAPITAL PROJECTS

HOW MUCH WILL BE

**AVAILABLE IN THE FUND** 

\$15 MILLION

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

**TOURISM PRODUCT** 

## TPDF 2022 CYCLE TIMELINE



## Explore ASHEVÍLLE

## TOURISM SUMMIT 2022 THE FUTURE OF TRAVEL

WEDNESDAY MAY 18 | 12 - 5 PM | OMNI GROVE PARK INN

#### Explore ASHEVILLE

# THE FUTURE OF TRAVEL

#### WEDNESDAY MAY 18 | 12 - 5 PM | OMNI GROVE PARK INN



Lunchtime Keynote: Foundations of Storytelling Stewart Colovin, Executive VP MMGY Global Brand Strategy



Diversity Training Workshop: Black Travelers Evita Robinson, Founder of NOMADNESS Travel Tribe + Researchers with Tourism RESET

Event includes lunch, training & networking reception. Free to community partners. Advance registration required. **Register at AshevilleCVB.com** 

# ASHEVILLE IDEAS FEST

Presented by UNC Asheville with partners across the region

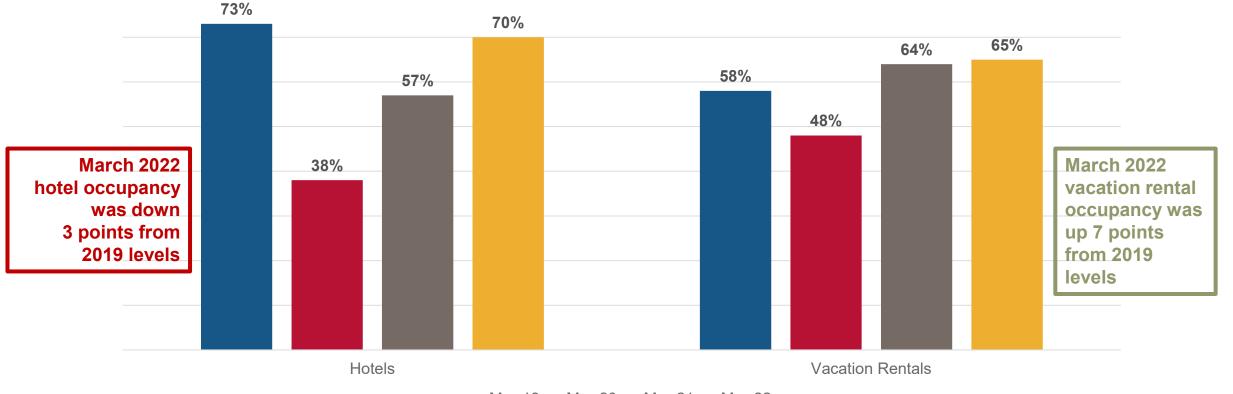
A World Class Intellectual Experience in one of America's Great Cities June 14-18, 2022 | Asheville, NC

Register

#### **Featured Speakers**



## MARCH LODGING OCCUPANCY



■ Mar-19 ■ Mar-20 ■ Mar-21 ■ Mar-22

# Monthly Highlights Report Destination Dashboard

Questions?

### Explore ASHEVILLE

# CITY COUNCIL UPDATE

### **Councilmember Sandra Kilgore**

Asheville City Council Update

# BC COMMISSION UPDATE

### **Commissioner Robert Pressley**

**Buncombe County Commission Update** 

# MISCELLANEOUS BUSINESS

#### **Chair Kathleen Mosher**

# LIVE VIRTUAL PUBLIC COMMENTS

#### **Chair Kathleen Mosher**

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, April 26, no requests to speak had been received.

## **IN-PERSON PUBLIC COMMENTS**

#### **Chair Kathleen Mosher**

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming that they have read, understand, and agree to abide by the Rules of Decorum.

### RULES OF DECORUM FOR PUBLIC COMMENTS

#### **Rules of Decorum for Public Comments during BCTDA Meetings:**

- Public commenters will have up to 3 minutes to speak and agree to follow the Rules of Decorum.
- Public commenters shall refrain from personal attacks and/or threats directed towards the BCTDA board members, Explore Asheville staff, and meeting presenters and attendees.
- Public commenters agree to be civil and courteous with their language. Insults, profanity, use of vulgar language or gestures, or other inappropriate behavior are not allowed.
- Public commenters should not expect BCTDA board or Explore Asheville staff members to respond to their comments during the meeting.
- Failure to follow these rules will result in the immediate termination of the privilege of commenting, whether calling-in virtually or attending the meeting in-person.
- The chair or online moderator has the authority to enforce the Rules of Decorum.

# ADJOURNMENT

**Chair Kathleen Mosher** 

Motion for Consideration:

Motion to adjourn the BCTDA meeting

- Motion Second
- Discussion
- Vote

# NEXT BCTDA MEETING



Thanks for attending! The next BCTDA meeting will be on Wednesday, May 25, 2022 | 9:00 a.m. Explore Asheville Board Room 27 College Place | Asheville