

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

Wednesday, April 28, 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 Meeting Minutes <ul style="list-style-type: none">a. March 25, 2021 BCTDA Meeting Minutesb. March 25-26, 2021 BCTDA Annual Planning Retreat Minutes	Himanshu Karvir
9:10 a.m.	Financial Reports <ul style="list-style-type: none">a. March 2021 Financial Reportsb. Lion & the Rose B&B Penalty Waiver Updatec. Earned Revenue Funding Request/Skyview Golf Tournament	Don Warn Don Warn Vic Isley
9:20 a.m.	President & CEO's Report <ul style="list-style-type: none">a. Welcome Marshall Hilliard, Explore Asheville's New VP of Salesb. Other Updates	Vic Isley
9:35 a.m.	Tourism Product Development Fund Funding Recommendation	Robert Foster
9:45 a.m.	Marketing Update	Marla Tambellini
10:00 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:05 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:10 a.m.	Miscellaneous Business	Himanshu Karvir
10:15 a.m.	Comments from the General Public	Himanshu Karvir
10:25 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, May 26, 2021**, at 9:00 a.m. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Save the Dates

[Tourism Summit 2021: DEEP Community Conversations](#) | May 10, May 12, May 17, May 19 | 12:00 – 1:15 p.m.

BCTDA Mission Statement

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

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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

Virtual Board Meeting Minutes Thursday, March 25, 2021

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

Absent (Voting): James Poole

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

Online Attendees: Carli Adams, 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, Landis Taylor, Nicole Will; Explore Asheville Staff
Ashley Keetle, 360i
Kit Cramer, Asheville Area Chamber of Commerce
Jane Anderson, Asheville Independent Restaurant Association
Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce
Chip Craig, John Ellis, Jim Muth; Past BCTDA Board Members
Rick Bell, Engadine Inn & Cabins/Asheville B&B Association
Ruth Summers, Grove Arcade Public Market Foundation
Marshall Hilliard, Windsor Hospitality
Daniel Walton, Mountain Xpress
WLOS News
Sunshine Request

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 February 24, 2021, BCTDA regular monthly meeting were approved with a 7-0 vote.
- The February 2021 financial statements were approved with an 8-0 vote.
- The FY 21 CliftonLarsonAllen audit contract was approved with an 8-0 vote.

- In her President & CEO's report, Ms. Isley reviewed recent lodging metrics and the four strategic pillars that will direct recovery efforts and initiatives.
- Retiring VP of Sales Dianna Pierce was recognized for her contributions after having served on the Explore Asheville team for a total of 26 years.
- Mr. Luckett provided a finance committee report and Ms. Isley shared a presentation outlining trends and projections related to forecasting the FY 22 budget.
- With an 8-0 vote, the revenue objective for the BCTDA's FY 22 budget was set at a 9% increase over revenue received in FY 19.
- With an 8-0 vote, the Tourism Product Development Fund committee was reengaged for the purpose of reviewing funding requests.
- Brief reports from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley were provided.
- With an 8-0 vote, the BCTDA meeting adjourned at 9:57 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 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. McKibbin, who joined the meeting at 9:08 a.m., and Mr. Poole, who was absent.

Approval of Meeting Minutes

Ms. Ashburn made a motion to approve the February 24, 2021, regular meeting minutes as presented. Mr. Luckett seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 7-0.

Financial Reports

February 2021 Financial Reports

Mr. Warn reviewed the February 2021 financial reports. There were no questions.

Mr. Luckett made a motion to approve the February 2021 financial reports as presented. Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

FY 21 Audit Contract

Mr. Warn said board approval is needed for the CliftonLarsonAllen FY 21 audit contract, which was sent to the board in advance of the meeting along with the engagement letter. He noted this is a standard contract and the fee changed from \$8,650 to \$8,820, representing a minimal increase over last year.

Ms. Ashburn made a motion to approve the CliftonLarsonAllen/BCTDA FY 21 audit contract as presented. Vice Chairman Froeba seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

President & CEO's Report

Ms. Isley shared a PowerPoint presentation in which she reported on the One Buncombe Fund and February hotel occupancy metrics. She also clarified misinterpretations related to October 2020 accommodations sales, where a 76% increase in vacation rentals sales over the prior year led to a positive month overall, while hotel/motel revenue was down 8% percent in October.

Next, Ms. Isley said the annual planning retreat will focus on Tourism's Four Pillars and she looks forward to working with the board and wider community to further develop these strategic initiatives:

- Deliver Balanced Recovery & Sustainable Growth
- Encourage Safe & Responsible Travel
- Engage & Invite More Diverse Audiences
- Promote & Support Asheville's Creative Spirit

Dianna Pierce Retirement

Ms. Isley and Chairman Karvir recognized and paid tribute to outgoing VP of Sales Dianna Pierce, who is retiring after a total of 26 years as a member of the Explore Asheville team. It was noted that Ms. Pierce was hired shortly after the BCTDA was formed in 1983 to fill the CVB's first group sales position. She left after five years, holding various positions with lodging partners, and rejoined the CVB team in 2000. Ms. Pierce's accomplishments during her tenure have been significant and were highlighted during the meeting.

Speaking on behalf of the BCTDA, hoteliers, and the community at large, Chairman Karvir thanked Ms. Pierce for her leadership and service for over a quarter of a century working to bring groups and meetings to the Asheville area.

Ms. Isley also thanked Ms. Pierce and said she is especially appreciative of her efforts over the past year in tirelessly leading the sales team to bring Asheville to clients via virtual platforms during the pandemic.

Ms. Pierce thanked Chairman Karvir and Ms. Isley for their kind words. She said it has been a blessing to be part of an effort that has been successful, noting when she first started with the CVB, downtown Asheville was largely boarded up and vacant. Ms. Pierce expressed her gratitude to BCTDA visionaries, past and present board members and CVB leadership, and the group sales and services team.

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).

FY 22 Budget Process

Finance Committee Report

Mr. Luckett, BCTDA finance committee chair, said the committee has met on two occasions to review scenarios and trends to help formulate a FY 22 revenue objective recommendation. He said the committee includes Ms. Mosher, Chip Craig, and himself, with staff support from Ms. Isley and Jennifer Kass-Green. Mr. Luckett said that with the past year being an anomaly, the committee has reviewed figures from the past few years and, factoring in current signs of recovery, will be recommending the FY 22 revenue objective be set at a 9% increase over FY 19 – the last full “regular” year before the start of the COVID-19 pandemic.

Trends & Budget Projections

Ms. Isley shared a PowerPoint presentation that centered on trends, performance data, and revenue breakdowns by lodging sectors. Noting the challenges that come with creating a budget with many unknowns, she provided three different budget scenarios that were presented to the finance committee for discussion. These scenarios included “upside, baseline, and downside” projections, and she presented occupancy tax forecasts associated with each one.

Establish Revenue Objective

Ms. Isley said that as Mr. Luckett previously stated, based on the information reviewed and presented, the BCTDA finance committee’s recommendation is to establish a revenue objective of \$27,159,586 for FY 22, which represents a 9% increase over revenue received in FY 19, and a 15% increase over revenue forecasted to be received in FY 21.

Mr. Luckett said once the revenue objective is established, the committee will continue to provide guidance while staff builds the proposed FY 22 budget.

Next, Mr. Luckett and Ms. Isley answered all related questions and received input on travel trends from board members. Chairman Karvir thanked Mr. Luckett and the members of the finance committee for their efforts to arrive at this recommendation.

Mr. Luckett made a motion to accept the recommendation of the BCTDA’s finance committee and establish the FY 22 revenue objective at \$27,159,586, which represents a 9% increase over revenue received in FY 19. Ms. Mosher seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 8-0.

Reengage Tourism Product Development Fund Committee

Ms. Kappes said capital funding requests have been received from two organizations that have been awarded Tourism Product Development Fund (TPDF) grants in the past. She stated legislation requires that a TPDF committee review all requests in order to present funding recommendations to the BCTDA for consideration. Ms. Kappes said if the BCTDA wishes to consider the requests, staff seeks board approval to reengage the existing TPDF committee to review the proposals.

Ms. Kappes said The Wortham Center is requesting \$60,000 for a camera system for virtual engagements and an air ionization system, and the Asheville Downtown Association is requesting \$150,000 for a large mobile stage for outdoor performing arts events. She added each request is being submitted with the intent to enable multiple event organizers and performing arts organizations in the community to benefit from using these facilities. Ms. Kappes added the Asheville Area Arts Council is developing a 2021 Events Support Pilot Program to help cultural arts presenters and organizations offset overhead costs associated with event production until they can reestablish funding reserves.

Next, Ms. Kappes and Ms. Isley answered all related questions. A brief conversation took place centering on the funding requests, next steps regarding the Tourism Management & Investment Plan (TMIP) process, anticipated occupancy tax legislation changes that will affect TPDF expenditures, and COVID-19 related challenges for performing arts venues.

When the conversation ended, Ms. Mosher moved to approve staff's request to reengage the TPDF committee for the purpose of reviewing funding requests. Ms. Durden seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 8-0.

Asheville City Council Update

Councilmember Kilgore reported on recent city-related business, including Asheville City Council's FY 21 Action Plan related to affordable housing, the school board appointment process, and council's 6-1 vote to remove the Vance Monument.

Chairman Karvir thanked Councilmember Kilgore for the update.

Buncombe County Commission Update

Commissioner Pressley reported on recent county-related business, including the success of Southern Conference, and Governor Cooper's relaxation of COVID-19 restrictions leading to increased business for our community. He thanked the BCTDA for its \$40,000 contribution to the One Buncombe Fund.

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 through 4:00 p.m. on Wednesday, March 24, 2021. He reported there were no comments received.

Live Public Comments

Chairman Karvir said members of the public were invited to sign-up 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

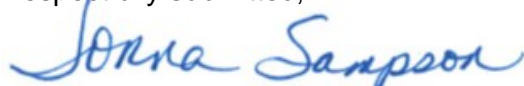
Chairman Karvir said that while he wishes board members could meet in person, the BCTDA's two-day annual planning retreat that begins at 12:30 today will be engaging and informative, even utilizing an online platform. He added he looks forward to receiving input on the strategic planning process and requested a motion to adjourn the meeting.

Mr. Luckett moved to adjourn the meeting and Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0 and the virtual meeting ended at 9:57 a.m.

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

The next joint BCTDA gathering will be the board's annual planning retreat, to be held Thursday-Friday, March 25-26, 2021. The next regular monthly meeting will be on Wednesday, April 28, 2021, beginning at 9:00 a.m. via Zoom Webinar.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

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

Virtual BCTDA Annual Planning Retreat Minutes
Thursday – Friday, March 25-26, 2021

- Present (Voting):** Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Brenda Durden, John Luckett, John McKibbon, Kathleen Mosher
- Absent (Voting):** James Poole
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
Buncombe County Commissioner Robert Pressley (Thursday)
- Absent (Ex-Officio):** Buncombe County Commissioner Robert Pressley (Friday)
- CVB Staff:** Victoria Isley, Marla Tambellini, Dianna Pierce, Pat Kappes, Jonna Sampson, Daniel Bradley
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette
- Online Attendees:** Anthony Bennett, Kimberly Orton; RedSky Strategy
Adam Sacks, Tourism Economics (Thursday)
Erin Francis-Cummings, Destination Analysts (Thursday)
Randy Durband, Global Sustainability Travel Council (Thursday)
Earl “Butch” Graves, Jr., Black Enterprise (Friday)
Rodney Payne, Destination Think (Friday)
Carli Adams, Glenn Cox, Hannah Dosa, Josh Jones (Thursday),
Jennifer Kass-Green, Kathi Petersen, Tina Porter (Friday),
Charlie Reed, Whitney Smith, Nicole Will; Explore Asheville Staff
Ashley Keetle, 360i
Kit Cramer, Asheville Area Chamber of Commerce
Jane Anderson, Asheville Independent Restaurant Association
Demp Bradford, Asheville Buncombe Regional Sports Commission
Chris Corl, Harrah’s Cherokee Center Asheville (Thursday)
David McCartney, Kimpton Hotel Arras
John Ellis (Thursday), Jim Muth; Past BCTDA Board Members
Rick Bell, Engadine Inn & Cabins/Asheville B&B Association
Ruth Summers, Grove Arcade Public Market Foundation
Kate Pett, Thrive Asheville
Ellen Green, Techie Traveler (Friday)
Lacy Cross, Movement Bank (Friday)
Jason Sandford, Ashvegas
Daniel Walton, Mountain Xpress

Unless otherwise noted, attendees listed were present for both days of the retreat.

Executive Summary of Annual Planning Retreat Minutes

- The BCTDA board met virtually for its two-day annual planning retreat, in which thought leaders from around the globe shared presentations and led facilitated discussions related to further developing Tourism's Four Pillars.
- Tourism's Four Pillars that are in development:
 1. Deliver Balanced Recovery & Sustainable Growth
 2. Encourage Safe & Responsible Travel
 3. Engage & Invite More Diverse Audiences
 4. Promote & Support Asheville's Creative Spirit
- Bios of the retreat thought leaders can be found on AshevilleCVB.com.

BCTDA Annual Planning Retreat | Day 1 Thursday, March 25, 2021 | 12:30 – 4:45 p.m.

Setting the Stage

Welcome and Objectives

Chairman Karvir opened Day 1 of the virtual joint annual planning retreat of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, at 12:31 p.m., and welcomed everyone. He said retreat documents are provided on the 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. Celwyn, who joined the meeting at 12:36 p.m., Mr. McKibbin, who joined the meeting at 2:59 p.m., and Mr. Poole, who was absent.

Chairman Karvir said he is excited about this year's annual planning retreat process and encouraged board members to actively participate in the upcoming discussions.

Community Priorities Landscape

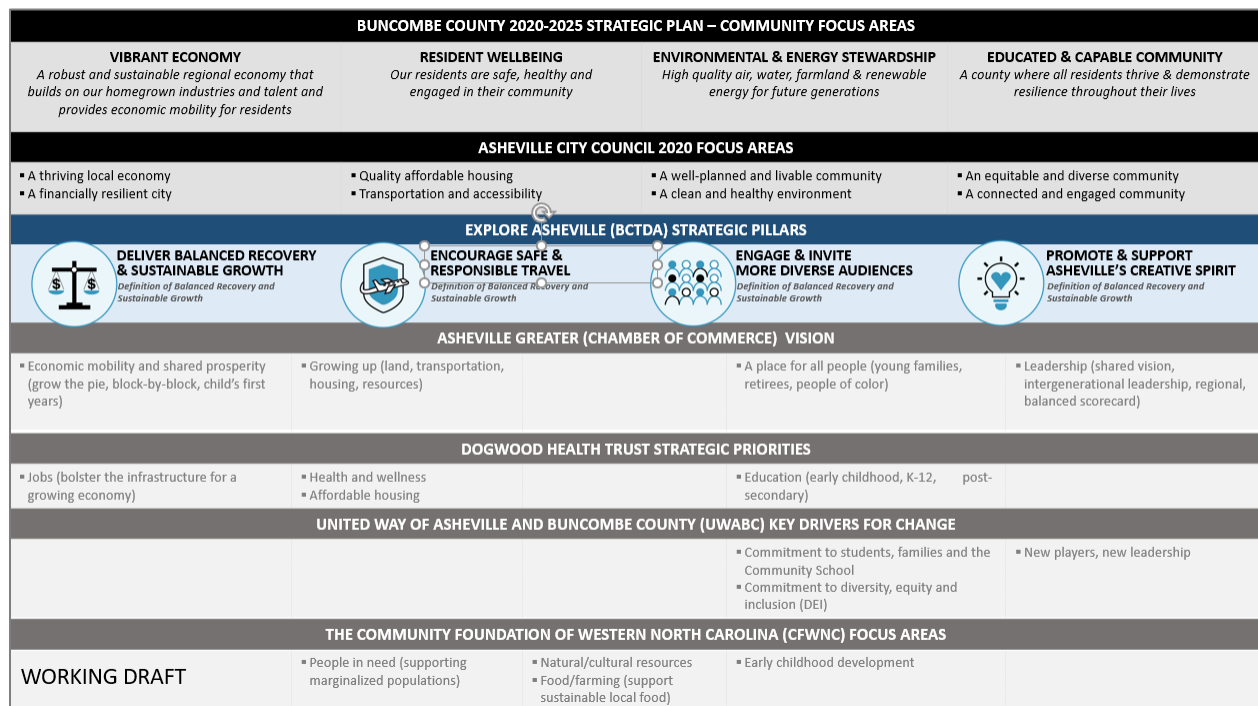
Ms. Isley provided an overview of what she has heard on her "listening tour" of meeting with over 130 community leaders and stakeholders in her first 90 days on the job. She shared a word cloud of common themes that rose up and noted that after receiving input and reviewing strategic plans from the city, county, and other organizations, staff developed four pillars to direct Explore Asheville's efforts, which will be the focus of the annual planning retreat.

Tourism's Four Pillars

Ms. Isley presented Tourism's Four Pillars:



Next, Ms. Isley reviewed a working draft of a chart that combined strategic plans/areas of focus from the city, county, and other organizations, illuminating how Tourism's Four Pillars align with community goals and objectives.



Ms. Isley outlined the process and timeline to further develop the pillars and shared information on the national and international thought leaders who will be on hand to spark ideas and facilitate discussions. Bios of the speakers and facilitators may be found on AshevilleCVB.com, and video recordings of their presentations, along with slide decks, will be posted after the retreat.

First Pillar – Deliver Balanced Recovery & Sustainable Growth

Pillar Overview

Ms. Isley shared an overview of the first pillar, *Deliver Balanced Recovery & Sustainable Growth*. She explained this pillar focuses on as we build back tourism, how should it look and feel different? One way this can be achieved is by using messaging and marketing to help balance visitor dispersal to different parts of the county, such as at non-peak times, and working towards growing tourism in a sustainable way. She then introduced Erin Francis-Cummings to present research related to this pillar.

US Travel Sentiment

Erin Francis-Cummings, president & CEO of Destination Analysts, shared a PowerPoint presentation focusing on travel sentiment, highlighting that with more and more people being vaccinated, optimism is at near-record levels and there has been a consistent increase in travel dreaming and planning as we start to come out of the pandemic.

US Lodging Outlook

Adam Sacks, founder and president of Tourism Economics, shared a PowerPoint presentation focusing on recovery of the leisure and hospitality sector, across the country and in the Asheville/Buncombe County area. He stated that the travel industry has been the hardest hit from an economic standpoint, has lost the most jobs and, without recovery in this sector, there simply is no recovery.

Following the presentations, Ms. Francis-Cummings and Mr. Sacks answered all related questions.

Strategic Conversation & Input

Kimberly Orton, managing director of RedSky Strategy, facilitated a conversation on the *Deliver Balanced Recovery & Sustainable Growth* pillar. She shared what has been heard to date from interviews with board members, short-term and medium to long-term goals, projected benefits to Asheville, and links to other organizational goals. Ms. Orton received input on what the BCTDA's vision could be for this pillar, where efforts should be focused, and community organizations and/or leaders that can be brought in to collaborate to ensure success. During the conversation, responses and input from board members were recorded and will be utilized in further developing this pillar.

Second Pillar – Encourage Safe & Responsible Travel

Pillar Overview

Ms. Isley shared an overview of the second pillar, *Encourage Safe & Responsible Travel*. She said in the short-term, this pillar focuses on encouraging travelers who visit the area to do so safely as we work towards recovery, including getting vaccinated, wearing masks, and social distancing. Medium to long-term, Ms. Isley said the pillar's focus will be on attracting travelers who will protect and care for our area's natural resources like residents do to help mitigate and manage environmental impacts.

Navigating the Way Forward

Randy Durband, CEO of Global Sustainability Travel Council, said his organization has developed standards on sustainable tourism, which are [on GSTC's website](#) and are free to the public. He led a TED Talk-style discussion from South Korea focusing on the *Encourage Safe & Responsible Travel* pillar, which centered on taking a holistic approach toward developing strategies to get the right visitor to the destination at the right time. Following Mr. Durband's talk, he answered all related questions.

Strategic Conversation & Input

Ms. Orton facilitated a conversation on the *Encourage Safe & Responsible Travel* pillar. She shared what has been heard to date from interviews with board members, short-term and medium to long-term goals, projected benefits to Asheville, and links to other organizational goals. Ms. Orton received input on what the BCTDA's vision could be for this pillar, where efforts should be focused, and community organizations and/or leaders that can be brought in to collaborate to ensure success. During the conversation, responses and input from board members were recorded and will be utilized in further developing this pillar.

Wrap-Up and Friday Preview

Ms. Isley thanked board members for being engaged in today's conversations and for their valuable input, noting the third and fourth pillars will be discussed in a similar format on Friday. Chairman Karvir thanked and commended Ms. Isley on what she has accomplished in the short amount of time she has been in her role as President & CEO.

Adjourn for the Day

Vice Chairman Froeba moved to adjourn Day 1 of the BCTDA's Annual Planning Retreat, and Mr. McKibbin and Ms. Ashburn simultaneously seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0 and the virtual meeting ended at 4:49 p.m.

+ + + + + + + + +

BCTDA Annual Planning Retreat | Day 2 Friday, March 26, 2021 | 9:15 – 11:45 a.m.

Welcome, Thursday Recap & Friday Overview

Chairman Karvir opened Day 2 of the virtual joint annual planning retreat of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, at 9:16 a.m., and welcomed everyone. He said retreat 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 and Commissioner Pressley, who were absent.

Ms. Isley asked for input from yesterday's discussions and board members collectively said that they were impressed with the speakers, informative presentations, the way the pillars are organized to work towards a balanced recovery, and the overall sense of optimism for long-term success coming out of the pandemic.

Anthony Bennett, managing partner with RedSky Strategy, provided a recap of yesterday's presentations and discussions.

Third Pillar – Engage & Invite More Diverse Audiences

Pillar Overview

Ms. Isley shared an overview of the third pillar, *Engage & Invite More Diverse Audiences*. She said this pillar focuses on ways to attract more diverse audiences, including Black and Brown people, families, LGBTQ, and more, reaching out to and connecting different groups and organizations and creating opportunities for all to win. She also said this pillar can help direct product development efforts and funding.

Diversity, Equity & Inclusion

In a question-and-answer format discussion moderated by Ms. Isley, Earl "Butch" Graves, Jr., president & CEO of Black Enterprise, spoke about the importance of making a commitment to extend a genuine invitation to people of color to visit destinations. He said this needs to be done

by reaching them in mediums in which they engage. Mr. Graves explained the challenges associated with the way diversity is defined in today's world and offered suggestions on how the BCTDA can engage in initiatives that encourage Black travel. He then answered all related questions.

Strategic Conversation & Input

Ms. Orton facilitated a conversation on the *Engage & Invite More Diverse Audiences* pillar. She shared what has been heard to date from interviews with board members, short-term and medium to long-term goals, projected benefits to Asheville, and links to other organizational goals. Ms. Orton received input on what the BCTDA's vision could be for this pillar, where efforts should be focused, and community organizations and/or leaders that can be brought in to collaborate to ensure success. During the conversation, responses and input from board members were recorded and will be utilized in further developing this pillar.

Fourth Pillar – Promote & Support Asheville's Creative Spirit

Pillar Overview

Ms. Isley shared an overview of the fourth pillar, *Promote & Support Asheville's Creative Spirit*. She said since arriving, she has been very impressed by the deeply creative and independent nature of the area, noting local artists and makers deliver experiences that help define Asheville's stories and culture. She said it's important to support that creative spirit with both marketing and product development efforts.

Embracing Place DNA

Rodney Payne, co-founder and CEO of Destination Think, led a TED Talk-style discussion from Canada focusing on the *Promote & Support Asheville's Creative Spirit* pillar, which centered on brands being built on stories. He said it's important to get communities involved in deciding what they want to be/can own based on an area's history, culture, environment, ethnicities, etc. Following Mr. Payne's talk, he answered all related questions.

Strategic Conversation & Input

Mr. Bennett facilitated a conversation on the *Promote & Support Asheville's Creative Spirit* pillar. He shared what has been heard to date from interviews with board members, short-term and medium to long-term goals, projected benefits to Asheville, and links to other organizational goals. Mr. Bennett received input on what the BCTDA's vision could be for this pillar, where efforts should be focused, and community organizations and/or leaders that can be brought in to collaborate to ensure success. During the conversation, responses and input from board members were recorded and will be utilized in further developing this pillar.

Wrap-Up and Next Steps

Ms. Isley thanked Mr. Bennett and Ms. Orton for facilitating the pillars planning process and retreat discussions. She then invited questions from the board and a brief conversation centering on the timing of anticipated legislative changes that will affect the Tourism Product Development Fund took place.

When the discussion ended, Chairman Karvir thanked Ms. Isley for inviting the thought leaders to join the retreat, noting he was grateful for the different perspective shared by each speaker.

Ms. Isley thanked everyone for their time, participation, and leadership during the two-day retreat, noting the work and listening to further develop the four Tourism Pillars will continue. She reviewed the process timeline and next steps and said staff will work towards implementing the pillars in measurable ways to build back business in a balanced and collaborative manner.

Annual Planning Retreat Adjournment

Mr. McKibbin moved to adjourn Day 2 of the BCTDA's Annual Planning Retreat, and Mr. Luckett seconded the motion. Here was no discussion and with all in favor via a roll call vote, the motion carried 8-0 and the virtual meeting ended at 11:47 a.m.

The retreat PowerPoint presentations, video recordings, and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

The next BCTDA meeting will be held virtually on Wednesday, April 28, 2021, at 9:00 a.m.

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

March 31, 2021

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 11,135,293	\$ 1,044,459	\$ 12,108,697	\$ (973,404)	108.7%	\$ 13,403,607	-9.7%
Investment income	-	-	115	(115)	-	244	-53.1%
Other income	-	-	38,174	(38,174)	-	8,022	375.9%
Earned revenue	-	12,319	133,474	(133,474)	-	113,752	17.3%
Total revenues	11,135,293	1,056,778	12,280,460	(1,145,167)	110.3%	13,525,626	-9.2%
Expenditures:							
Salaries and Benefits	2,460,163	174,503	1,538,695	921,468	62.5%	1,625,944	-5.4%
Sales	881,277	38,765	361,208	520,069	41.0%	569,076	-36.5%
Marketing	11,390,551	433,790	2,659,522	8,731,029	23.3%	7,033,507	-62.2%
Community Engagement	80,519	519	24,444	56,075	30.4%	15,603	56.7%
Administration & Facilities	755,684	47,381	428,949	326,735	56.8%	352,626	21.6%
Events/Festivals/Sponsorships	121,235	100	66,287	54,948	54.7%	245,348	-73.0%
Total expenditures	15,689,429	695,059	5,079,105	10,610,324	32.4%	9,842,103	-48.4%
Revenues over (under) expenditures	(4,554,136)	361,719	7,201,355			\$ 3,683,523	95.5%
Other Financing Sources:							
Carried over earned income	121,235	-	-				
Total other financing sources	121,235	-	-				
Net change in fund balance	\$ (4,432,901)	\$ 361,719	7,201,355				
Fund balance, beginning of year			12,465,092				
Fund balance, end of month			\$ 19,666,447				

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

March 31, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 1,390,343	\$ 1,946,888	-29%	\$ 1,390,343	\$ 1,946,888	-29%	\$ 463,448	\$ 648,963	-29%	\$ 463,448	\$ 648,963	-29%
August	1,576,516	1,803,567	-13%	2,966,859	3,750,455	-21%	525,505	\$ 601,189	-13%	988,953	1,250,152	-21%
September	1,598,161	1,736,622	-8%	4,565,021	5,487,077	-17%	532,720	\$ 578,874	-8%	1,521,674	1,829,026	-17%
October	2,329,272	2,206,323	6%	6,894,292	7,693,400	-10%	776,424	\$ 735,441	6%	2,298,097	2,564,467	-10%
November	1,557,487	1,771,151	-12%	8,451,779	9,464,551	-11%	519,162	\$ 590,384	-12%	2,817,260	3,154,850	-11%
December	1,517,197	1,780,020	-15%	9,968,976	11,244,571	-11%	505,732	\$ 593,340	-15%	3,322,992	3,748,190	-11%
January	1,095,262	1,115,364	-2%	11,064,238	12,359,935	-10%	365,087	\$ 371,788	-2%	3,688,079	4,119,978	-10%
February	1,044,459	1,043,672	0%	12,108,697	13,403,607	-10%	348,153	\$ 347,891	0%	4,036,232	4,467,869	-10%
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>\$12,108,697</u>	<u>\$ 15,352,455</u>		<u>\$ 12,108,697</u>	<u>\$ 15,352,455</u>		<u>\$4,036,232</u>	<u>\$5,117,485</u>		<u>\$4,036,232</u>	<u>\$5,117,485</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

March 31, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 27,203,000	\$ 20,956,295	\$ 6,246,705	77.0%
Investment Income	-	1,230,451	(1,230,451)	0.0%
Total revenues	<u>27,203,000</u>	<u>22,186,746</u>	<u>5,016,255</u>	<u>81.6%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
Total product development projects	<u>17,375,000</u>	<u>3,772,863</u>	<u>13,602,137</u>	<u>21.7%</u>
Product development fund administration	<u>518,000</u>	<u>363,213</u>	<u>154,787</u>	<u>70.1%</u>
Total product development fund	<u>\$ 17,893,000</u>	<u>\$ 4,136,076</u>	<u>\$ 13,756,924</u>	<u>23.1%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 18,050,670		
Less: Liabilities/Outstanding Grants		(13,602,137)		
Less: Unspent Admin Budget (Current Year)		(154,787)		
Current Product Development Amount Available		<u>\$ 4,293,746</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

March 31, 2021

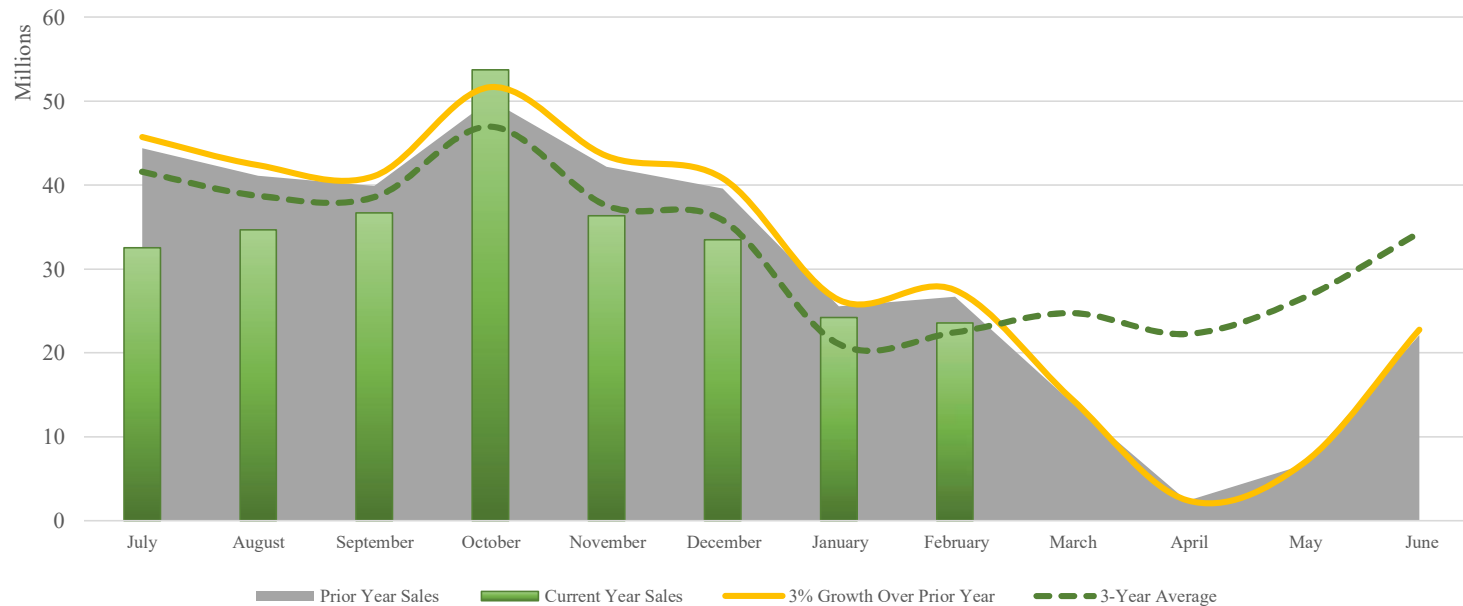
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 19,731,152	\$ 18,050,670	\$ 37,781,821
Receivables	-	-	-
Total current assets	<u>\$ 19,731,152</u>	<u>\$ 18,050,670</u>	<u>37,781,821</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 23,755	\$ -	\$ 23,755
Future events payable	40,950	\$ 13,602,137	\$ 13,643,087
Total current liabilities	<u>64,705</u>	<u>\$ 13,602,137</u>	<u>\$ 13,666,842</u>
Fund Balances:			-
Restricted for product development fund	-	4,448,533	4,448,533
Committed for event support program	78,568	-	78,568
State Required Contingency	890,823	-	890,823
Designated Contingency	4,190,057	-	4,190,057
Undesignated (cash flow)	14,506,998	-	14,506,998
Total fund balances	<u>19,666,447</u>	<u>4,448,533</u>	<u>24,114,980</u>
 Total liabilities and fund balances	<u>\$19,731,152</u>	<u>\$ 18,050,670</u>	<u>\$ 37,781,821</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

March 31, 2021



Month of room sales:

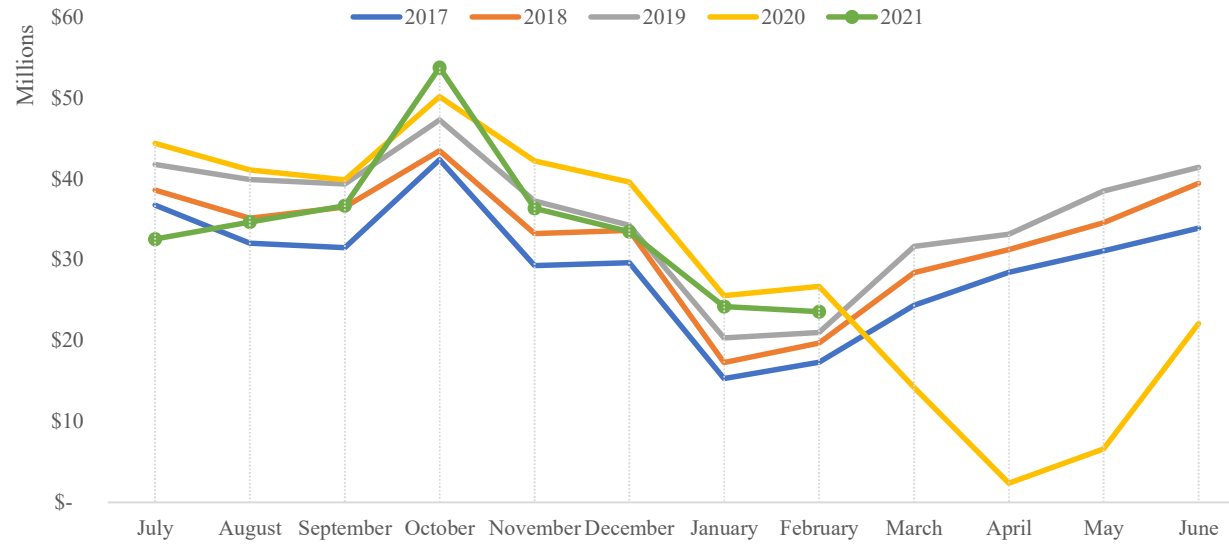
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 32,550,037	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,666,902	41,114,737	-16%	-21%	42,348,179	38,716,917
September	36,686,431	39,872,267	-8%	-17%	41,068,435	38,558,378
October	53,739,201	50,150,018	7%	-10%	51,654,518	46,965,398
November	36,345,839	42,191,421	-14%	-11%	43,457,164	37,554,580
December	33,467,372	39,597,145	-15%	-12%	40,785,060	35,822,512
January	24,211,984	25,562,428	-5%	-11%	26,329,301	21,065,499
February	23,569,061	26,697,925	-12%	-11%	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>\$275,236,828</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

March 31, 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	36,345,839
December	29,615,696	33,597,999	34,272,393	39,597,145	33,467,372
January	15,323,999	17,286,992	20,347,077	25,562,428	24,211,984
February	17,323,590	19,676,430	20,985,316	26,697,925	23,569,061
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	\$ 275,236,828

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

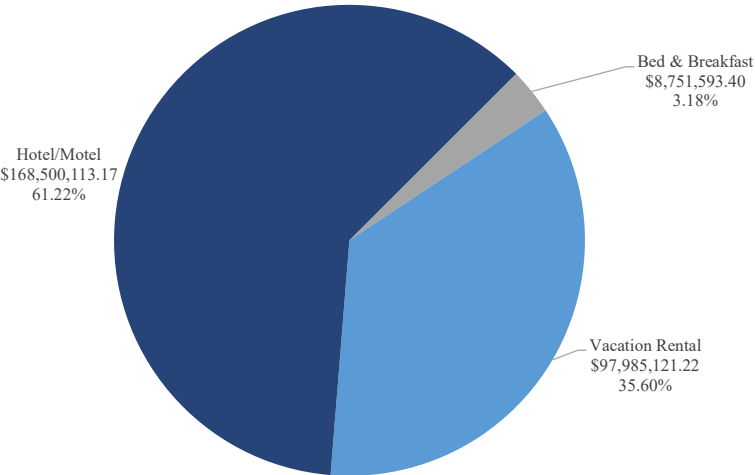
March 31, 2021

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 19,132,318	\$ 33,587,325	-43.0%	-43.0%	\$ 12,285,571	\$ 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%	10,475,302	7,959,792	31.6%	50.4%	1,239,638	1,338,827	-7.4%	-7.6%	36,345,839	42,191,421	-13.9%	-10.9%
December	22,871,661	30,545,959	-25.1%	-26.7%	9,555,057	7,885,885	21.2%	45.9%	1,040,654	1,165,301	-10.7%	-8.0%	33,467,372	39,597,145	-15.5%	-11.6%
January	12,224,328	16,067,073	-23.9%	-26.5%	11,495,881	8,954,274	28.4%	43.3%	491,776	541,081	-9.1%	-8.1%	24,211,984	25,562,428	-5.3%	-11.0%
February	11,348,473	17,832,201	-36.4%	-27.2%	11,720,363	8,242,674	42.2%	43.2%	500,226	623,049	-19.7%	-8.8%	23,569,061	26,697,925	-11.7%	-11.1%
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>\$ 168,500,113</u>	<u>\$ 261,801,781</u>			<u>\$ 97,985,121</u>	<u>\$ 82,207,364</u>			<u>\$ 8,751,593</u>	<u>\$ 10,909,423</u>			<u>\$ 275,236,828</u>	<u>\$ 354,918,568</u>		

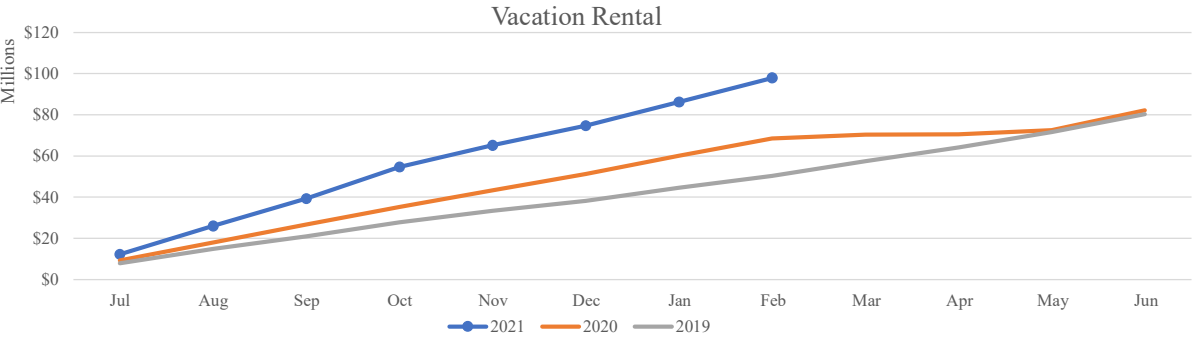
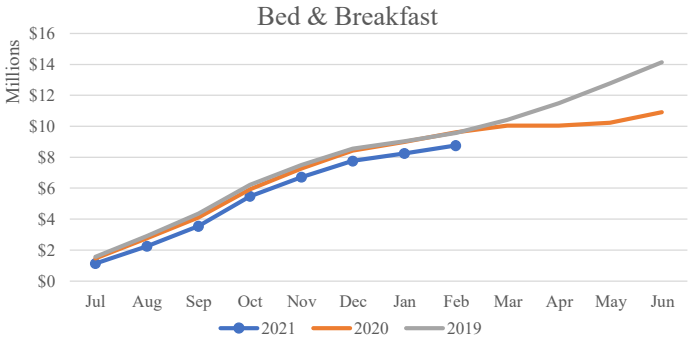
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category
Shown by Month of Sale, Year-to-Date
March 31, 2021

Total Room Sales by Category, Year-to-Date



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



Destination Performance Report



Lodging & Visitor Overview - March 2021

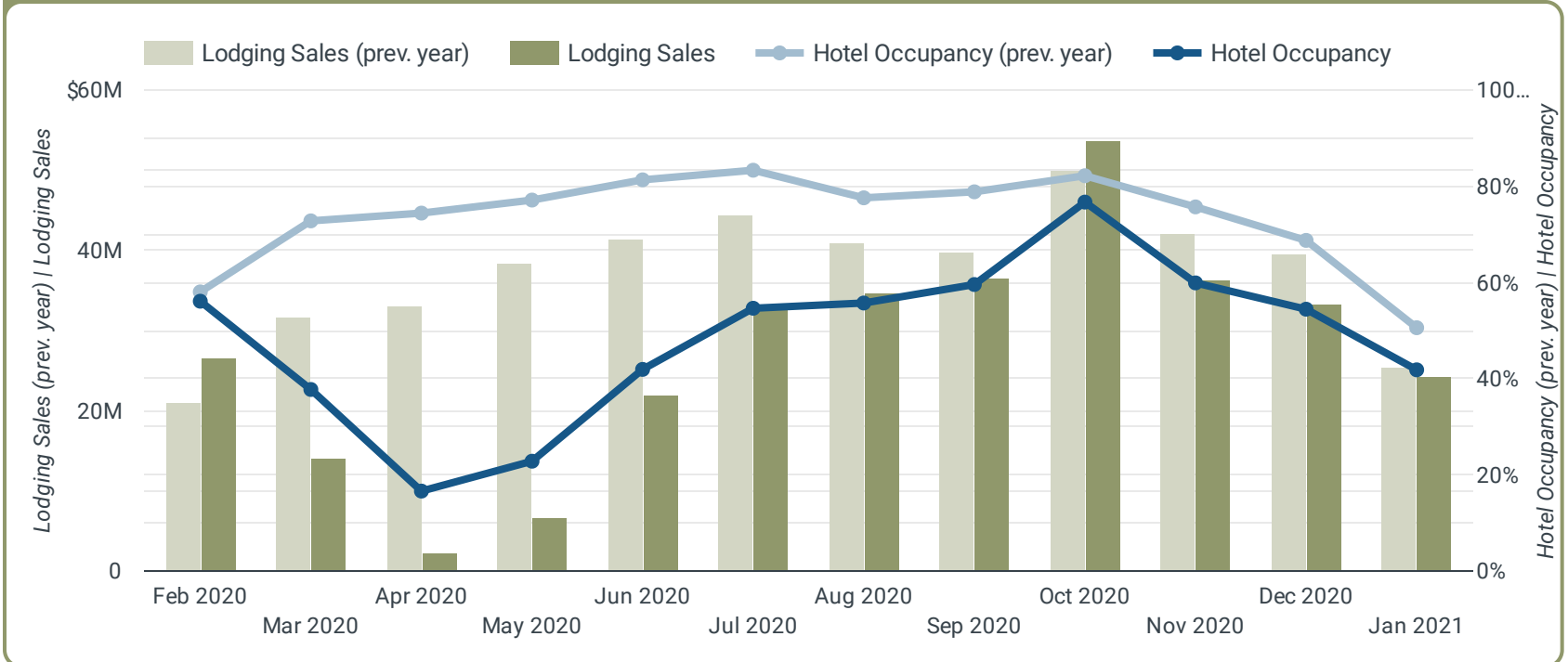
Lodging Sales \$23,566,560 (February) ↓ -11.7%	Hotel Occupancy* 44.5% (February) ↓ -20.7%	Hotel Demand* 108,012 (February) ↓ -16.4%	Hotel ADR* \$115.35 (February) ↓ -14.0%	Hotel RevPAR* \$51.33 (February) ↓ -31.8%
Airport Passengers 45,617 (February) ↓ -56.7%	Asheville Visitor Center 6,134 ↑ 0.1%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 1,812 ↑ 163.4%	Travel Guide Requests 3,024 ↑ 112.7%

Lodging & Visitor Overview - Fiscal Year 20-21

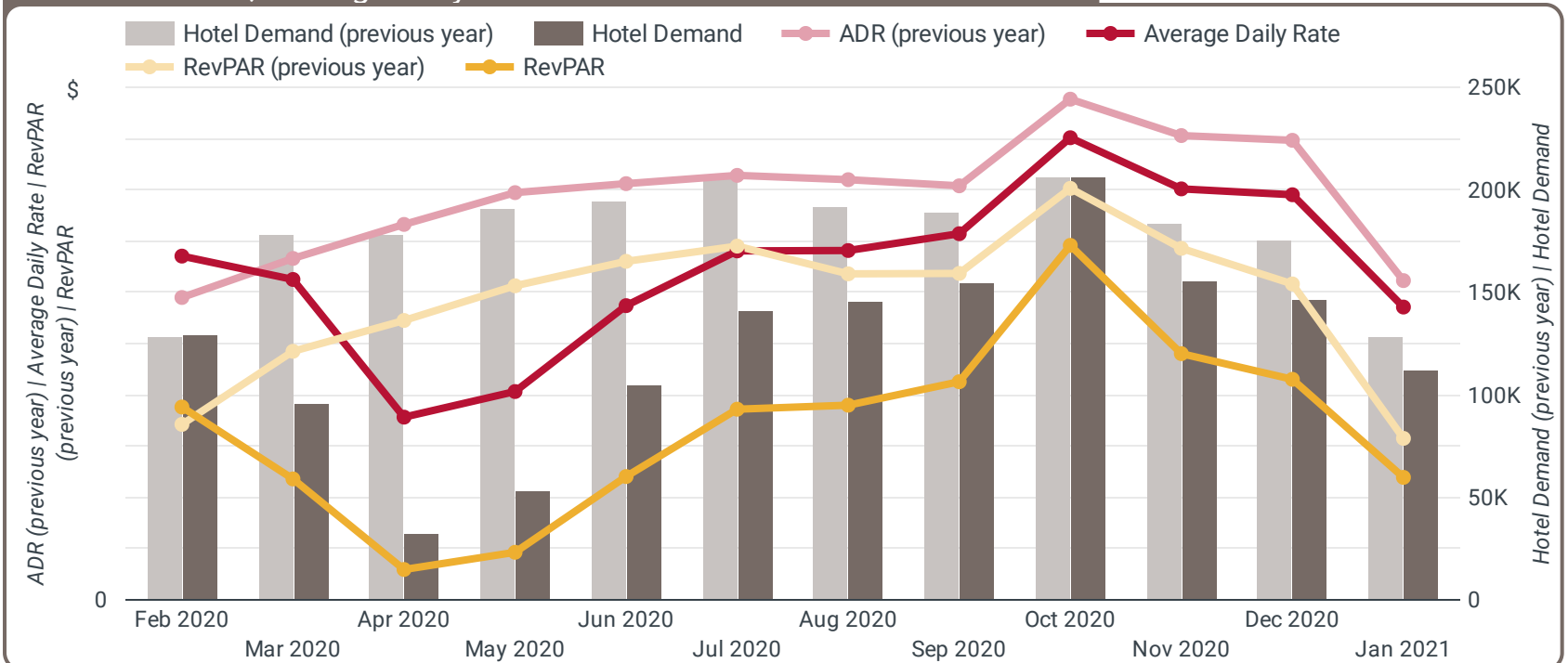
Lodging Sales \$275,219,512 ↓ -11.1%	Hotel Occupancy* 56.0% ↓ -21.8%	Hotel Demand* 1,170,691 ↓ -17.1%	Hotel ADR* \$146.78 ↓ -11.8%	Hotel RevPAR* \$82.24 ↓ -31.0%
Airport Passengers 454,298 ↓ -59.3%	Asheville Visitor Center 58,748 ↓ -60.0%	Pack Sq Visitor Center 0 ↓ -100.0%	Black Mtn Visitor Center 19,299 ↑ 4.4%	Travel Guide Requests 19,213 ↓ -16.5%

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 - February 2021

Occupancy	ADR	RevPAR	Demand
53.8%	\$101.59	\$54.66	81,022
↑ 34.6%	↑ 9.9%	↑ 47.9%	↑ 17.5%

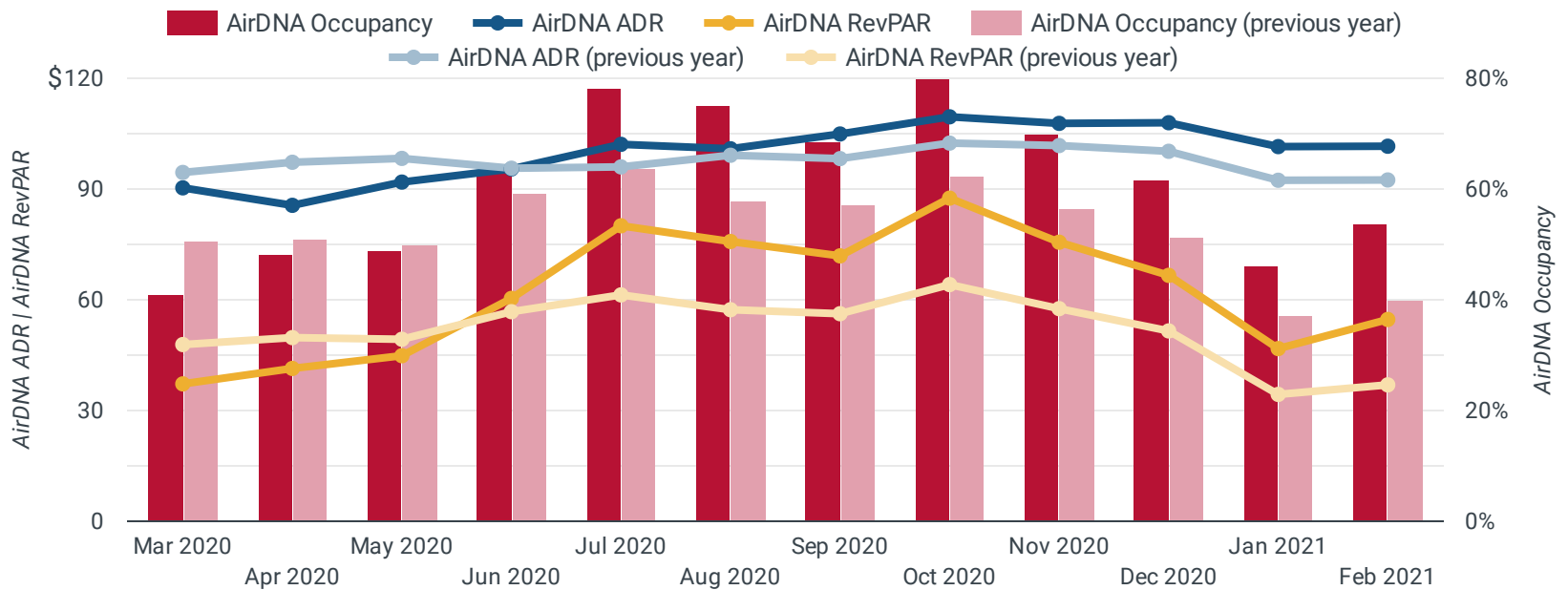
Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
67.0%	\$104.85	\$70.30	944,688
↑ 24.9%	↑ 6.5%	↑ 33.0%	↑ 12.3%

AirDNA ADR, RevPAR and Occupancy

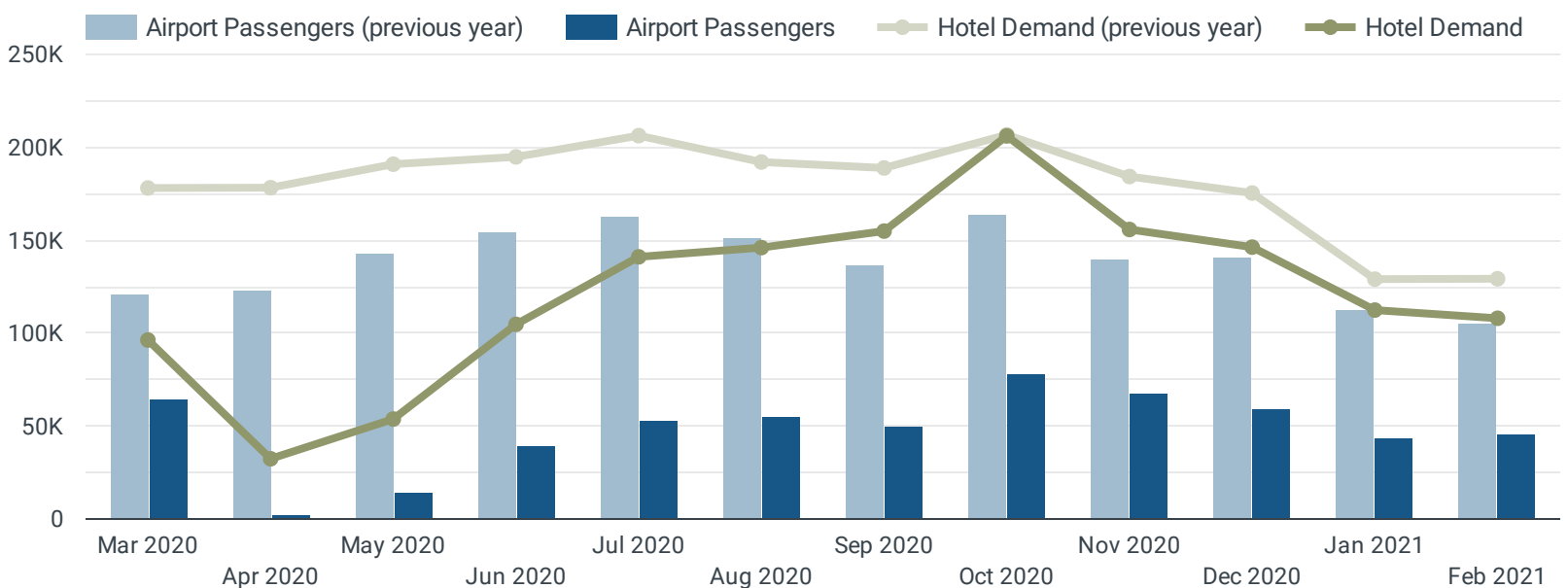
* Short Term Rental Data Source: AirDNA

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

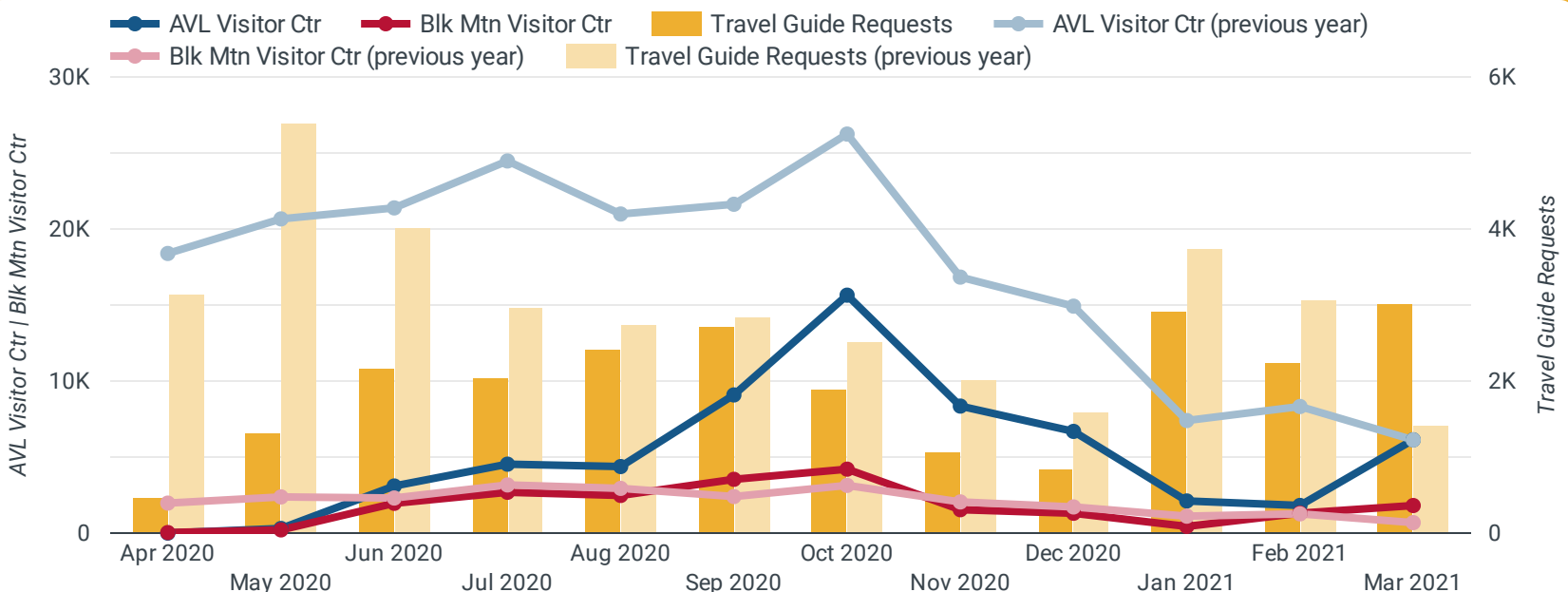


Airport Passengers vs. Hotel Demand*

* 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



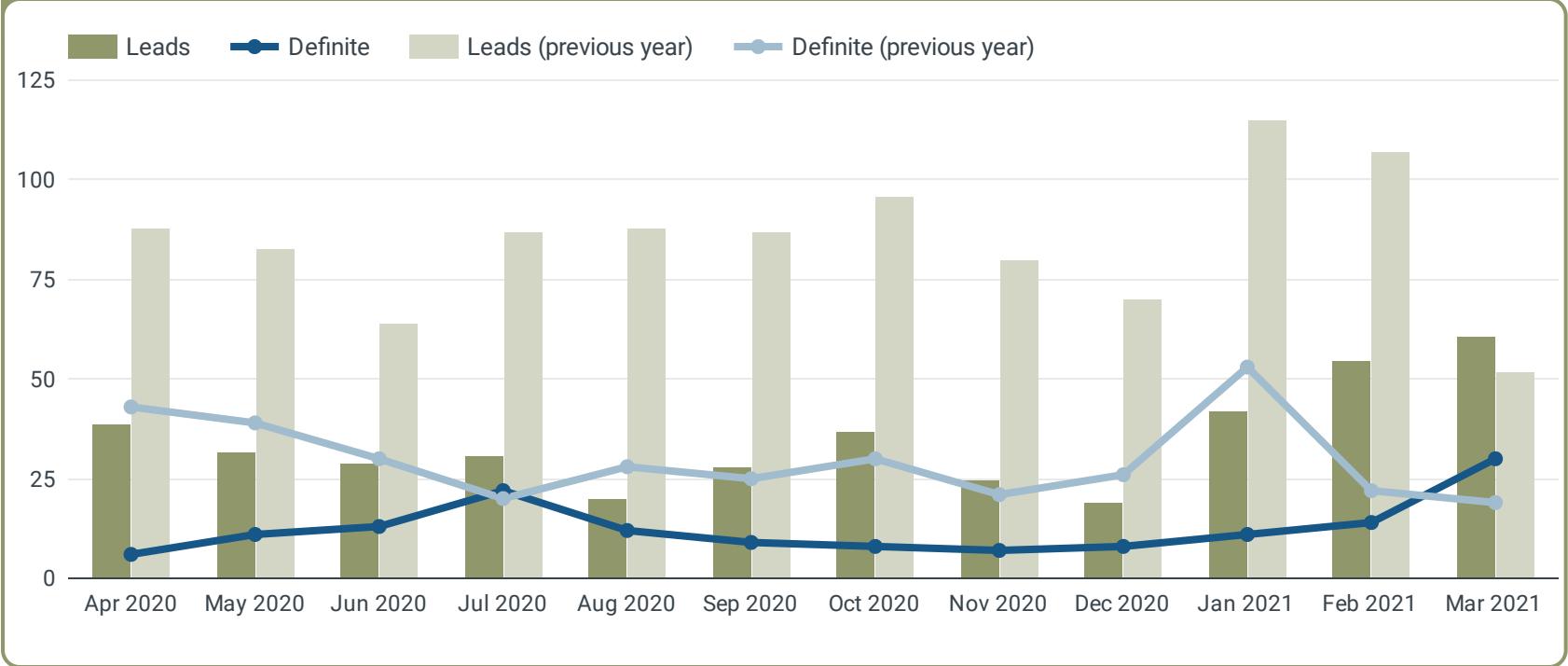
Sales Leads and Outreach - March 2021

Sales Leads Issued 61 ↑ 17.3%	Room Nights (Leads) 12,230 ↓ -6.1%	Leads Turned Definite 32 ↑ 60.0%	Room Nights (Definite) 2,012 ↑ 45.3%	Estimated Revenue \$507,175 ↑ 71.9%	
P2P Outreach 875 ↑ 11.7%	Indirect Outreach 26,983 ↑ 2.1%	Group Events 7 ↓ -58.8%	Room Nights Generated No data No data	Actualized Revenue No data No data	Groups Served 11 ↓ -45.0%

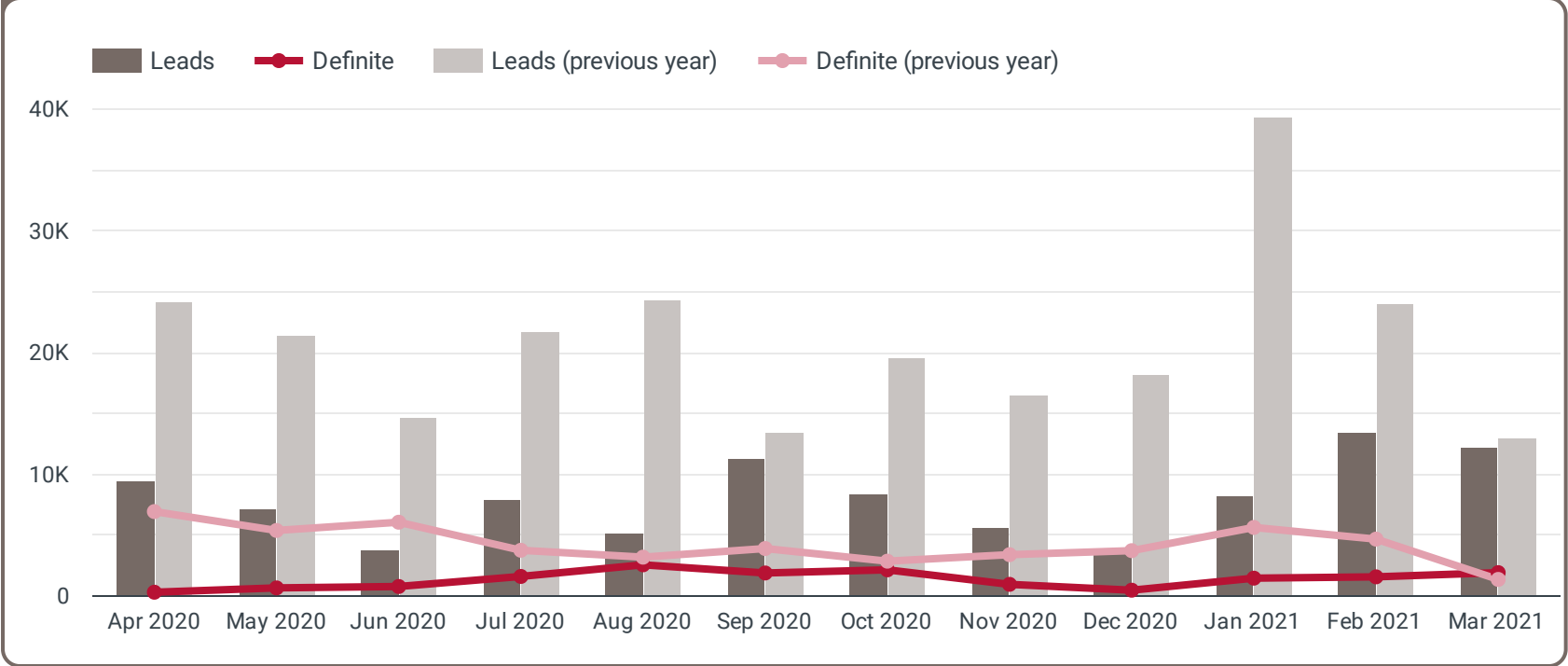
Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued 318 ↓ -59.3%	Room Nights (Leads) 76,819 ↓ -59.7%	Leads Turned Definite 153 ↓ -40.9%	Room Nights (Definite) 17,409 ↓ -52.2%	Estimated Total Revenue \$4,191,049 ↓ -58.5%	
P2P Outreach 7,208 ↓ -20.5%	Indirect Outreach 121,862 ↓ -0.5%	Group Events 82 ↓ -73.5%	Room Nights Generated 5,387 ↓ -85.7%	Actualized Revenue \$1,076,346 ↓ -90.7%	Groups Served 121 ↓ -57.1%

Sales Leads vs. Definite



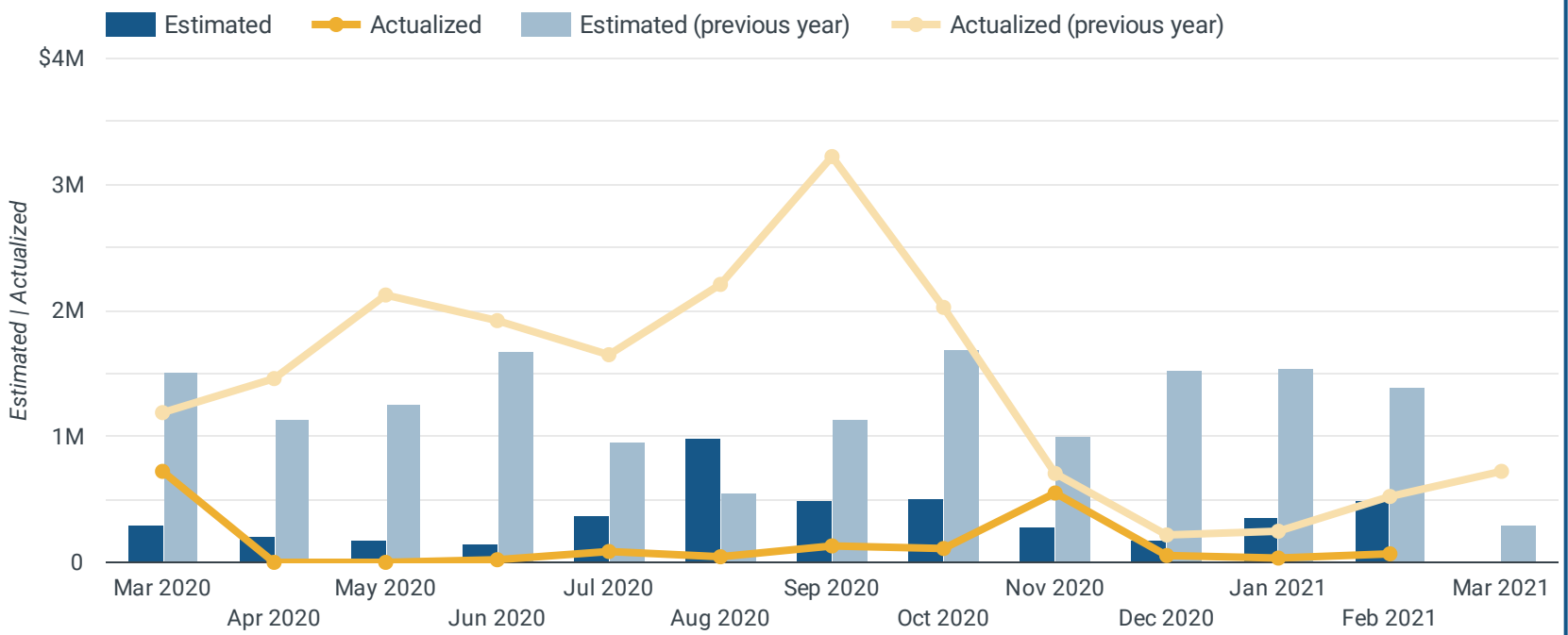
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Mar 2021	875		11.7%	26,983		2.1%
2.	Feb 2021	996		9.8%	12,628		149.5%
3.	Jan 2021	856		-1.9%	23,467		77.3%
4.	Dec 2020	734		-25.7%	12,759		118.7%
5.	Nov 2020	757		-30.9%	17,150		4,637.6%
6.	Oct 2020	918		-19.2%	7,653		-19.9%
7.	Sep 2020	616		-42.0%	6,414		-65.6%
8.	Aug 2020	646		-44.4%	14,771		-59.3%
9.	Jul 2020	810		-23.6%	37		-99.5%
10.	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.	Mar 2021	7		-58.8%	1,474		-61.1%
2.	Feb 2021	3		-83.3%	670		-71.9%
3.	Jan 2021	1		-90.9%	124		-92.1%
4.	Dec 2020	6		-75.0%	232		-76.7%
5.	Nov 2020	10		-75.6%	2,129		-23.9%
6.	Oct 2020	25		-65.3%	567		-89.9%
7.	Sep 2020	13		-75.0%	548		-89.7%
8.	Aug 2020	6		-83.3%	310		-93.6%
9.	Jul 2020	11		-71.8%	497		-87.8%
10.	Jun 2020	0		-100.0%	0		-100.0%

Marketing Department Performance Report



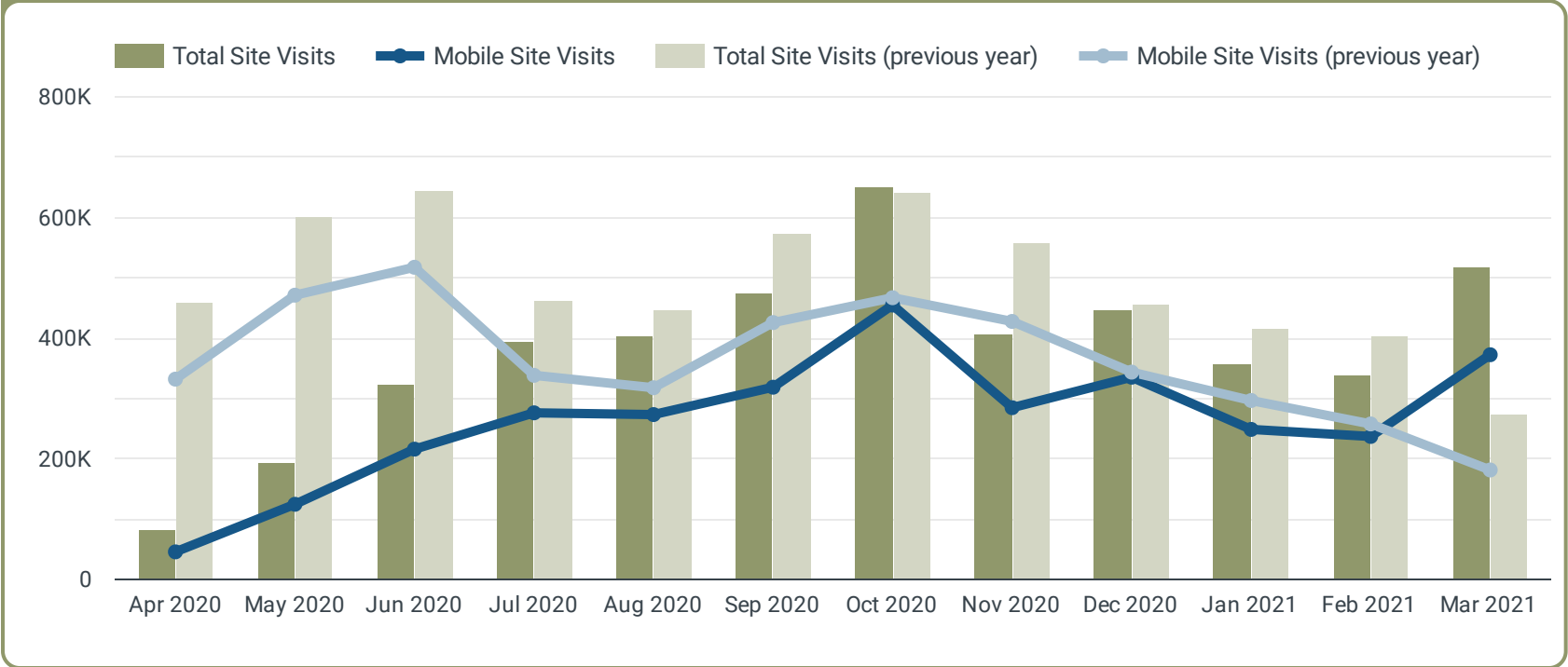
Marketing Metrics Overview - March 2021

Website Visits 521,356 ↑ 88.0%	Mobile Site Visits 373,422 ↑ 103.8%	aRes - Room Nights 71 ↑ 810.0%	aRes - Room Revenue \$8,726 ↑ 3,012.2%	Total Facebook Fans 300,023 ↑ 1.0%
PR Publicity Value \$1,861,235 ↑ 57.5%	PR Estimated Impressions 902,956,605 ↑ 52.9%	Significant Placements 41 ↑ 46.4%	Media Touchpoints 30 ↓ -58.3%	Video Views 22,627 ↓ -40.4%

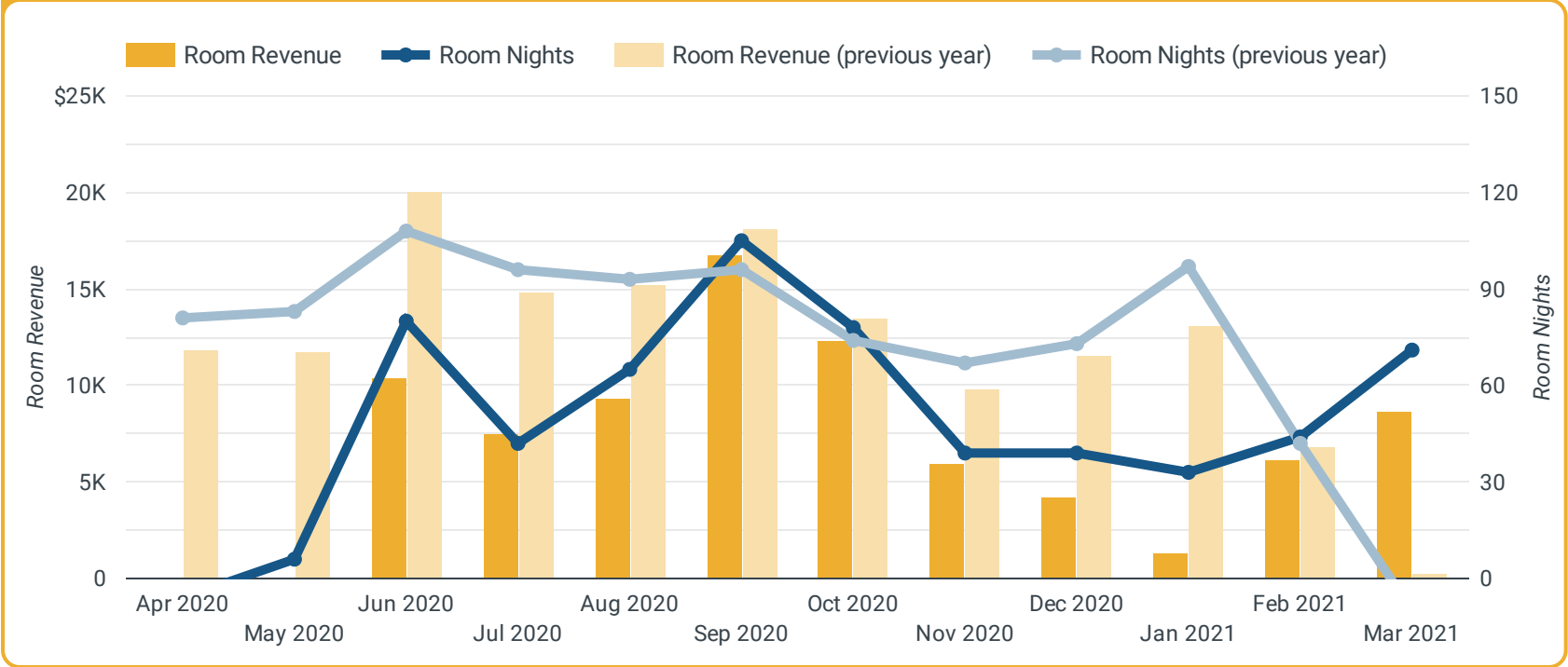
Marketing Metrics Overview - Fiscal Year 20-21

Website Visits 3,990,559 ↓ -6.2%	Mobile Site Visits 2,798,265 ↓ -8.7%	aRes - Room Nights 516 ↓ -17.8%	aRes - Room Revenue \$72,501 ↓ -29.9%	Avg. Total Facebook Fans 299,032 ↑ 1.5%
PR Publicity Value \$18,520,285 ↓ -66.8%	PR Estimated Impressions 7,546,289,935 ↑ 312.4%	Significant Placements 317 ↑ 10.1%	Media Touchpoints 513 ↓ -1.5%	Video Views 361,831 ↓ -23.1%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Marketing Department Performance Report



Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Mar 2021	\$168,396	132%	2,126,617	925.76%
2.	Feb 2021	\$1,864,896	-15%	8,406,237	206.22%
3.	Jan 2021	\$172,581	-98%	8,873,652	14.77%
4.	Dec 2020	\$76,207	-96%	470,974	-93.55%
5.	Nov 2020	\$43,979	-98%	175,847	-96.36%
6.	Oct 2020	\$417,310	-98%	5,687,854	-60.86%
7.	Sep 2020	\$131,426	-94%	747,759	-90.79%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Mar 2021	\$1,692,840	53%	900,829,988	52.95%
2.	Feb 2021	\$1,426,820	2,234%	761,356,074	286.24%
3.	Jan 2021	\$1,405,853	490%	747,794,055	556.23%
4.	Dec 2020	\$1,863,214	3,327%	991,071,366	765.1%
5.	Nov 2020	\$1,443,514	859%	767,826,179	308.06%
6.	Oct 2020	\$1,029,825	560%	547,779,342	134.58%
7.	Sep 2020	\$2,221,765	1,835%	1,181,790,034	602.66%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Mar 2021	30	-58.3%	41	46.4%
2.	Feb 2021	77	97.4%	29	38.1%
3.	Jan 2021	53	-31.2%	22	-40.5%
4.	Dec 2020	64	60.0%	37	54.2%
5.	Nov 2020	37	-9.8%	31	-18.4%
6.	Oct 2020	127	54.9%	40	14.3%
7.	Sep 2020	52	0.0%	43	13.2%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Mar 2021	300,023	null	22,627	null
2.	Feb 2021	299,753	null	33,048	null
3.	Jan 2021	300,544	null	40,088	null
4.	Dec 2020	299,322	null	32,752	null
5.	Nov 2020	299,114	null	25,690	null
6.	Oct 2020	298,735	1.5%	51,508	-20.1%
7.	Sep 2020	297,968	1.7%	42,161	-43.4%

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.

April 28, 2021

To: Buncombe County Tourism Development Authority

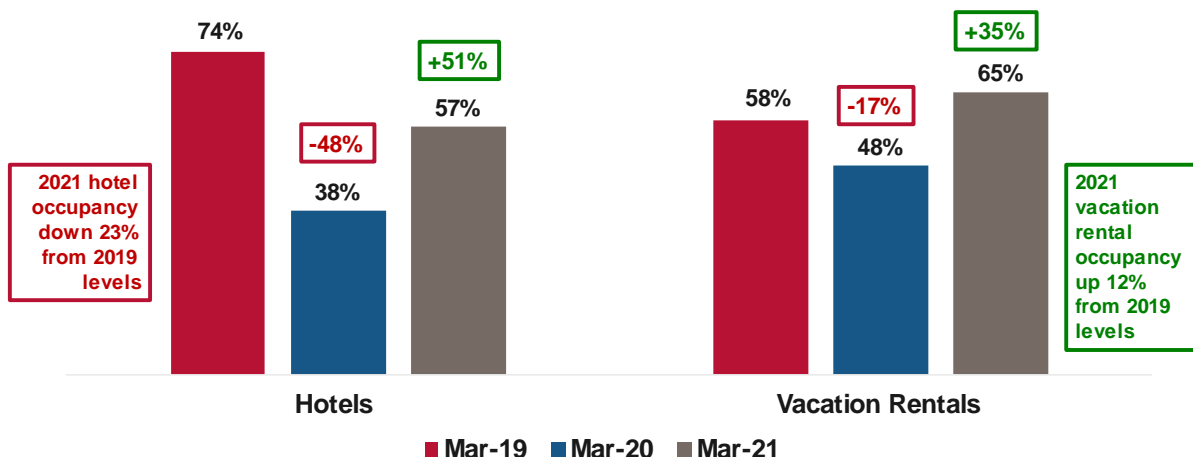
From: Vic Isley

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

As we mark one year of the massive impacts Covid-19 has had on our entire community including tourism, overnight stays and the value the visitors bring to Buncombe County continue to suffer, but we are starting to see signs of year-over-year recovery.

- Hotel occupancy for the month of March 2021 was 57 percent, up 51% from the devastating low of 38% in March of 2020. March 2021 occupancy still remains 23% down from 2019 levels that reached 74% in March.
- A bright spot in overnight stays continues to be the short-term vacation rental market. This is good news for local residents who own vacation rentals and are earning more and benefitting from the return of visitors to our community. March 2021 vacation rental occupancy was up 35% percent reaching 65% percent which is even higher (12%) than 2019 levels that reached 58%.

MAR LODGING OCCUPANCY



As more vaccines are administered, the desire for Americans to return to travel continue to climb. In March, Explore Asheville implemented a phased approach, relaunching a paid media strategy to welcome visitors to our community. The return of visitors to Asheville and Buncombe County help support jobs for local residents and new revenue for area businesses.

MARCH BY THE NUMBERS

- During March, the sales team posted 875 personal contacts (up 12%). March sales activities generated 61 sales leads (up 17%) and 32 convention bookings (up 60%), representing 2,012 rooms (up 45%). Nine months into the fiscal year, year-to-date bookings are down 41 percent and room nights represented are down 52 percent.
- CVB sales leads generated seven group events in March (down 59%), with corresponding revenue of \$206,879 (down 71%). The services team assisted 11 groups (down 45%).
- The PR team landed 41 significant placements in March (up 46%), with 30 media touchpoints (down 58%). The publicity value of print and broadcast placements totaled \$168k with reach of 2.1 million. Online placements added \$1.7 million in value and reach of more than 900 million.
- ExploreAsheville.com attracted 521,356 visits (up 88%), including 373,422 to the mobile site (up 104%). Our Facebook fan base total is 300,023 (up 1%) and video views totaled 22,627 (down 40%).
- In March 2021, there were 3,024 Asheville Visitor Guide requests compared to 1,422 the previous year (up 113%).
- Paid search generated 100k site visits in March with average time on site of 1:22 and an average of 2.01 pageviews per visit; click through rate was 18.6 percent.
- Online hotel reservations totaled 71 room nights (up 810%) with total room revenue of \$8,726 (up 3,012%).
- The Asheville Visitor Center welcomed 6,134 visitors (flat), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 1,812 visitors (up 163%).

LODGING & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$23,556,560 in February (down 12%).
- Smith Travel Research reported hotel occupancy of 44.5 percent during February (down 21%). The average daily room rate was \$115.35 (down 14%), and RevPAR (revenue per available room) was \$51.33 (down 32%). Room demand decreased 17 percent with 108,012 rooms sold.
- AirDNA reported short term rental occupancy of 54 percent (up 35%), ADR of \$101.59 (up 10%), and RevPAR of \$54.66 (up 48%). Total demand for short term rentals increased 18 percent to total 81,022 rooms sold.
- Passengers at the Asheville Regional Airport decreased 57 percent to total 45,617 in February.

MARKETING & PUBLIC RELATIONS

Project Updates:

- Rolling launch of paid media began in March with paid social. Other media partner creative is in development with in-market dates slated throughout April.
- Production of new creative continued through March and new video spots will be finalized and rolled out in April. There will be 6 iterations which include:
 - :30 Asheville generic
 - :15 Culinary
 - :15 Outdoors/wellness
 - :15 Creative Spirit
 - :06 Creative Spirit
 - :06 Culinary
- Locked in partnerships and started content development with Garden & Gun, Food & Wine, Travel + Leisure and AFAR. Content should go live in April.
- Planning for productions with both Samantha Brown's "Places to Love" and Matador began in March and continues throughout April. Both shoots will take place in May.
- Created new blog post on Solo Travel in Asheville in conjunction with National Plan for Solo Vacation Day (March 1) authored by Lauren Gay/Outdoorsy Diva, board member of the Black Travel Alliance.
- Updated website with spring seasonal content and published two new blog posts focused on driving traffic during season: A Spring Guide to Asheville and Spring Break in Asheville, which were amplified via social and email distribution.
- Logged 30 media touchpoints, initiated 30 pitches, and supported 4 media on the ground in Asheville in March.
- Provided story support for *AFAR*, *NBC's The Today Show*, *Real Simple*, *Country Magazine*, *Reader's Digest* and *AAA Go Magazine*. Photo support provided for *AFAR*, *Family Vacationist*, *Our State*, *Mt. Pleasant Magazine*, *Winston-Salem Journal* and *TravelMag.com*.
- Safe Meeting Press Release: Finalized media outreach on the Safe Meeting Case Studies, expanded virtual-planning resources, group offerings and services provided by the Sales Team. The pitch was shared via email with 29 writers and editors of meetings publications.
- Vetting broadcast opportunities with PBS The Highpointers, shooting this summer, and HGTV Dreamhome, likely moving to 2022.
- Connected with McKibbin on an upcoming influencer FAM and how the team can support and engage to encourage coverage of local retail and small businesses.
- Lead sent to partners regarding coverage of Asheville accommodations with sustainability and community connections for AFAR.com. Collected info and drafted media briefing doc.
- Work to update, refine and streamline SOP documents to help improve earned media monitoring and PR metrics workflow.
- Chow Chow insights for Vic ahead of meeting with executive director, Rebecca Lynch.
- Crafted wellness media pitch with a focus on what's new in the destination.
- Provided Asheville content for BRPA's Spring/Summer Traveler E-Newsletter.
- Leave No Trace discussions and initial planning.
- Worked on air service efforts.
- Marketing planning retreat for FY22.
- Started term on U.S. Travel Destination Council.

Future Updates:

- Distribution of the wellness pitch.
- Planning for upcoming site visits for *Fortune*, *Places to Love* (scouting), *Travel Jewels* and *The Sophisticated Life* blog.
- Planning underway for upcoming spring photo and video shoots.

- Work began with Experian to provide expansive update of audience profiles.
- Creative asset testing.
- Addition of South Slope Mural Trail to web site.
- Onboard new marketing/PR assistant.

GROUP SALES & SERVICES

Project Updates:

- Closer to Home Self Directed FAM initiative targeting the drive meeting market generated 62 requests for more information on visiting and generated 24 confirmed reservations to date. March had 19 visitors including the office of Knoxville Area Assn of Realtors, influencers for the TN Association of Realtors Annual Conference with 825 rooms.
- Held Mug Moments #5 featuring Chris Levine and part of his sales team at The Omni Grove Park Inn Resort with 132 registered attendees.
- Started new project on identifying and soliciting business from Certified Benefit Corporations (B-Corps) to yield meetings from these purpose driven companies.
- Hosted quarterly DOS meeting.
- Further work with Community Engagement and Sales collaboration efforts.
- Had follow up meeting with Meetings Database Inc. regarding data analytics project for group business.
- Met with Gran Fondo along with the Sports Commission about a premier biking event. They were here to discuss their past events and a possible bike route for this fall with a three-night stay and the potential of 400 room nights. Lead has not gone out yet; will wait until client is confident it can be done here successfully.
- Staff hosted a site visit with the NC Soil and Water Conservation Districts for a 75-room event in 2021 and a 2023 755 room night conference. Susan Francois of HelmsBriscoe came to Asheville for her first time to look at the city and hotels for consideration for her large client base. Also hosted a site visit with Bucket List Tours resulting in a lead with 45 rooms for 2022 and a second site visit for T&T with Judy Perl Worldwide Travel.
- Virtually attended the following trade/industry meetings
 - Reston Herndon Meeting Planners Meeting with 164 attendees
 - Leadership Asheville Buzz Breakfast
 - Attended the NC Business Travel Assn's event on "The Buyers are Back"
 - Attended the PCMA Community Conversations: Independent Event Organizers
 - Attended SoCon Press Conference
 - Joined in PCMA's Community Conversations on Independent Event Organizers
 - Attended MPI Webinar on the Great Restart
 - PCMA Webinar on Education Program
 - Attended UNCA Noontime with the Bulldogs
 - Attended the NC Sports Assn Member Meeting
 - Attended State of the Industry – Sports Focus
 - Cvent webinar: Meeting & Event Trends
 - Some attended the BCTDA Monthly meeting and Annual Planning Retreat
- 19 wedding guides were downloaded this March versus 8 last March (up 238%).
- March bookings included (but are not limited to):
 - 2021 May - Blue Ridge Classic of the Carolinas – 80 rooms
 - 2021 June - All League Baseball Q3 – 125 rooms
 - 2021 June - All League Baseball Q4 – 125 rooms
 - 2021 Nov - Compass Group USA SE Reg Meeting – 50 rooms
 - 2021 May - NC Federation of Republican Women Western Region – 110 rooms
 - 2022 Sept - Democratic Attorney General Assn– 173 rooms

- 2021 April - Maximum Cheer and Dance – 40 rooms
- 2021 March - AAI Staff Retreat – 18 rooms
- 2021 April - Comfort Systems – 105 rooms
- 2021 April - Buyers Intelligence Group – 45 rooms
- 2022 Sept - Southern Headache Society – 325 rooms
- 2021 Sept – Doosan Portable Power – 160 rooms
- 2021 and 2022 – 8 Tour Groups – 461 rooms
- 2021 and 2022 – 15 Weddings – 625 rooms
- Worked with Association Executives of NC to publish the Meet Safe information on their Covid Resource Page.
- The meeting sales press release, *EXPLORE ASHEVILLE CVB RELEASES NEW TOOLKIT FOR MEETING SAFELY & VIRTUAL PLANNING: Case Studies From Recent In-Person Events + Virtual FAM Experience + New Group Offerings*, was sent to the PR team's media list and it was featured on [TheMeetingMagazines.com](https://www.themeetingmagazines.com).
- Explore Asheville team met with Laura Libby (Miles Partnership) to discuss meetings media planning for 2021-22.
- Sales managers on LinkedIn had 4 posts and received 3,736 views while our EA Mtgs and Convention page received 284 impressions and is up to 327 followers.
- Created three microsites – Grapple 2021, USSSA State Championship and Super Reginal.
- Coordinated details of an airline expansion site visit hosted by the Asheville Regional Airport, Asheville Area Chamber of Commerce and Explore Asheville.
- Provide Southern Conference Championships support (VIP and Staff gifts) to participating hotels. There were 8 host hotels, and gifts went to team coaches, SoCon staff and organizers, and other VIP guests.

Future Updates:

- Progress on B-Corp Efforts.
- MDI to provide report writing opportunities from their research for solicitation.
- New outcomes of Sales and Community Relations efforts.
- Provide update on American Bus Association Virtual Event.

COMMUNITY ENGAGEMENT

Project Updates:

- In February, 65 partner account updates, 176 calendar events, and 3,024 individual Visitor Guide requests were processed.
- Eight new partners were added in March: Kafe Neo Espresso Bar, Kafe Neo Espresso Bar West, Blueberry Rocket Studios, Liz Lane Gallery, Skin Spa Asheville, Asheville Wine Tours, Jettie Rae's Oyster House, and Patton Parker House.
- Two partner accounts were cancelled in March: Jonas Gerard Gallery's Clingman Avenue location closed (the Riverview location remains open) and The Aberdeen Inn Bed & Breakfast has permanently closed.
- Six One-on-One Wednesday sessions were held: three with current partners for listing/extranet/general support and three new partners/new staff.
- Hosted 2021 Hospitality Outlook on March 10 with 93 registrants in attendance. Adam Sacks from Tourism Economics was the Keynote Speaker.
- Calendar submission form on the frontend and in the extranet undergoing updates to improve usability for partners submitting events.
- Improvements to partner support benefit information and onboarding process on AshevilleCVB.com are in development with the JB Media team.

- CE team members hosted a table at Leadership Asheville Buzz Breakfast focused on Equity in Creative Placemaking, and attended the following community meetings: RAD Leadership Roundtable, African American Business Association, Lunch & Leads, the Downtown Commission's subcommittee on Parking & Transportation, the Block Community Collaborative, the Chamber's Member Advisory Council, the Asheville Bed & Breakfast Association, the Riverfront Leadership Roundtable meeting, and AIGA Business Outreach Committee Meeting.
- Wayfinding: Spring maintenance occurred on all signs throughout the county as well as completion of punch list items for the new RAD signage system; the online inventory management system was set up and customized for the destination enabling more efficient annual upkeep; and continued efforts for the kiosk content refresh project are in progress.
- TPDF: Exploring capital needs of performing arts venues and outdoor cultural events related to COVID restrictions with various community partners; two funding requests were presented to the BCTDA from The Wortham Center and the Asheville Downtown Association; the BCTDA voted to reengage the TPDF Committee to review the requests and make a funding recommendation; the Asheville Downtown Association later withdrew its request. The TPDF Committee met to review the proposal from The Wortham Center and will present a recommendation at the April board meeting.
- TPDF recognition for Riverfront Development Project: City planning to host virtual ribbon-cutting on April 23 at noon via Zoom, Vic invited to comment during recognition of funders.
- African American Heritage Trail: the research phase is underway with the goal of preparing materials for a community input effort in late summer. The project team and staff went on tours of the YMI and Hood Huggers. Research team attended "Black Placemaking for Culture" Webinar hosted by Conservation Trust for North Carolina.
- Team members continue with Brainery and Lenoir Rhyne Equity, Diversity & Inclusion certification coursework.

Future Updates:

- Planning underway for the Tourism Summit 2021, a four-part virtual series of panel discussions on the four new pillars with partners and community partners.
- A staff service day is in development to clean-up in the River Arts District on May 7 in coordination with GreenWorks, RAD and RADBA to assist with the RAD community's month-long grand opening celebrations.

PUBLIC INFORMATION

Project Updates:

- Wrote and published six partner e-newsletters or e-alerts, including the *Tourism Community Update* on March 29 (overview of the BCTDA board meeting and planning retreat) and notices to the lodging community about the annual Hospitality Outlook. In total in the month of March, nearly 7,400 emails were delivered among the six communications with an open rate as high as 42.9 percent, well exceeding industry averages.
- New and updated content written and published on AshevilleCVB.com included: a new page containing documents, recordings, and presentations broken out by speakers at the BCTDA annual planning retreat; WLOS Pandemic Special (for which Vic Isley was a featured on-air guest); retirement of Dianna Pierce; One Buncombe Fund; Meetings Toolkit press release; updates to COVID resource page; recording and documents from Hospitality Outlook; e-newsletters and alerts, including the *Tourism Community Update*.
- Social media communications included: *Tourism Community Update*; retirement of Dianna Pierce; SBA webinar on Shuttered Venue Operators Grant; promotion of the Omni Grove Park Inn Job Fair, AIR Job Board, and other employment opportunities; March BCTDA

board meeting; the collaboration between AIR and Mission Health to vaccinate restaurant employees; opportunity to order Visitor Guides; Chamber Challenge 5K and Explore Asheville Team; Leadership Asheville Buzz Breakfast (CVB-sponsored); PPP and other COVID relief info; expanded service at AVL; WLOS story on outlook for tourism with Vic interviewed.

- Responded to several requests for interviews, quotes, or information, including:
 - Mountain Xpress: [The better than normal: Tourism projects roaring year for Buncombe visitation](#)
 - WLOS-TV: Worked closely with producer of the half-hour pandemic news special, ["Coronavirus: The Path Forward,"](#) to include scripting, promotion and coordinating interviews with Vic, Jane Anderson, and AIR member Kevin Westmoreland.
 - Mountain Xpress: [Out of Order: Haywood Street Restrooms Face Permanent Closure](#) (pp. 11-12) - Provided comments on downtown public restroom issues and whether TPDF could fund.
 - WLOS-TV: Provided assistance for a story on the \$51 million coming to Buncombe that could potentially provide relief to the tourism community.
 - Brevard Newsbeat: [Tourism tax money helps with trail projects. But it could it do more?](#)
 - Capital at Play: Provided backgrounder on impact of pandemic on tourism community and outlook for the future
 - WLOS-TV: [Officials feel optimistic about Western North Carolina's 2021 tourism outlook](#) – includes interview with Vic
- Other relevant coverage:
 - Asheville Citizen Times: [Asheville hotel owners, Republican senator disagree on cutting taxes for tourism marketing](#)
 - Mountain Xpress letter to editor: [Where are tourism workers' views on tourism plans](#)
 - Mountain Xpress: [Proposed state COVID -19 tax relief worries Buncombe officials](#)
 - Smoky Mountain News: Commentary [How many visitors are too many?](#)
- Press Releases/Advisories sent:
 - [Tourism Jobs Recovery Fund 6-month progress report](#)

Future Updates:

- Join the Marketing Department as a team member and integrate functions and responsibilities.

PRESIDENT & CEO + EXECUTIVE OFFICE

Project Updates:

- Scheduled BCTDA members to meet individually with RedSky Strategy to provide input on the strategic pillars that are in development.
- Executed the BCTDA's regular monthly board meeting virtually on March 25. Highlights of the meeting included: Revenue Objective for FY 22 was set at a 9% increase over FY 19 revenue, and the TPDF committee was reengaged to review two new collaborative projects from prior grant recipients. Gratitude and well wishes were extended to outgoing VP of Sales Dianna Pierce, who retired after 26 years of service with the Explore Asheville CVB.
- Executed the BCTDA's Annual Planning Retreat virtually March 25-26, where the board gleaned insights on each of the pillars from national and international thought leaders and provided input during facilitated discussions. The Four Strategic Pillars: Deliver Balanced Recovery and Sustainable Growth; Encourage Safe and Responsible Travel; Engage & Invite More Diverse Audiences; Promote & Support Asheville's Creative Spirit. Bios of the speakers and facilitators can be [found here](#).
- Attended a retirement reception for Dianna Pierce, coordinated by members of the CVB and hosted by The Omni Grove Park Inn.

- Departmental retreats and budget meetings were held to continue developing the FY 22 budget and program of work.
- A fire inspection was completed, and the minor findings found were corrected.
- The team worked with partners to plan and execute a site visit for an air service development opportunity.
- Vic co-hosted the Hospitality Outlook w/ Adam Sacks, and participated in EA's Quarterly DOS meeting and the NCRLA Asheville Chapter meeting.
- The FY22 budget season progressed, including the Finance Committee proposing the FY22 revenue objective (\$18,107,297), which was approved by the Board of Directors at the March BCTDA meeting. Additionally, meetings were held with department heads for a mid-cycle budget meeting to ensure organization-wide tracking for budget deadlines.
- Continued to schedule meetings for Vic with staff, tourism community members, elected officials, stakeholders, and strategic partners.
- Terminated Dianna Pierce from employment effective March 26.

Future Updates:

- Prepare for and execute the BCTDA's April meeting, to be held virtually April 28, 2021.
- Complete hiring process and prepare to onboard new VP of Sales, Marshall Hilliard.
- Schedule departmental retreats related to further developing tourism's four strategic pillars.
- Continue working with Craft HR Solutions on a compensation study for Explore Asheville.
- Finalize and send to staff a plan to return to the office, with COVID safety policies and protocols in place to allow two departmental teams alternating being in the office every other week beginning May 3.
- Continue finalizing the FY22 proposed operating budget, as well as TPDF and Earned Revenue budgets, to be presented to the Finance Committee, followed by presentation at the May BCTDA Meeting.

BCTDA
March 2021 Quick List

- Source: Smith Travel Research, Monthly Report

	March	Running 12 Months
Occupancy	56.9% (50.7%)	49.8% (-29.0%)
ADR	\$123.90 (-0.9%)	\$138.31 (-14.4%)
RevPAR	\$70.48 (49.4%)	\$68.94 (-39.2%)
Supply	268,739 (5.3%)	3,038,572 (2.9%)
Demand	152,873 (58.7%)	1,514,498 (-26.9%)
Revenue	\$18,940,984 (57.3%)	\$209,477,004 (-37.5%)

Running 28 Days, Ending April 11, 2021

- Source: Smith Travel Research, Weekly Report

	Weekday	Weekend	Total
Occupancy	60.3% (256.3%)	85.0% (548.5%)	67.4% (324.7%)
ADR	\$121.64 (66.1%)	\$179.59 (144.3%)	\$142.56 (94.5%)
RevPAR	\$73.34(491.8%)	\$152.59 (1484.1%)	\$96.02 (726.0%)

March 2021 AIRDNA

- Source: AIRDNA, Monthly Report

	Hotel Comparable	All Short Term Rentals
Occupancy	64.80% (35.6%)	64.90% (48.5%)
ADR	\$138.21 (21.0%)	\$226.03 (23.9%)
RevPAR	\$89.52 (63.9%)	\$146.77 (84.0%)
Room Nights Booked	22,600 (29.8%)	123,735 (61.3%)

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
March 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 ²	upon project commencement	1/2 completed	upon completion
City of Asheville ³	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 ⁸	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) ⁷	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 ⁷		\$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		
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 ⁹	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

² Contract does not include a completion deadline date.

³ \$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.

⁴ 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

⁷ 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.

⁸ 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.

⁹ The BCTDA committed to fund the development of the African American Heritage Trail Project as proposed by the River Front Development Group in 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 ¹
Asheville Buncombe Sustainable Community Initiatives, Inc. (ABSCI)	Meeting space at the Collider	2014 - 2015	\$300,000	\$300,000	\$0	Effective January 15, 2015	July 1, 2015	Summer 2015	February 2016	n/a	n/a	March 2016 - Total payment \$300,000 pd.
Asheville Buncombe Youth Soccer Association (ABYSA)	JBL Soccer Complex Improvements	2015	\$1,100,000	\$899,522	\$0	Effective January 15, 2016	August 31, 2016	Summer 2016	November 2017	March 2018 - Total pymt \$899,522. pd Costs came in under budget, disbursement request is less than total award		

Asheville Downtown Association	Pack Square Park Canopy	2013	\$50,000	\$50,000	\$0	April 29, 2013	November 2014	July 2013	June 2014	request scheduled for June 2014 (one payment)	N/A	July 2014 - Total payment \$50,000. pd
Asheville Museum of Science (formerly Colburn Earth Science Museum)	Moving Science Education Into the Spotlight	2015	\$400,000	\$400,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	January 2017	Sept 2016 \$133,333 pd	October 2016 \$133,333. pd.	November 2016 \$133,333. pd
Black Mountain College Museum + Arts Center	Black Mountain College Museum + Arts Center on Pack Square	2017	\$200,000	\$200,000	\$0	Effective February 16, 2017	February 1, 2018	January 2018	November 2018	September 2018 - Total Payment \$200,000 paid		
Center for Craft	2018 Center for Craft (National Craft Innovation Hub)	2018	\$975,000	\$975,000	\$0	Effective January 15, 2019	April 1, 2019	April 1, 2019	January 1, 2020	1/3 complete August 2019 \$325,000 pd	2/3 complete October 2019 \$325,000 pd	Final disbursement paid December 2019 \$325,000 pd
City of Asheville	U.S. Cellular Center - Phase I renovations	2010	\$2,000,000	\$2,000,000	\$0	N/A	N/A	N/A	N/A	October 2011 \$1,750,000 pd	November 2012 \$150,000 pd	August 2013 \$100,000 pd
City of Asheville	U.S. Cellular Center - Phase II renovations	2012	\$1,375,000	\$1,375,000	\$0	July 31, 2012	January 31, 2014	April 2013	February 2014	1/3 complete August 2013 \$458,333 pd	2/3 complete	February 2014 \$916,667.67 pd
City of Asheville	U.S. Cellular Center - Phase III renovations	2013	\$800,000	\$800,000	\$0	April 11, 2013	October 11, 2014	Construction began March 2013	February 2014**	1/3 complete \$266,666	2/3 complete	August 2014 \$800,000 pd
City of Asheville/U.S. Cellular Center ⁵	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 ⁴	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 ⁴	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 ³ - 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