



August 29, 2018

To: Buncombe County Tourism Development Authority

From: Stephanie Pace Brown

Subject: President's Report of March Activities

The new fiscal year is off to a great start. The PR team worked with 40 media touchpoints and hosted seven journalists in Asheville. The sales team booked 36 new contracts in July. We hosted a Partner Forum at the Wedge with attendance of about 200 – and collected almost 500 backpacks for United Way.

Goodwill annually recognizes a partner who supports Goodwill BAC, and the Goodwill mission. They have chosen Explore Asheville this year as a supporter and ambassador for the BAC and in appreciation for what we do. Glenn will join the Goodwill team in Winston Salem on September 13 and represent Explore Asheville at their annual BAC banquet lunch.

On the staffing front, we are so happy to welcome Connie Holliday as Sr. Sales Manager to the team one month after Kathryn Dewey. We are recruiting for a Marketing Analyst and a Marketing Assistant. The latter was vacated by Megan Howard who has moved to Raleigh. We also said farewell to our summer CAYLA intern and welcomed our fall intern from Western Carolina University.

Jennifer Durrett is leaving her position with Buncombe County in September. Jennifer has been an indispensable partner to Explore Asheville during the establishment of the independent organization and the transition to Workday.

JULY METRICS: BY THE NUMBERS

- During July, the sales team posted 965 personal contacts (up 12%). July sales activities generated 86 sales leads (up 115%) and 36 convention bookings (up 24%), representing 6,679 rooms (up 4%). The first month of the fiscal year, year-to-date bookings are up 24 percent and room nights represented are up 4 percent.
- CVB sales leads generated 28 group events in July (up 22%), with revenue of \$504,411 (down 7%). The services team assisted 31 groups (up 19%).
- The PR team landed 34 significant placements in July (down 44%), with 40 media touchpoints (up 14%). The publicity value of print and broadcast placements totaled \$379,898 with reach of over 1 million. Online placements added \$53,645 in value and reach of over 65 million.

- ExploreAsheville.com attracted 400,322 visits (up 1%), including 268,639 to the mobile site (up 3%). Our Facebook fan base grew by 1,372 (down 14%) and video views totaled 30,735 (down 66%).
- Online hotel reservations totaled 109 room nights (down 13%) with total room revenue of \$18,492 (down 15%).
- The Asheville Visitor Center welcomed 24,199 visitors (down 11%), and the Pack Square Park Visitor Pavilion welcomed 1,327 visitors (down 13%).

HOTEL & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$39,378,718 in June, an increase of 16.2 percent.
- Smith Travel Research reported hotel occupancy of 82.7 percent during July (up 2.4%). The average daily room rate was \$161.89 (up 3.9%), and RevPAR (revenue per available room) was \$133.83 (up 6.3%). Room demand increased 10.5 percent with 195,030 rooms sold.
- Passengers at the Asheville Regional Airport increased 16.1 percent to total 106,603 in July.

IN THE COMMUNITY

- Stephanie, Marla and Sarah Kilgore attended the Destinations International Annual Convention. Stephanie represented Asheville as the Chair of the Destinations International Foundation.
- Stephanie was interviewed by Bill McClement for the Asheville Radio Group.
- Stephanie, Glenn, Pat, Leann and Tina attended the Bob Leis Ballpark Grand Opening and Stephanie threw the first pitch.
- Stephanie participated in the AIR board meeting and executive committee meeting. Stephanie and Dodie participated in the Culinary Event partners meetings.
- Pat attended the Local Living Economy sub-committee, created by the Downtown Commission to focus on strategizing ways to keep local businesses thriving downtown.
- Pat attended the Downtown Commission's Parking & Transportation Committee meeting at City Hall.
- Pat attended the "How Will We Reflect Asheville's African-American Community with New Public Art?" panel discussion at the Refinery Creator Space. The panel discussion was moderated by UNC Asheville professor Darin Waters and featured Aisha Adams, Catherine Mitchell, Stephanie Hickling Beckman, Buncombe County Commissioner Al Whitesides, Rima Vesely-Flad and Cortina Caldwell.
- Pat also attended the "Love and Light: The Blackalachian on the Appalachian Trail" talk by Daniel White at the Arthur R. Edington Education & Career Center.
- Pat attended Leadership Asheville's Breakfast Buzz "Sexual and Gender Diversity: How do we promote it?"
- Marla represented Asheville on Capitol Hill with the Southeast Tourism Society Congressional Summit.
- Tina Porter hosted a presentation for UNC Asheville coaching staff.
- On July 26, Glenn attended the LEAF Downtown Sponsors Appreciation gathering at The Funkatorium.
- As Board Chair of the Black Mountain Center for the Arts, Glenn attended the organization's Board Meeting on July 31.

MARKETING & PUBLIC RELATIONS

Advertising: Our expansive late summer/early fall campaign launched at the beginning of August. This campaign includes broadcast television in the following markets: Atlanta, Raleigh, Nashville, Cincinnati, Jacksonville, Orlando, Tampa, and Washington D.C. and is complemented by streaming video ads in other core markets as well as a national TV buy with the Travel Channel, HGTV and the Smithsonian Channel. The campaign also includes strong digital presence through display banners, sponsored content, retargeting, paid search, and social media advertising. Traditional and online radio (Pandora, Spotify, iHeart Radio) will extend the Asheville footprint by serving as a platform to keep Asheville top-of-mind and providing event driven messaging with specific reasons to visit. Print advertising will be utilized for inspirational messaging including publications such as National Geographic Traveler, Magnolia Journal (new), Travel + Leisure, and Atlanta Magazine. The campaign also features a new content partnership on AtlasObscura.com.

The marketing team began planning for the holiday campaign with the agency and creative development will begin soon.

The marketing team worked with National Geographic to finalize a teaser video to promote our half hour special, *Asheville By Design*, on social media (both Explore Asheville's and National Geographic's channels). The show will premiere on the National Geographic Channel on September 20th.

Paid Search: Paid search in July generated over 90k site visits from Google and Bing combined. Bounce rate continues to improve year-over-year from 51 percent in 2017 to 38 percent in 2018. Additionally, we have seen year-over-year improvement in the average pages per visit up from 2.8 in 2017 to 3.48 in 2018. Paid search efforts in July generated 121 email signups and 450 visitor guide requests.

General Media Relations: The PR team logged 40 media touchpoints and hosted seven media on the ground in Asheville in July. The supported site visits included media representing *WLSL-TV Roanoke*, *Nylon*, *FoodStuff* podcast, a UK newspaper and media group and *Sunseeker Magazine*. Story support also included *October Magazine*, *Travelocity*, *FoodieTravelUSA.com* and *Food & Wine Magazine*. Asheville imagery and assistance were also provided to *Food & Wine*, ABA's *Destinations Magazine*, *WVLT-TV Knoxville* and *West Michigan Woman Magazine*, among others.

Music Publicity Efforts: The PR Team worked with Mason Jar Media to plan and execute a four-night itinerary focusing on Asheville's music scene for *Nylon* Executive Editor Kristin Iversen. In July, the team also developed an updated contract to continue work with Mason Jar Media through December 24, 2018. Key deliverables include new and refreshed music pitch materials, media pitching and site visit support.

James Beard Foundation Auction: Explore Asheville rallied local partners for online auction package for the James Beard Foundation's Bidding for Good event. The package featured immersive VIP experiences from the culinary and beer scene. Exposure included signage at their auction events and messaging across the JBF media channels including e-newsletter and social outlets with a potential audience of over 1 million culinary enthusiasts.

Significant Placements:

1. *Travel + Leisure World's Best Awards* "The Top 15 Cities in the United States"
2. *TripAdvisor* "15 Best Places to Travel Alone in the USA"
3. *98.5 FM* – "Week-end extra: été 2018"
4. *A Southern Gypsy* – "Vegan Asheville Day Tour Review"
5. *Carolina Alumni Review* – "New Heights for Highland"
6. *Convention South* – "Event Planner's Guide to NC"
7. *Destinations* – "Get Your Art On"
8. *Discover Life* – "5 Great Places for a Doggy Vacay"
9. *Forbes* – "A North Carolina Road Trip (Part One): Waynesville to Blowing Rock"
10. *Go Upstate* – "Brewed Awakenings" and "Grapes and Tastes"
11. *Leisure* – "Visual Art is Right at Home in the Blue Ridge"
12. *NC Tripping* – "A Weekend in Asheville"
13. *Time Out* – "The 12 Best Restaurants in Asheville"
14. *Travelocity* – "8 Reasons Why Asheville is America's Coolest Mountain Town"
15. *Turismo Italia News* – "All Crazy About Food in America: From Louisiana to North Carolina Food Tours and Cooking Classes in Three Iconic Cities"
16. *UNC-TV* – "NC Weekend Art Connections"
17. *US News & World Report* – The 30 Best Places to Travel Alone

Content Development Projects: The content team continued work on several projects in the month of July and coordinated the creation of new photo and video assets.

Zach King Content Rollout: Explore Asheville activated a content engagement plan across its platforms to support the launch of Zach King's new short film, "Whole Latte Trouble," which was filmed in Asheville. The plan was designed to leverage King's fan base and roll out new family-oriented content. Leveraging the excitement of King's local superfans, the team organized and filmed three "Magical Viewing Parties" across Asheville that provided Explore Asheville with its own video content as part of a layered schedule of social media aimed at driving additional video views and visits to Asheville family travel content.

The film—a slap-stick, coffee-themed adventure that included many of King's creative digital illusions—went viral within 24-hours of posting and to date has garnered 4.2 million views and 572K likes on Instagram, as well as an additional 708K views on YouTube. King also posted "behind the scenes" videos and Instagram Stories that added at least an additional 211K views to the value of the partnership, bringing the total reach to 5.6 million views across his channels.

On Explore Asheville channels, the original Zach King video and teaser have earned an additional 100K views, and the "Magical Viewing Parties" video received another 17K views. Related social posts on Facebook have reached 230K users to date with promotions ongoing.

New Content Development: The team wrapped up several content acquisition and development projects from the end of the fiscal year, including contracting with a freelance writer to develop 13 new hiking trails articles for the site. Cat also worked with several local photographers to purchase vibrant new imagery for the library.

ExploreAsheville.com Editorial Content:

- During the month of July, seven new pieces of editorial content were added to the website: a story detailing the locations featured in the Zach King video, a round-up of fan-favorite outdoor adventures, and five new Things to Do This Weekend posts.
- The most popular blog and story content this month was 50 Things to do in Asheville, which received 41,246 new pageviews, followed by the Chihuly Exhibit photo tour blog post, which received 7,391 pageviews.

Social Media Stats:

Facebook:

Visit Asheville page

- July saw 1,372 daily new likes to Facebook for a total of 275,489.
- There were 26 new Facebook posts added to the Visit Asheville page in the month of July.
- The most popular unpaid Facebook post during the month was a photo post showing the new Dolly Parton mural in West Asheville. It has reached 57,034 people organically, generating 3,531 total reactions, and 340 comments.
- The most popular paid Facebook post during the month of July was the preview video for the Zach King video. The post included a link to our primary Zach King content page on EA.com. The post has reached 57,909 people (23,169 organically), generating 565 reactions.
- The most engaging post this month was the post asking people to comment on their favorite Asheville restaurant. It engaged 10.8 percent of the 47,231 users reached.

Foodtopia page

- July saw 47 daily new likes to the Foodtopia page for a total of 25,164 likes.
- There were 5 new Facebook posts added to the Foodtopia page in the month of July.
- The most popular post —A post congratulating Meherwan Irani on an accolade in Southern Living Magazine— reached 1,728 people, generating 30 reactions

Video:

- There were 12,174 new, organic YouTube views in July. The most popular video by organic views this month was the Spirit of Asheville, which received 1,451 non-paid views. Return Again came in second with 1,308 new views.
- Across all our video platforms, there were 30,735 organic views, with the majority coming from Facebook.

Pinterest:

- The combined fan total for our two accounts now totals 4,901. Foodtopia accounts for 1,399 of those. Visit Asheville – 3,502.

Instagram:

- Our VisitAsheville account has 48,854 followers.
- There were 16 new posts in July. The most popular was a photo of the new Dolly Parton mural. It received 4,475 engagements (likes and comments).

Twitter:

Across all three accounts we have a total of 30,400 followers. The most popular account continues to be Foodtopia, which has 14,670 followers. We continue to provide a mix of proactive response to travel inquiries and pushes of website and Instagram content.

Asheville Traveler E-newsletter:

- Subscribers: We have 120,881 active subscribers.
- Opens/Click-throughs: In July, our monthly Asheville Traveler e-newsletter went out to 121,801 subscribers. It had an overall open rate of 17.5 percent and a click-through rate of 3.4 percent.

ExploreAsheville.com: Website user sessions in July increased 0.67 percent compared to last year, although organic traffic is down 8.15 percent year-over-year in July. The loss can be accounted for in the Home Page, Events Calendar, and Things to Do pages because of algorithm changes that prioritized Trip Advisor content over DMO content. Simpleview SEO team has seen this trend beginning in April across the board with all their clients. The loss can also be attributed to increased searches in late summer of 2017 due to the solar eclipse. Social traffic was down 32.43 percent year-over-year in July. The variance in sessions from social channels was primarily due to a Facebook algorithm change in April impacting how brands reach users' social feeds. This led to both decreased reach and, ultimately, fewer click-throughs to the site.

ExploreAsheville.com continues to outperform industry averages with 34 percent more total pages per visit, 44 percent longer visit duration, 32 percent more organic pages per visit, and 42 percent longer organic visit duration as compared to industry average in the month of July.

Website Improvements – SEO and CRO: In July, Simpleview continued its conversion rate optimization efforts on ExploreAsheville.com and worked with staff on a variety of split tests to increase site engagement, views to outdoors pages, conversions and booking engine activity. Also, of note:

- The Outdoor Adventures section was up 1.26 percent for July with 15,020 organic sessions
- The Things to Do This Weekend page was the 4th highest organic landing page with 6,992 organic visits in July, a 9.34 percent increase over the previous month. This new page did not exist last year.
- The Hiking page continues to outperform average engagement metrics for organic traffic with 5,870 organic visits, 7.07 average pages per visit and 0:06:13 average session duration.
- The 50 Things to Do in Asheville post was the second highest landing page for organic traffic with 21,412 visits, 3.36 pages per session and an average session duration of 0:04:15.

Online Reservations: There were 80 orders for 109 room nights in June with a total of \$18,491 in booking revenue and \$928 in commission. The top 5 states for room nights booked in June were North Carolina, Georgia, Ohio, Florida and Kentucky.

July 2018	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Booking Rev	\$18,492	\$21,639	-14.54%	\$18,492	\$21,639	-14.54%
Commission	\$929	\$1,065	-12.81%	\$929	\$1,065	-12.81%
Orders	80	86	-6.98%	80	86	-6.98%
Room Nights	109	125	-12.80%	109	125	-12.80%

Visitor Guide: Early bird advertising rates will be in be available until August 24th. Explore Asheville and the SagaCity team finalized assignment briefs and will be assigning to local writers. A photo shoot is scheduled for mid-August to capture some of the imagery for the Guide.

There were 2,917 requests for the Official Asheville Travel Guide in July, an 18 percent increase over last year. Year-to-date, there have been 2,917 travel guide requests.

GROUP SALES & SERVICES UPDATE

Group sales reported 36 definite group bookings in July representing a 24.1 percent increase from the prior year. Of these group bookings, 24 were meetings & conventions, five were group tours and seven were weddings. The combined total definite room nights in July were 6,679 room nights, a 3.5 percent increase over the prior year. The estimated revenue for leads turned definite in July was \$1,519,970 representing an 11.9 percent increase. Actualized revenue was \$504,411 a 6.5 percent decrease from the prior year.

Eighty-six sales leads (48 for meeting/conventions, 12 weddings and 26 for motorcoach) representing 18,168 room nights were distributed to Buncombe County accommodations in July 2018. This represents a 115 percent increase in number of sales leads issued and a 25.4 percent increase in room nights represented. Person-to-person outreach totaled 965 contacts in July representing an 11.7 percent increase from the prior year. Indirect outreach totaled 1,018 contacts a 293.1 percent increase from the previous July.

New Sales Team Member: Ms. Connie Holliday joined Explore Asheville as Senior Sales Manager on July 17 and will handle the southeast markets. Connie has over 20 years of experience in the local and regional hospitality industry, having successfully represented hotels, resorts, a casino property and a conference & retreat center. Connie will represent Explore Asheville in SCSAE, TNSAE, PCMA, FSAE and MPI-Florida.

Sales Calls/Missions/FAMS:

- Kathryn Dewey made sales calls in Hickory and Greensboro calling on eight accounts. She incorporated the calls around the MPI-CC meeting held in Winston-Salem. She received one RFP in the process.

Site Visits/Leads: Six independent site visits were hosted in July with business for all future years: 2020 Environmental Council of the States – 450 room nights; 2019 Global Financial Annual Summit – 264 rooms; 2019 Farm to Fork – Dates Pending; 2020 American Public Works Association – 440 rooms (FAM Attendee); Society of Outdoor Recreation Professionals – 549 rooms; 2019 T2C Sports – Lacrosse Tournament – 1,000 room nights.

A sample of July bookings includes:

- 2019 Neuroscience Education Institute – 1,167 rooms
- 2018 Top Gun “Bob Lewis Classic” – 350 rooms
- 2020 National Peanut Buying Points Association – 330 room nights (February)
- 2019 NC Association of ABC Boards Spring Board Conference – 250 rooms
- 2019 NC Association of Defense Attorneys – 405 Rooms
- 2019 Certified Angus Beef Annual – 170 rooms (FAM Attendee)

- 2018 Cycle NC Mountain to Coast Ride – 300 rooms
- 2018 Advance America Leadership – 112 Rooms
- 2018 ABYSA National League Piedmont – 850 rooms
- 2019 Road Scholar Series – 200 Rooms
- 2018 Lendlease – 71 rooms
- 2019 Southern Region Retirees Club – 105 rooms

A total of 23 wedding guide requests were fulfilled in July as compared to 42 in July 2017.

Simpleview CRM Training: Staff attended two days of CRM training aimed towards introducing best practices and to review how to utilize the system best in day-to-day prospecting and record keeping.

Group Sales Communications: The media schedule for 2018-19 was finalized for meetings and convention market advertising. Included were placement in Meetings & Conventions, Meetings Today, Smart Meetings, Meeting Professional International's membership publication and a series of webinar sponsorship throughout the year.

Media Coverage

- Asheville was featured in *Convention South's* Event Planner Guide for North Carolina. CVB staff provided information for the article.

Mass Communications

- An email to 1,193 clients was sent to introduce Connie Nuckolls Holliday as the new sales manager for the Southeast region. Open rate: 20 percent; Click-Through Rate: 20 percent.

Convention Service Highlights: A staffed information table was provided for the Summer Membership & Marketing Conference Presented by Council of State Restaurant Associations & National Restaurant Association. A welcome table was also provided for the grand opening of the Bob Lewis Ballpark at the inaugural baseball event. A planning meeting with the planners of the North Carolina Local Government Information Systems Association Fall Conference was also held.

CVB Meetings:

- Staff hosted the biannual Citywide Task Force meeting, an informative gathering of hotel partners and key suppliers interested in the meetings markets
- Staff volunteered at Asheville Tennis Open

PUBLIC AFFAIRS

Tourism Product Development Efforts:

The 2018 grant cycle is underway with applicants preparing their Phase II submissions in anticipation of the August 29 due date. The nine organizations invited to participate in Phase II are Asheville Museum of Science, Buncombe County Recreation Services, Center for Craft, Creativity & Design, Eagle Market Streets Development Corporation, LEAF Community Arts, North Carolina Arboretum Society, River Front Development Group, Sidewalk Coconut Collective, and Wild Food Foundation.

The BCTDA was recognized at the Bob Lewis Ballpark (formerly named Enka Center) grand opening ceremony on July 19. The event also served as the kick-off for the first tournament, The Elite 80.

Stephanie and Pat hosted a half-day meeting to discuss Major Works funding with City of Asheville staff and PGAV. Ten City of Asheville department managers and directors attended, and shared information on the CIP project list. PGAV was in attendance representing BCTDA interests and is working on a proposal to lead a process for collaboration. PGAV has also contracted the services of Chris Cavanaugh of Magellan Strategies to assist with the process.

Partner Engagement:

Explore Asheville CVB 101 Orientation: The public affairs team hosted the July CVB 101 orientation with 12 industry partners in attendance, including staff from the FIRC Group, Wai Mauna Asheville SUP Tours, Sunburst Chef and Farmer, North Carolina Stage Company, The Chariot Company, Asheville Emporium, Organic Growers School, and City Real Estate.

CVB 101 Orientations “On the Road”: Two additional targeted orientations are being planned in August for members of the Asheville Area Arts Council to be held at the Refinery in the South Slope and for industry partners in Black Mountain to be held at the Black Mountain Center for the Arts.

Explore Asheville Summer Social: The Summer Social, held on July 25 from 4:00 – 6:00 p.m. at The Wedge at Foundation, was a great success with approximately 200 industry partners in attendance. Guests enjoyed catering by 12 Bones and music in the festive Foundation area. The event also included collection of backpacks in support of the United Way’s School Supply Drive. Our generous partners contributed 429 backpacks and \$500!

BCTDA 2018 Annual Meeting: Planning is underway for the Annual Meeting to be held on September 19, from 3:00 – 6:00 p.m. at The Omni Grove Park Inn’s new Seely Pavilion. The leadership team will present the CVB’s annual report of destination sales and marketing initiatives, program highlights and strategic insights from the past year. The keynote will be provided by Andrew Nelson of National Geographic Traveler who will share a preview of the “Asheville by Design” show that is scheduled to air on NatGeo Channel the following day. The community support element of the event will include a drive for cold weather items such as hats, gloves, and socks to be donated to charity.

New Partners: Brit created 11 new partner accounts in July – Angela Kim Couture, Baked Pie Company, Celine and Company Catering, Cynthia Decker Digital Art, Danceclub Asheville, Eda Rhyne Distillery, Historic Cotton Mill Studios, L’Ecluse, Papillion Apparel, The Asheville Kitchen, and Vintage Kava. The public affairs team continues to reach out to qualified partners to submit information for a listing as well as service the partners who request listings. And Brit maintains regularly scheduled communications to Music Venue partners to ensure they are submitting their events to the Live Music Calendar.

Projects & Community Outreach: Pat is wrapping up the Wayfinding Assessment project with MERJE. Final recommendations on new signage needs are expected in July. Additionally, Pat is working with MERJE and Geograph on the signage package for the new Coxe Avenue garage. Preliminary plans have been shared with county staff.

Brit is planning for the 2019 Official Asheville Visitor Guide, including communications sent out to partners reminding them to update their business information.

She also began designing a version of the current leave-behind card for local business owners with a call-to-action for plugging-in to Explore Asheville.

Brit also completed the data audit for VisitNC's annual travel guide, reviewing over 300 listings, along with help from Charlie Reed.

STRATEGIC PLAN AND OTHER ADMINISTRATIVE INITIATIVES

Building: Leaks continue to pop-up on occasion due to heavy rains. Martin Lewis is quick to send out his roofing team and they continue to spot patch the roof where they feel the leaks originate. The front awning's ceiling shows minor damage due to a leak there. The key card system experienced multiple problems with doors not opening and closing per the schedule we set. Edward Equipment determined the system's server malfunctioned. Edwards equipment ordered and installed a new server and reset all "Groups". It seemed to resolve all issues. Emory Electric installed an electrical monitoring device in the building for a week to determine the source/cause of the electrical spikes that have damaged our AV hardware and caused extensive computer issues, usually tied to software resets, etc. We are still awaiting the report from Emory. Glenn met with Martin Lewis and the air conditioning company to resolve excessive humidity issues we were having. A new thermostat was installed that has a dehumidifying setting. Building humidity still hovers around 60 percent, which is slightly better than the 67 percent we were dealing with.

Administration: Meetings were held with Craft HR Solutions to map out a recruitment plan for the Marketing Analyst position we have reposted. The job description was re-written, and we used Craft HR Solution's professional membership in Indeed and LinkedIn to post the position to achieve the most eligible candidates. Over a 3-day weekend, we received 80 applicants.

A New Employee Orientation with Department Heads was held for Connie Holliday, new Senior Sales Manager.

Glenn provided an overview of employee benefits to Senior Sales Manager Connie Holliday.

Glenn scheduled an interview with department heads for intern applicant Meshelle Macias on July 30.

Visitor Readiness: Glenn had a phone conversation with Stacy Gilbert with the Galveston CVB to discuss their Certified Tourism Ambassador (CTA) Program. The goal of this program is to educate front-line staff on the tourism opportunities in their town. Explore Asheville is considering such a program for our tourism partners.

Workforce Development: In June, Glenn organized a Business Advisory Committee (BAC) meeting for Goodwill Industries around workforce recruitment and retention in the Hospitality and Tourism Industry. This month, Goodwill contacted Glenn to say that every year they recognize a partner who supports Goodwill BAC, and the Goodwill mission. They want to recognize Explore Asheville this year as they are grateful to have us as a supporter and ambassador for the BAC and what we do. Glenn will join the Goodwill team in Winston Salem on September 13 and represent Explore Asheville at their annual BAC banquet lunch.