



Board Meeting

Wednesday, June 28, 2023 | 9:00 a.m.

UNC Asheville Sherrill Center | 227 Campus Drive | Ingles Mt. View Room

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 May 31, 2023 Meeting Minutes	Kathleen Mosher
9:10 a.m.	May 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:15 a.m.	Approval of BCTDA FY24 Meeting Schedule	Kathleen Mosher
9:20 a.m.	BCTDA Board Development Committee Update a. FY24 BCTDA Board Officers Nominations	Kathleen Mosher
9:25 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:35 a.m.	Proposed BCTDA FY24 Budget Ordinance a. Public Hearing on Proposed BCTDA FY24 Budget Ordinance b. Approval of Proposed BCTDA FY24 Budget Ordinance	Jennifer Kass-Green, Kathleen Mosher
9:45 a.m.	Tourism Product Development Fund Committee a. McCormick Field Major Works Pathway Recommendation	Tiffany Thacker
10:00 a.m.	Marketing Update	Marla Tambellini
10:20 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:40 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, July 26, 2023**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. 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, May 31, 2023

Present (Voting):	Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Matthew Lehman, HP Patel, Larry Crosby, Andrew Celwyn, Michael Lusick, Scott Patel
Absent (Voting):	Elizabeth Putnam
Present (Ex-Officio):	Buncombe County Commissioner Terri Wells
Absent (Ex-Officio):	Asheville Vice Mayor Sandra Kilgore
Staff:	Vic Isley, Jennifer Kass-Green, Julia Simpson, Ashley Greenstein, Josh Jones, Holly Watts, Marla Tambellini, Penelope Whitman, Mike Kryzanek
BC Finance:	Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
In-Person Attendees:	Chris Corl, Debra Campbell; City of Asheville Brian DeWine, Asheville Tourists Crystal Camacho, Alexis Clingenpeel; Virtelle Hospitality Rick Bell, Asheville Buncombe Hotel Association Randy Claybrook, Asheville Bed & Breakfast Association Sharon Tabor, Jason Burk; Black Mountain Swannanoa Chamber Zach Wallace, Asheville Area Chamber of Commerce Meghan Rogers, Asheville Independent Restaurant Association Chris Smith, Asheville Buncombe Regional Sports Commission John Ellis, Prior BCTDA Board Member Peter Pollay, Posana Ben Williamson, Buncombe Decides Tyler Smith, Rosemary Dodd, Melanie Chopko; Asheville Democratic Socialists of America (DSA) Roy Harris, Pepi Acebo, Ginna Reid, Nina Tovish, Mary Standaert, Cat Hebson, Reid Andry; Community Members Norma Baynes, Shiloh Community Association Jen Hampton, Emmaleigh Azonauta, Dan Dean; Asheville F&B United Timothy Sadler, Closed Loop Consulting Kevin Jones, Neighborhood Economics Ernie Boyd, Just Economics Sarah Honosky, Citizen Times Greg Parlier, Francis O'Connor; Mountain Xpress Jason Sanford, Ashvegas.com

Online Attendees: Jon Schmieder, Huddle Up Group
Don Staley, Snap Sports Tourism
Glenn Ramey, Charlie Reed, Mickey Poandl, Emily Crosby, Khal Khoury, Carli Adams, Connie Holliday, Tina Porter, Kathryn Dewey, Kimberly Puryear, Sha'Linda Pruitt, Anna Harris, McKenzie Provost, Cass Herrington, David Thompson; Explore Asheville Staff
Madison Davis, Asheville Buncombe Regional Sports Commission
Jim Muth, TPDF Committee
Kit Cramer, Asheville Area Chamber of Commerce
Stu Helm, Asheville Food Tours
Lacy Cross, Movement Bank
Himanshu Karvir, Scott Kerchner; Virtelle Hospitality
Stephanie Moore, Center for Craft
Lindsey Kass-Green, Warren Wilson College
Kevin Beattie, Madison Smith; WLOS
Koree Case, MMGY Global
Jonathan Kay
M Ritter

Executive Summary of Meeting Minutes

- Mosher called to order the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, at 9:01 a.m. Introductions were made around the room.
- Minutes from the April 26, 2023, BCTDA meeting were approved with an 8-0 vote.
- The LIFT Fund Nominating Committee appointments were announced.
- The April 2023 financial reports were reviewed and approved with an 8-0 vote.
- The FY23 audit contract with Mauldin & Jenkins was approved with an 8-0 vote.
- The resolution to join the North Carolina Investment Pool (NCIP) was approved with an 8-0 vote.
- Vic Isley provided her President & CEO's report.
- A budget presentation was given; with an 8-0 vote, a public hearing for the consideration of the FY24 proposed budget ordinance was set for June 28.
- Huddle Up Group provided an update on the sports commission organizational assessment.
- The city's funding request for McCormick Field was referred to the TPDF Committee to review and make recommendations.
- Commissioner Terri Wells provided county-related updates.
- Comments from the public were heard.
- With an 8-0 vote, the BCTDA meeting adjourned at 11:28 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 9:01 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

Crosby made a motion to approve the April 26, 2023, regular meeting minutes. Lusick seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 8-0.

Appointment of Nominating Committee for Legacy Investment From Tourism (LIFT) Fund

Tiffany Thacker reminded the board of the LIFT Fund implementation timeline. Thacker noted that LIFT Fund grant cycles would alternate with Tourism Product Development Fund (TPDF) grant cycles.

Thacker said the establishment of the LIFT Fund Committee is underway and that committee applications opened on May 15 and will close July 7. She outlined the LIFT Fund Committee structure and said the nominating committee will consist of three TPDF Committee members. The LIFT Fund Committee member recommendations will be presented in August for BCTDA approval.

Mosher appointed Brenda Durden, Ken Stamps, and Fielding Lowe as the LIFT Fund Nominating Committee members.

Financial Reports

April 2023 Financial Reports

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

Durden made a motion to approve the April 2023 financial reports as presented. Celwyn seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

FY23 Audit Contract

Mason Scott provided background on the recommendation of the FY23 auditor, noting that the county issued an RFP for a three-year contract after five years with the same auditor. Scott answered questions about the selection of Mauldin & Jenkins.

Celwyn made a motion to approve the Mauldin & Jenkins FY23 audit letter and contract as presented. HP Patel seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

North Carolina Investment Pool (NCIP) Resolution

Lehman said the Finance Committee recommended joining NCIP as discussed in the April meeting and presented a resolution. There were no questions.

Crosby made a motion to approve the NCIP resolution as presented. Durden seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

President & CEO Report

Vic Isley highlighted some of Explore Asheville's recent work. Isley then presented lodging occupancy and demand for April compared to previous years. Isley shared year-over-year visitor spending data.

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

BCTDA Proposed FY24 Budget Presentation

Lehman made a few opening remarks on behalf of the Finance Committee about visitor spending and the vast beneficiaries of tourism are outside of lodging businesses. Jennifer Kass-Green then presented the FY24 proposed budget, outlining the allocations to operating fund, TPDF, and LIFT Fund, and she highlighted certain items. (Refer to the presentation on AshevilleCVB.com for more detail.) Celwyn shared his perspective about Explore Asheville's compensation. No other comments or questions were shared about the proposed budget.

Crosby then made a motion to make the ordinance available for public review and to schedule a public hearing for the consideration of the ordinance on June 28. Lehman seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

The proposed budget ordinance is on file with Explore Asheville and posted on AshevilleCVB.com.

Asheville Buncombe Regional Sports Commission (ABRSC) Assessment Update

Vic Isley provided background on the organizational assessment of ABRSC and the BCTDA's involvement with the sports commission. Isley then introduced Jon Schmieder of Huddle Up Group and Don Staley of SNAP Sports Tourism Consulting who joined the meeting virtually via Zoom.

Schmieder shared information about Huddle Up Group, explained the assessment process, and reviewed their primary and secondary recommendations from the report. Schmieder explained the blended model structure that Huddle Up Group proposed for Asheville and the associated rationale that it keeps the 501(c)(3) sports commission and separate board intact.

Crosby, who is on the ABRSC board, outlined the next steps in the process, including a supplemental evaluation by a task force before a final decision. Isley said action was not needed by the BCTDA at this point but asked whether there were any reservations with proceeding; no objections were expressed.

Tourism Product Development Fund (TPDF) – Major Works Pathway, McCormick Field Request

Chris Corl, director of community and regional entertainment facilities for City of Asheville, presented the city's request for the BCTDA's support via TPDF for the McCormick Field Centennial Restoration and Capital Improvements Project—a collaborative, multi-year partnership with the city, Buncombe County, and the operator. The request for funding included the reallocation of \$1.95 million previously awarded funding for the Coxe Avenue Project and \$1.4 million annually for 15 consecutive years.

Corl gave an overview of the project benefits, facility details and history, expanded vision for the venue, costs, timeline, proposed funding structure, long-term commitments, growth projections, community and economic impacts, and alignment with the BCTDA's pillars. Corl then answered all questions.

Lehman made a motion to approve assigning the City of Asheville's request for investment in McCormick Field through the Major Works Pathway to the TPDF Committee to review and make a recommendation to the BCTDA. Durden seconded the motion. A vote was taken; with all in favor, the motion carried 8-0. The TPDF Committee will bring a recommendation to the June 28 BCTDA meeting.

Asheville City Council Update

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

Buncombe County Commission Update

Commissioner Wells reported on recent county-related business, including updates that the county's 2043 comprehensive plan passed and that a public hearing on the proposed budget is June 6.

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 May 30 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 comment completed the public comment sign-in sheet, affirming that they read, understood, and agreed to abide by the Rules of Decorum.

Roy Harris addressed the board about collaboration. Timothy Sadler, Pepi Acebo, Emmaleigh Azonauta, Jen Hampton, Ginna Reid, Rosemary Dodd, Nina Tovish, Kevin Jones, and Ben Williamson spoke about the lack of affordable housing for local workforce being problematic. Representing a larger campaign—which collected 2,000+ signatures by canvassing—the group advocated for the LIFT Fund to support affordable housing for service workers and for service worker representation on the LIFT Committee.

Isley acknowledged the community needs were understood and thanked commenters. Isley noted that anyone interested in the LIFT Fund Committee could apply. Isley also clarified that based on legislative requirements a nonprofit or government entity must submit a request for a specific project to be considered for LIFT Fund grants.

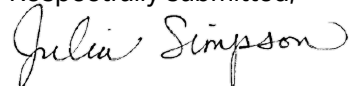
Adjournment

Durden made a motion to adjourn the meeting, and Crosby seconded the motion. With all in favor, the motion carried 8-0. The meeting was adjourned at 11:28 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, June 28, 2023, beginning at 9:00 a.m., in the Ingles Mt. View Room of UNC Asheville Sherrill Center, located at 227 Campus Drive 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

May 31, 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	\$ 1,891,348	\$ 19,894,719	\$ 7,322,883	73.1%	\$ 22,495,239	-11.6%
Investment income	-	3,540	26,115	(26,115)	-	2,386	994.7%
Other income	-	-	35,213	(35,213)	-	-	-
Earned revenue	183,000	244	160,299	22,701	87.6%	328,107	-51.1%
Total revenues	<u>27,400,602</u>	<u>1,895,132</u>	<u>20,116,346</u>	<u>7,284,256</u>	<u>73.4%</u>	<u>22,825,731</u>	<u>-11.9%</u>
Expenditures:							
Salaries and Benefits	3,713,360	235,041	2,336,264	1,377,096	62.9%	2,180,062	7.2%
Sales	2,159,000	149,219	1,385,746	773,254	64.2%	673,905	105.6%
Marketing	21,895,242	2,897,495	12,086,553	9,808,689	55.2%	8,348,225	44.8%
Community Engagement	300,000	28,913	130,545	169,455	43.5%	94,327	38.4%
Administration & Facilities	1,150,000	99,228	854,540	295,460	74.3%	704,087	21.4%
Events/Festivals/Sponsorships	225,000	46,102	194,831	30,169	86.6%	169,492	15.0%
Total expenditures	<u>29,442,602</u>	<u>3,455,998</u>	<u>16,988,479</u>	<u>12,454,123</u>	<u>57.7%</u>	<u>12,170,097</u>	<u>39.6%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>(1,560,866)</u>	<u>3,127,867</u>			<u>\$ 10,655,635</u>	<u>-70.6%</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>\$ (1,560,866)</u>	<u>3,127,867</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 29,516,425</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

May 31, 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	1,891,348	2,347,369	-19%	19,894,719	22,495,239	-12%	465,780	\$ 782,456	-40%	4,899,446	7,498,413	-35%
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>\$19,894,719</u>	<u>\$ 27,276,952</u>		<u>\$ 19,894,719</u>	<u>\$ 27,276,952</u>		<u>\$ 4,899,446</u>	<u>\$ 9,092,317</u>		<u>\$ 4,899,446</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	465,780	-	-	4,899,446	-	-	2,822,907	\$ 3,129,825	-10%	29,693,610	29,993,652	-1%
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 4,899,446</u>	<u>\$ -</u>		<u>\$ 4,899,446</u>	<u>\$ -</u>		<u>\$29,693,610</u>	<u>\$36,369,269</u>		<u>\$ 29,693,610</u>	<u>\$36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

May 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,327,570	\$ 29,950,137	\$ (3,622,567)	113.8%
Investment Income	-	2,782,091	(2,782,091)	0.0%
Total revenues	<u>26,327,570</u>	<u>32,732,228</u>	<u>(6,404,658)</u>	<u>124.3%</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	650,000	7,490,000	8.0%
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	59,561	440,439	11.9%
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>1,812,424</u>	<u>24,100,146</u>	<u>7.0%</u>

Product development fund administration	<u>415,000</u>	<u>168,974</u>	<u>246,026</u>	<u>40.7%</u>
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Total product development fund	<u>\$ 26,327,570</u>	<u>\$ 1,981,398</u>	<u>\$ 24,346,172</u>	<u>7.5%</u>
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Product Development Funds Available for Future Grants

Total Net Assets	\$ 30,750,830
Less: Liabilities/Outstanding Grants	(24,100,146)
Less: Unspent Admin Budget (Current Year)	<u>(246,026)</u>
Current Product Development Amount Available	<u>\$ 6,404,658</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Legacy Investment from Tourism Fund

May 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 4,899,446	\$ (4,899,446)	0.0%
Investment Income	-	-	-	-
Total revenues	-	4,899,446	(4,899,446)	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		\$ 4,899,446		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		\$ 4,899,446		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

May 31, 2023

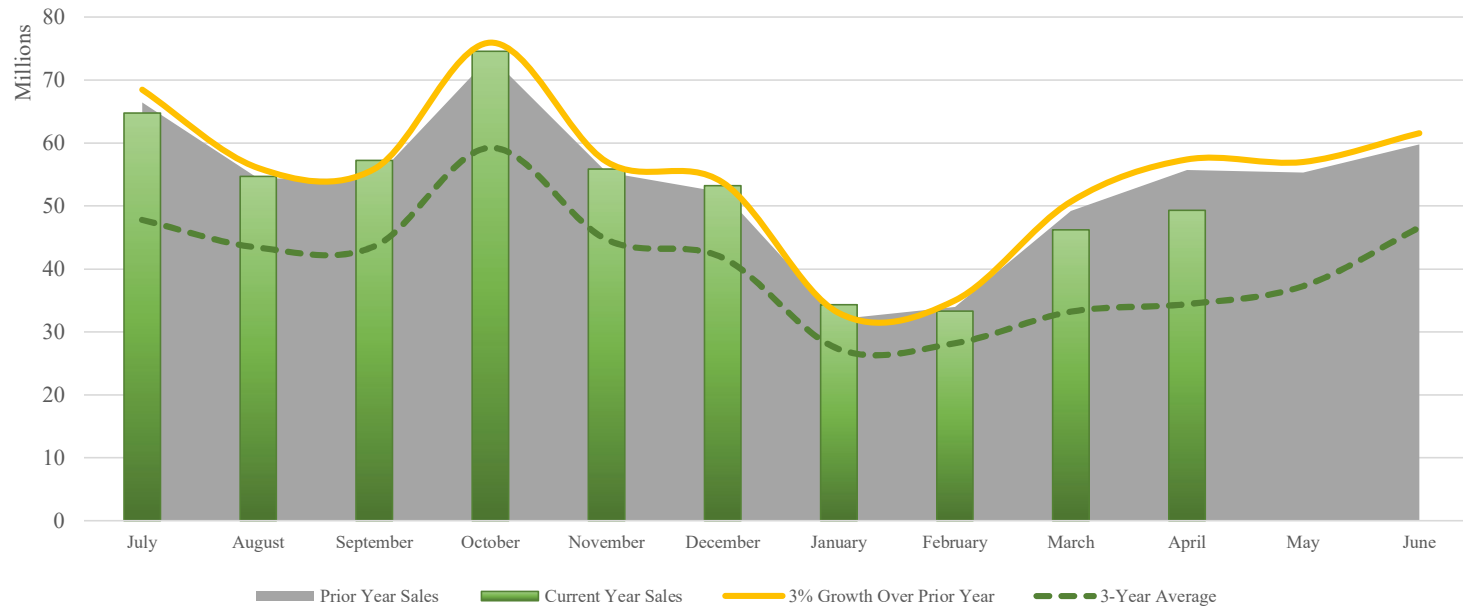
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 31,391,896	\$ 30,750,830	\$ 4,899,446	\$ 62,142,726
Receivables	-	-	-	-
Total current assets	<u>\$ 31,391,896</u>	<u>\$ 30,750,830</u>	<u>\$ 4,899,446</u>	<u>62,142,726</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 1,710,072	\$ -	\$ -	\$ 1,710,072
Future events payable	165,400	\$ 24,100,146	\$ -	\$ 24,265,546
Total current liabilities	<u>1,875,472</u>	<u>\$ 24,100,146</u>	<u>\$ -</u>	<u>\$ 25,975,618</u>
				-
Fund Balances:				-
Restricted for product development fund	-	6,650,683	-	6,650,683
Restricted for LIFT fund	-	-	4,899,446	4,899,446
Committed for event support program	57,221	-	-	57,221
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	12,672,994	-	-	12,672,994
Total fund balances	<u>29,516,425</u>	<u>6,650,683</u>	<u>4,899,446</u>	<u>41,066,554</u>
Total liabilities and fund balances	<u>\$ 31,391,896</u>	<u>\$ 30,750,830</u>	<u>\$ 4,899,446</u>	<u>\$ 62,142,726</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

May 31, 2023



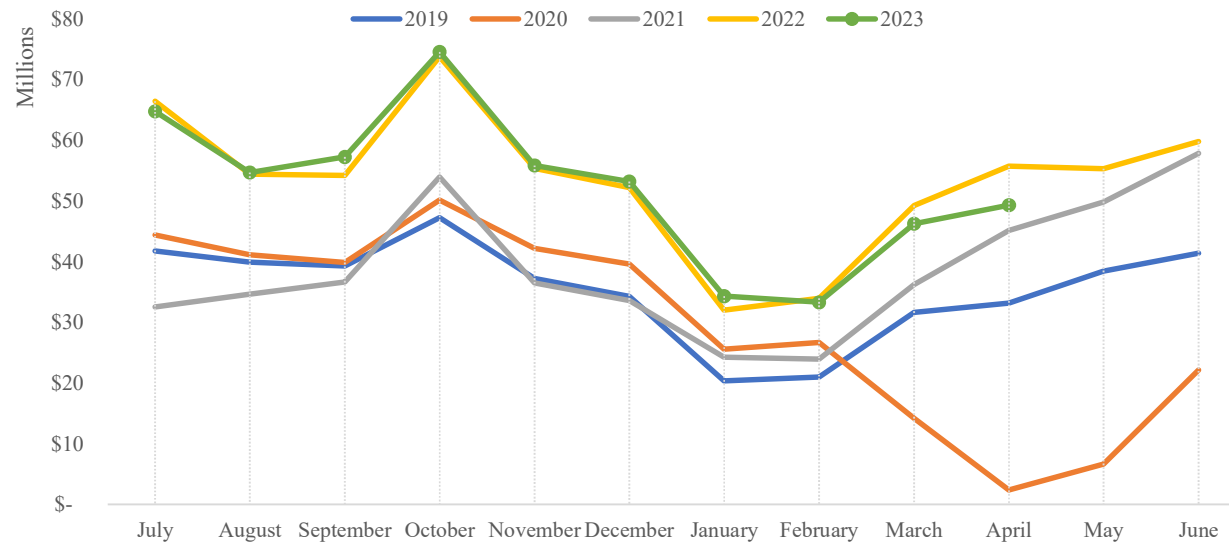
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,793,944	\$ 66,470,974	-3%	-3%	\$ 68,465,103	\$ 47,801,350
August	54,692,346	54,412,470	1%	-1%	56,044,844	43,396,488
September	57,225,820	54,237,200	6%	1%	55,864,316	43,596,513
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	46,245,810	49,237,522	-6%	1%	50,714,648	33,229,842
April	49,336,645	55,712,735	-11%	-1%	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>\$523,594,780</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

May 31, 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	46,245,810
April	33,141,034	2,402,461	45,171,098	55,712,735	49,336,645
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	\$ 523,594,780

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

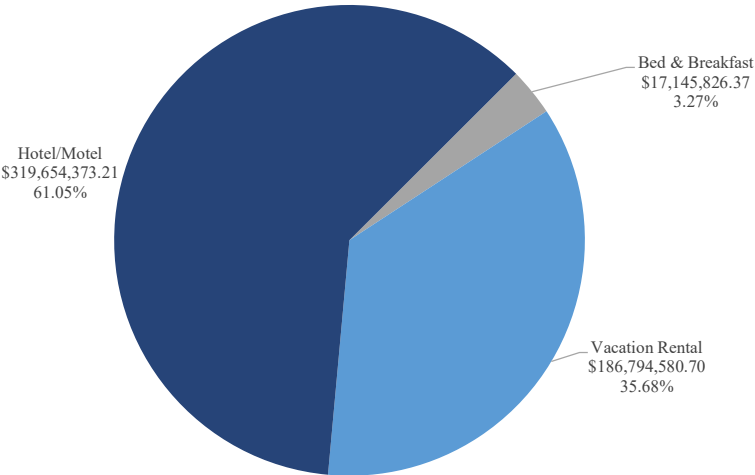
May 31, 2023

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%	17,762,097	19,990,357	-11.1%	0.3%	1,340,970	1,339,284	0.1%	23.5%	46,245,810	49,237,522	-6.1%	0.5%
April	29,985,459	33,881,484	-11.5%	-1.5%	17,538,620	20,122,633	-12.8%	-1.1%	1,812,565	1,708,618	6.1%	21.4%	49,336,645	55,712,735	-11.4%	-0.7%
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	<u>\$ 319,654,373</u>	<u>\$ 394,990,447</u>			<u>\$ 186,794,581</u>	<u>\$ 229,458,829</u>			<u>\$ 17,145,826</u>	<u>\$ 18,100,480</u>			<u>\$ 523,594,780</u>	<u>\$ 642,549,756</u>		

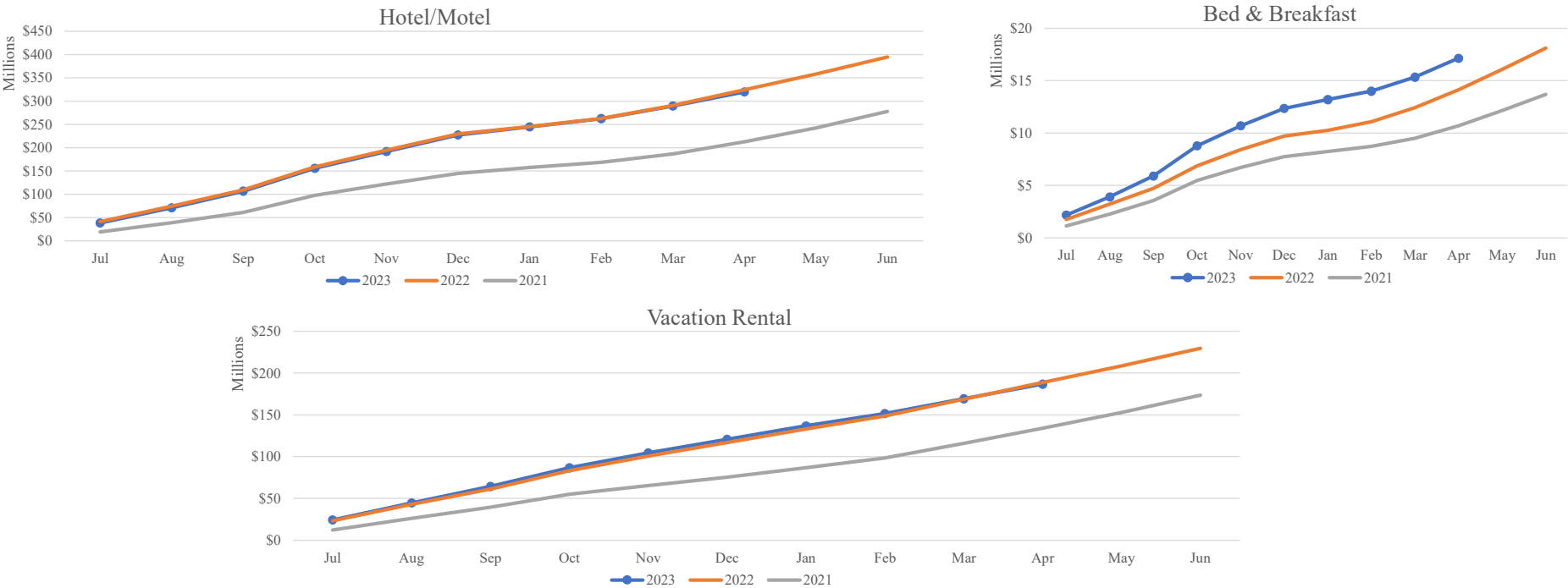
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
May 31, 2023

Total Lodging Sales by Type, Year-to-Date



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



MONTHLY HIGHLIGHTS

MAY 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.

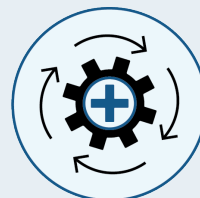
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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:** Closed Phase I applications on May 17; received 10 applications for committee to review that requested a combined total of \$18 million
- **Event Grants and Sponsorships:** Supported the following events through funding and cross-promotion
 - **2023 Distinguished Citizen Dinner Honoring Oscar Wong:** Daniel Boone Council Boy Scouts of America 8th annual event on May 3
 - **Get in Gear Fest:** Outdoor Gear Builders event on May 6
 - **Bloom with a View:** The North Carolina Arboretum Society event May 1-14
 - **Asheville Amadeus Festival 2023:** Asheville Symphony event May 11-20
 - **A Sonic Diaspora: Music of Life:** Music of Life: Asheville Choral Society event on May 20
 - **GRINDFest AVL:** Black Wall Street AVL event on May 26-28
 - **Pritchard Park Summer Series:** Asheville Downtown Association event series occurring weeknights May 30 through August 8
 - **Art in Bloom:** Black Mountain Center for the Arts 17th annual event

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

- **Press Coverage:** Earned the following media mentions in May
 - **New York Times:** [36 Hours in Asheville, N.C.: Things to Do and See](#) (result of Shayla Martin's 2022 visit and ongoing efforts to finalize the story)
 - **Smart Meetings:** [New Heights for Meetings and Incentives](#)
 - **World Bride:** [Getting Hitched In North Carolina](#) (result of Cari Wira Dineen's March visit)

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

- **AdventureELEVATE:** Attended Adventure Travel Trade Association's event in Portland, ME, and [announced that Asheville will be hosting this event June 10 - 14, 2024](#); next year's event has 350 people scheduled for attendance, including 30-40 media, and will include regionally-focused content and adventure opportunities, keynote speakers, educational panels, and media connections for the adventure travel community
- **HelmsBriscoe:** Attended the Annual Business Conference in Denver, CO, with 750 associates and held non-scheduled one-on-one appointments
- **IPW Tradeshow:** Attended U.S. Travel Association's International Pow Wow (IPW) in San Antonio, TX, and met with international tour operators, media, and marketing professionals from 60 different countries (5,000+ attended); conducted 42 scheduled appointments and joined educational workshops and networking events
- **Northstar Incentives Live:** Attended in St. Petersburg, FL, and conducted 20 one-on-one appointments with planners; more than 85 incentive planners attended the 3-day event, which included industry speakers, networking receptions, meals, and activities



ENCOURAGING SAFE & RESPONSIBLE TRAVEL

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

- **Influencer Visits:** Hosted and provided itineraries for content creation and social sharing
 - **Chris Burkard:** Hosted photographer and outdoor enthusiast for marketing photo capture and social sharing to his 3.9M+ followers; Asheville's natural beauty and outdoor adventures were highlighted on Instagram in real time (sample [here](#))
- **Media Visits:** Hosted and provided itineraries for journalists to secure future coverage
 - **Jason Frye, Matador, The Points Guy, Our State:** Hosted reporter during Get in Gear Fest to cover Asheville's outdoor industry, including a bike riding excursion
- **Press Coverage:** Earned the following media mentions in May
 - **MSN:** [Where Are the Best Asheville Hiking Trails?](#) (result from Scott McConkey's March visit)
 - **Cardinal & Pine:** [21 Enchanting North Carolina Botanical Gardens to Put on Your Must-Visit List](#)
 - **La Noticia:** [Biltmore Blooms: el espectáculo floral más impresionante de Asheville](#)



ENGAGING & INVITING MORE DIVERSE AUDIENCES

Extending a genuine invitation to diverse audiences

- **Affrilachian Gathering:** Co-hosted event on May 20 in Atlanta, GA, for 60 BIPOC travelers with NOMADNESS Travel Tribe; featured a coursed dinner and Q&A by James Beard Award finalist and chef Ashleigh Shanti
 - Social sharing reached a potential 683K audience (sample [post](#))
- **Essence Magazine:** Partnered on an advertorial [Plan your Mid-Week Trip to Asheville](#) that highlights places to stay, dine, and explore
- **Influencer Visits:** Hosted and provided itineraries for content creation and social sharing
 - **Asheville Beer Week and GRINDFest:** Hosted BIPOC content creators—Ale Sharpton ([@realalesharpton](#)), Black Beer Travelers ([@blackbeertravelers](#)), and Craft Beer Chris ([@thecraftbeerconnoisseur](#))—to promote Asheville Beer Week and GRINDFest
- **Press Coverage:** Earned the following media mentions in May
 - **Passport:** [Find Your Place In The Welcoming LGBTQ+ Community Of Asheville, NC](#)
 - **Black Bride:** [Escape to These Romantic Wedding Destinations – Your Happily Ever After Starts Here](#) (result of Candice David's April visit)
- **Spanish-speaking Traveler Content Initiative:** Began production of a Latinx brand video geared towards welcoming Spanish-speaking travelers to Asheville

Promoting minority owned businesses | Increasing diversity of partner network

- **Diversity Designations:** Updated business tags so that partners can now self-identify as Asian Pacific, Black, Hispanic, LGBTQ+, Native American, Subcontinent Asian, Veteran and Woman-owned via their Extranet account; website listings can be filtered by the criteria



PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

Elevating Asheville's creative experiences to differentiate and inspire visits

- **Asheville Beer Week:** Published and maintained the Asheville Beer Week microsite and cross-promoted events
- **Press Coverage:** Earned the following media mentions in May
 - **The Washington Post:** [The latest hot food destination is nestled in the Blue Ridge Mountains](#)
 - **Veranda:** [These Are the 12 Best Spa Resorts in the U.S.](#)
 - **Parade:** [20+ Must-See Destinations for Book Lovers To Transport You to a Whole Different World](#)
 - **MSN:** [Kickstart Your Day With These Top Asheville Coffee Shops](#) (result of Scott McConkey's March visit)
 - **Cardinal & Pine:** [16 NC Trails That Take You To Something Awesome](#)
 - **NW Georgia Living:** [Wanderlust – Asheville, North Carolina](#)
 - **North Virginia Magazine:** (result of Erica Moody's February visit)
 - [In Asheville, Find Outdoor Adventures, Great Art, and Craft Breweries](#)
 - [Taste the Tang of North Carolina Barbecue](#)
 - **Travel Lemming:**
 - [50 Best Things to Do in the USA This Summer \(2023\)](#)
 - [18 Best Breweries in Asheville in 2023 \(By a Local\)](#)

Actively promoting creative community and resources to groups and events

- **Co-Branded Gifts :** Added two new sustainable co-branded gifts to our group servicing inventory: [Eagle's Nest Outfitters \(ENO\)](#) Earth Bags (reusable tote) and [Pirani](#) Tumblers

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, May's features included [Asheville Outdoor Experiences](#), [Banjoe Vacations](#), [Board & Brush Creative Studio Asheville](#), [City Brew Tours Asheville](#), [Damn Good Beer Bus](#), [Dogwood Cottage Bakery](#), [KidCycle Club](#), [Leche Photography](#), [Narayani Gaia- Energy Healing](#), [Serenity Sound Healing of Asheville](#), [The Flat Iron Hotel](#), [The RailYard Blk Mtn](#), [The Times Bar and Coffee Shop](#), [The Whale::A Craft Beer Collective](#), [The Whale Outpost](#)



RUNNING A HEALTHY & EFFECTIVE ORGANIZATION

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

- **Biltmore Village FAM trip:** Met with Oby Morgan from Biltmore Village Business Association at Well-Bred Bakery, met with owners and participated in a race at the Track, toured the Grand Bohemian, toured historic Biltmore Village, spoke with employees/owners at Andaaz, Provisions Mercantile, and Finch
- **Visitor Guide Distribution:** Received and fulfilled 2,283 individual requests and 25 out-of-market orders, totaling 54 cases, or 2,700 guides; 27 local partners ordered 184 cases of visitor guides, or 9,200 guides
- **ExploreAsheville.com**
 - **New Partner Outreach:** Sent emails to 30 businesses
 - **Partner Meetings:** 7 in-person partner sessions/site visits
 - **Partner Listings:** Created 11 new free partner listings and updated 72 partner listings
 - **Partner One-on-Ones:** Held 9 partner support meetings
 - **Event Calendar:** 438 events created or reviewed and approved to our online calendar
 - **Package & Deals:** Added 5 package and deals

Focusing on events and communications strategy to increase community engagement

- **Explore Asheville Open House:** Hosted 113 guests at the Explore Asheville office for an open house, providing a chance for partners to meet with staff, mingle, and network; showcased music from Connor Law and Taylor Pierson, tarot readings from Asheville Wellness Tours, poems by Ryan Ashley, catering from Sage & Spice, beverages from Metro Wines, and craft cocktails made by Chemist Spirits (see [event photos](#) by Ricky Tejeda and Jessica Montanez)

Focusing on events and communications strategy to increase community engagement (continued)

- **E-Newsletters, E-Alerts:** Engaged partners through one press release, one partner alert, and two newsletters; partner communications in May resulted in a 2% increase in click rate
- **Local News & BCTDA / Explore Asheville Coverage:**
 - **General:**
 - Mountain Xpress: [Keep Asheville weird: businesses try to maintain uniqueness amid city's rapid growth](#)
 - AVL Watchdog: [Down Town, Part 9: An old idea—the Business Improvement District—gets new life](#)
 - Mountain Xpress: [Explore Asheville wins bid to host 2024 Adventure Travel Trade Association conference](#)
 - Mountain Xpress: [BCTDA seeks to waive part of penalty for bed and breakfast's missing taxes](#)
 - **Asheville Buncombe Regional Sports Commission**
 - Citizen Times: [Asheville council discuss homelessness count, Craven St. bridge garbage, sports commission](#)
 - Mountain Xpress: [Council to hear update on TDA takeover of Sports Commission](#)
 - AVL Watchdog: [Opinion: TDA's move to absorb Sports Commission sure looks like a power grab](#)
 - **Sponsorships, Festivals & Cultural Events**
 - WLOS: [AVLFest resurrects Asheville's music festival scene](#)
 - The Cherokee One Feather: [Asheville Symphony to hold educational concert at Harrah's Cherokee Center](#)



Destination Performance Report

ASHEVILLE

Lodging & Visitor Overview - May 2023

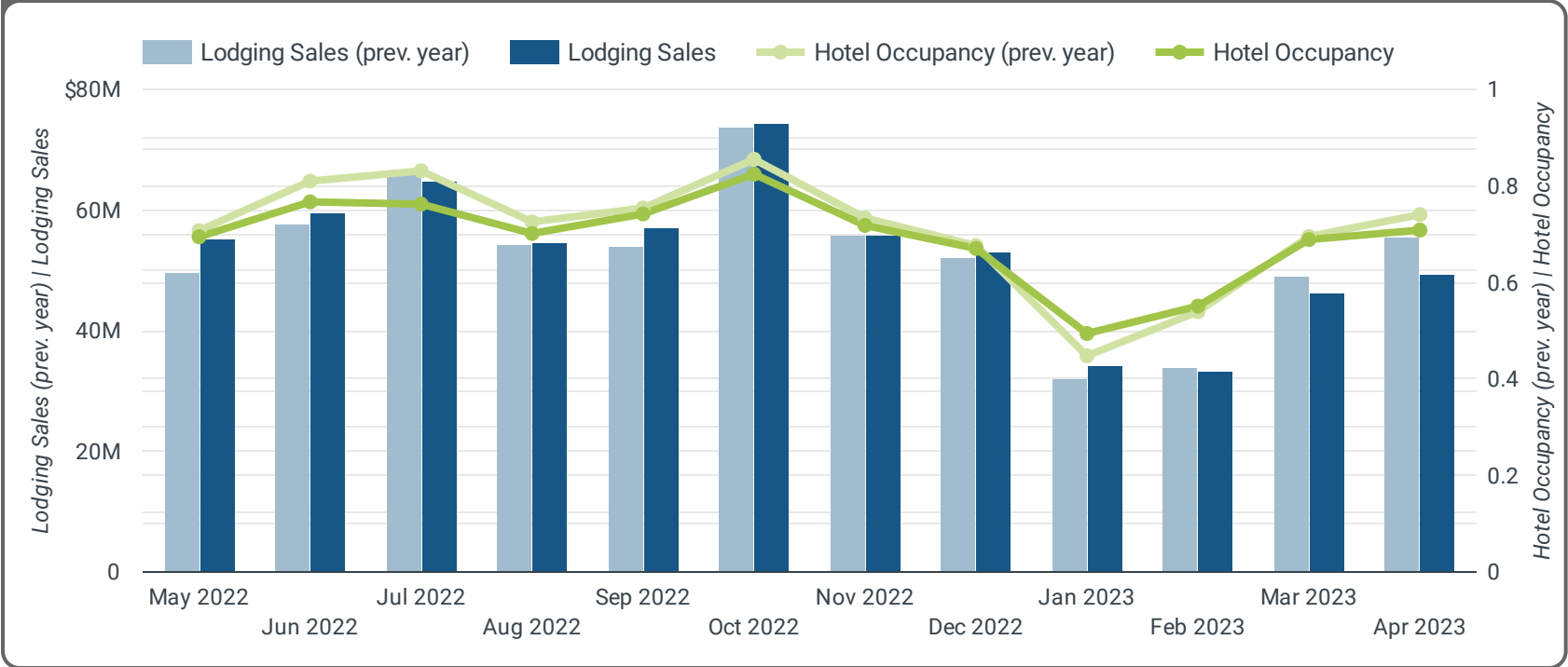
Lodging Sales \$49,336,645 (April) ↓ -11.3%	Hotel Occupancy* 70.9% (April) ↓ -4.3%	Hotel Demand* 191,830 (April) ↓ -4.7%	Hotel ADR* \$171.26 (April) ↓ -3.9%	Hotel RevPAR* \$121.34 (April) ↓ -8.1%
Airport Passengers 162,599 (April) ↑ 15.5%	Asheville Visitor Center 17,070 0.0%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 4,206 ↓ -22.9%	Travel Guide Requests 2,283 ↑ 0.5%

Lodging & Visitor Overview - Fiscal Year 22-23

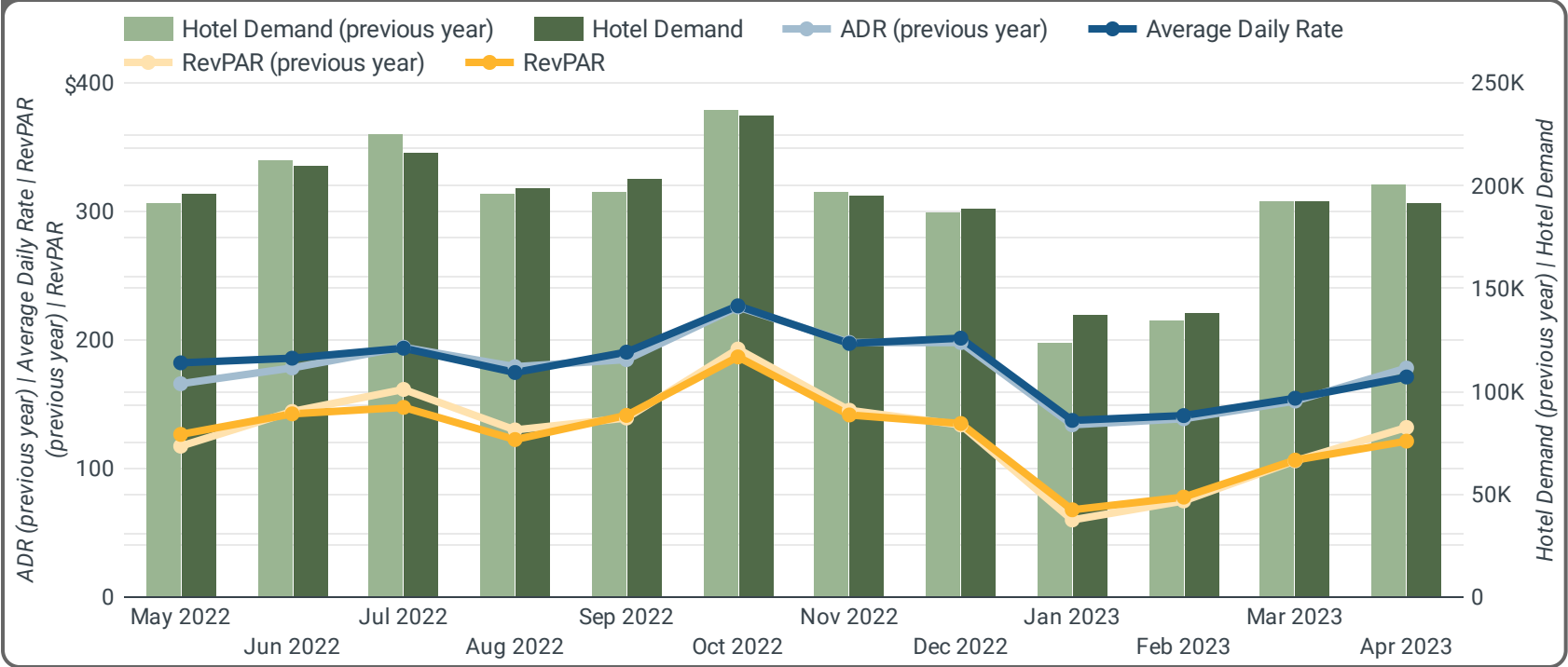
Lodging Sales \$523,594,780 ↓ -0.7%	Hotel Occupancy* 68.8% ↓ -1.5%	Hotel Demand* 1,898,493 ↑ 0.1%	Hotel ADR* \$182.44 ↓ -0.2%	Hotel RevPAR* \$125.47 ↓ -1.8%
Airport Passengers 1,605,407 ↑ 20.1%	Asheville Visitor Center 157,177 ↑ 3.4%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 32,602 ↓ -8.1%	Travel Guide Requests 23,689 ↓ -5.0%

Lodging Sales and Hotel Occupancy*

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

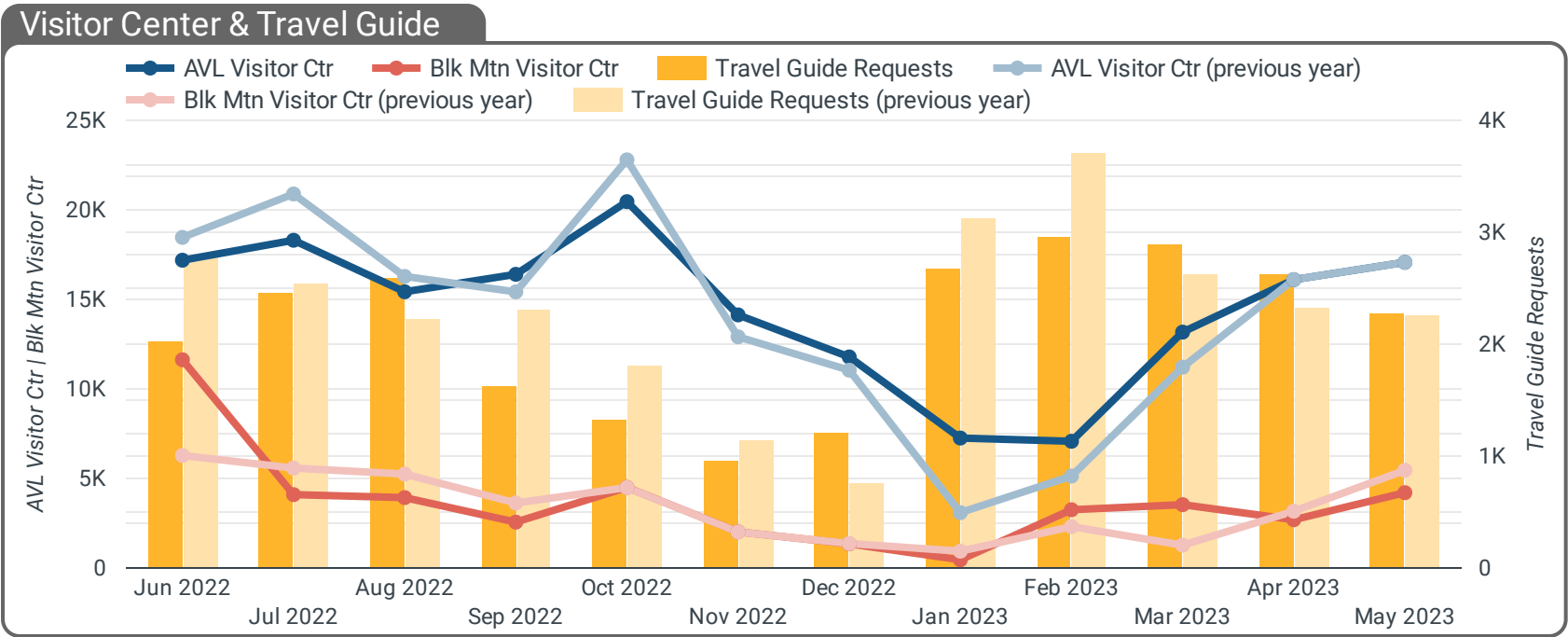
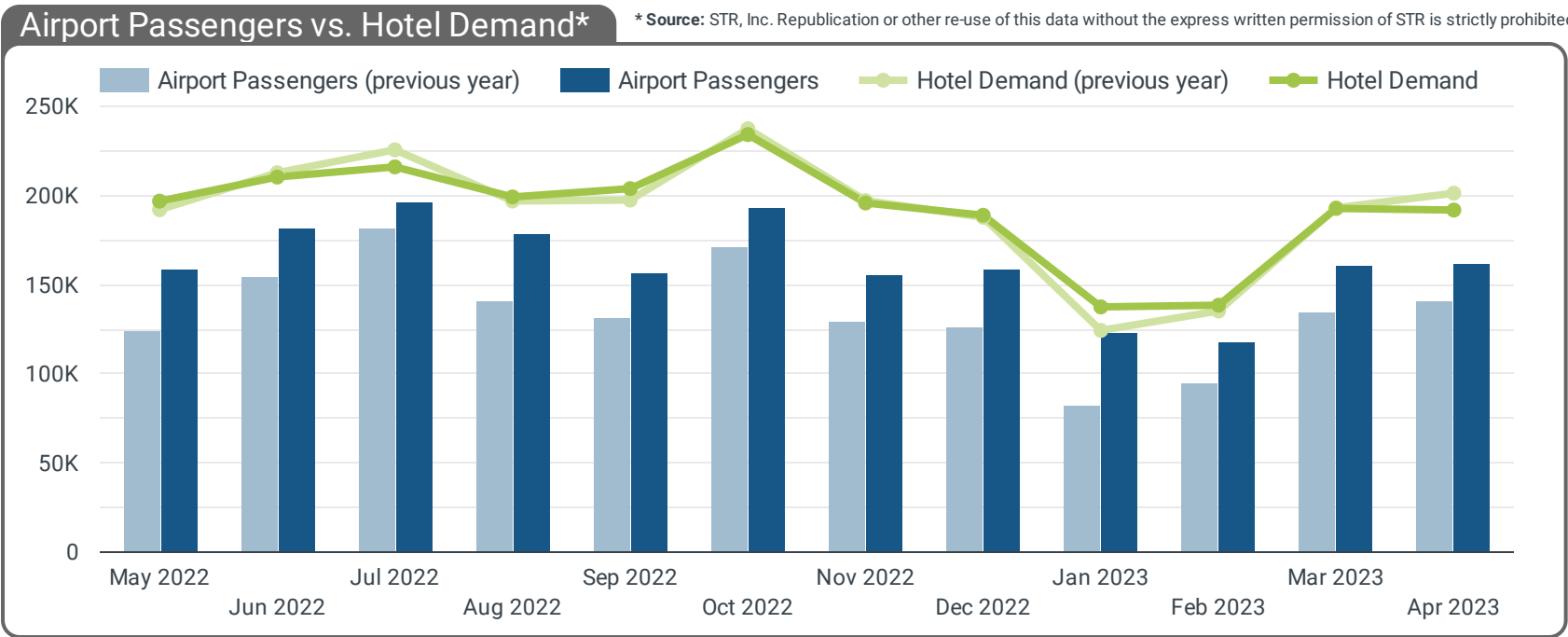
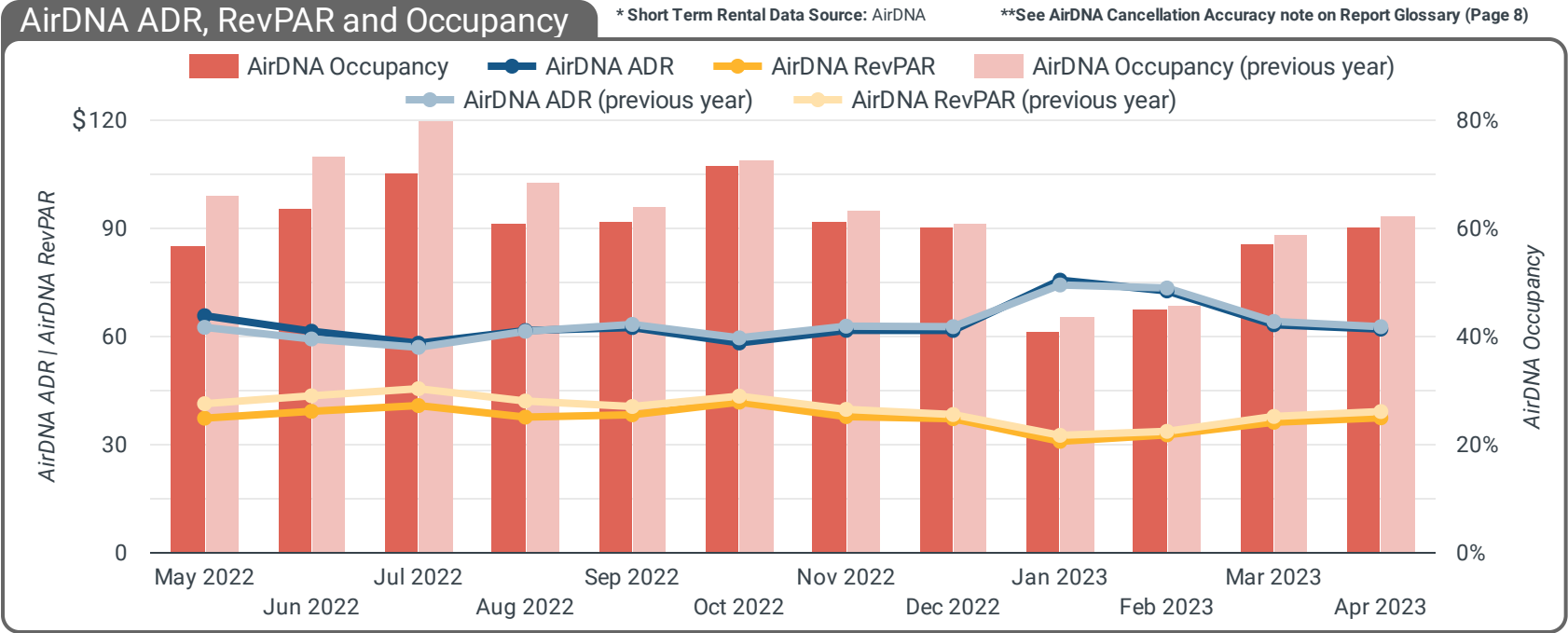
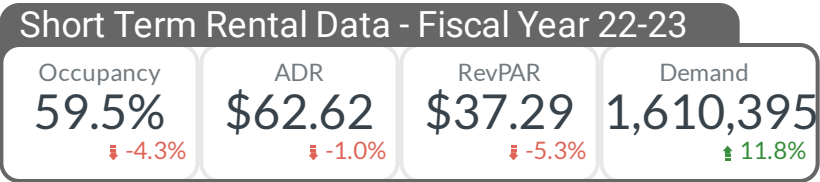
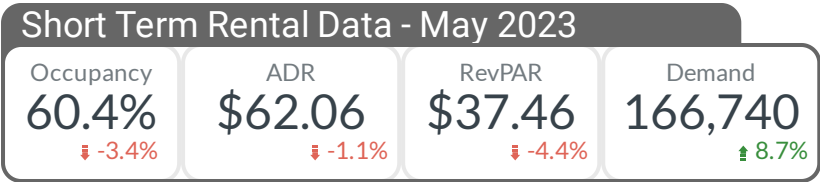


Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*



Destination Performance Report

ASHEVILLE



Sales Department Performance Report

ASHEVILLE

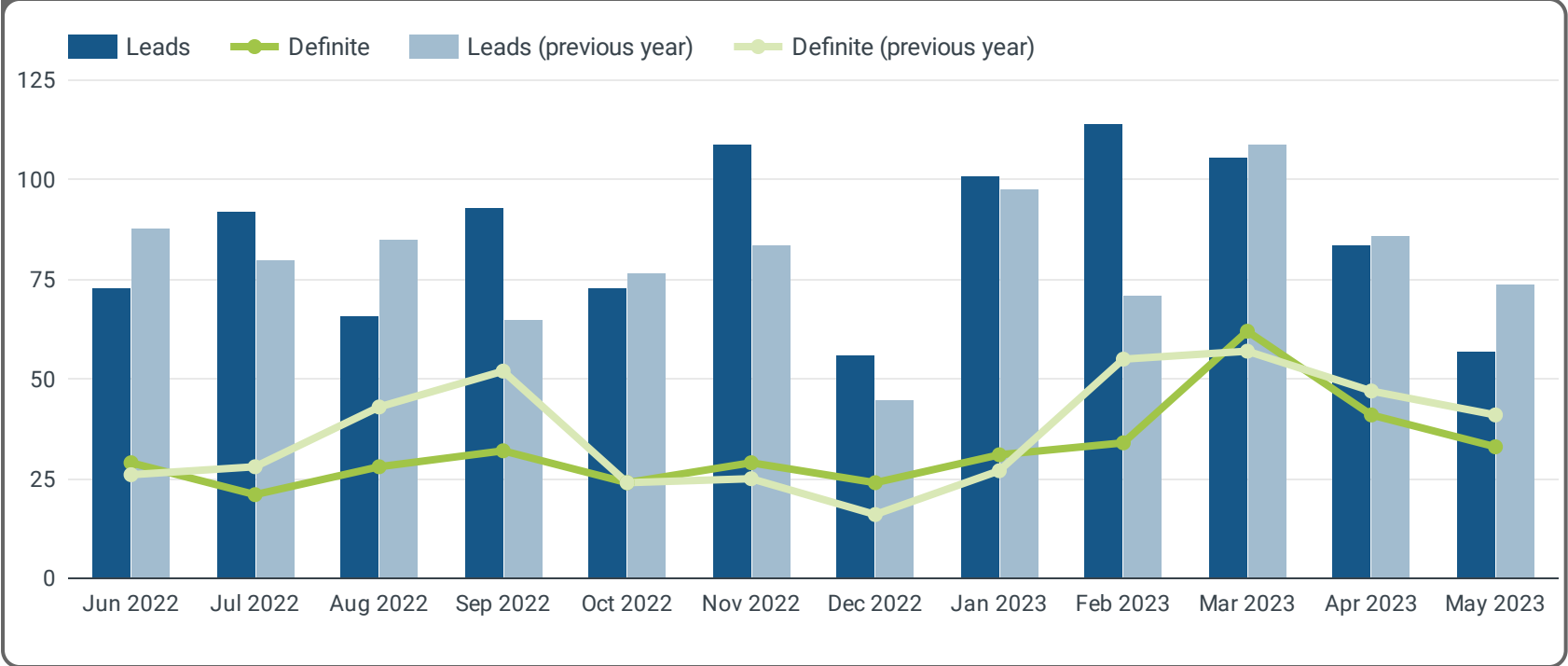
Sales Leads and Outreach - May 2023

Sales Leads Issued 57 ↓ -23.0%	Room Nights (Leads) 17,438 ↑ 32.1%	Leads Turned Definite 39 ↓ -7.1%	Room Nights (Definite) 6,313 ↑ 89.5%	Estimated Revenue \$1,673,533 ↑ 67.3%	
P2P Outreach 426 ↑ 3.1%	Indirect Outreach 126,983 ↑ 403.9%	Group Events 31 ↓ -16.2%	Room Nights Generated 2,884 ↓ -25.0%	Actualized Revenue \$1,149,595 ↓ -23.6%	Groups Served 30 ↓ -18.9%

Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 951 ↑ 8.8%	Room Nights (Leads) 250,367 ↑ 39.5%	Leads Turned Definite 377 ↓ -11.7%	Room Nights (Definite) 61,546 ↑ 4.8%	Estimated Total Revenue \$16,426,557 ↑ 10.7%	
P2P Outreach 6,759 ↓ -3.5%	Indirect Outreach 3,479,133 ↑ 2,634.5%	Group Events 373 ↑ 11.0%	Room Nights Generated 39,812 ↑ 19.1%	Actualized Revenue \$13,445,647 ↑ 31.2%	Groups Served 364 ↑ 5.5%

Sales Leads vs. Definite



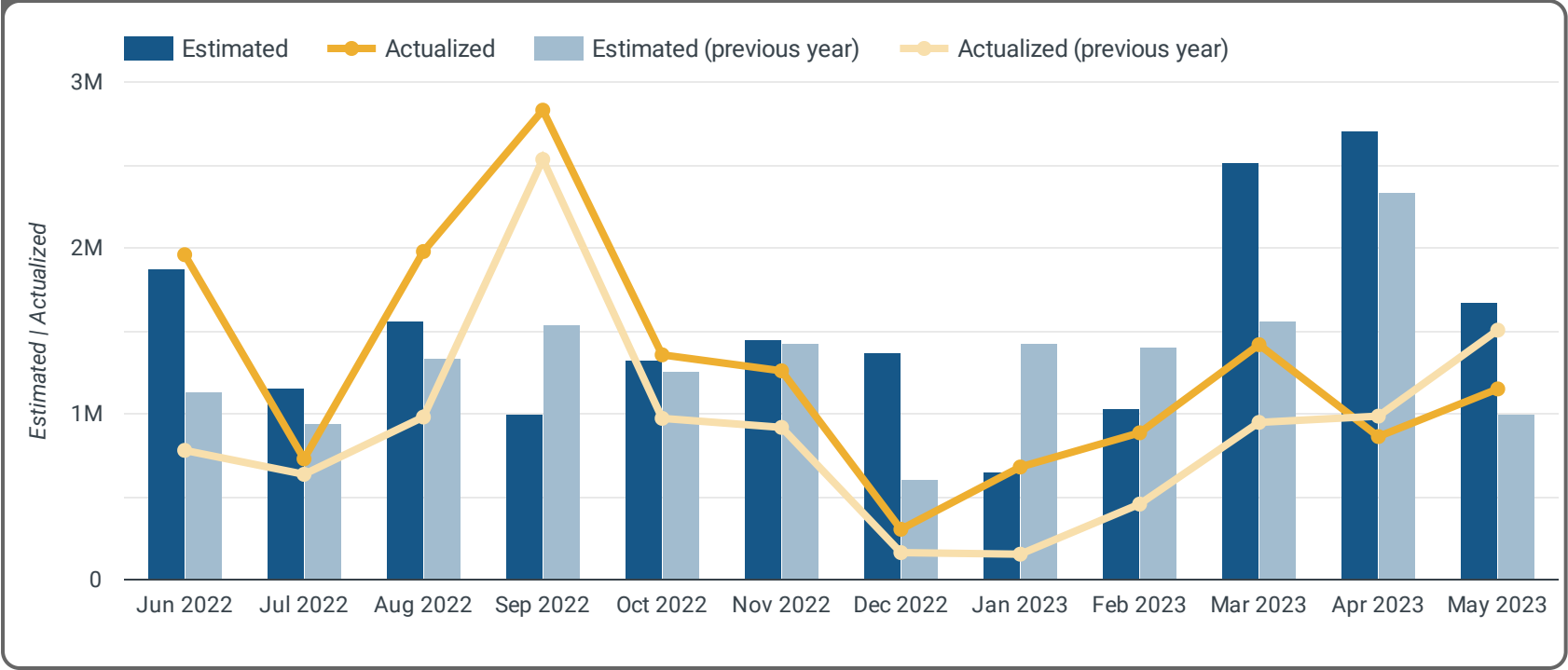
Room Nights Represented in Leads vs. Definite



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.	May 2023	426		3.1%	126,983		4.0
2.	Apr 2023	393		-58.7%	100,012		7.5
3.	Mar 2023	461		-4.8%	3,102,094		296.7
4.	Feb 2023	866		53.0%	207		-1.0
5.	Jan 2023	545		31.0%	10,424		30.6
6.	Dec 2022	746		26.2%	11,205		7.5
7.	Nov 2022	753		9.4%	758		-1.0
8.	Oct 2022	429		-50.1%	2,706		-0.9
9.	Sep 2022	1,060		117.7%	13,562		0.1
10.	Aug 2022	387		-53.3%	109,553		183.4

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	May 2023	31		-16.2%	2,884		-25.0%
2.	Apr 2023	30		-18.9%	3,010		-7.5%
3.	Mar 2023	28		7.7%	5,309		18.9%
4.	Feb 2023	18		28.6%	2,352		33.7%
5.	Jan 2023	7		-22.2%	1,772		238.8%
6.	Dec 2022	22		15.8%	1,106		23.3%
7.	Nov 2022	39		30.0%	3,778		36.9%
8.	Oct 2022	60		11.1%	3,787		40.3%
9.	Sep 2022	71		42.0%	6,370		-2.9%
10.	Aug 2022	35		25.0%	6,466		63.0%

Marketing Department Performance Report

ASHEVILLE

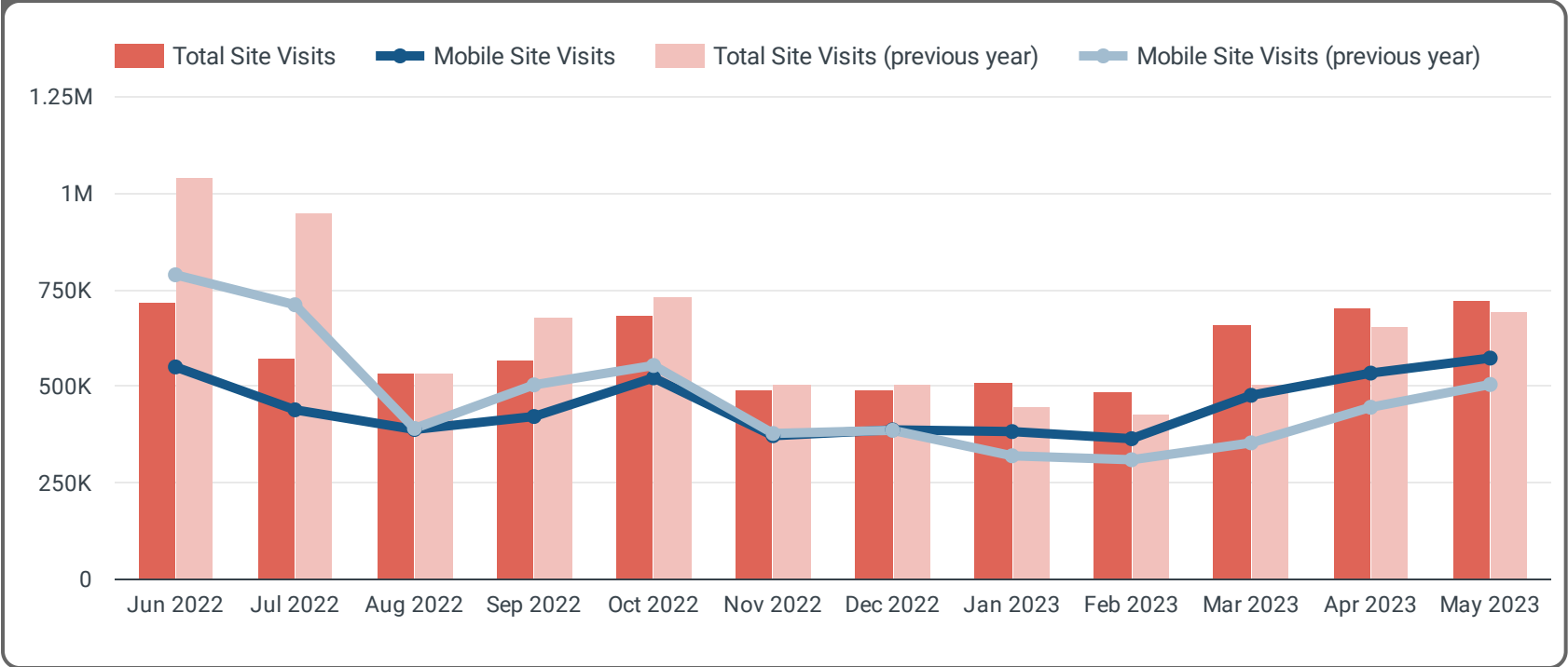
Marketing Metrics Overview - May 2023

Website Visits 733,056 ↑ 2.9%	Mobile Site Visits 580,712 ↑ 13.1%	aRes - Room Nights 33 ↓ -17.5%	aRes - Room Revenue \$5,125 ↓ -22.2%	Total Facebook Fans 322,885 ↑ 5.5%
PR Publicity Value \$1,732,002 ↓ -7.8%	PR Estimated Impressions 921,311,671 ↑ 27.4%	Significant Placements 18 ↓ -5.3%	Media Touchpoints 77 ↑ 75.0%	Video Views 2,293,350 ↑ 666.5%

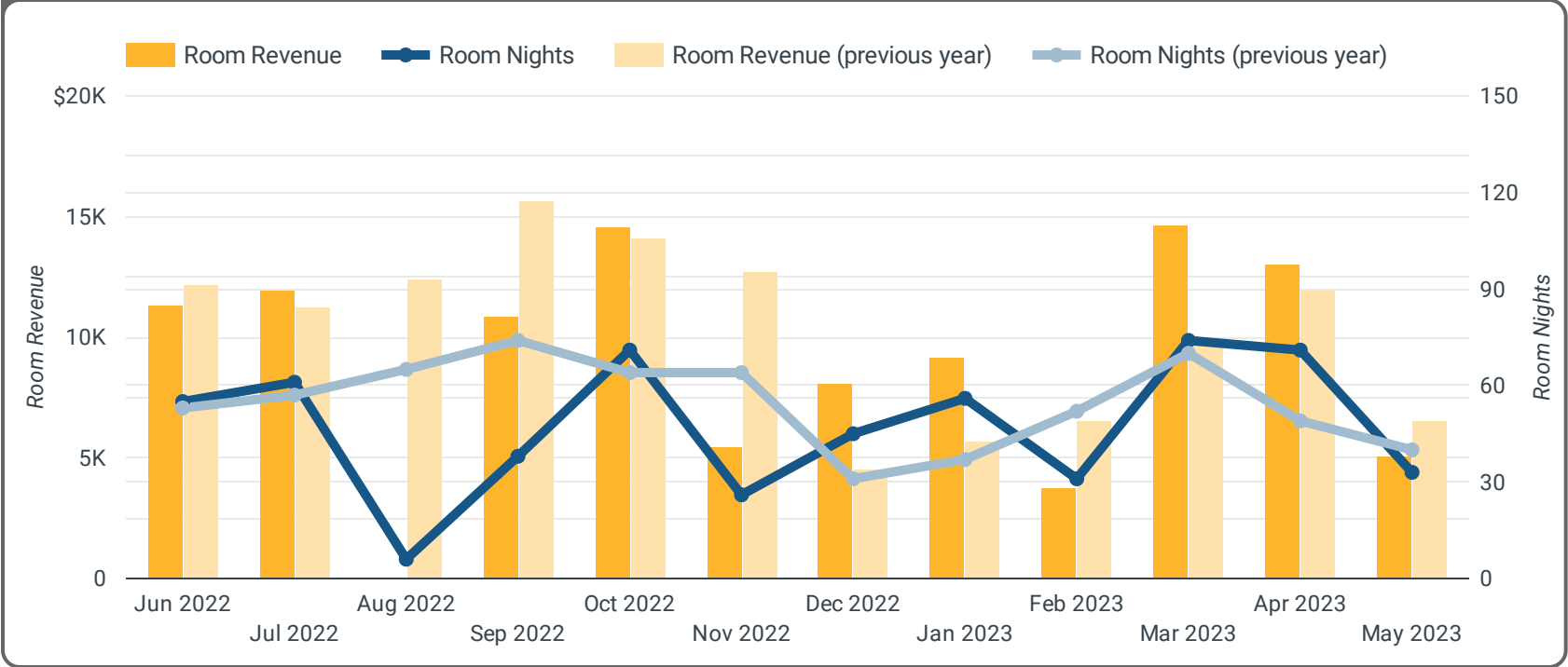
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 6,436,507 ↓ -3.2%	Mobile Site Visits 4,862,005 ↑ 0.1%	aRes - Room Nights 512 ↓ -15.1%	aRes - Room Revenue \$95,927 ↓ -14.0%	Avg. Total Facebook Fans 312,796 ↑ 2.8%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 12,069,919 ↑ 618.4%

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.	May 2023	\$567	-100%	335,820	-86.95%
2.	Apr 2023	\$13,593	-100%	907,681	-91.51%
3.	Mar 2023	\$1,320	-100%	805,517	-74.27%
4.	Feb 2023	\$1,455,602	1,145%	1,738,803	-21.25%
5.	Jan 2023	\$1,005,439	851%	1,822,240	-11.7%
6.	Dec 2022	\$276,078	32%	987,399	-68.83%
7.	Nov 2022	\$471,078	-67%	2,555,243	-28.37%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	May 2023	\$1,731,435	28%	920,975,851	27.38%
2.	Apr 2023	\$2,336,804	57%	1,242,980,795	55.13%
3.	Mar 2023	\$3,643,725	174%	1,938,151,701	172.68%
4.	Feb 2023	\$2,812,693	106%	1,496,113,530	105.8%
5.	Jan 2023	\$3,259,924	165%	1,734,002,290	164.8%
6.	Dec 2022	\$3,168,041	119%	1,708,958,220	121.31%
7.	Nov 2022	\$3,578,548	168%	1,903,483,024	167.41%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	May 2023	77	75.0%	18	-5.3%
2.	Apr 2023	60	150.0%	19	-20.8%
3.	Mar 2023	120	26.3%	35	52.2%
4.	Feb 2023	170	400.0%	13	18.2%
5.	Jan 2023	112	86.7%	19	35.7%
6.	Dec 2022	60	160.9%	17	-5.6%
7.	Nov 2022	31	40.9%	34	209.1%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	May 2023	322,885	null	2,293,350	null
2.	Apr 2023	315,411	3.2%	590,146	237.9%
3.	Mar 2023	314,015	2.3%	371,292	-6.5%
4.	Feb 2023	313,195	2.7%	646,581	148.6%
5.	Jan 2023	312,739	2.7%	382,005	1,289.9%
6.	Dec 2022	311,795	2.8%	383,742	320.3%
7.	Nov 2022	311,370	2.6%	359,976	184.6%

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