



Board Meeting

Wednesday, May 31, 2023 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of April 26, 2023 Meeting Minutes	Kathleen Mosher
9:07 a.m.	Appointment of Nominating Committee for Legacy Investment from Tourism Fund	Tiffany Thacker, Kathleen Mosher
9:10 a.m.	Financial Reports <ul style="list-style-type: none">a. April 2023 Financial Reportsb. FY23 Audit Contractc. North Carolina Investment Pool (NCIP) Resolution	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent Matthew Lehman
9:20 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:30 a.m.	Proposed BCTDA FY24 Budget <ul style="list-style-type: none">a. Finance Committee Reportb. Proposed BCTDA FY24 Budget Presentationc. Proposed BCTDA FY24 Budget Ordinanced. Public Hearing Notice – Proposed BCTDA FY24 Budget	Matthew Lehman Jennifer Kass-Green Jennifer Kass-Green Kathleen Mosher
9:50 a.m.	Asheville Buncombe Regional Sports Commission Assessment Update	Kathleen Mosher; Jon Schmieder, Huddle Up Group Founder + CEO; Don Staley, Snap Sports Tourism Founder; Larry Crosby; Vic Isley
10:10 a.m.	Tourism Product Development Fund - Major Works Pathway McCormick Field Request	Chris Corl, City of Asheville Director of Community & Regional Entertainment Facilities
10:30 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:40 a.m.	Miscellaneous Business	Kathleen Mosher
10:45 a.m.	Comments from the General Public	Kathleen Mosher
11:00 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, June 28, 2023**, at 9:00 a.m., in the Ingles Mt. View Room at UNC Asheville Sherrill Center, located at 227 Campus Drive. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

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



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

Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes

Wednesday, April 26, 2023

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair, Matthew Lehman, HP Patel, Elizabeth Putnam, Larry Crosby, Andrew Celwyn
- Absent (Voting):** Michael Lusick, Scott Patel
- Absent (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Staff:** Vic Isley, Jennifer Kass-Green, Julia Simpson, Ashley Greenstein, Glenn Ramey, Marla Tambellini, Mike Kryzanek, Tiffany Thacker, Cass Herrington
- BC Finance:** Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Dean Whiteford, Abbingdon Green Bed & Breakfast
Tina Kinsey, Asheville Regional Airport
Stephen Zubrod, Carol Peterson, Bruce Peterson; Asheville Buncombe Regional Sports Commission
Timothy Sadler, Community Member
Randy Claybrook, Asheville Bed & Breakfast Association
Peter Pollay, Posana
Mike Rangel, Asheville Brewing Company
Meghan Rogers, Asheville Independent Restaurant Association
Greg Parlier, Mountain Xpress
- Online Attendees:** Mickey Poandl, Ali Wainright, Anna Harris, Charlie Reed, Khal Khoury; Explore Asheville Staff
Timothy Love, Buncombe County
Chip Craig, Greybeard Realty
Chris Smith, Madison Davis; Asheville Buncombe Regional Sports Commission
Jim Muth, TPDF Committee
Rick Bell, Watson-Bell, LLC
Diane Rogers, Pinecrest Bed & Breakfast
Kit Cramer, Asheville Area Chamber of Commerce
Chelsey Hett, Love the Green
Garrett Raczek, Thrive Asheville
Koree Case, Kim Lenox; MMGY

Executive Summary of Meeting Minutes

- Mosher called to order the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, at 9:02 a.m. Introductions were made around the room.
- Minutes from the March 23, 2023, BCTDA meeting were approved with a 7-0 vote.
- Minutes from the March 24, 2023, BCTDA annual planning session were approved with a 7-0 vote.
- The March 2023 financial reports were reviewed and approved with a 7-0 vote.
- A Finance Committee report was heard.
- Abbingdon Green Bed & Breakfast's penalty waiver request was reviewed and a recommendation that the county waive late filing fees but require late payment fees was approved with a 5-2 vote.
- Vic Isley provided her President & CEO's report.
- Tina Kinsey provided information about trends and developments at Asheville Regional Airport.
- Mosher provided county-related updates in the absence of Commissioner Terri Wells.
- Comments from the public were heard.
- With a 7-0 vote, the BCTDA meeting adjourned at 10:43 a.m.

Call to Order of the Joint BCTDA Meeting

Mosher called to order the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and BCTDA, a Nonprofit Corporation, at 9:02 a.m.

Mosher said the meeting was being livestreamed. She noted that the agenda and meeting documents are on [AshevilleCVB.com](https://www.ashevillecvb.com) and were emailed to everyone who registered via Zoom by 8:00 a.m. Additional materials, including the PowerPoint, are posted after the meeting.

Introductions were made around the room.

Approval of Meeting Minutes

March 23, 2023, BCTDA Meeting Minutes

Durden made a motion to approve the March 23, 2023, regular meeting minutes. Celwyn seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 7-0.

March 24, 2023, BCTDA Annual Planning Session Minutes

Putnam motioned to approve the March 24, 2023, annual planning session minutes. HP Patel seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 7-0.

Financial Reports

March 2023 Financial Reports

Mason Scott, BCTDA interim fiscal agent, presented the March 2023 financial reports. There were no questions.

Lehman made a motion to approve the March 2023 financial reports as presented. Celwyn seconded the motion. A vote was taken; with all in favor, the motion carried 7-0.

Finance Committee Report

Matthew Lehman said that the Finance Committee— consisting of HP Patel, former BCTDA member Chip Craig, Kathleen Mosher, and himself— were discussing investment strategy. He provided background information. He said that the committee and BCTDA fiscal agent recommend joining an investment pool and engaging a dedicated investment advisor.

Lehman reported that the committee met with Karen Magness of PFAM Asset Management to get an overview of the North Carolina Investment Pool (NCIP). The committee plans to present a resolution in May for the BCTDA to join NCIP; additional information will be distributed to the board in the meantime.

The committee meets again in May to review FY24 budget recommendations, which will be presented in the May board meeting. They will also continue discussions about selecting an investment advisor, drafting an investment policy, and continuing research on board travel and reimbursement policies.

Penalty Waiver Request for Abbington Green Bed & Breakfast

Mosher provided background on a penalty waiver request received from Abbington Green Bed & Breakfast. Staff received a letter on April 18, 2023, requesting the waiver of penalty fees for late filing and payment from June 2021 through February 2023. The fees totaled \$20,860.06.

Mosher noted that the written waiver request from Abbington Green Bed & Breakfast, explaining the circumstances, and supplemental documentation were provided to the board for review in advance. Buncombe County Finance Department confirmed all outstanding occupancy taxes for June 2021 through February 2023 were paid on April 4, 2023; applicable penalty fees are owed to the county. Dean Whiteford of Abbington Green Bed & Breakfast was present to answer questions.

Mosher outlined the penalty fee structure. Mosher reminded the board that the Buncombe County Commission would make the final decision and verified with BCTDA Interim Fiscal Agent Mason Scott that the penalty fees collected go from Buncombe County Government to local school systems per North Carolina general statutes.

Mosher opened discussion by asking Scott to share any additional context he had regarding the process and on this specific request. Scott explained that commissioners depend on the BCTDA's recommendations for penalty waivers and that the BCTDA could decide whether to recommend a full waiver or any amount they felt was appropriate or justifiable.

Mosher inquired about whether the bed and breakfast had been notified about taxes owed. Scott responded that the account was deactivated, likely during the change of ownership in 2021. He explained that since occupancy tax collection is based on self-initiated reporting, new establishments must contact the county. The county's first record of contact with Whiteford was in March 2023.

Whiteford had an opportunity to address the board about the situation. Whiteford stated that he did not know about occupancy tax and that though it was collected by ResNexus booking platform it had been mislabeled as county sales tax. He said that he paid outstanding taxes as soon as he was made aware.

Follow-up discussion included questions about county policies and procedures, including clarification that if no action was taken by the BCTDA then the waiver request would not progress. It was noted that Explore Asheville intends to further evaluate this process as part of a revised MOU with the county.

It was reiterated that all outstanding occupancy taxes had been paid and only penalty fees were still owed. Lehman requested the sums of each fee type (late filing and late payment); Isley provided them.

Several held positions that the onus is on business owners to be informed about the requirements of their industry. Celwyn took issue with the fact that extra taxes were collected but not remitted and felt Whiteford should have recognized discrepancy. Board members acknowledged that Whiteford did not seem to intentionally evade tax payments; a few empathized with Whiteford as a small business owner.

HP Patel made a motion to recommend approval of the penalty waiver request from Abbington Green Bed & Breakfast in the amount of \$20,860.06; Putnam seconded the motion. Lehman initiated discussion about whether others would consider requiring partial payment since this recommendation could set precedent. Mosher and Durden concurred. Lehman made an amended motion to recommend requiring late payment fees of \$5,960. HP Patel said his initial motion was simply for discussion. Putnam seconded Lehman's amended motion. There was no additional discussion. A vote was taken; the motion passed 5:2. HP Patel and Celwyn opposed.

Whiteford thanked the board.

President & CEO Report

Vic Isley presented lodging occupancy for March compared to previous years. Isley noted the monthly Smith Travel Research (STR) report had not been received, so the chart reflected the running total through March 28.

Isley shared the proposed meeting dates for FY24 and asked that the board check for conflicts and noted the schedule would be voted on in June.

Isley extended an invitation to the National Travel & Tourism Week Open House partner event on May 9 at Explore Asheville.

Isley provided context about the recent organizational assessment of the Asheville Buncombe Regional Sports Commission; since the BCTDA is a founding member of the sports commission, it will be involved in evaluating the recommendation from Huddle Up Group.

Isley concluded her report with a reminder that the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Asheville Regional Airport Update

Asheville Regional Airport's Vice President of Marketing, PR, and Air Service Tina Kinsey provided updates on AVL airport trends. Kinsey shared charts on growth and top markets and spoke about the airport's collaborative relationship with Explore Asheville.

Kinsey also gave an infrastructure update, outlining the status of make-ready construction that is underway in preparation for the "AVL Forward Terminal Project", which will break ground in August 2023 and is targeting substantial completion by the end of 2026. Kinsey noted the new terminal will be twice the size of the current airport.

Kinsey answered all questions.

Asheville City Council Update

Vice Mayor Kilgore was absent, so city-related business was not reported at this meeting.

Buncombe County Commission Update

Mosher reported on recent county-related business on behalf of Commissioner Wells who was absent. The county's comprehensive plan is progressing, and the county is preparing for budget adoption.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Call-In Public Comments

Mosher said members of the public could sign up to call in comments during the in-person BCTDA meeting. She reported that no requests to speak virtually had been received as of the April 25 deadline at 12:00 p.m.

In-Person Public Comments

Mosher said upon arrival to the BCTDA meeting, anyone who indicated a desire to make public comments completed the public comment sign-in sheet, affirming that they read, understood, and agreed to abide by the Rules of Decorum.

Stephen Zubrod and Carol Peterson spoke about the organizational assessment of the Asheville Buncombe Regional Sports Commission and their support of the sports commission. Bruce Peterson also signed up to speak about the sports commission but passed when called upon.

Timothy Sadler offered perspective as a community member on topics covered during the meeting, suggested funds be used to the benefit of service workers, and thanked the board for their service.

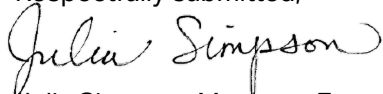
Adjournment

Putnam made a motion to adjourn the meeting, and Durden seconded the motion. With all in favor, the motion carried 7-0. The meeting adjourned at 10:43 a.m.

The PowerPoint presentation and relevant documents are on file with Explore Asheville and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

The next joint BCTDA meeting will be held on Wednesday, May 31, 2023, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Julia Simpson, Manager, Executive & Strategy

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Funds, Budget and Actual

April 30, 2023

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 27,217,602	\$ 1,792,837	\$ 18,003,371	\$ 9,214,231	66.1%	\$ 20,147,870	-10.6%
Investment income	-	3,878	22,574	(22,574)	-	1,896	1090.9%
Other income	-	21,910	35,213	(35,213)	-	-	-
Earned revenue	183,000	20,465	160,056	22,944	87.5%	311,338	-48.6%
Total revenues	<u>27,400,602</u>	<u>1,839,090</u>	<u>18,221,215</u>	<u>9,179,387</u>	<u>66.5%</u>	<u>20,461,104</u>	<u>-10.9%</u>
Expenditures:							
Salaries and Benefits	3,713,360	241,852	2,101,224	1,612,136	56.6%	2,007,819	4.7%
Sales	2,159,000	133,757	1,236,526	922,474	57.3%	476,674	159.4%
Marketing	21,895,242	984,808	9,189,058	12,706,184	42.0%	5,860,786	56.8%
Community Engagement	300,000	2,007	101,632	198,368	33.9%	57,924	75.5%
Administration & Facilities	1,150,000	65,093	755,313	394,687	65.7%	656,495	15.1%
Events/Festivals/Sponsorships	225,000	15,000	148,729	76,271	66.1%	138,667	7.3%
Total expenditures	<u>29,442,602</u>	<u>1,442,517</u>	<u>13,532,481</u>	<u>15,910,121</u>	<u>46.0%</u>	<u>9,198,363</u>	<u>47.1%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>396,573</u>	<u>4,688,734</u>			<u>\$ 11,262,741</u>	<u>-58.4%</u>
Other Financing Sources:							
Carried over earned income	<u>42,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ 396,573</u>	<u>4,688,734</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 31,077,291</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment for Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,794,199 and revenue dedicated to LIFT is projected at \$6,794,199 for FY23.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

April 30, 2023

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	2,031,798	2,532,306	-20%	11,570,453	13,045,398	-11%	500,368	\$ 844,102	-41%	2,849,440	4,348,466	-34%
December	2,050,449	2,163,491	-5%	13,620,901	15,208,889	-10%	504,961	\$ 721,164	-30%	3,354,401	5,069,630	-34%
January	1,288,286	1,376,073	-6%	14,909,187	16,584,963	-10%	317,264	\$ 458,691	-31%	3,671,666	5,528,321	-34%
February	1,301,348	1,561,811	-17%	16,210,535	18,146,773	-11%	320,481	\$ 520,604	-38%	3,992,147	6,048,924	-34%
March	1,792,837	2,001,097	-10%	18,003,371	20,147,870	-11%	441,519	\$ 667,032	-34%	4,433,666	6,715,957	-34%
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	<u>\$18,003,371</u>	<u>\$ 27,276,952</u>		<u>\$ 18,003,371</u>	<u>\$ 27,276,952</u>		<u>\$ 4,433,666</u>	<u>\$ 9,092,317</u>		<u>\$ 4,433,666</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	\$ 3,103,796	1%	6,790,224	6,846,876	-1%
September	532,219	-	-	1,652,606	-	-	3,225,570	\$ 3,043,325	6%	10,015,794	9,890,201	1%
October	696,466	-	-	2,349,072	-	-	4,221,003	\$ 4,127,255	2%	14,236,798	14,017,456	2%
November	500,368	-	-	2,849,440	-	-	3,032,535	\$ 3,376,408	-10%	17,269,332	17,393,864	-1%
December	504,961	-	-	3,354,401	-	-	3,060,371	\$ 2,884,655	6%	20,329,703	20,278,519	0%
January	317,264	-	-	3,671,666	-	-	1,922,815	\$ 1,834,764	5%	22,252,518	22,113,284	1%
February	320,481	-	-	3,992,147	-	-	1,942,310	\$ 2,082,414	-7%	24,194,828	24,195,698	0%
March	441,519	-	-	4,433,666	-	-	2,675,876	\$ 2,668,129	0%	26,870,704	26,863,827	0%
April	-	-	-	-	-	-	-	\$ 3,129,825	-	-	29,993,652	-
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 4,433,666</u>	<u>\$ -</u>		<u>\$ 4,433,666</u>	<u>\$ -</u>		<u>\$26,870,704</u>	<u>\$36,369,269</u>		<u>\$ 26,870,704</u>	<u>\$36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

April 30, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,327,570	\$ 29,484,357	\$ (3,156,787)	112.0%
Investment Income	-	2,572,682	(2,572,682)	0.0%
Total revenues	<u>26,327,570</u>	<u>32,057,040</u>	<u>(5,729,470)</u>	<u>121.8%</u>

Expenditures:

Product development fund projects:

2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	-	8,140,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	-	6,750,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	172,863	627,137	21.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-Le	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	55,901	444,099	11.2%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black M	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Coxe Avenue Green Street)	1,950,000	-	1,950,000	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhanc	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	<u>1,500,000</u>	<u>500,000</u>	<u>1,000,000</u>	<u>33.3%</u>
Total product development projects	<u>25,912,570</u>	<u>1,158,764</u>	<u>24,753,806</u>	<u>4.5%</u>

Product development fund administration	<u>415,000</u>	<u>168,400</u>	<u>246,600</u>	<u>40.6%</u>
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Total product development fund	<u>\$ 26,327,570</u>	<u>\$ 1,327,164</u>	<u>\$ 25,000,406</u>	<u>5.0%</u>
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Product Development Funds Available for Future Grants

Total Net Assets	\$ 30,729,875
Less: Liabilities/Outstanding Grants	(24,753,806)
Less: Unspent Admin Budget (Current Year)	<u>(246,600)</u>
Current Product Development Amount Available	<u>\$ 5,729,470</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

April 30, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 4,433,666	\$ (4,433,666)	0.0%
Investment Income	-	-	-	-
Total revenues	-	4,433,666	(4,433,666)	0.0%
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	-
LIFT fund administration	-	-	-	-
Total product development fund	\$ -	\$ -	\$ -	-
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 4,433,666		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		\$ 4,433,666		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

April 30, 2023

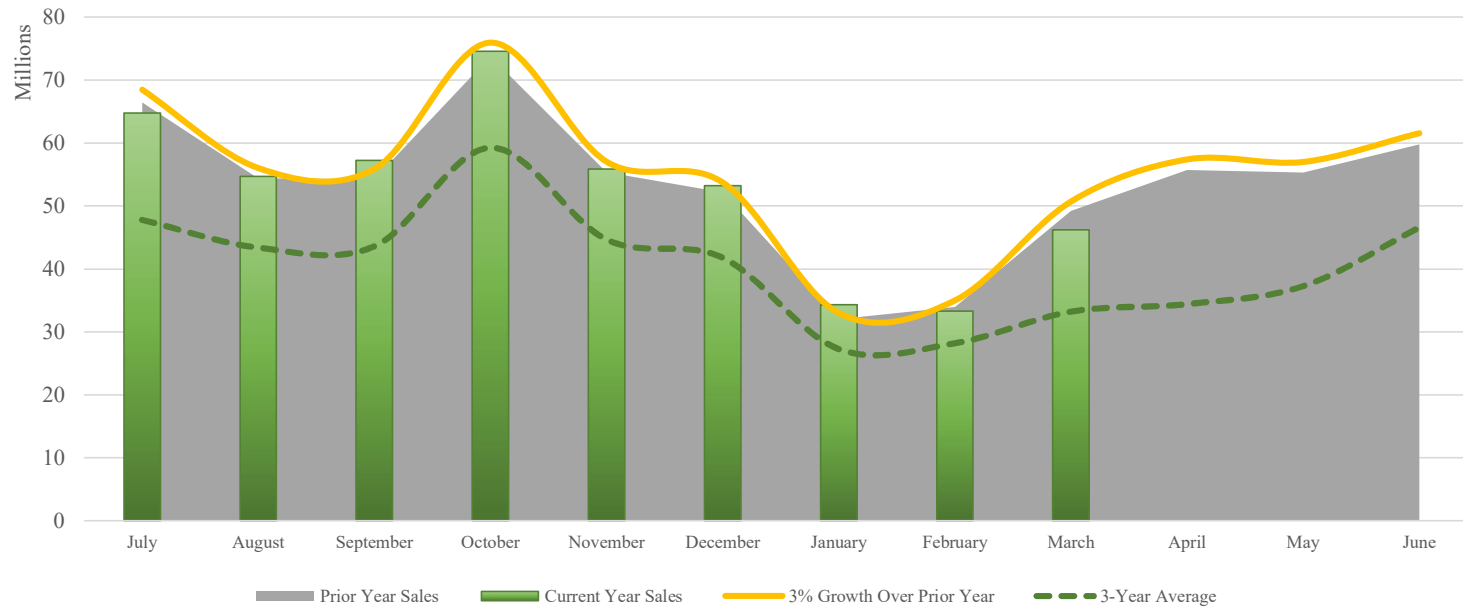
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 32,936,971	\$ 30,729,875	\$ 4,433,666	\$ 63,666,847
Receivables	-	-	-	-
Total current assets	<u>\$ 32,936,971</u>	<u>\$ 30,729,875</u>	<u>\$ 4,433,666</u>	<u>63,666,847</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 1,711,480	\$ -	\$ -	\$ 1,711,480
Future events payable	148,200	\$ 24,753,806	\$ -	\$ 24,902,006
Total current liabilities	<u>1,859,680</u>	<u>\$ 24,753,806</u>	<u>\$ -</u>	<u>\$ 26,613,486</u>
				-
Fund Balances:				-
Restricted for product development fund	-	5,976,069	-	5,976,069
Restricted for LIFT fund	-	-	4,433,666	4,433,666
Committed for event support program	103,080	-	-	103,080
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	14,188,002	-	-	14,188,002
Total fund balances	<u>31,077,291</u>	<u>5,976,069</u>	<u>4,433,666</u>	<u>41,487,027</u>
Total liabilities and fund balances	<u>\$ 32,936,971</u>	<u>\$ 30,729,875</u>	<u>\$ 4,433,666</u>	<u>\$ 63,666,847</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

April 30, 2023



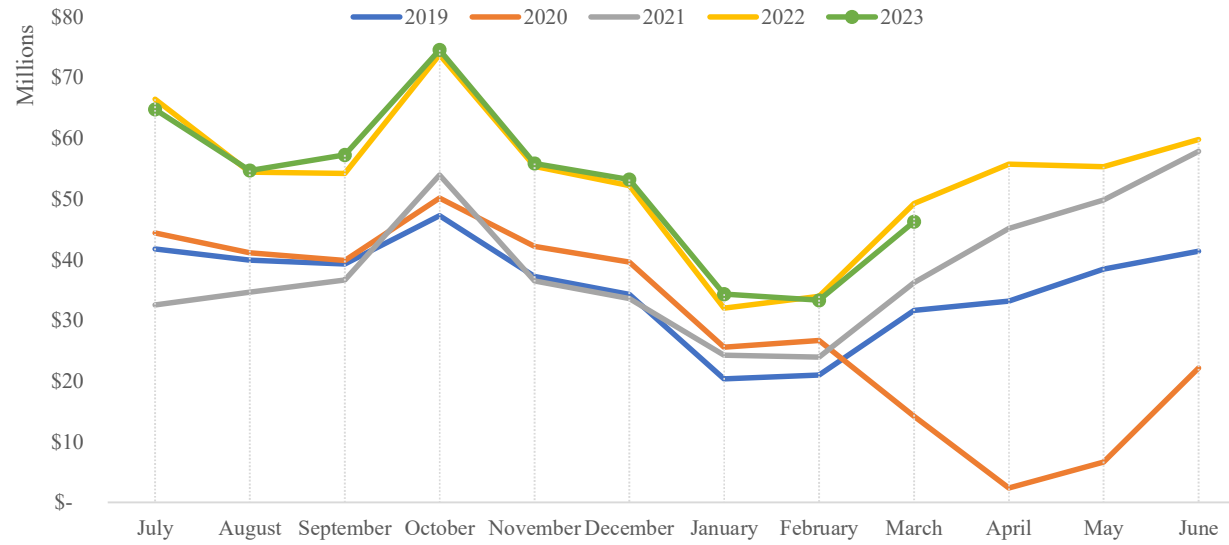
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,793,944	\$ 66,470,974	-3%	-3%	\$ 68,465,103	\$ 47,801,350
August	54,692,346	54,412,470	1%	-1%	56,044,844	43,396,488
September	57,225,820	54,237,200	6%	1%	55,864,316	43,596,513
October	74,564,454	73,749,252	1%	1%	75,961,730	59,270,639
November	55,854,966	55,390,208	1%	1%	57,051,914	44,679,679
December	53,219,708	52,189,677	2%	1%	53,755,368	41,787,925
January	34,332,572	32,037,713	7%	2%	32,998,845	27,281,429
February	33,328,515	33,992,055	-2%	1%	35,011,816	28,207,172
March	46,240,057	49,237,522	-6%	1%	50,714,648	33,229,842
April	-	55,712,735	-	-	57,384,117	34,428,765
May	-	55,347,208	-	-	57,007,624	37,278,853
June	-	59,772,742	-	-	61,565,924	46,583,425
Total revenues	<u>\$474,252,382</u>	<u>\$ 642,549,756</u>			<u>\$661,826,249</u>	<u>\$487,542,078</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

April 30, 2023



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,470,974	\$ 64,793,944
August	39,917,550	41,113,655	34,663,339	54,412,470	54,692,346
September	39,327,048	39,869,174	36,683,164	54,237,200	57,225,820
October	47,272,253	50,148,618	53,914,047	73,749,252	74,564,454
November	37,240,595	42,190,154	36,458,675	55,390,208	55,854,966
December	34,272,393	39,595,569	33,578,528	52,189,677	53,219,708
January	20,347,077	25,561,453	24,245,119	32,037,713	34,332,572
February	20,985,316	26,696,319	23,933,141	33,992,055	33,328,515
March	31,638,002	14,208,120	36,243,884	49,237,522	46,240,057
April	33,141,034	2,402,461	45,171,098	55,712,735	-
May	38,464,222	6,624,541	49,864,809	55,347,208	-
June	41,413,202	22,108,839	57,868,695	59,772,742	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,171,612	\$ 642,549,756	\$ 474,252,382

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

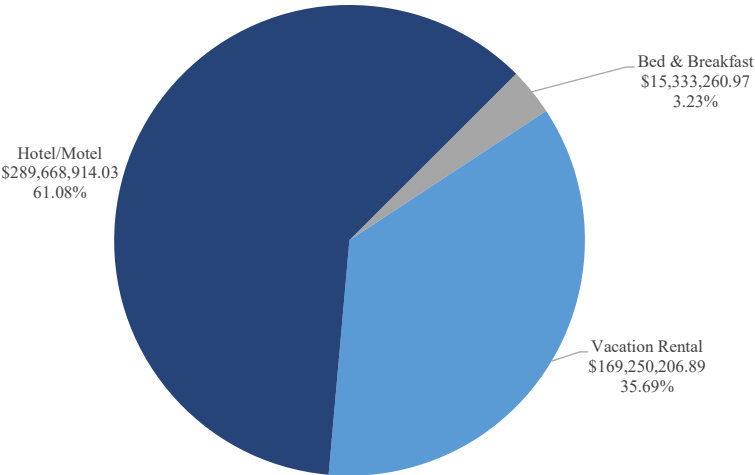
April 30, 2023

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	\$ 38,285,224	\$ 41,364,569	-7.4%	-7.4%	\$ 24,336,889	\$ 23,357,779	4.2%	4.2%	\$ 2,171,831	\$ 1,748,625	24.2%	24.2%	\$ 64,793,944	\$ 66,470,974	-2.5%	-2.5%
August	32,455,303	33,288,678	-2.5%	-5.2%	20,495,606	19,647,131	4.3%	4.2%	1,741,438	1,476,661	17.9%	21.3%	54,692,346	54,412,470	0.5%	-1.2%
September	35,849,675	34,410,077	4.2%	-2.3%	19,385,239	18,331,924	5.7%	4.7%	1,990,907	1,495,200	33.2%	25.1%	57,225,820	54,237,200	5.5%	0.9%
October	49,127,044	49,777,745	-1.3%	-2.0%	22,555,362	21,821,793	3.4%	4.3%	2,882,048	2,149,714	34.1%	27.9%	74,564,454	73,749,252	1.1%	1.0%
November	36,146,338	36,209,998	-0.2%	-1.6%	17,793,467	17,628,298	0.9%	3.8%	1,915,162	1,551,912	23.4%	27.1%	55,854,966	55,390,208	0.8%	0.9%
December	35,487,787	34,591,966	2.6%	-1.0%	16,079,829	16,302,722	-1.4%	3.0%	1,652,092	1,294,990	27.6%	27.1%	53,219,708	52,189,677	2.0%	1.1%
January	17,291,742	15,401,453	12.3%	-0.2%	16,204,303	16,106,588	0.6%	2.7%	836,527	529,673	57.9%	28.7%	34,332,572	32,037,713	7.2%	1.6%
February	17,883,059	17,587,944	1.7%	0.0%	14,643,170	15,576,243	-6.0%	1.8%	802,287	827,868	-3.1%	26.3%	33,328,515	33,992,055	-2.0%	1.3%
March	27,142,743	27,907,881	-2.7%	-0.3%	17,756,343	19,990,357	-11.2%	0.3%	1,340,970	1,339,284	0.1%	23.5%	46,240,057	49,237,522	-6.1%	0.5%
April	-	33,881,484	-		-	20,122,633	-		-	1,708,618	-		-	55,712,735	-	
May	-	33,766,102	-		-	19,643,778	-		-	1,937,328	-		-	55,347,208	-	
June	-	36,802,551	-		-	20,929,583	-		-	2,040,608	-		-	59,772,742	-	
Total	\$ 289,668,914	\$ 394,990,447			\$ 169,250,207	\$ 229,458,829			\$ 15,333,261	\$ 18,100,480			\$ 474,252,382	\$ 642,549,756		

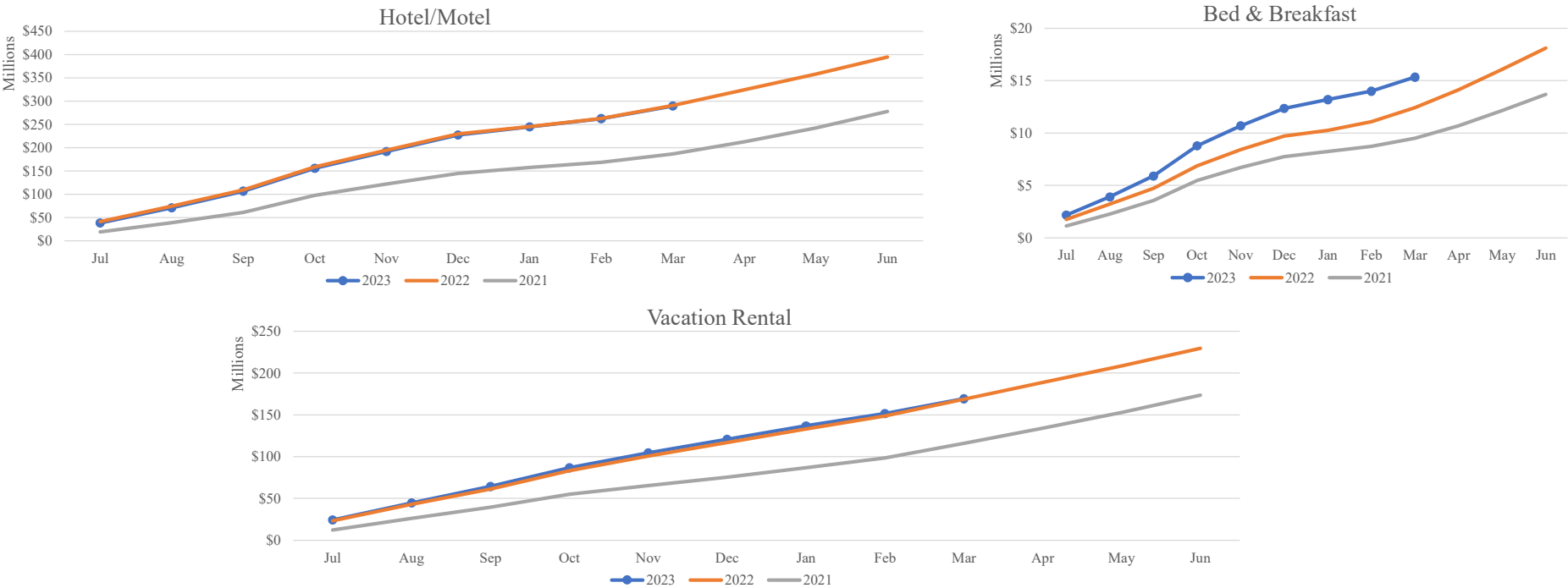
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
April 30, 2023

Total Lodging Sales by Type, Year-to-Date



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



MONTHLY HIGHLIGHTS

April 2023

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority

MONTHLY HIGHLIGHTS OVERVIEW

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

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



Delivering Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Encouraging Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Engaging & Inviting More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

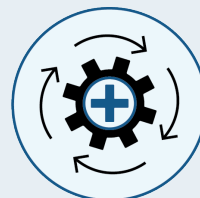
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Promoting & Supporting Asheville’s Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

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



Running a Healthy & Effective Organization

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



DELIVERING BALANCED RECOVERY & SUSTAINABLE GROWTH

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

- **Tourism Product Development Fund (TPDF):**
 - **2023 Grant Cycle:** Opened Phase I applications on April 12 to close on May 17; held an information session on April 18; promoted the grant cycle in WLOS, Citizen Times, Mountain Xpress, AVL Today, The Urban News, Blue Ridge Public Radio, and 103.3FM
 - **Karen Cragnolin Park:** Participated in groundbreaking event held April 12 for Karen Cragnolin Park, which received 2022 TPDF investment ([Press release](#) mentioned TPDF)
 - **Wayfinding & Pedestrian Signage Program:** Completed the spring maintenance audit of wayfinding signage and expect installation in late June
- **Event Grants and Sponsorships:** Supported the following events through funding and cross-promotion
 - **{Re}HAPPENING 11:** Black Mountain College Museum + Arts Center event held on April 8
 - **Walk Through History Series:** Swannanoa Valley Museum event series occurring April 12 – September 13
 - **Downtown After 5 Series:** Asheville Downtown Association event series occurring April 21 – September 15
 - **Maker Faire Asheville:** Asheville Makers Inc. event on April 22
 - **Our Turn to Play:** UNC Asheville event on April 25
 - **Voices: A Celebration of Community, Poetry, and Language:** Asheville FM (Friends of Community Radio, Inc.) event on April 28
 - **Peace Gardens and Market Annual Spring Fling Asheville:** Creative Arts event on April 29 – April 30

Collaborating with broader community leaders to ensure sustainable growth & alignment

- **Sports Commission Assessment:** Received recommendations Huddle Up Group's independent review of Asheville Buncombe Regional Sports Commission and will further evaluate with other founding members (city, county, and UNC Asheville) and stakeholders
- **Director of Sales Meeting:** Convened hotel sales directors to discuss various topics and provide updates from Business Development efforts

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

- Press Coverage: Earned the following media mentions and accolades in April
 - **Travel + Leisure:** [11 Best Places to Travel in July](#) (result of Patricia Doherty's March visit)
 - **MSN:** [32 Best Winter Vacations in the US: Top Warm and Cold Destinations in the USA](#)

Protecting and evolving Asheville's brand to further differentiate from competing destinations

- Press Coverage: Earned the following media mentions and accolades in April
 - **Travel + Leisure:** [This North Carolina City Is One of the Best Places to Travel in 2023 - and It's Getting a Chic New Hotel This Month](#) (reposted by [Yahoo!](#))
 - **World Bride:** [Getting Hitched in North Carolina](#) (result of Cari Wira Dineen's March visit)
 - **Corporate & Incentive Travel:** [Stepping Up - Second-Tier Destinations Work to Elevate Status](#)
- **Media Visits:** Hosted and provided itineraries for journalists to secure future coverage
 - **Regner Hansen, Borsen (Denmark):** Toured the Biltmore and dined at Leo's House of Thirst, S&W Cafeteria, River Arts District and Asheville Art Museum
 - **Hannah Lee Leidy, The Local Palate:** Stayed at The Restoration and will include Asheville in a getaway feature and social media campaign, as well as fall road trips issue

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

- **Connect Sports Spring Marketplace:** Attended trade show in Las Vegas, NV; conducted 38 one-on-one appointments with sports organizers
- **Southeast Tourism Society (STS) Domestic Showcase:** Attended two-day trade show in Huntsville, AL; had one-on-one appointments with group tour operators interested in or already traveling in the Southeast
- **Sponsored E-blasts:** Continued a targeted meetings and conventions campaign with Prevue with multiple e-blasts; recipient count was 100,012 with open rates as high as 77%.
- **Press Coverage:** Responded to a request from ConventionSouth's North Carolina Event Planners' Guide
- **Meetings & Conventions Web Traffic:** Increased meetings and conventions web pageviews with paid media efforts (banner ads, paid email, paid social, etc.), which resulted in 22,609 pageviews compared to 866 in April 2022
- **DigiDECK:** Onboarded with a cloud-based presentation platform to be used by sales team for bid and prospective client presentations



ENCOURAGING SAFE & RESPONSIBLE TRAVEL

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

- **Spring/Summer Press Coverage:** Secured placements in [Johnson City Press](#) and [Mountain City Tomahawk](#) following spring/summer [press release](#), which emphasized the region's natural and cultural resources
- **Media Visits:** Hosted and provided itineraries for journalists to secure future coverage
 - **Noah Lederman, Freelancer (Barron's Penta, VinePair, Popular Science):** Stayed with family in Elevation Lofts and enjoyed food and outdoor experiences
 - **Scott McConkey, MSN:** Focused on activities around Great Smoky Mountains; arranged lodging at Wrong Way River Lodge and Cabins
 - **Stratton Lawrence, Fodor's:** Stayed at The Restoration and toured Biltmore; developed an updated Asheville listing in Fodor's Smoky Mountains travel guide
- **[Sustainable Shopping Guide](#):** Developed list of environmentally conscience experiences, services, and crafts in celebration of Earth Month

Encouraging partners to embrace sustainable and responsible tourism practices

- **"Honor Earth Day, Every Day":** Suggested various sustainable and responsible tourism practices, including [voluntourism opportunities](#), in the [partner e-newsletter](#)



ENGAGING & INVITING MORE DIVERSE AUDIENCES

Extending a genuine invitation to diverse audiences

- **Press Coverage:** Earned the following media mentions in April
 - **Carolina Country:** [A Path for Everyone](#)
- **Spanish-language Content:** Translated another blog [10 Aventuras en la Naturaleza para Toda la Familia en Asheville y Alrededores](#) to further engage Latinx audiences
- **Media Visits:** Hosted and provided itineraries for journalists to secure future coverage
 - **Candice Davie, Black Bride:** Stayed at Wrong Way River Lodge & Cabins to cover unique wedding venues
 - **Nicole Gottesmann, Influencer:** Partnered with [influencer](#), LGBTQ+ couple and mom to teen son with autism; they stayed at Omni Grove Park Inn and experienced Skinny Beats, Asheville Wellness Tours and Citizen Vinyl (sample post [here](#))
 - **@naturallynella,** Influencer: Stayed at The Foundry Hotel, dined at Cúrate, and visited the Biltmore
 - **Matt Lardie, Eater:** Assigned to profile O.Henry's, the oldest gay bar in North Carolina; also dined at Neng Jr.'s and was provided other LGBTQ+ culinary recommendations

Developing and investing in community projects that attract and engage diverse audiences

- **Black Cultural Heritage Trail:** Continued trail development efforts, and the content is in historical review phase with guidance and input from a working group of local historians guided by Dr. Darin Waters
- **Mural Project:** Connected with The Block Collaborative about working on a mural project at the corner of Biltmore Avenue and Sycamore Street to draw attention to The Block



PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

Elevating Asheville's creative experiences to differentiate and inspire visits

- **Monocle Weekender:** Collaborated with editors on [two-day itinerary](#) of inspiring [speakers](#), outstanding meals, sociable drinks, and brisk hikes; 50 attended the events on April 28-30
 - **Monocle on Sunday:** Recorded special edition [radio program](#) from Citizen Vinyl; featured live interview with Vic Isley and others
- **Press Coverage:** Earned the following media mentions in April
 - **Boston Globe:** [Think bread is the enemy? That half-baked notion won't cut it in Asheville.](#) (result of Diane Bair's March visit)
 - **Travel + Leisure:** [This Small Town in North Carolina Has the Only Hot Springs in the State](#)
 - **Fox 46 Carolinas:** Featured Asheville as Queen City Hometown destination of the week, featuring [live interview](#) during morning newscast on Asheville's creative spirit, upcoming events, outdoor activities and craft beer scene; several additional segments were filmed in destination and aired during the evening news, e.g.,
 - [Asheville brewery highlights stories of Cherokee people](#)
 - ['Weird': The unofficial slogan of Asheville](#)
- **Media Visits:** Hosted and provided itineraries for journalists to secure future coverage
 - **Taryn White, Freelance, Nat Geo, CNTraveler:** Stayed with family and explored Appalachian and Andean food connection; published several posts on personal social media (samples [here](#) and [here](#))
 - **Kelly Gray, Living Luxe Magazine:** Developing two articles on Asheville as a pet-friendly destination and Asheville's downtown nightlife and social scene for features in fall issue
 - **Aaron Goldfarb, Freelance:** Visited Chemist Spirits and Wicked Weed and toured the Biltmore with family
- **ArtsAVL Connect Trolley:** Partnered with Gray Line, North Carolina Arts Council, ArtsAVL, and other sponsors to offer a free trolley service, running on second Saturdays April through December, that connects tourists and locals to Asheville's arts community

Creating opportunities for partners to learn about and support creative spirit

- **New Partner Spotlights:** Highlighted recently added partners in monthly e-newsletter to expose partners to other tourism-related businesses in our community, April's features included [AVL City Shuttle](#), [Different Wrld](#), [Farm Burger](#), [Get Hypnotized Live on Stage in Asheville](#), [Hoffer Art and Design](#), [Locals Only Gifts and Goods](#), [Marked Tree Asheville](#), [Nantahala Outdoor Center French Broad Rafting](#), [Purl's Yarn Emporium](#), [RIVETER](#), [Torched AVL](#), and [Weaving Rainbows](#)



RUNNING A HEALTHY & EFFECTIVE ORGANIZATION

Demonstrating organizational commitment to local, diverse creators, makers & vendors

- **Visitor Guide Distribution:** Received and fulfilled 2,637 individual requests and 45 out-of-market orders, totaling 147 cases, or 7,350 guides; 21 local partners ordered 56 cases of visitor guides, or 2,800 guides
- **ExploreAsheville.com**
 - **New Partner Outreach:** Sent emails to 20 businesses
 - **Partner Meetings:** Held 10 partner sessions/site visits, plus The Restoration's opening
 - **Partner Listings:** Created 5 new free partner listings and updated 77 partner listings
 - **Partner One-on-Ones:** Held 9 partner support meetings
 - **Event Calendar:** Created or reviewed and approved 415 events for our online calendar
 - **Package & Deals:** Added 6 package and deals
- **Asheville Tours and Attractions Collaboration:** Presented information on partnership opportunities, PR, and tips for engagement during group's meetup at Well Played

Increasing team performance and effectiveness

- **New Employee:** Welcomed Ali Wainright, Group Sales Coordinator
- **Data Utilization:** Spoke to partners at Zartico about [using data in community conversations](#)

Prioritizing individual professional development, trainings and team benefits

- **Simpleview Summit:** Provided eight cross-departmental staff members an opportunity to enhance their understanding of the organization's CRM and CMS system during a three-day conference in Houston
- **Fired Up! Culture:** Continued facilitated workplace culture and team engagement sessions with staff; received recognition as a [2023 Fired Up! Culture Achievement Award](#) winner

Focusing on events and communications strategy to increase community engagement

- **E-Newsletters, E-Alerts:** Engaged partners through two press releases, five partner alerts, and two newsletters; partner communications in April resulted in 400 more opens than those in March
- **Local News & BCTDA / Explore Asheville Coverage:**
 - **General**
 - Mountain Xpress: [BCTDA forecasts higher net income stream in 2024, to the benefit of county coffers](#)
 - Citizen Times: [Looking to get out during April? Here are 5 free WNC spots for afternoon fun](#)
 - WNC Business: [Intentional tourism marketing through telling Asheville's story](#)
 - Citizen Times: [Asheville Airbnbs charge 40% in fees, taxes, Forbes study finds](#)
 - Citizen Times: [Answer Man: Can Asheville and Buncombe County residents rent a room in a local hotel?](#)
 - **Tourism Product Development Fund (TPDF)**
 - Mountain Xpress: [BCTDA applications for 2023 TPDF grants open April 12](#)
 - WLOS: [Buncombe County TDA taking applications from groups with tourism-related projects](#)
 - Mountain Xpress: [BCTDA applications for 2023 TPDF grants open April 12](#)
 - **McCormick Field**
 - Citizen Times: ['Ready to play ball': McCormick funding plan meets MLB deadline; TDA, state money pending](#)
 - WLOS: [MLB gets formal financial commitment letter from McCormick Field upgrades](#)
 - WLOS: [\\$2 million pedestrian improvement grant diverted to McCormick Field upgrades](#)
 - **Asheville Buncombe Regional Sports Commission**
 - WLOS: [Study recommends moving sports commission employees to Asheville tourism department](#)
 - Citizen Times: [Asheville Buncombe Sports Commission should be part of county TDA, consultants say](#)



Destination Performance Report

ASHEVILLE

Lodging & Visitor Overview - April 2023

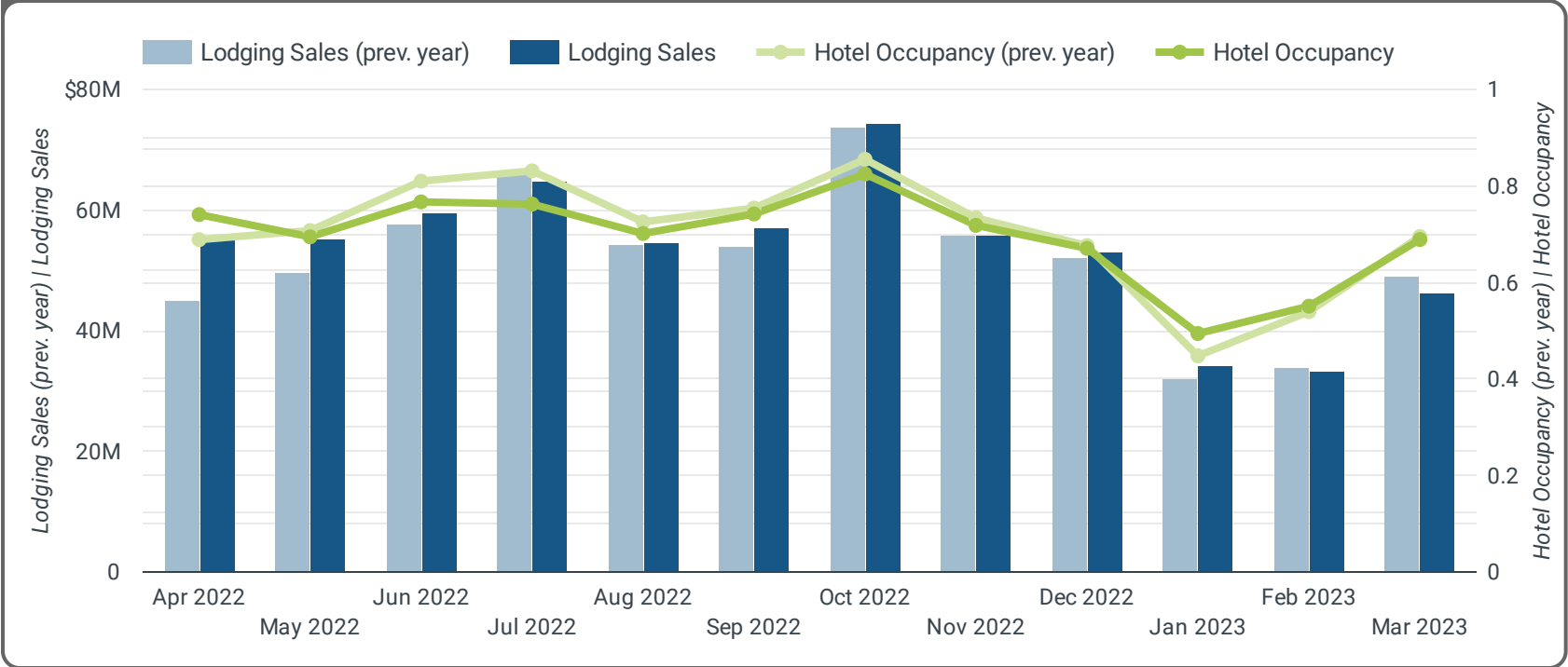
Lodging Sales \$46,240,057 (March) ↓ -5.9%	Hotel Occupancy* 68.9% (March) ↓ -0.9%	Hotel Demand* 192,372 (March) ↓ -0.4%	Hotel ADR* \$154.64 (March) ↑ 1.4%	Hotel RevPAR* \$106.53 (March) ↑ 0.5%
Airport Passengers 161,265 (March) ↑ 19.4%	Asheville Visitor Center 16,101 0.0%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 2,694 ↓ -15.0%	Travel Guide Requests 2,637 ↑ 13.2%

Lodging & Visitor Overview - Fiscal Year 22-23

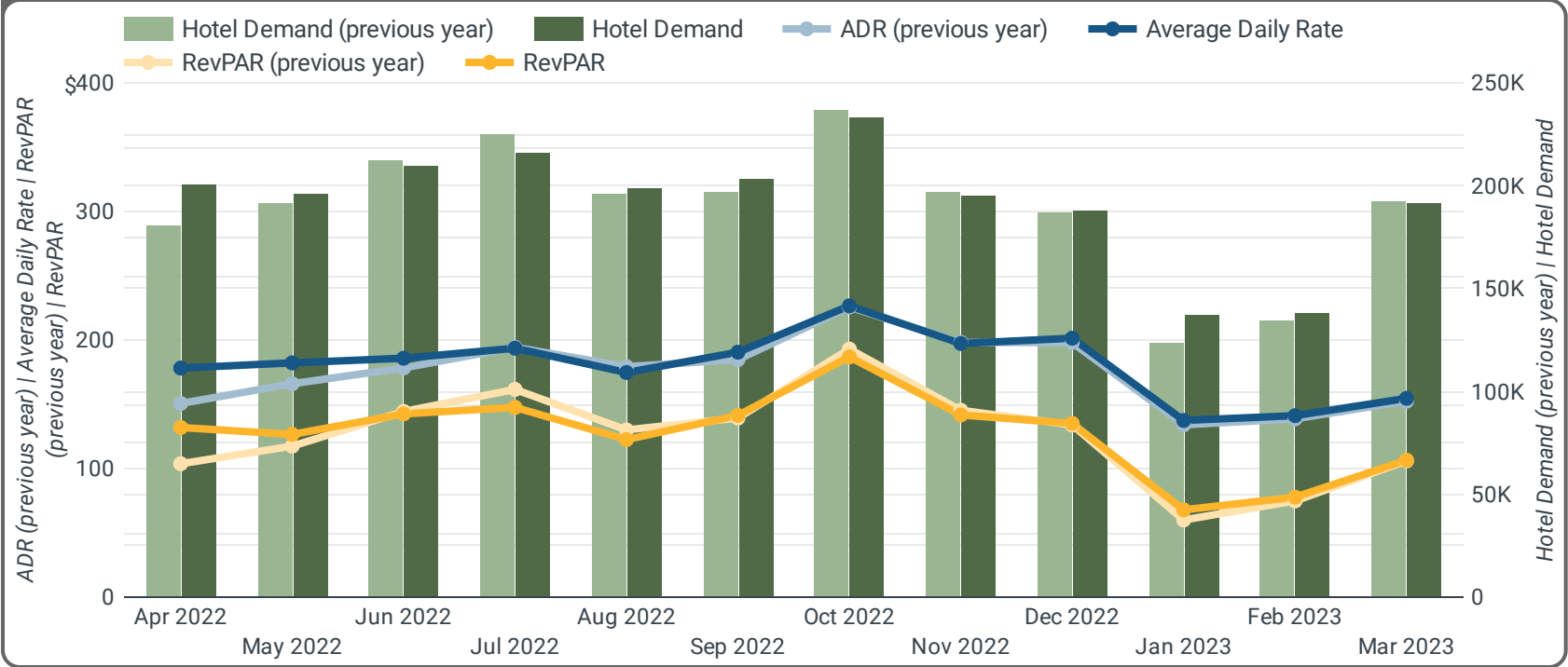
Lodging Sales \$474,252,382 ↑ 0.5%	Hotel Occupancy* 68.6% ↓ -1.2%	Hotel Demand* 1,704,138 ↑ 0.5%	Hotel ADR* \$183.67 ↑ 0.1%	Hotel RevPAR* \$125.91 ↓ -1.1%
Airport Passengers 1,442,808 ↑ 20.6%	Asheville Visitor Center 140,107 ↑ 3.9%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 28,396 ↓ -5.4%	Travel Guide Requests 21,406 ↓ -5.6%

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.



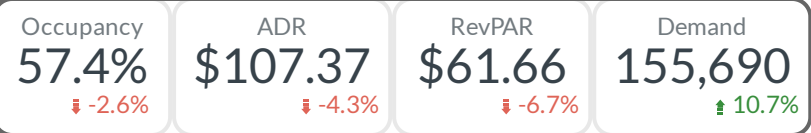
Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*



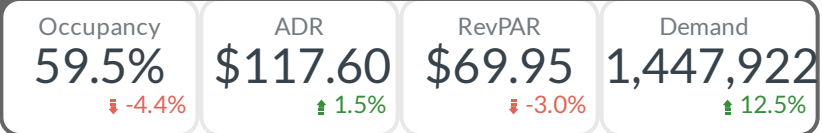
Destination Performance Report

ASHEVILLE

Short Term Rental Data - February 2023



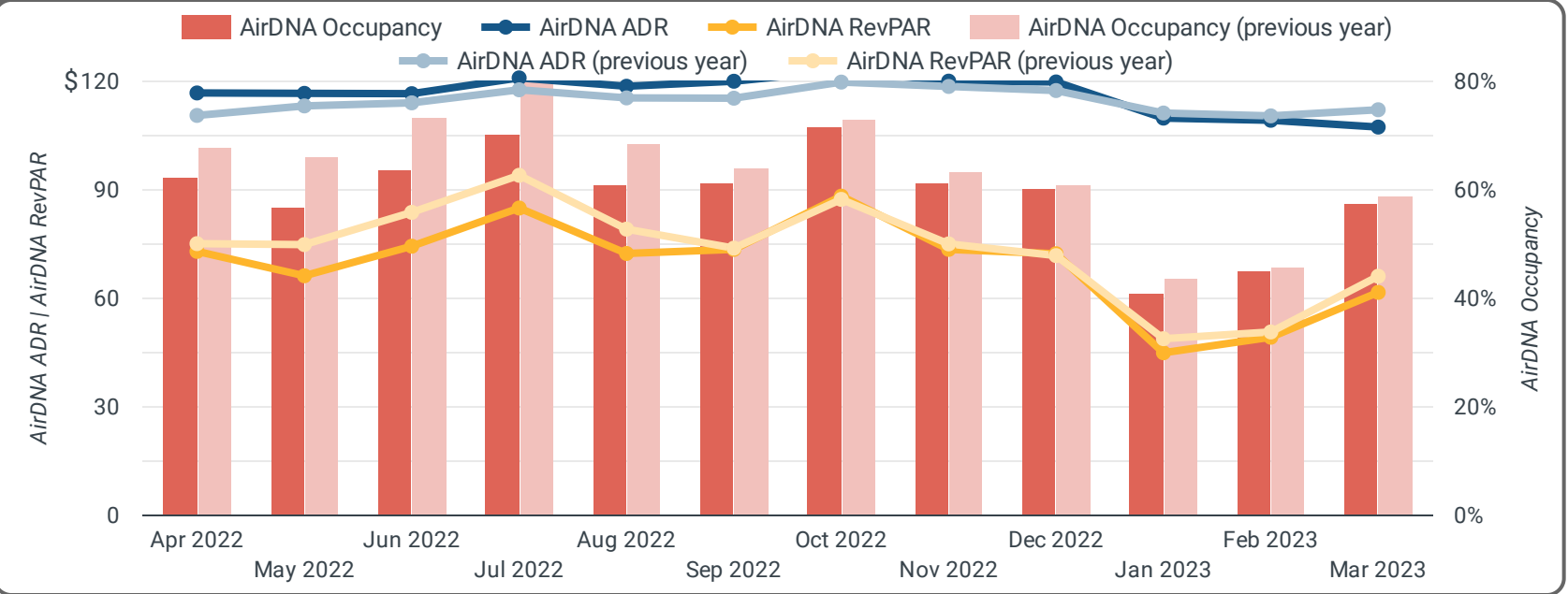
Short Term Rental Data - Fiscal Year 22-23



AirDNA ADR, RevPAR and Occupancy

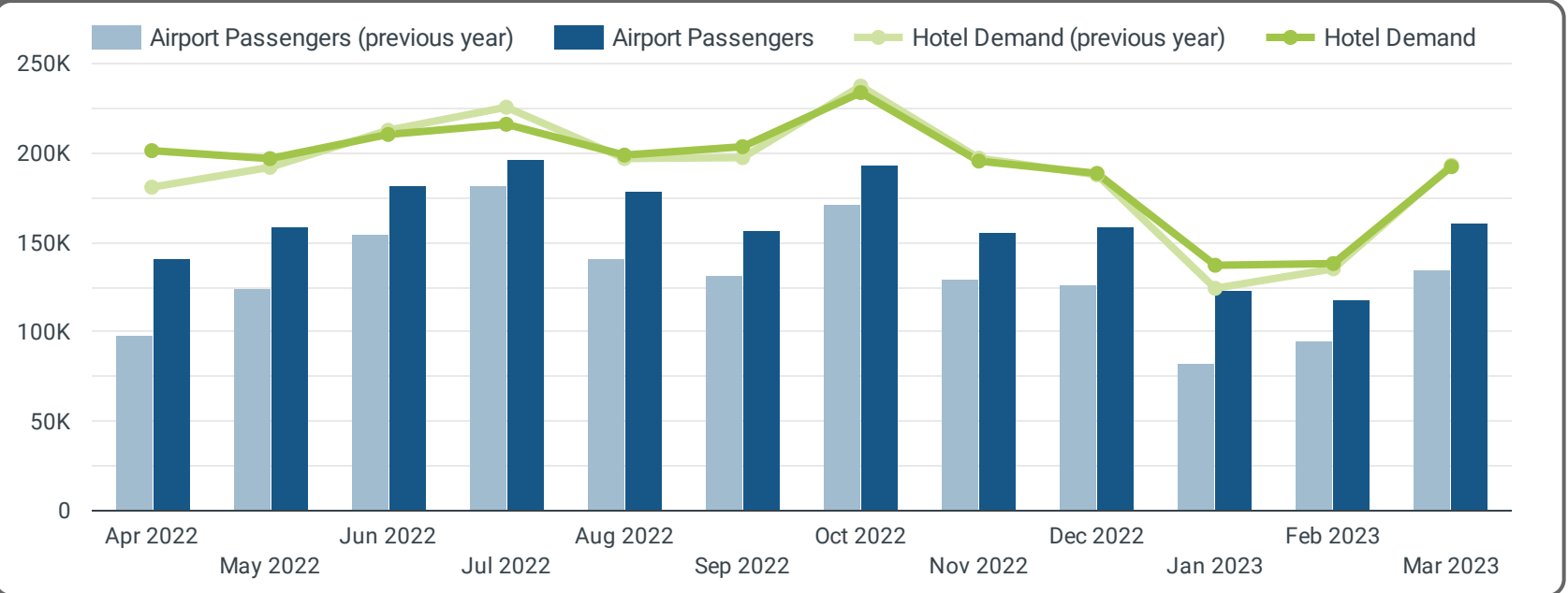
* Short Term Rental Data Source: AirDNA

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

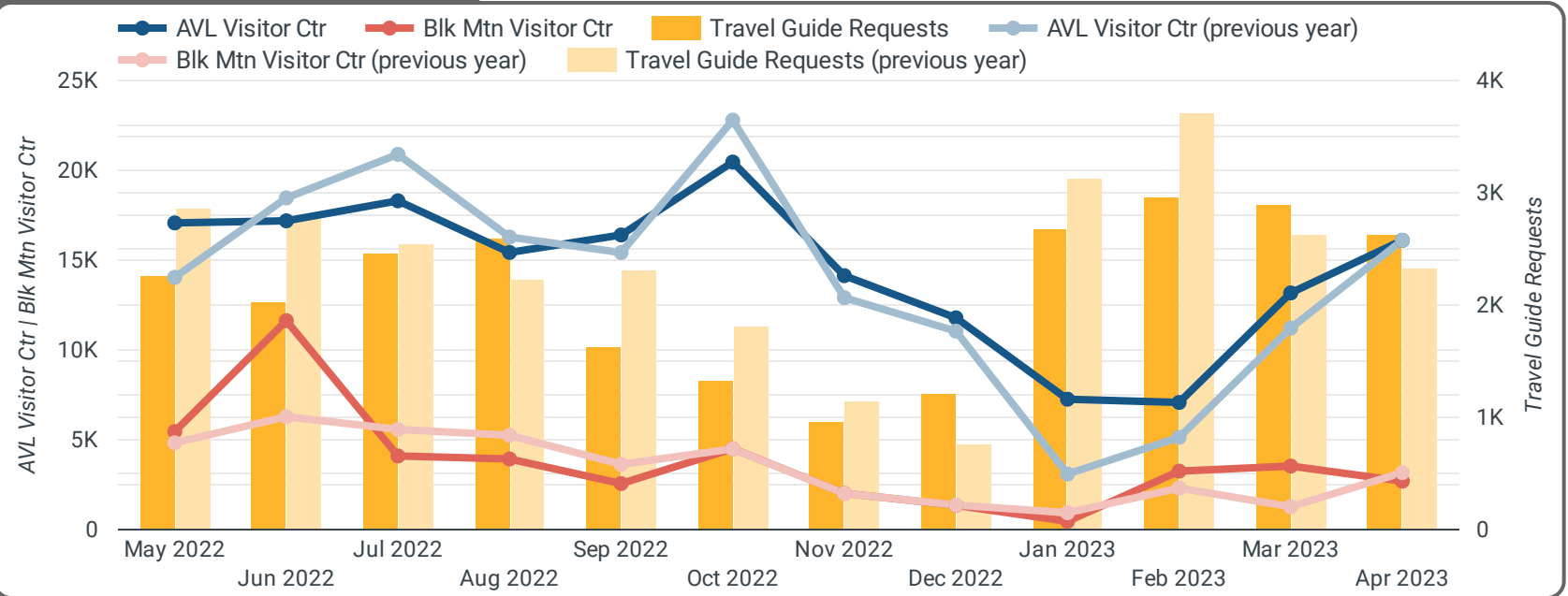


Airport Passengers vs. Hotel Demand*

* Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



Visitor Center & Travel Guide



Sales Department Performance Report

ASHEVILLE

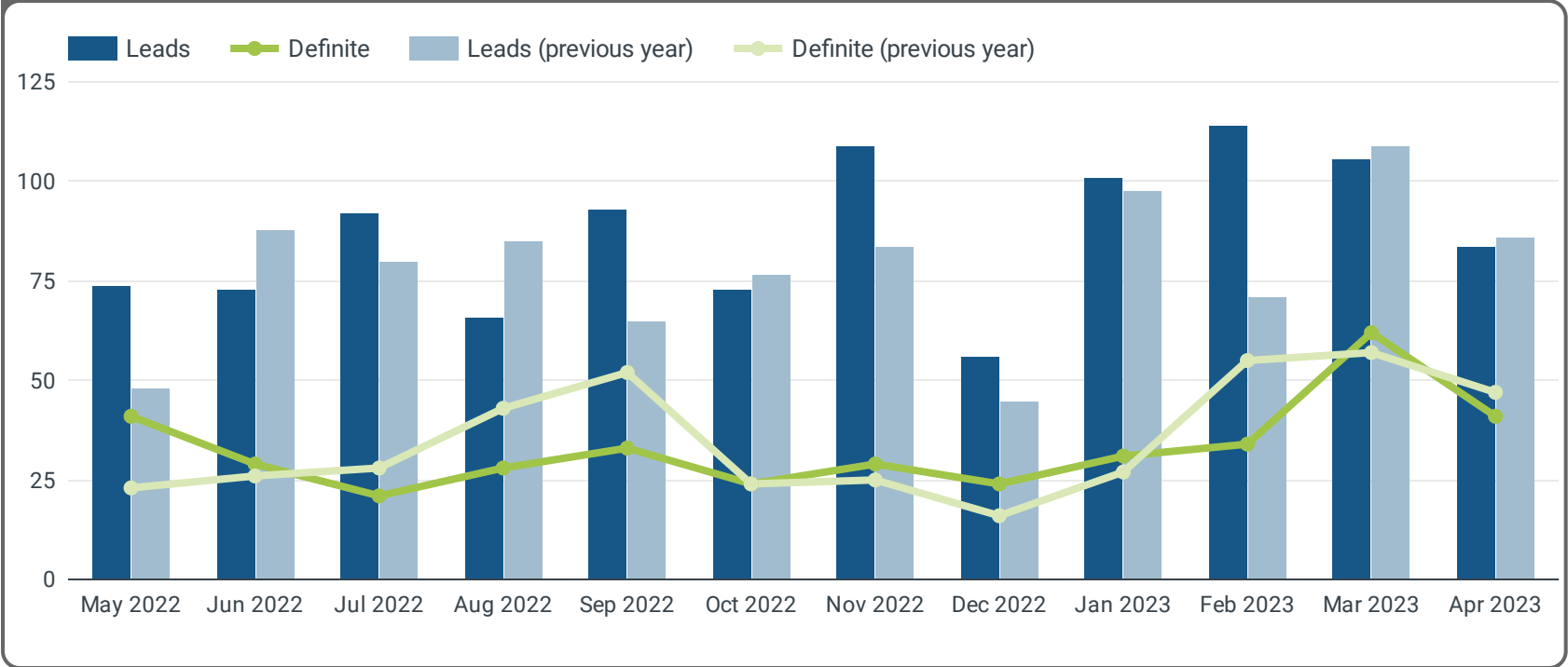
Sales Leads and Outreach - April 2023

Sales Leads Issued 84 ↓ -2.3%	Room Nights (Leads) 19,426 ↑ 6.9%	Leads Turned Definite 42 ↓ -10.6%	Room Nights (Definite) 8,851 ↓ -3.2%	Estimated Revenue \$2,704,863 ↑ 15.6%	
P2P Outreach 393 ↓ -58.7%	Indirect Outreach 100,012 ↑ 753.0%	Group Events 30 ↓ -18.9%	Room Nights Generated 3,010 ↓ -14.9%	Actualized Revenue \$862,359 ↓ -12.5%	Groups Served 34 ↓ -8.1%

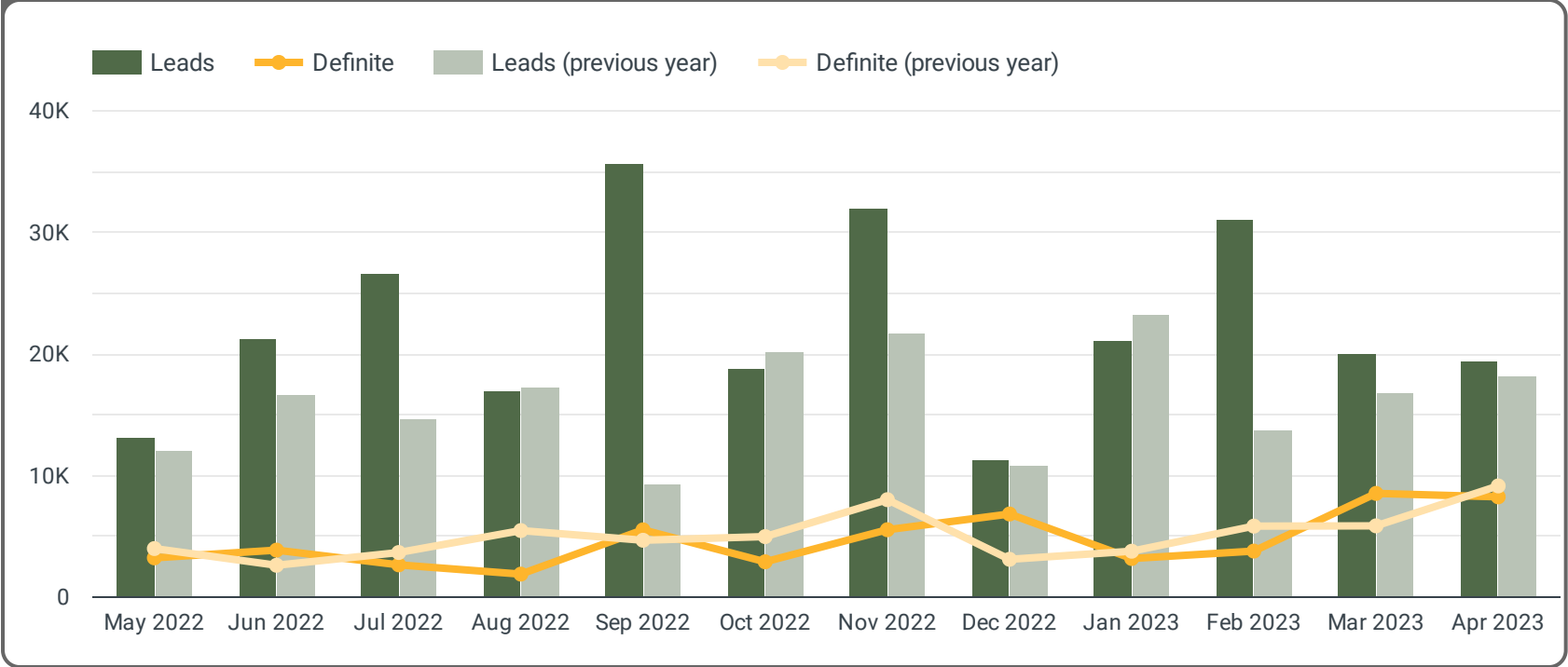
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 894 ↑ 11.8%	Room Nights (Leads) 233,107 ↑ 40.2%	Leads Turned Definite 339 ↓ -11.9%	Room Nights (Definite) 55,062 ↓ -0.6%	Estimated Total Revenue \$14,750,261 ↑ 6.6%	
P2P Outreach 6,333 ↓ -3.9%	Indirect Outreach 3,352,150 ↑ 3,185.4%	Group Events 342 ↑ 14.4%	Room Nights Generated 36,804 ↑ 24.4%	Actualized Revenue \$12,272,404 ↑ 40.4%	Groups Served 334 ↑ 8.4%

Sales Leads vs. Definite



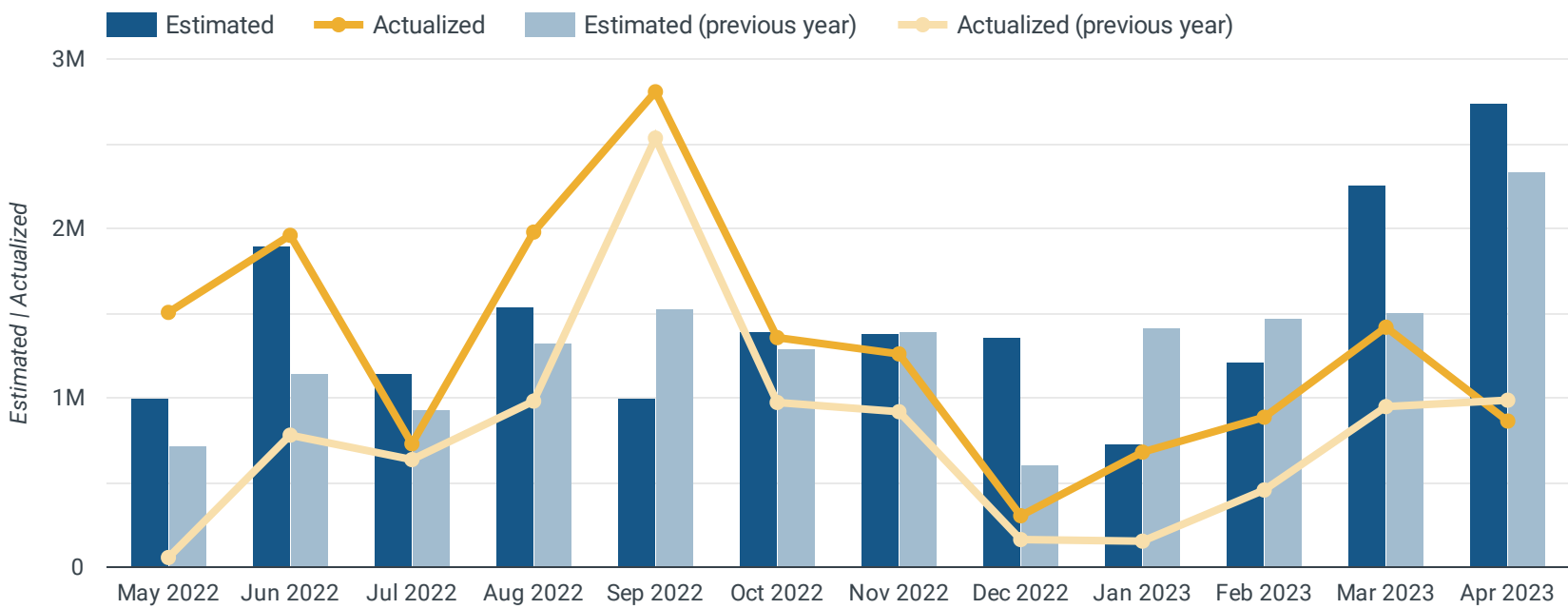
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report

ASHEVILLE

Estimated vs. Actualized Revenue



Sales Outreach 2022-23 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Apr 2023	393	-58.7%	100,012	7.5
2.	Mar 2023	461	-4.8%	3,102,094	296.7
3.	Feb 2023	866	53.0%	207	-1.0
4.	Jan 2023	545	31.0%	10,424	30.6
5.	Dec 2022	746	26.2%	11,205	7.5
6.	Nov 2022	753	9.4%	758	-1.0
7.	Oct 2022	429	-50.1%	2,706	-0.9
8.	Sep 2022	1,060	117.7%	13,562	0.1
9.	Aug 2022	387	-53.3%	109,553	183.4
10.	Jul 2022	693	-3.3%	1,629	1,628.0

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Apr 2023	30	-18.9%	3,010	-7.5%
2.	Mar 2023	28	7.7%	5,309	18.9%
3.	Feb 2023	18	28.6%	2,352	33.7%
4.	Jan 2023	7	-22.2%	1,772	238.8%
5.	Dec 2022	22	15.8%	1,106	23.3%
6.	Nov 2022	39	30.0%	3,778	36.9%
7.	Oct 2022	60	11.1%	3,787	40.3%
8.	Sep 2022	71	42.0%	6,370	-2.9%
9.	Aug 2022	35	25.0%	6,466	63.0%
10.	Jul 2022	32	0.0%	2,091	-4.7%

Marketing Department Performance Report

ASHEVILLE

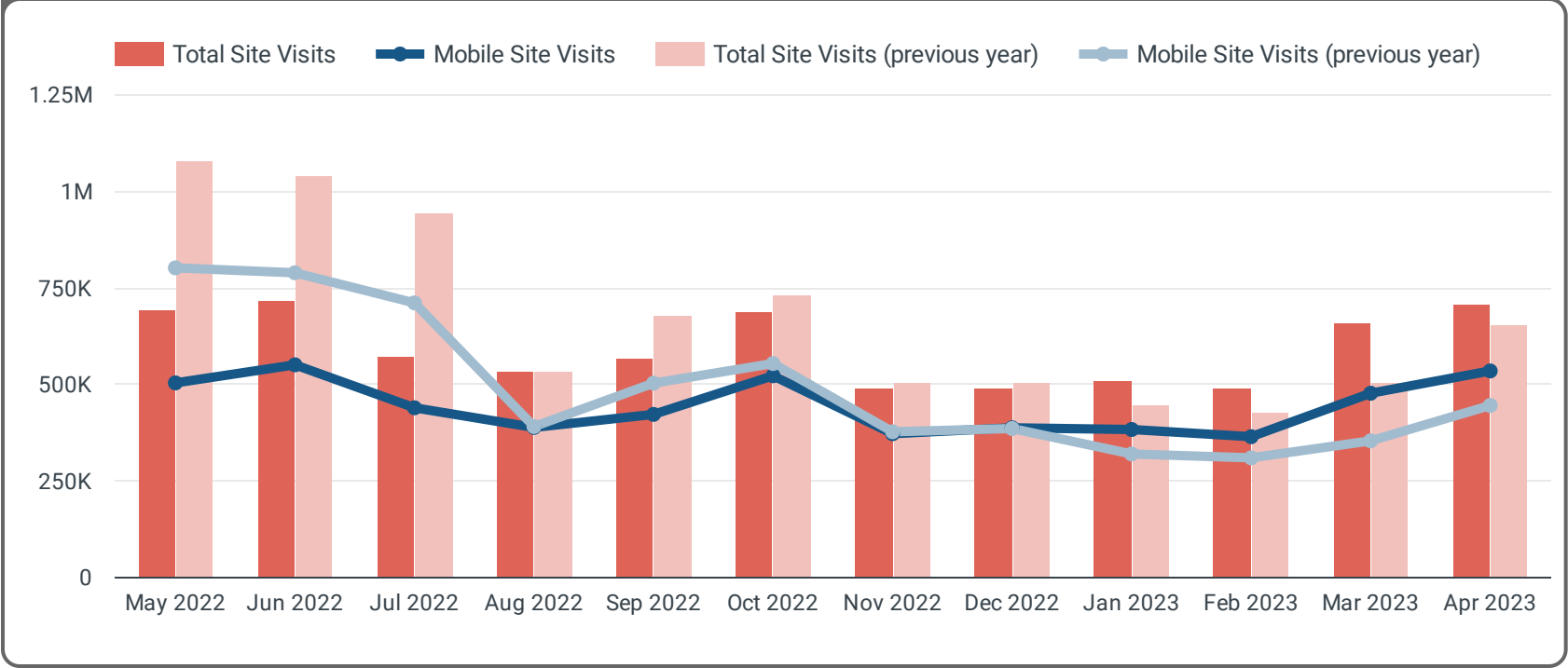
Marketing Metrics Overview - April 2023

Website Visits 708,839 ↑ 7.2%	Mobile Site Visits 535,900 ↑ 19.6%	aRes - Room Nights 71 ↑ 44.9%	aRes - Room Revenue \$13,076 ↑ 9.6%	Total Facebook Fans 315,411 ↑ 3.2%
PR Publicity Value \$2,350,397 ↓ -45.5%	PR Estimated Impressions 1,243,888,476 ↑ 55.1%	Significant Placements 19 ↓ -20.8%	Media Touchpoints 60 ↑ 150.0%	Video Views 590,146 ↑ 390.2%

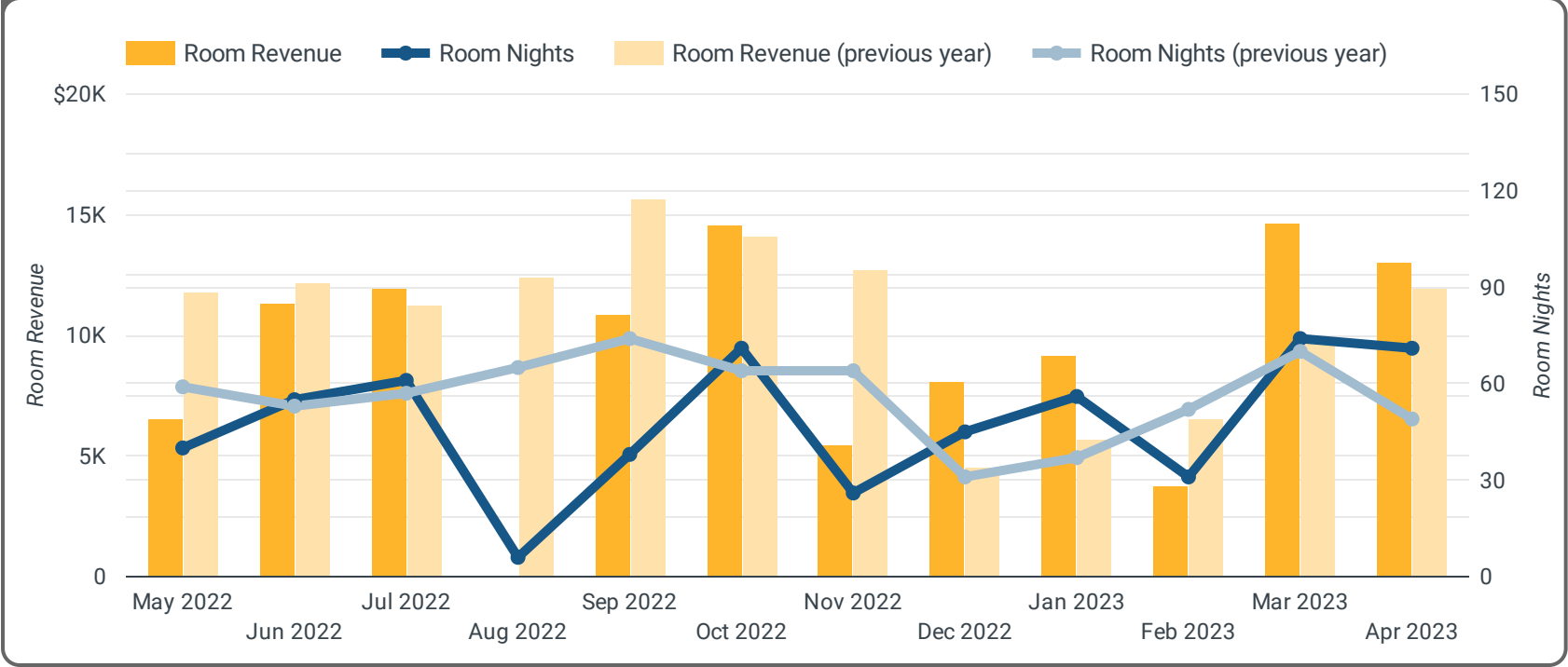
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 5,703,485 ↓ -4.0%	Mobile Site Visits 4,282,047 ↓ -1.4%	aRes - Room Nights 479 ↓ -14.9%	aRes - Room Revenue \$90,802 ↓ -13.4%	Avg. Total Facebook Fans 311,787 ↑ 2.5%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 9,776,569 ↑ 608.0%

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.	Apr 2023		\$13,593	-100%		907,681	-91.51%
2.	Mar 2023		\$1,320	-100%		805,517	-74.27%
3.	Feb 2023		\$1,455,602	1,145%		1,738,803	-21.25%
4.	Jan 2023		\$1,005,439	851%		1,822,240	-11.7%
5.	Dec 2022		\$276,078	32%		987,399	-68.83%
6.	Nov 2022		\$471,078	-67%		2,555,243	-28.37%
7.	Oct 2022		\$1,005,308	28%		3,498,726	-42.35%

Online Publicity Value and Impressions

Month of Year ▾		Publicity Value - Online		% Δ	Estimated Impressions - Online		% Δ
1.	Apr 2023		\$2,336,804	57%		1,242,980,795	55.13%
2.	Mar 2023		\$3,643,725	174%		1,938,151,701	172.68%
3.	Feb 2023		\$2,812,693	106%		1,496,113,530	105.8%
4.	Jan 2023		\$3,259,924	165%		1,734,002,290	164.8%
5.	Dec 2022		\$3,168,041	119%		1,708,958,220	121.31%
6.	Nov 2022		\$3,578,548	168%		1,903,483,024	167.41%
7.	Oct 2022		\$4,825,909	153%		2,566,939,260	152.08%

Media Placements & Touchpoints

Month of Year ▾		Media Touchpoints / Interactions		% Δ	Significant Placements		% Δ
1.	Apr 2023		60	150.0%		19	-20.8%
2.	Mar 2023		120	26.3%		35	52.2%
3.	Feb 2023		170	400.0%		13	18.2%
4.	Jan 2023		112	86.7%		19	35.7%
5.	Dec 2022		60	160.9%		17	-5.6%
6.	Nov 2022		31	40.9%		34	209.1%
7.	Oct 2022		52	-25.7%		26	30.0%

Facebook Fans & Video Views (All Platforms)

Month of Year ▾		Total Facebook Fans		% Δ	Video Views		% Δ
1.	Apr 2023		315,411	3.2%		590,146	237.9%
2.	Mar 2023		314,015	2.3%		371,292	-6.5%
3.	Feb 2023		313,195	2.7%		646,581	148.6%
4.	Jan 2023		312,739	2.7%		382,005	1,289.9%
5.	Dec 2022		311,795	2.8%		383,742	320.3%
6.	Nov 2022		311,370	2.6%		359,976	184.6%
7.	Oct 2022		311,246	2.6%		5,654,949	10,629.8%

Destination Performance Report - Glossary



Destination Performance Metrics

Lodging Sales - Total lodging sales for all property types reported for the previous month. Data is provided by the Buncombe County Finance Department.

Hotel Occupancy - Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research.

Hotel Average Daily Rate (ADR) - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

Hotel Demand - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

Hotel Revenue Per Available Room (RevPAR) - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

Total Airport Passengers - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

Asheville Visitor Center - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Pack Square Park Visitor Center - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Black Mountain Visitor Center - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

Travel Guide Requests – The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

AirDNA Listing room nights - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

AirDNA Occupancy - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

AirDNA ADR (Average Daily Rate) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights booked in a given month. ADR includes cleaning fees but not other AirDNA service fees or taxes. Data is provided by AirDNA.

AirDNA RevPAR (Revenue Per Available Room) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

Sales Performance Metrics

Sales Leads Issued - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

Room Nights (Leads) - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

Leads Turned Definite - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

Room Nights (Definite) - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

Estimated Revenue - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

P2P Outreach - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

Indirect Outreach - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

Group Events - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

Room Nights Generated - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

Actualized Revenue - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

Groups Serviced - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.

Marketing Performance Metrics

Website Visits - Number of monthly website sessions to ExploreAsheville.com. Data is provided by Google Analytics.

Mobile Site Visits - Number of monthly website sessions from mobile and tablet devices to ExploreAsheville.com. Data is provided by Google Analytics.

aRes - Room Nights - Number of monthly room nights booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data is provided by aRes Travel.

aRes - Room Revenue - Total monthly room revenue for rooms booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data excludes cancellations and is provided by aRes Travel.

Total Facebook Fans - Total number of Facebook fans for the Visit Asheville Facebook page reported monthly. Data is provided by Facebook.

PR Publicity Value – Estimated ad equivalency cost of clips secured across multiple mediums. Data is provided by Cision.

PR Estimated Impressions – The circulation of the publication and the estimated gross impressions for broadcast and digital articles by the placements reported for the previous month. Data is provided by Cision.

Significant Placements – Clips from online, print or broadcast media that Explore Asheville had a hand in securing or that feature Asheville predominantly and have a reach of certain threshold. Reported for the previous month. Data is provided by Cision.

Media Touchpoints – Monthly contact that members of the PR team had with various media outlets or journalists. Data is provided by Explore Asheville PR Team.

Video Views (All Platforms) - Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Facebook, and Instagram and does not include advertising campaign views.

*** Source:** STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

**** AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations. During periods of unusually high cancellations, AIRDNA may overestimate room night demand for short term rentals.

ORDINANCE # 06.28.23

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2023-2024**

BOARD MEETING DATE: June 28, 2023

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 28th day of June, 2023:

Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION

Salaries and Benefits	\$ 4,102,000
Marketing	19,478,000
Business Development	2,122,000
Partnership & Destination Management	548,000
Administration & Facilities	1,250,000

TOTAL APPROPRIATION:	<u>\$ 27,500,000</u>
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REVENUE

Occupancy Tax Revenue	\$ 27,500,000
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TOTAL APPROPRIATION:	<u>\$ 27,500,000</u>
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Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION

Product Development Administration	\$ 571,200
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TOTAL APPROPRIATION:	<u>\$ 571,200</u>
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REVENUE

Occupancy Tax Revenue	\$ 571,200
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TOTAL APPROPRIATION:	<u>\$ 571,200</u>
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Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Legacy Investment From Tourism Fund for the operation of the Buncombe County Tourism Development Authority's Legacy Investment From Tourism Fund Administration Budget and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION	
Legacy Investment From Tourism Administration	\$ 39,560
Wayfinding Administration	\$ 300,000
TOTAL APPROPRIATION:	\$ 339,560
REVENUE	
Occupancy Tax Revenue	\$ 339,560
TOTAL APPROPRIATION:	\$ 339,560

Section 4: The following amounts are hereby appropriated and revenues estimated to be available in the earned income fund for the operation of the Buncombe County Tourism Development Authority's Earned Revenue Budget and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION	
Local Support from Earned Revenue	\$ 250,000
TOTAL APPROPRIATION:	\$ 250,000
REVENUE	
Earned Revenue	\$ 216,400
Fund Balance - Committed for Event Support Program	\$ 33,600
TOTAL APPROPRIATION:	\$ 250,000

ATTEST:

TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:

Julia Simpson, Manager, Executive & Strategy

By:

Kathleen Mosher, BCTDA Board Chair