

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

Wednesday, June 29, 2022 | 9:00 a.m.

Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1st Floor)

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

Agenda

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority	Brenda Durden
9:05 a.m.	Approval of 05.25.22 Meeting Minutes	Brenda Durden
9:10 a.m.	May 2022 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:15 a.m.	President & CEO Report	Vic Isley
9:20 a.m.	Public Hearing on Proposed BCTDA FY23 Budget	Brenda Durden
9:25 a.m.	Approval of Proposed BCTDA FY23 Budget Ordinance	Leah Ashburn, Brenda Durden
9:30 a.m.	BCTDA Nominating Committee	Leah Ashburn
9:35 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
9:40 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
9:45 a.m.	Miscellaneous Business	Brenda Durden
9:50 a.m.	Comments from the General Public	Brenda Durden
10:00 a.m.	Adjournment	Brenda Durden

Save the Date

[Explore Asheville 2022 Summer Social](#) | Tuesday, July 12 | 4:30 to 6:30 p.m. | Marquee – 36 Foundry Street in the River Arts District

The next joint BCTDA monthly meeting is on **Wednesday, July 27, 2022**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with questions.

BCTDA Mission Statement

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

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

Explore Asheville Convention & Visitors Bureau – 27 College Place, Asheville

Board Meeting Minutes Wednesday, May 25, 2022

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Matthew Lehman, Leah Ashburn, Michael Lusick, HP Patel, Scott Patel
- Absent (Voting):** Larry Crosby
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
Buncombe County Commissioner Robert Pressley
- Absent (Ex-Officio):** None
- CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- In-Person Attendees:** Stewart Colovin, MMGY Global
Kim Murray, Asheville Independent Restaurant Association
John Ellis, Past BCTDA Board Member
Randy Claybrook, Bent Creek Lodge
Nina Tovish, Asheville City Council Candidate
Jane Anderson, Area Resident
Lacy Cross, Movement Bank
Jason Sandford, Ashvegas.com
- Online Attendees:** Carli Adams, Maggie Gregg, Connie Holliday, Beth McKinney, Charlie Reed; Explore Asheville Staff
Carol Steen, Biltmore Farms
Sharon Tabor, Black Mountain – Swannanoa Chamber of Commerce
Timothy Love, Buncombe County
Jim Muth, Past BCTDA Board Member
Chip Craig, Greybeard Realty and Rentals
Leah Rainis, Wedge Brewing Company
Joe Balcken, Shelton Steele; Wrong Way River Lodge and Cabins
Sunshine Request

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m. Introductions were made around the room.
- Minutes from the April 27, 2022 BCTDA meeting were approved with an 8-0 vote.
- The April 2022 financial statements were reviewed and approved with an 8-0 vote.
- A budget amendment in the amount of \$500,000 for FY22 media opportunities was approved with an 8-0 vote.
- Ms. Isley provided her President & CEO's report.
- Mr. Lusick shared an update on the Asheville Buncombe Hotel Association.
- The FY23 proposed budget presentation included a BCTDA Finance Committee report by Ms. Ashburn, an overview of the strategic pillars and topline objectives by Ms. Isley, a storytelling foundation platform shared by Mr. Colovin, and the presentation of two proposed budget scenarios by Ms. Kass-Green.
- Chairwoman Mosher presented the two proposed FY23 budget ordinances. A motion to make the ordinances available for public review and to schedule a public hearing for the consideration of the ordinances on June 29 was approved with an 8-0 vote.
- Updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley were heard.
- Ms. Ashburn shared a comment related to the Tourism Summit under Miscellaneous Business.
- Chairwoman Mosher reported there were no requests to make public comments, virtually or in-person, received for this meeting.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:01 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher called the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m.

Chairwoman Mosher said the meeting is being live-streamed and, for remote viewers, the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com). She added the documents were also emailed to everyone who registered via Zoom by 8:00 this morning and the recording and additional materials will be posted on the website after the meeting.

Introductions were made around the room.

Approval of Meeting Minutes

Mr. Celwyn made a motion to approve the April 27, 2022, regular meeting minutes as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

Financial Reports

April 2022 Financial Reports

Mr. Warn reviewed the April 2022 financial reports. There were no questions.

Vice Chairwoman Durden made a motion to approve the April 2022 financial reports as presented. Mr. Lehman seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

Budget Amendment

Ms. Kass-Green said a budget amendment is being requested for FY22 in the amount of \$500,000 for media opportunities aligned with Explore Asheville's strategic pillars, such as the AFAR Ethical Traveler Partnership.

In response to Ms. Ashburn's question if the additional funding is for known expenditures or for opportunities that may arise, Ms. Kass-Green said it is being requested for both.

Ms. Ashburn made a motion to approve the budget amendment in the amount of \$500,000 from Appropriated Fund Balance to Media Contingency for media opportunities as presented. Mr. Lehman seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

President & CEO Report

Industry Metrics

Ms. Isley reviewed recent occupancy lodging metrics and provided comparisons to prior years. She noted hotel occupancy edged above the benchmark year of 2019 for the first time in April, and April occupancy for vacation rental properties was 10 points above 2019 levels.

Other Updates

Ms. Isley reported on last week's Tourism Summit 2022: The Future of Travel, in which 221 attendees gathered at The Omni Grove Park Inn for this annual event. She noted Stewart Colovin with MMGY shared a storytelling foundation highlighting how the Asheville area's tourism community will move forward in sharing stories, and Evita Robinson with Nomadness led an energetic training session on diverse audiences. Ms. Isley said she was happy to have several local elected officials participate in the summit, as well.

Ms. Isley shared the Tourism Product Development Fund (TPDF) 2022 grant cycle timeline and noted June 1 is the Phase 1 application deadline. She added it is estimated that \$15 million will have accumulated in the Fund by the end of FY22, which will be available for grants.

Ms. Isley concluded her report by mentioning the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](https://www.ashevillecvb.com). There were no questions.

Chairwoman Mosher thanked Ms. Isley for the report and extended gratitude to everyone who attended the Tourism Summit.

Asheville Buncombe Hotel Association Update

Mr. Lusick said several individual hoteliers who are residents and have shared their talents and voices separately in the community throughout the years, have come together to officially form the Asheville Buncombe Hotel Association. He said this is an organization in which the hotel industry can have a united voice and contribute more to the community together. The group has met recently to elect an executive board and establish bylaws, and work through the process to complete other start-up tasks, with the goal of officially being up and running within the next quarter.

In response to a question raised by Mr. Celwyn asking if this is the same group referenced in a newspaper article from 2020 mentioning the Asheville Buncombe Hotel Association, Mr. Lusick replied that the group has been meeting sporadically and informally for a while, however, is currently going through the steps to be recognized as an official organization.

Proposed BCTDA FY23 Budget

BCTDA Finance Committee Report

Ms. Ashburn, as BCTDA Nonprofit Treasurer and Finance Committee Chair, said the committee, which also includes Mr. Lehman and Chip Craig, met on March 3, March 22, and May 5 of this year to discuss the FY23 budget planning process and provide oversight to staff. She said that as reported in the March and April meetings, occupancy tax projections reflect very healthy performance and, across Buncombe County, revenue is up across the board at food and beverage, retail, and outdoor outfitter outlets. She noted indoor cultural institutions continue to lag behind in post-pandemic recovery.

Strategic Pillars & Topline Objectives

Ms. Isley provided an overview of the upcoming budget presentations that will be shared by herself, Stewart Colovin with MMGY, and Ms. Kass-Green.

Ms. Isley provided a review of Explore Asheville's five strategic pillars and their topline objectives. The imperatives include:

1. Deliver Balanced Recovery & Sustainable Growth
2. Encourage Safe & Responsible Travel
3. Engage & Invite More Diverse Audiences
4. Promote & Support Asheville's Creative Spirit
5. Run a Healthy & Effective Organization

When finished, Ms. Isley said there has been a lot of community input to get to this point in the brand evolution process, noting this is also the launching point in terms of taking the next steps of creating visual assets, stories, and messaging to move forward. She invited Mr. Colovin to present an update on the storytelling foundation.

Storytelling Foundation

Mr. Colovin shared a PowerPoint presentation in which he provided an overview of the progress to date on developing the storytelling platform that was referenced by Ms. Isley. He briefly reviewed the steps in the process that have brought us up to today. Mr. Colovin described the

term, “The Asheville Paradox,” which is based on examples of contradictory statements he heard during his listening tour of 130+ community stakeholders. He noted statements can be paradoxical in that they can be considered both negative and positive, depending upon varying perspectives, and can either draw people in or push people away.

Next, Mr. Colovin shared a positioning statement and a video that have been created to demonstrate how Asheville’s story can be told through emotional and passionate storytelling. He then reviewed the elements of the Platform for Storytelling, which is designed to be a building block for the BCTDA to move forward to successfully collect and share Asheville’s stories.

ASHEVILLE Platform for Storytelling				
Essence	Values	Promise	Experience	Voice
We are Drawn Together to Stand Apart.	CREATIVE DEEPLY-ROOTED INDEPENDENT COLLABORATIVE OPEN	Asheville draws you in, nurtures and inspires. She grounds us and propels us to never stop creating who we are.	Creators & innovators Nurturing by nature Roots that run deep Nothing fits together, perfectly	COLORFUL GROUNDING UNAFRAID CONNECTED COMPASSIONATE

Mr. Colovin concluded his presentation by thanking the board and staff for their time and for allowing him to be part of this evolutionary process.

Ms. Isley thanked Mr. Colovin for his presentation and shared ways the storytelling platform, based on input from community voices, will resonate with people or businesses that can be attracted to our area. She noted the platform is based more on attitude and personality rather than assets, and there will be more creative collaboration coming in the months ahead.

BCTDA Proposed FY23 Budget Presentation

Ms. Kass-Green shared a PowerPoint presentation highlighting the elements of the proposed FY23 budget. She reviewed visitor spending trends, beneficiaries of tourism, budget considerations including potential legislative changes that could change the operating/TPDF percentage split, and the previously approved revenue forecast. Ms. Kass-Green shared the status of the current FY22 budget and included an updated year-end forecast. She explained that staff has created two proposed FY23 budget scenarios, one of which will be approved based on the current occupancy tax legislation in place at the time of the June 29, 2022, BCTDA meeting.

Next, Ms. Kass-Green reviewed the financial management policy that was amended in FY21, and updated FY22 and FY23 Fund Balance forecasts. She shared the proposed budget

allocations based on the two legislative scenarios at the current 3/4 Operating to 1/4 TPDF occupancy tax split, and the proposed 2/3 Operating to 1/3 TPDF split. The proposed budget based on proposed legislation totals \$29,217,602 and includes a \$2 million transfer from Fund Balance. The proposed budget based on existing legislation totals \$30,604,500 and does not include a transfer from Fund Balance.

Ms. Kass-Green reviewed the Earned Revenue policy amendment approved last year and said the proposed budget for FY23 expenses for festivals, cultural events, and sponsorships totals \$225,000. The proposed Tourism Product Development Fund administrative budget is \$415,000. She also reviewed the forecasted total of funds available for TPDF project grants under both budget scenarios.

Ms. Kass-Green concluded the budget presentation by sharing budget highlights and then she and Ms. Isley answered all related questions.

Proposed BCTDA FY23 Budget Ordinances

Chairwoman Mosher presented Proposed FY23 Budget Ordinance #1, which is based on potential legislative changes that, if introduced and passed, will change the occupancy tax allocation from the current three-quarters/one-quarter Operating/TPDF split, to a two-thirds/one-third split. She said leadership in the local hotel community is advocating for this change. The budget ordinance includes the proposed operating budget totaling \$29,217,602 (includes a \$2 million transfer from Fund Balance), the TPDF administrative budget totaling \$415,000, and the Earned Revenue budget, totaling \$225,000.

Next, Chairwoman Mosher presented Proposed FY23 Budget Ordinance #2, which is based on the current occupancy tax legislation, directing 75% to the operating fund and 25% to the Tourism Product Development Fund. This budget ordinance includes the proposed operating budget totaling \$30,604,500 (does not include a transfer from Fund Balance), the TPDF administrative budget totaling \$415,000, and the Earned Revenue budget, totaling \$225,000.

Motion to Set Public Hearing

Ms. Ashburn moved that the board direct that the two presented ordinances be made available for public review and that a public hearing be set for the consideration of the ordinances for the next board meeting on June 29, at 9:00 a.m. Mr. Celwyn seconded the motion. There was no discussion and with all in favor, the motion carried 8-0.

The proposed budget ordinances are on file with the Explore Asheville Convention & Visitors Bureau and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Asheville City Council Update

Councilmember Kilgore reported on city-related business, including increasing the minimum wage for city employees to \$17 per hour, approval of conditional zoning for an Ingles at 1001 Patton Avenue, approval to apply for TPDF funding for four community projects, and approval of the Merrimon Avenue road diet project.

Chairwoman Mosher thanked Councilmember Kilgore for the update.

Buncombe County Commission Update

Commissioner Pressley reported on county-related business, including the approval of increased funding for early childhood development, teacher salaries, additional job opportunities, workforce support, the unanimous passage of an occupancy tax resolution, an upcoming bond approval for affordable housing and land conservation, and the county's FY23 budget, which includes increasing the minimum wage for county workers to \$17 per hour.

Chairwoman Mosher thanked Commissioner Pressley for his report.

Miscellaneous Business

Ms. Ashburn noted that at last week's Tourism Summit, she made a connection with a new food truck owner looking to make connections and get established to serve at local venues and events. She said as a result of a follow-up meeting they had at Highland, the food truck owner has made new connections that will help to support this new business.

Comments from the General Public

Live Virtual Public Comments

Chairwoman Mosher said members of the public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting. She reported that as of yesterday's 12:00 p.m. registration deadline, no requests to speak had been received.

In-Person Public Comments

Chairwoman Mosher said upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments would have completed the public comment sign-in sheet, affirming that they have read, understand, and agree to abide by the Rules of Decorum. She said no one signed up to share public comments.

Adjournment

Chairwoman Mosher requested a motion to adjourn.

Ms. Ashburn moved to adjourn the meeting and Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor, the motion carried 8-0 and the meeting ended at 10:01 a.m.

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

The next joint BCTDA meeting will be held on Wednesday, June 29, 2022, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

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, 2022

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 20,369,690	\$ 2,347,369	\$ 22,495,239	\$ (2,125,549)	110.4%	\$ 15,566,746	44.5%
Investment income	-	490	2,386	(2,386)	-	323	639.4%
Other income	-	-	171,401	(171,401)	-	-	-
Earned revenue	150,000	16,768	156,706	(6,706)	104.5%	203,900	-23.1%
Total revenues	<u>20,519,690</u>	<u>2,364,627</u>	<u>22,825,731</u>	<u>(2,306,041)</u>	<u>111.2%</u>	<u>15,770,969</u>	<u>44.7%</u>
Expenditures:							
Salaries and Benefits	2,889,976	172,244	2,180,062	709,914	75.4%	1,878,217	16.1%
Sales	1,236,063	197,231	673,905	562,158	54.5%	468,299	43.9%
Marketing	15,821,893	2,487,439	8,348,225	7,473,668	52.8%	3,565,538	134.1%
Community Engagement	123,178	36,403	94,327	28,851	76.6%	35,113	168.6%
Administration & Facilities	798,580	47,592	704,087	94,493	88.2%	565,734	24.5%
Events/Festivals/Sponsorships	200,564	30,825	169,492	31,072	84.5%	81,629	107.6%
Total expenditures	<u>21,070,254</u>	<u>2,971,733</u>	<u>12,170,097</u>	<u>8,900,157</u>	<u>57.8%</u>	<u>6,594,531</u>	<u>84.5%</u>
Revenues over (under) expenditures	<u>(550,564)</u>	<u>(607,106)</u>	<u>10,655,635</u>			<u>\$ 9,176,438</u>	<u>16.1%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (500,000)</u>	<u>\$ (607,106)</u>	<u>10,655,635</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 30,432,184</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

May 31, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	2,532,306	1,557,487	63%	13,045,398	8,451,779	54%	844,102	\$ 519,162	63%	4,348,466	2,817,260	54%
December	2,163,491	1,517,197	43%	15,208,889	9,968,976	53%	721,164	\$ 505,732	43%	5,069,630	3,322,992	53%
January	1,376,073	1,095,262	26%	16,584,963	11,064,238	50%	458,691	\$ 365,087	26%	5,528,321	3,688,079	50%
February	1,561,811	1,044,459	50%	18,146,773	12,108,697	50%	520,604	\$ 348,153	50%	6,048,924	4,036,232	50%
March	2,001,097	1,559,694	28%	20,147,870	13,668,391	47%	667,032	\$ 519,898	28%	6,715,957	4,556,130	47%
April	2,347,369	1,898,355	24%	22,495,239	15,566,746	45%	782,456	\$ 632,785	24%	7,498,413	5,188,915	45%
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$22,495,239</u>	<u>\$ 20,125,048</u>		<u>\$ 22,495,239</u>	<u>\$ 20,125,048</u>		<u>\$7,498,413</u>	<u>\$6,708,349</u>		<u>\$7,498,413</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

May 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 30,725,369	\$ (12,365,369)	167.3%
Investment Income	-	1,260,454	(1,260,454)	0.0%
Total revenues	<u>18,360,000</u>	<u>31,985,824</u>	<u>(13,625,824)</u>	<u>174.2%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	22,708	477,292	4.5%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,640,571</u>	<u>10,279,429</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>116,120</u>	<u>323,880</u>	<u>26.4%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,756,691</u>	<u>\$ 10,603,309</u>	<u>42.2%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 24,229,133		
Less: Liabilities/Outstanding Grants		(10,279,429)		
Less: Unspent Admin Budget (Current Year)		(323,880)		
Current Product Development Amount Available		<u>\$ 13,625,824</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

May 31, 2022

	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 30,584,631	\$ 24,229,133	\$ 54,813,765
Receivables	-	-	-
Total current assets	<u>\$ 30,584,631</u>	<u>\$ 24,229,133</u>	<u>54,813,765</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 25,048	\$ -	\$ 25,048
Future events payable	127,400	\$ 10,279,429	\$ 10,406,829
Total current liabilities	<u>152,448</u>	<u>\$ 10,279,429</u>	<u>\$ 10,431,877</u>
			-
Fund Balances:			-
Restricted for product development fund	-	13,949,704	13,949,704
Committed for event support program	79,505	-	79,505
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,434,845	-	10,434,845
Undesignated (cash flow)	18,288,259	-	18,288,259
Total fund balances	<u>30,432,184</u>	<u>13,949,704</u>	<u>44,381,888</u>
 Total liabilities and fund balances	<u>\$ 30,584,631</u>	<u>\$ 24,229,133</u>	<u>\$ 54,813,765</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

May 31, 2022



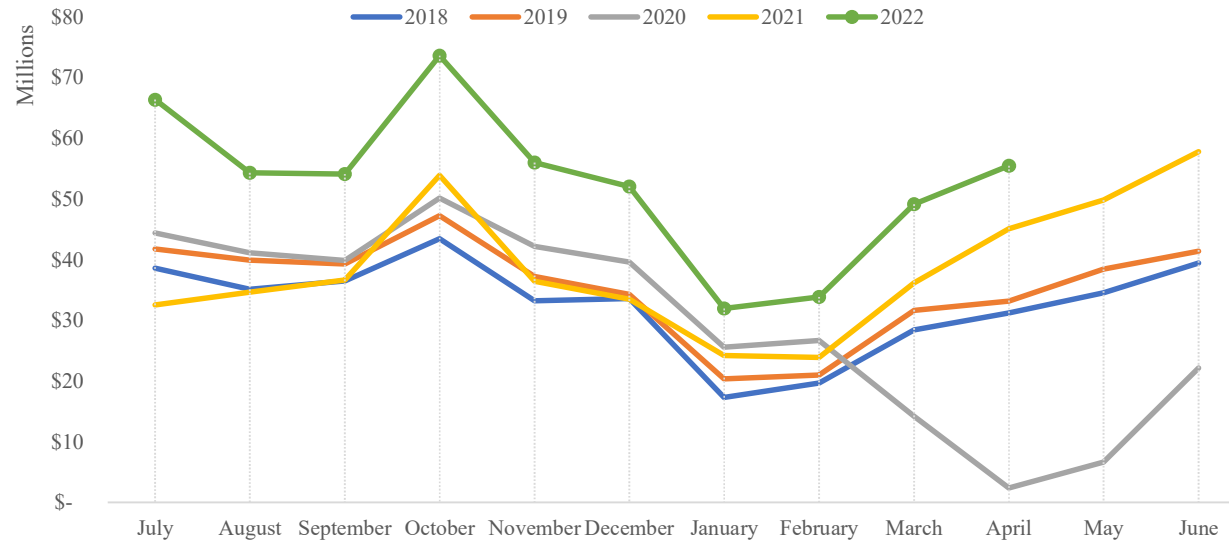
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 66,338,842	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	79%	35,703,239	38,564,848
September	54,137,605	36,683,164	48%	68%	37,783,659	38,626,462
October	73,617,711	53,870,769	37%	57%	55,486,892	50,430,547
November	55,973,870	36,407,948	54%	57%	37,500,187	38,612,899
December	52,072,234	33,504,228	55%	57%	34,509,355	35,790,730
January	31,953,101	24,212,981	32%	54%	24,939,371	23,373,837
February	33,897,962	23,905,633	42%	53%	24,622,802	23,862,423
March	49,118,016	36,200,146	36%	51%	37,286,151	27,348,756
April	55,492,920	45,127,533	23%	48%	46,481,359	26,890,343
May	-	49,824,646	-	-	51,319,385	31,637,803
June	-	57,792,994	-	-	59,526,784	40,438,345
Total revenues	<u>\$526,904,570</u>	<u>\$ 464,740,494</u>			<u>\$478,682,709</u>	<u>\$415,132,776</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

May 31, 2022



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,338,842
August	35,118,463	39,917,550	41,113,655	34,663,339	54,302,310
September	36,475,819	39,327,048	39,869,174	36,683,164	54,137,605
October	43,473,922	47,272,253	50,148,618	53,870,769	73,617,711
November	33,231,722	37,240,595	42,190,154	36,407,948	55,973,870
December	33,597,999	34,272,393	39,595,569	33,504,228	52,072,234
January	17,286,992	20,347,077	25,561,453	24,212,981	31,953,101
February	19,676,430	20,985,316	26,696,319	23,905,633	33,897,962
March	28,406,443	31,638,002	14,208,120	36,200,146	49,118,016
April	31,240,963	33,141,034	2,402,461	45,127,533	55,492,920
May	34,544,014	38,464,222	6,624,541	49,824,646	-
June	39,441,126	41,413,202	22,108,839	57,792,994	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 464,740,494	\$ 526,904,570

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

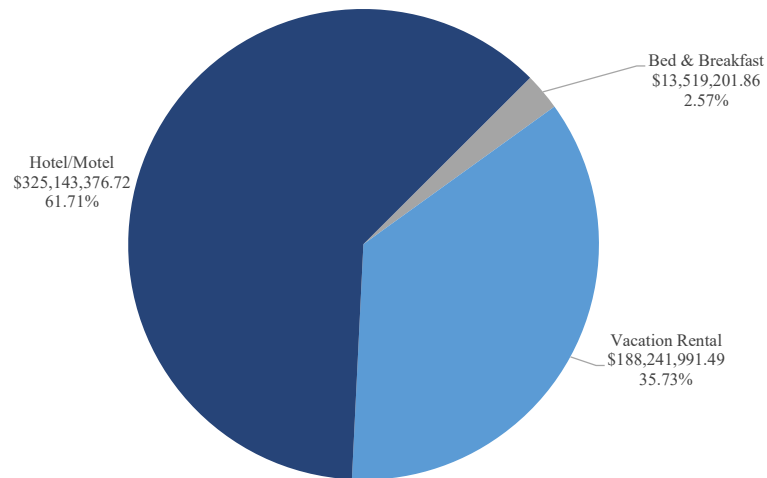
May 31, 2022

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	\$ 41,364,569	\$ 19,132,318	116.2%	116.2%	\$ 23,292,383	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 66,338,842	\$ 32,547,111	103.8%	103.8%
August	33,288,678	19,815,648	68.0%	91.7%	19,599,745	13,723,974	42.8%	64.9%	1,413,887	1,123,717	25.8%	37.2%	54,302,310	34,663,339	56.7%	79.5%
September	34,410,077	22,012,507	56.3%	78.9%	18,288,385	13,374,865	36.7%	55.4%	1,439,143	1,295,793	11.1%	27.7%	54,137,605	36,683,164	47.6%	68.2%
October	49,777,745	36,464,280	36.5%	63.0%	21,743,236	15,478,848	40.5%	51.2%	2,096,730	1,927,642	8.8%	21.0%	73,617,711	53,870,769	36.7%	57.4%
November	36,931,580	24,630,899	49.9%	60.4%	17,559,159	10,553,316	66.4%	53.6%	1,483,131	1,223,733	21.2%	21.1%	55,973,870	36,407,948	53.7%	56.8%
December	34,591,966	22,871,661	51.2%	59.0%	16,229,640	9,595,156	69.1%	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,072,234	33,504,228	55.4%	56.6%
January	15,401,453	12,224,275	26.0%	56.4%	16,052,417	11,501,937	39.6%	53.5%	499,232	486,770	2.6%	19.9%	31,953,101	24,212,981	32.0%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,522,280	11,724,546	32.4%	51.0%	787,738	497,164	58.4%	22.1%	33,897,962	23,905,633	41.8%	53.1%
March	27,907,881	17,985,847	55.2%	55.9%	19,925,121	17,425,713	14.3%	45.4%	1,285,014	788,586	63.0%	25.5%	49,118,016	36,200,146	35.7%	51.1%
April	33,881,484	25,959,680	30.5%	52.8%	20,029,626	17,989,856	11.3%	40.8%	1,581,810	1,177,997	34.3%	26.5%	55,492,920	45,127,533	23.0%	47.5%
May	-	29,663,713	-	-	-	18,720,234	-	-	-	1,440,698	-	-	-	49,824,646	-	-
June	-	35,631,307	-	-	-	20,645,736	-	-	-	1,515,951	-	-	-	57,792,994	-	-
Total	<u>\$ 325,143,377</u>	<u>\$ 278,076,058</u>			<u>\$ 188,241,991</u>	<u>\$ 173,016,827</u>			<u>\$ 13,519,202</u>	<u>\$ 13,647,609</u>			<u>\$ 526,904,570</u>	<u>\$ 464,740,494</u>		

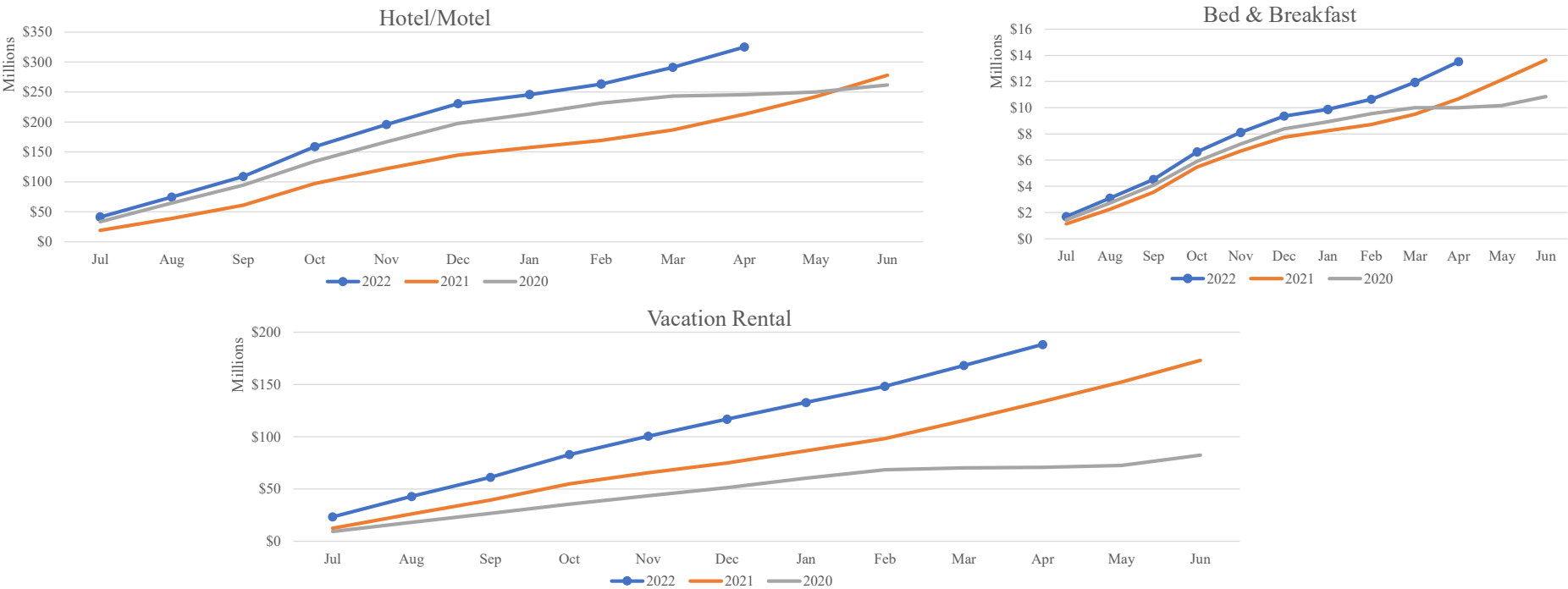
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Total Lodging Sales by Type, Year-to-Date



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





Explore **ASHEVILLE**
Convention & Visitors Bureau

MONTHLY HIGHLIGHTS

May 2022

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 with more details [here](#)) 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.



Deliver 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.



Encourage 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.



Engage & Invite 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.

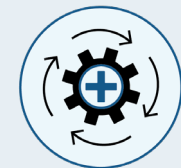
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Promote & Support 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.



Run a Healthy & Effective Organization

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

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

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

- Tourism Product Development Fund: Hosted grant cycle [information session](#) on May 4 and 59 attended; ran public awareness campaign throughout May
 - Local Media Coverage: AVL Today mentioned on [May 2](#) and on [May 4](#)
- Sponsorships: Received four requests for quarterly deadline of May 15; granted funding to the following:
 - [Chow Chow](#): Asheville Culinary Festival series on June 23-26, August 4-7 and September 8-11
 - [Symphony in the Park](#): Asheville Symphony's public concert on August 28
 - [3rd Annual Record Fair](#): 103.3 Asheville FM's event on September 10

Collaborate with broader community leaders to ensure sustainable growth & alignment

- Workforce Development: Launched video campaign as part of National Travel & Tourism Week to promote and celebrate the diverse jobs in tourism; premiered [compilation video](#) to attendees at Tourism Summit on May 18
 - Future of Travel Spotlights: [WNC Nature Center](#), [Wrong Way River Lodge & Cabins](#), [Darrell Cassell Photography](#) and [Nest Boutique](#)

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

- Dispersal: Collaborated with local creator Rachel Pressley on [Instagram Reel](#) highlighting Fairview area, [Turgua Brewing](#) and [Bearwallow Mountain](#)
- Peter Greenberg: Supported "The Travel Detective" on future features:
 - Hidden Gems: Filmed at 13 local businesses for national TV show, Peter Greenberg's [Hidden Gems](#), that will air in January/February 2023
 - Eye on Travel: Interviewed three partners for [Eye on Travel](#) radio show

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

- Smart Meetings: Published custom advertorial in [May issue](#) (digital publication) and launched digital drivers
- [AdventureELEVATE](#): Attended two-day educational and networking conference by the Adventure Travel Trade Association in Eugene, OR
- [Prevue Inspired Events Summit](#): Attended summit in West Palm Beach, FL; conducted 25 one-on-one appointments
- Meeting Professionals International (MPI): Attended the [MPI – Carolinas Chapter Annual Meeting](#) in Cherokee, NC
- South Carolina Society of Association Executives (SCSAE): Attended [2022 Annual Conference](#) in Beaufort, SC
- Northstar Travel Group: Completed a 3.5-day destination video shoot with Northstar crew to co-produce two videos for the meeting planner audience featuring group activities, event venues and meeting hotels

Drive revenue in need periods through updated group sales strategy

- Third Party Incentive: Launched \$500 gift card incentive for third-party partners that close a piece of business of 50+ room nights or more between May 20 and June 30

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- Outside: Developed [Find your Perfect Asheville Adventure Itinerary](#) quiz and promoted via social; received spotlight in Backpacker e-newsletter
- Nativo: Launched custom sustainability content “How to Recreate Responsibly in Asheville, North Carolina”
- Earned Media Coverage:
 - Seattle Times: [An eco-conscious family road trip through the Great Smoky Mountains](#)
 - Lonely Planet: [Best places to visit in North Carolina](#)

Encourage partners to embrace sustainable and responsible tourism practices

- [Sustainable Hotels Course](#): Alerted 179 lodging partners about Global Sustainable Travel Council training opportunity; 56% opened the email

Identify, qualify and engage purpose-driven companies for purposes of holding meetings here

- B Corp Relationships: Held follow-up meetings with two B Corp company connections made through [Outdoor Economy Conference](#) in April

Communicate safety information related to COVID-19 for partner use

- COVID Relief: Sent alerts on Business Recovery Grant Fund to partners on [May 2](#) (delivered: 1,826; open rate: 54%) and [May 26](#) (delivered: 1,832; open rate: 47%)

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- [Tourism Summit 2022](#): Hosted The Future of Travel event, which included Foundations of Storytelling keynote by Stewart Colovin, MMGY Global Brand Strategy, and Black Travelers Diversity Training by NOMADNESS + Tourism RESET; 221 industry partners attended on May 18
 - Survey: Collected community feedback in advance via survey (promoted [May 3](#) and [May 6](#)); shared aggregate data during summit to guide session
 - Resources: [NOMADNESS/Tourism RESET toolkit](#)
- Asian American Pacific Islander Heritage Month: Celebrated by spotlighting AAPI-owned restaurants in an [Instagram Reel](#) collaboration with local content creator Erin McGrady of Authentic Asheville and Chef J Chong
- Nativio: Promoted historic [James Vester Miller Trail](#) in custom diversity article
- [Pride](#): Launched LGBTQ+ focused display banners on pride.com
- [HERapp](#): Launched community posts with custom content featuring 10+ LGBTQ Friendly Spaces in Asheville and A Romantic Week in the Asheville Area, direct message unit, interstitial and native units
- [Black Southern Belle](#): Launched custom content, native display unit and sidebar ads
- Earned Media Coverage
 - Eater Carolinas: [Chef Ashleigh Shanti Pops Up Across North Carolina Before Good Hot Fish Opens This Fall](#)

Develop and invest in community projects that attract and engage diverse audiences

- [African American Heritage Trail \(AAHT\)](#): Gathered feedback on story topics, themes and perspectives at AAHT Advisory Committee meeting on May 5
- [GRINDfest](#): Supported Black Wall Street AVL's 4-day festival celebrating Black business and entrepreneurship with sponsorship and promotion

Increase outreach in recruiting diverse meetings and events

- [PFLAG](#): Met with the PFLAG National to discuss a possible event for the Asheville area; met with the new president of the [Asheville chapter](#)
- [Connect Sports](#): Attended three-day trade show in Puerto Rico and conducted 30 one-on-ones; joined LGBTQ+ Sports Summit and reception

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- [The Story of Art in America](#): Produced video for Amazon Prime TV series on May 5-6; featured artists Alex Bernstein, Steven Forbes-deSoule, Jenny Pickens and Brian Boggs
- eTarget: Deployed email focused on the River Arts District, live music, food culture and the South Slope Mural Trail
- Nativo: Launched "Local Artists Shine on Asheville's South Slope Mural Trail" custom content
- Sake Festival: Published [Instagram Reel](#) featuring Ben's Tune-up and the [American Craft Sake Festival](#) as part of AVL Beer Week promotion; amplified attendance of Japanese Consul General Kazuyuki Takeuchi
- [Mother's Day Ideas](#): Showcased several ways to celebrate moms from pure relaxation to mountain adventure
- [Summer Guide](#): Curated list of seasonal things to do, places to eat, outdoor activities, concerts and other entertainment; [highlighted area's top festivals](#)
- [Downtown After 5](#): Supported Asheville Downtown Association's summer concert series with sponsorship and promotion

Increase partner appreciation and usage of Explore Asheville's assets and resources to further amplify Asheville's distinctive creative spirit

- New Partners: Added 10 new accounts to ExploreAsheville.com [Asheville Jeep Tours](#), [Asheville Plein Air Art Experience](#), [Buggy Pops](#), [Cedar Rock Adventures](#), [Comfort and Wellness Massage](#), [Getaway River Bar](#), [Handmade on Haywood](#), [Julieta Fumberg Creative](#), [Recline & Unwind Social Spa](#) and [Rite of Passage](#)

RUN A HEALTHY & EFFECTIVE ORGANIZATION

Increase team performance and effectiveness

- Simpleview Sessions: Conducted comprehensive CRM/CMS trainings to ensure all staff members are well equipped to utilize the software

Prioritize individual professional development, trainings and team benefits

- Monthly Wellness Initiatives:
 - Chamber Challenge: Eight team members participated in the 5k on May 6
 - Stretch Breaks: Offered five guided sessions to staff in the month of May
- Volunteer Time Off (VTO) Ideas: Kris Dionne, Associate Director of Donor Engagement & Business Partnerships, shared an overview of the United Way's programs and volunteer opportunities at the May all-team meeting

Focus on events and communications strategy to increase community engagement

- E-newsletters, E-alerts: [8 sent in May](#); delivered a total of 12,307 with open rates as high as 56% and an average of 47%
- Local News & BCTDA/Explore Asheville coverage:
 - Accolades: Notified of the following:
 - Business NC: Vic Isley, as well as several other partners, listed on [2022 Power List](#) among North Carolina's most influential leaders
 - New World Report: Explore Asheville recognized with a [NC Business Award](#), winning the Excellence Award in Community Business Development 2022
 - [Trazee Travel](#): Asheville is #1 Favorite Foodie City for 5th straight year

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

- Local News & BCTDA/Explore Asheville coverage (continued):
 - Occupancy Tax mentions:
 - Asheville Citizen Times: [After Buncombe's hotel tax budget balloons, commissioners call for reformed legislation](#)
 - Mountain Xpress: [Commissioners approve \\$4.9M for pre-K expansion, affordable housing](#)
 - WLOS: [Hotel tax revenue allocations could soon change in Buncombe Co. as leaders push for reform](#)
 - Tourism Product Development Fund mentions:
 - WLOS: [City leaders seek up to \\$7.8M in tourism grants to fund big projects around Asheville](#); article picked up by [MSN](#), Asheville News Online, [Reddit](#) and social media
 - Citizen Times: [Asheville's Muni golf course, greenways, WNC nature center might see \\$7.8M in TDA funding](#); article picked up by WNC Business Today, Wopopular.com and social media; [Mountain Xpress](#) (similar coverage)
 - Citizen Times: [Memorial Day weekend kicks off summer tourism season, longer wait at Asheville restaurants](#)

Destination Performance Report



Lodging & Visitor Overview - May 2022

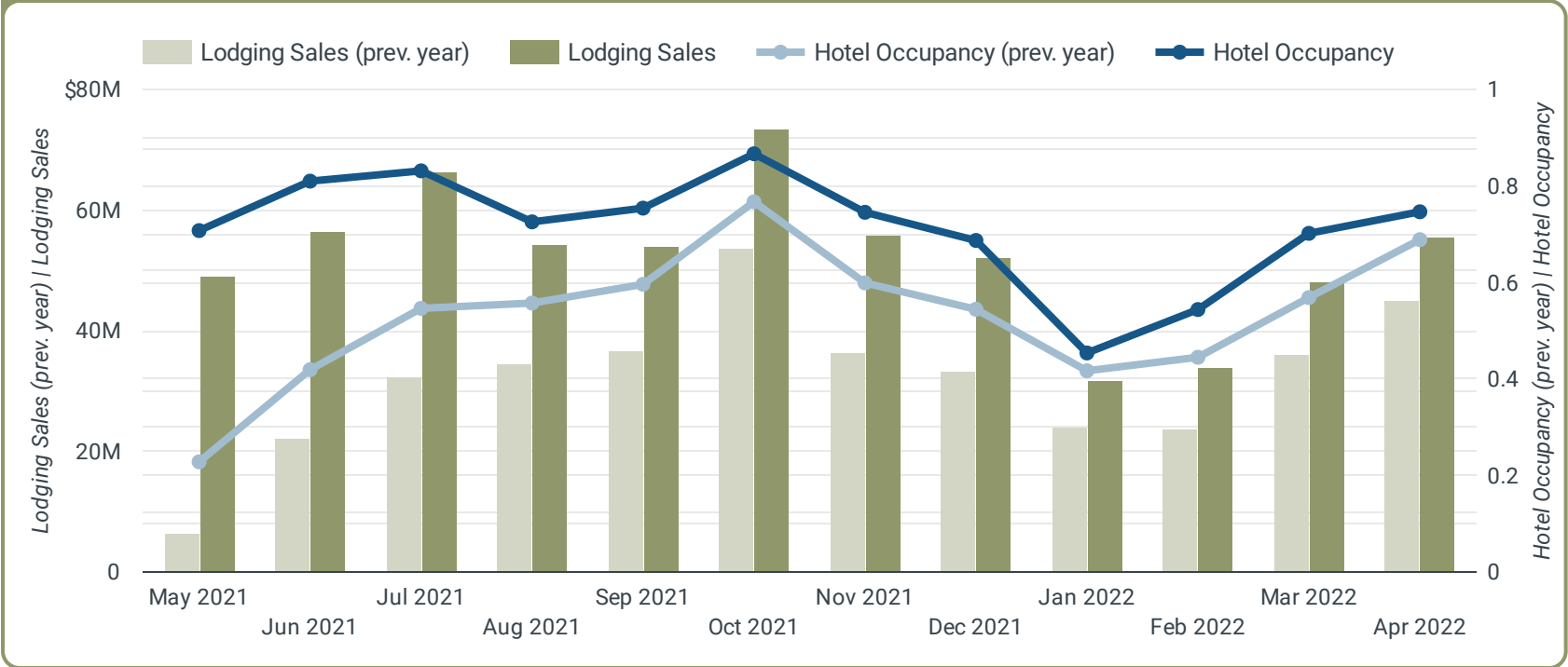
Lodging Sales \$55,492,920 (April) ↑ 24.9%	Hotel Occupancy* 74.6% (April) ↑ 8.4%	Hotel Demand* 200,089 (April) ↑ 10.6%	Hotel ADR* \$177.41 (April) ↑ 17.8%	Hotel RevPAR* \$132.43 (April) ↑ 27.6%
Airport Passengers 140,731 (April) ↑ 43.7%	Asheville Visitor Center 17,070 ↑ 21.6%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 5,456 ↑ 12.9%	Travel Guide Requests 2,271 ↓ -20.7%

Lodging & Visitor Overview - Fiscal Year 21-22

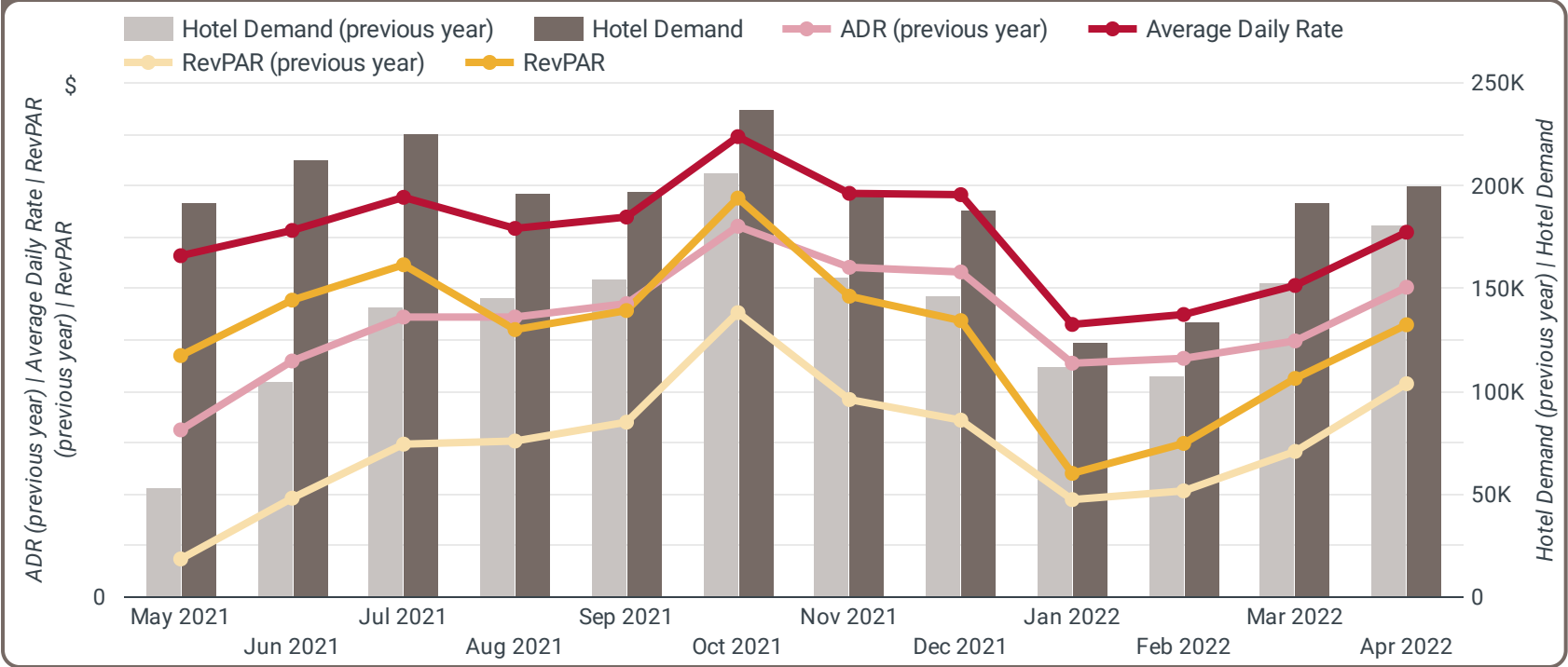
Lodging Sales \$525,984,162 ↑ 47.7%	Hotel Occupancy* 70.7% ↑ 23.2%	Hotel Demand* 1,893,654 ↑ 25.8%	Hotel ADR* \$181.58 ↑ 25.3%	Hotel RevPAR* \$128.31 ↑ 54.3%
Airport Passengers 1,337,220 ↑ 112.2%	Asheville Visitor Center 151,945 ↑ 78.1%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 35,469 ↑ 28.4%	Travel Guide Requests 24,939 ↓ -1.6%

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



Short Term Rental Data - April 2022

Occupancy	ADR	RevPAR	Demand
62.8%	\$117.21	\$73.59	157,503
↓ -7.4%	↑ 7.0%	↓ -0.9%	↑ 20.9%

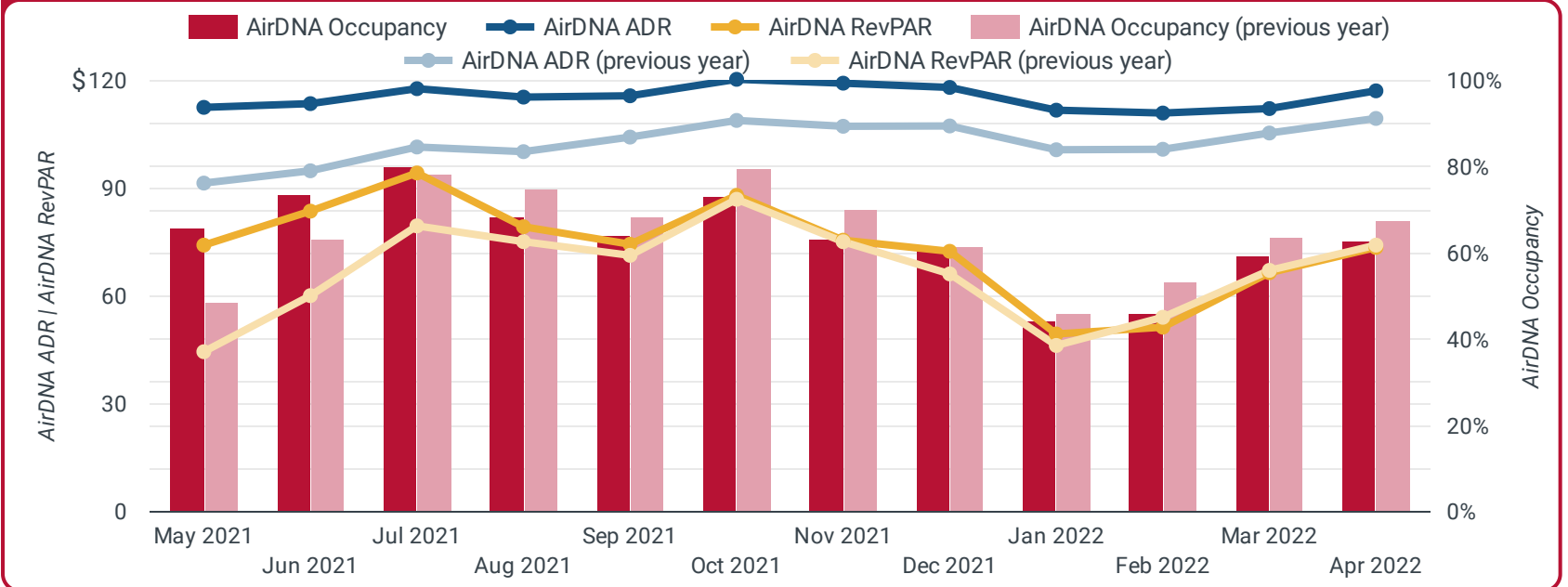
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
62.5%	\$116.42	\$72.72	1,465,834
↓ -6.4%	↑ 10.9%	↑ 3.8%	↑ 23.2%

AirDNA ADR, RevPAR and Occupancy

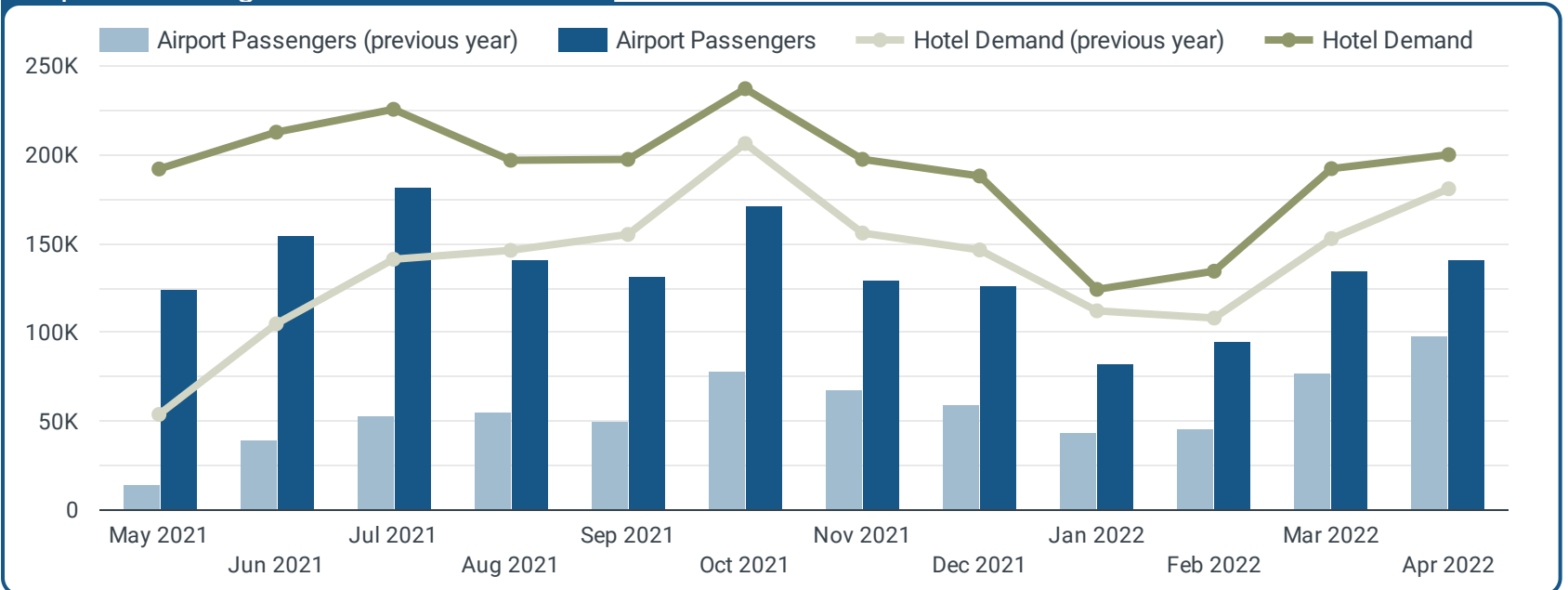
* Short Term Rental Data Source: AirDNA

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

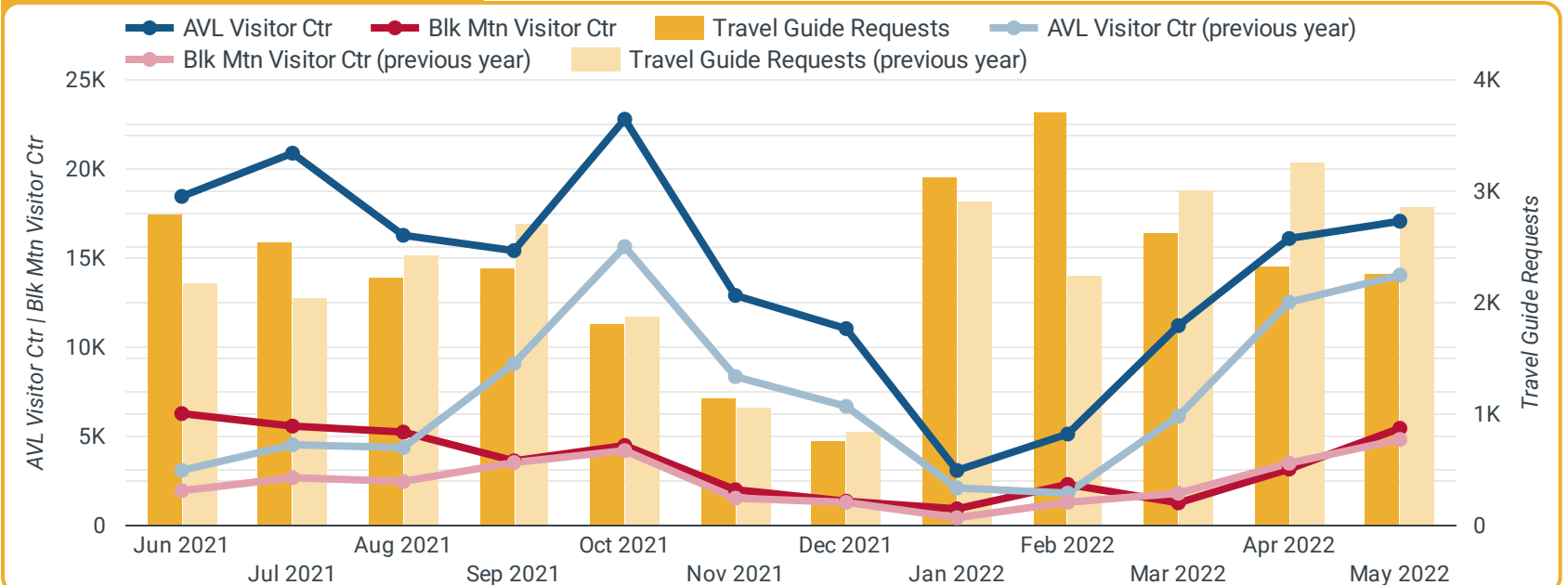


Airport Passengers vs. Hotel Demand*

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



Visitor Center & Travel Guide



Sales Department Performance Report



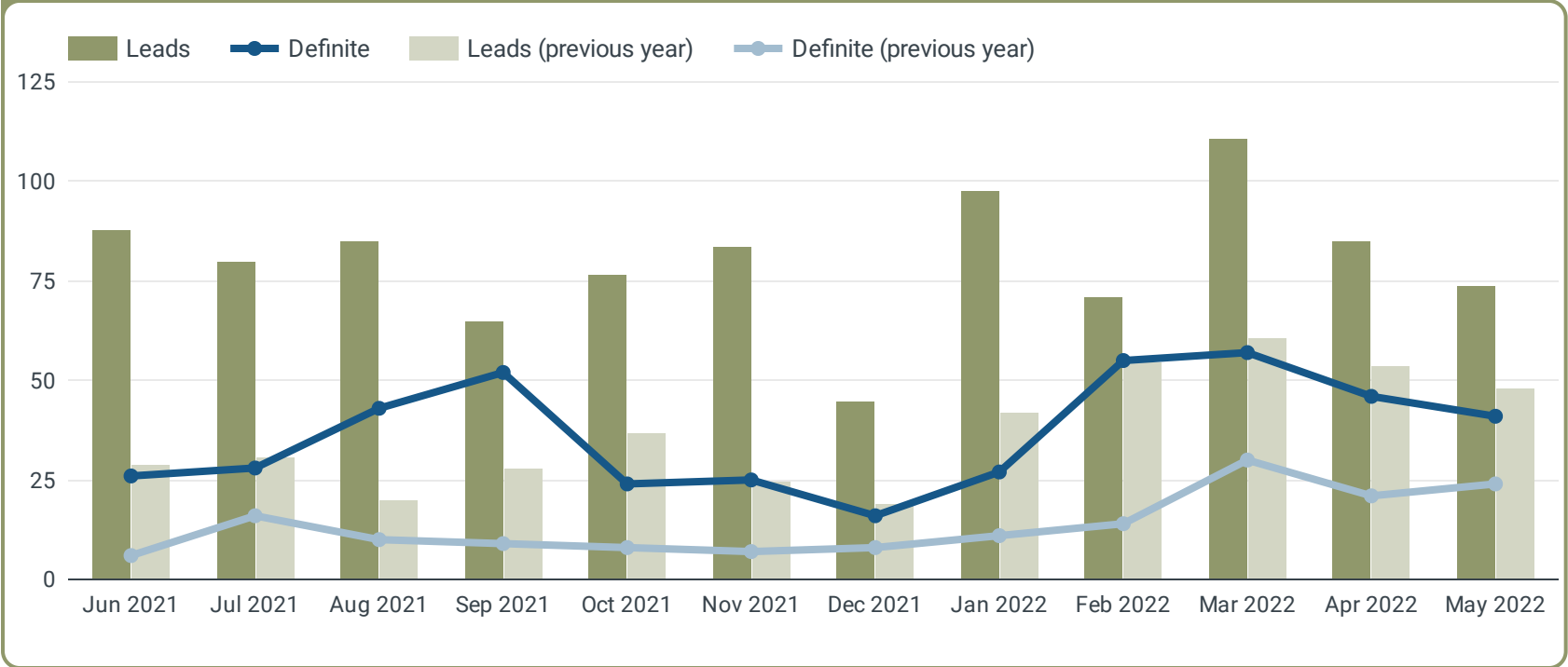
Sales Leads and Outreach - May 2022

Sales Leads Issued 74 ↑ 54.2%	Room Nights (Leads) 13,199 ↑ 8.6%	Leads Turned Definite 42 ↑ 50.0%	Room Nights (Definite) 3,395 ↓ -21.5%	Estimated Revenue \$1,000,244 ↓ -2.9%	
P2P Outreach 413 ↓ -26.5%	Indirect Outreach 25,198 ↑ 99.0%	Group Events 37 ↑ 236.4%	Room Nights Generated 3,845 ↑ 983.1%	Actualized Revenue \$1,503,907 ↑ 2,549.9%	Groups Served 37 ↑ 60.9%

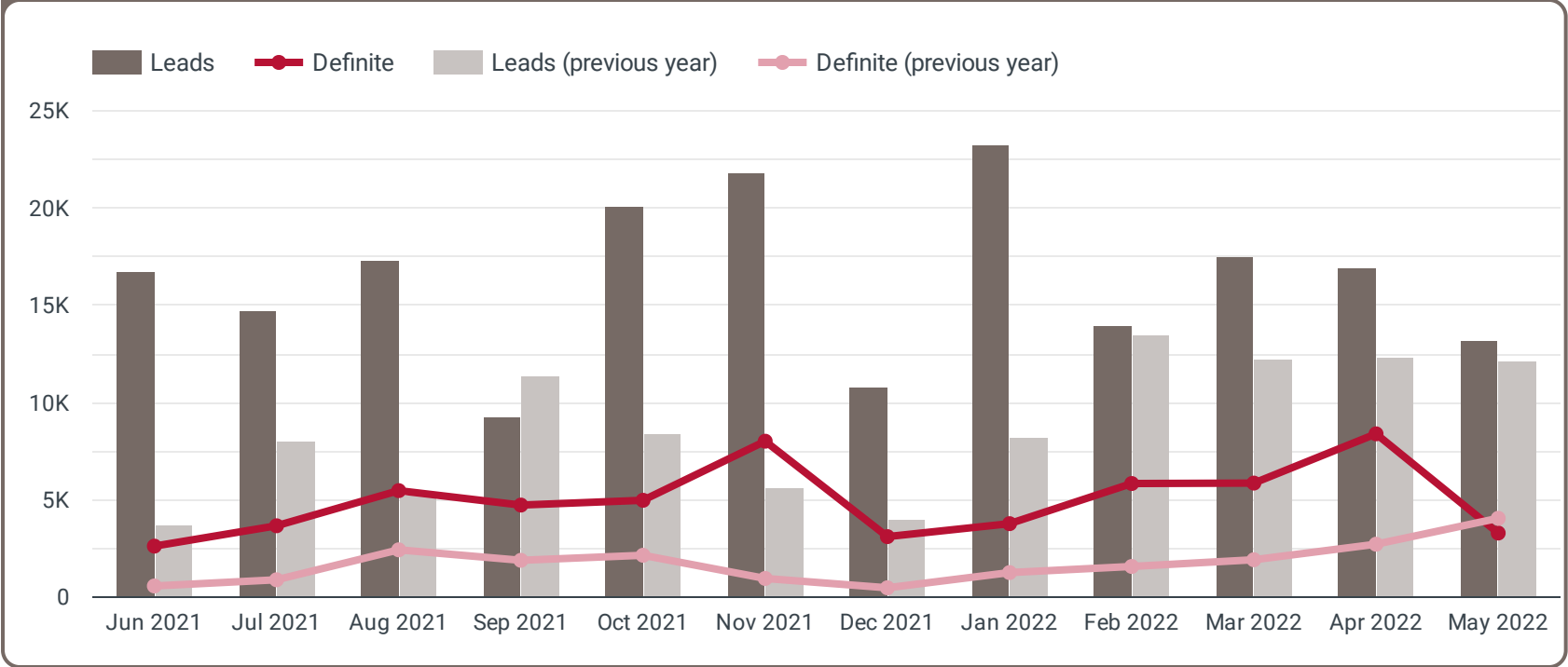
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 875 ⬆ 108.3%	Room Nights (Leads) 179,111 ⬆ 76.7%	Leads Turned Definite 428 ⬆ 120.6%	Room Nights (Definite) 58,736 ⬆ 151.1%	Estimated Total Revenue \$14,843,542 ⬆ 168.5%	
P2P Outreach 7,001 ⬇ -17.7%	Indirect Outreach 127,230 ⬇ -5.4%	Group Events 336 ⬆ 194.7%	Room Nights Generated 33,158 ⬆ 271.5%	Actualized Revenue \$10,173,666 ⬆ 431.1%	Groups Served 345 ⬆ 98.3%

Sales Leads vs. Definite



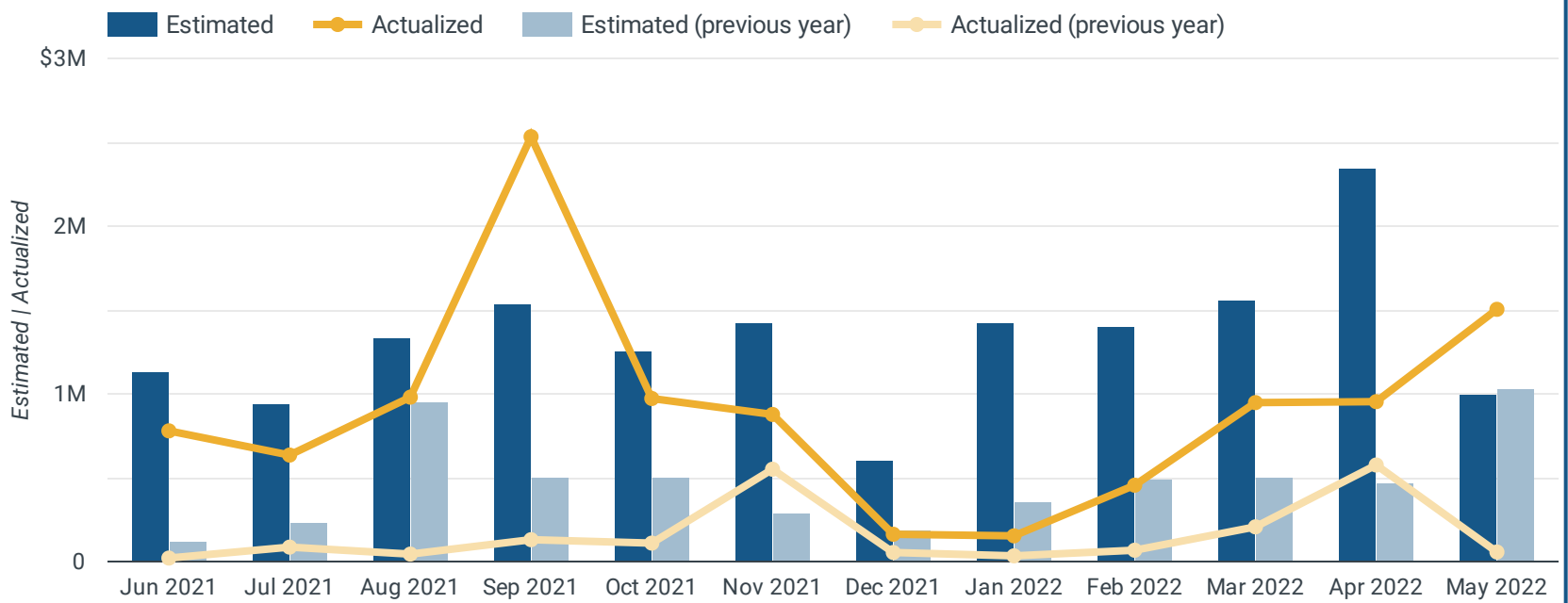
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2022 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	May 2022	413		-26.5%	25,198		1.0
2.	Apr 2022	951		29.9%	11,725		0
3.	Mar 2022	484		-44.7%	10,419		-0.6
4.	Feb 2022	566		-43.2%	5,955		-0.5
5.	Jan 2022	416		-51.4%	330		-1.0
6.	Dec 2021	591		-19.5%	1,326		-0.9
7.	Nov 2021	688		-9.1%	22,854		0.3
8.	Oct 2021	859		-6.4%	36,893		3.8
9.	Sep 2021	487		-20.9%	11,936		0.9

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	May 2022	37		236.4%	3,845		983.1%
2.	Apr 2022	37		76.2%	3,253		90.3%
3.	Mar 2022	26		271.4%	4,465		202.9%
4.	Feb 2022	14		366.7%	1,759		162.5%
5.	Jan 2022	9		800.0%	523		321.8%
6.	Dec 2021	19		216.7%	897		286.6%
7.	Nov 2021	30		200.0%	2,760		29.6%
8.	Oct 2021	54		116.0%	2,700		376.2%
9.	Sep 2021	50		284.6%	6,562		1,097.4%

Marketing Department Performance Report



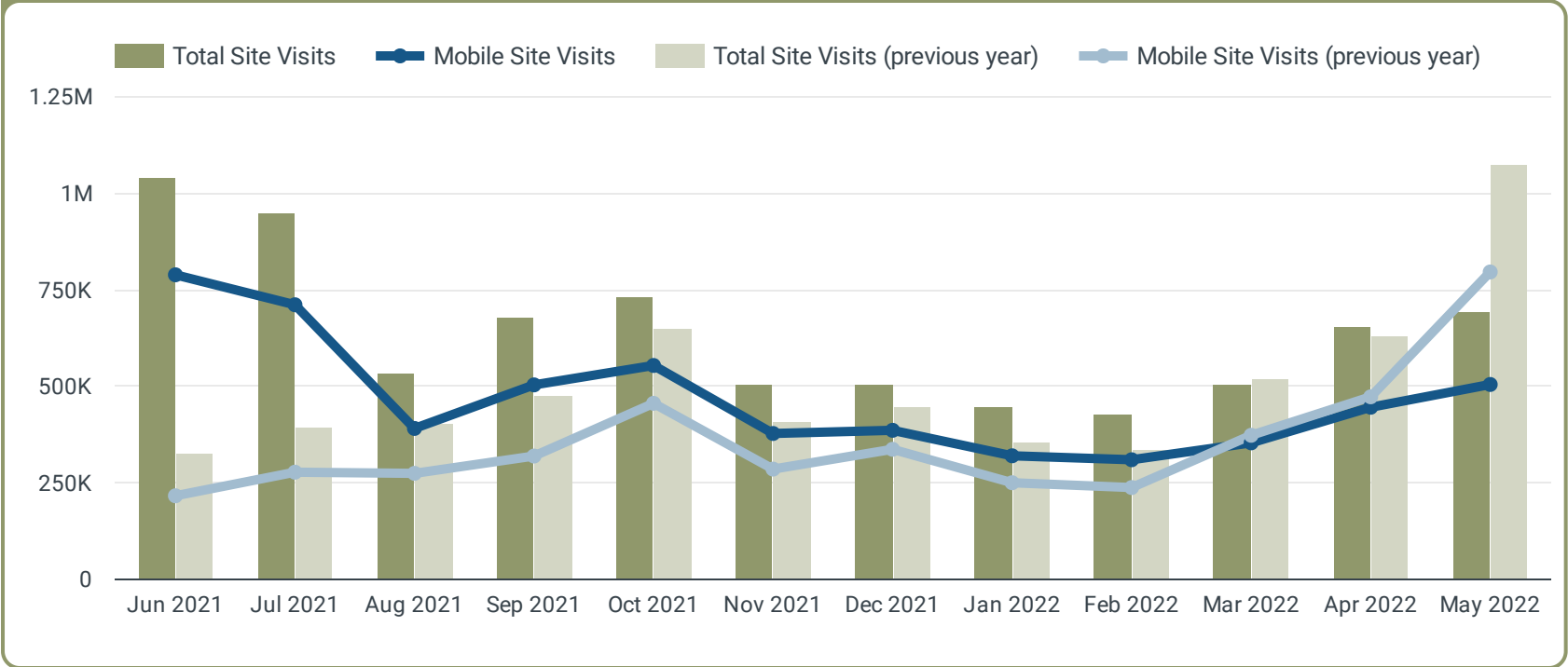
Marketing Metrics Overview - May 2022

Website Visits 712,579 ↓ -34.9%	Mobile Site Visits 513,422 ↓ -36.5%	aRes - Room Nights 40 ↓ -32.2%	aRes - Room Revenue \$6,589 ↓ -44.1%	Total Facebook Fans 306,070 ↑ 1.0%
PR Publicity Value \$1,877,800 ↑ 27.2%	PR Estimated Impressions 723,253,281 ↑ 51.5%	Significant Placements 19 ↑ 18.8%	Media Touchpoints 44 ↓ -38.0%	Video Views 299,202 ↑ 734.2%

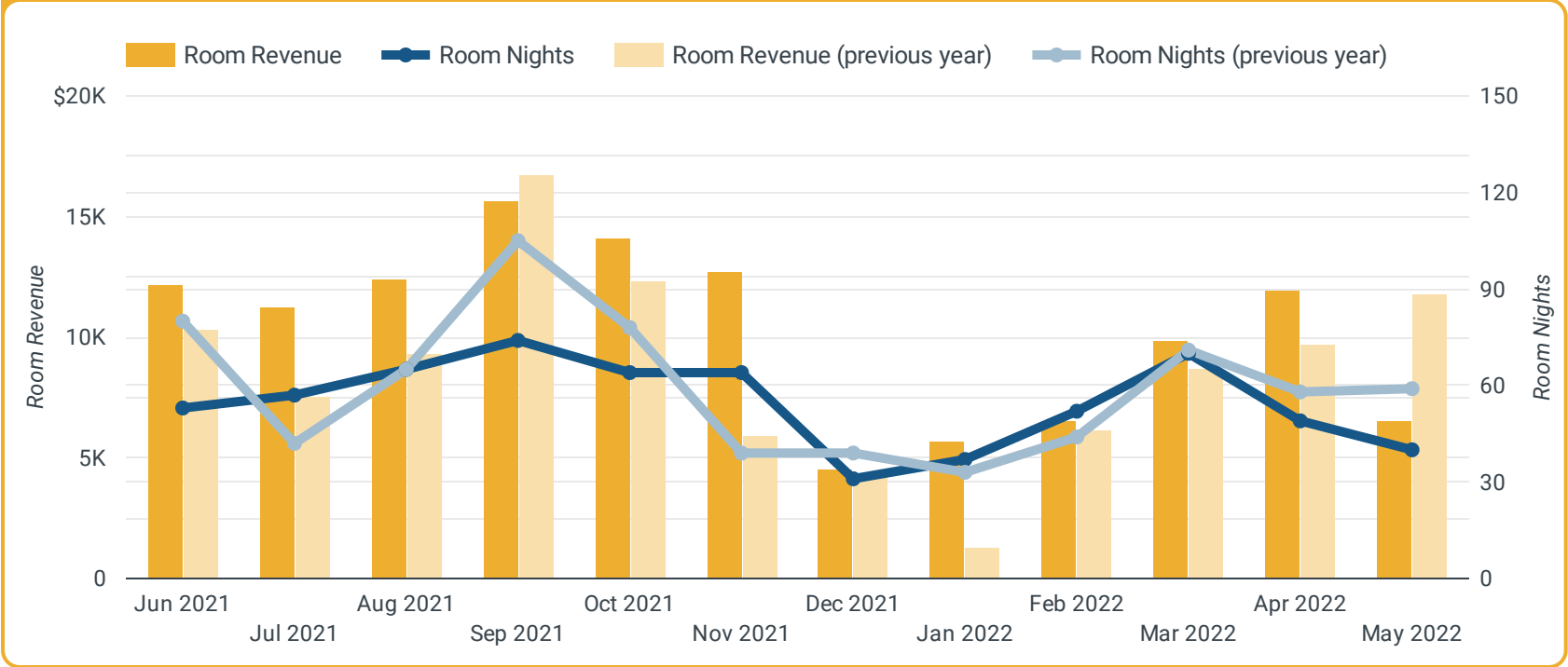
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 6,652,183 ↑ 16.3%	Mobile Site Visits 4,857,593 ↑ 19.0%	aRes - Room Nights 603 ↓ -4.7%	aRes - Room Revenue \$111,488 ↑ 18.6%	Avg. Total Facebook Fans 304,391 ↑ 1.6%
PR Publicity Value \$27,528,235 ↑ 29.4%	PR Estimated Impressions 9,768,290,498 ↑ 16.3%	Significant Placements 212 ↓ -41.4%	Media Touchpoints 516 ↓ -19.1%	Video Views 1,680,105 ↑ 299.6%

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 2022	\$522,923	-17%	2,573,638	-57.14%
2.	Apr 2022	\$2,827,371	367%	10,691,595	296.95%
3.	Mar 2022	\$390,117	132%	3,131,148	47.24%
4.	Feb 2022	\$116,912	-94%	2,208,034	-73.73%
5.	Jan 2022	\$105,761	-39%	2,063,581	-76.74%
6.	Dec 2021	\$208,408	173%	3,168,153	572.68%
7.	Nov 2021	\$1,437,087	3,168%	3,567,295	1,928.64%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	May 2022	\$1,354,878	61%	720,679,643	51.52%
2.	Apr 2022	\$1,487,349	121%	791,143,059	113.83%
3.	Mar 2022	\$1,330,956	-21%	707,955,063	-21.25%
4.	Feb 2022	\$1,364,148	-4%	725,595,386	-5.45%
5.	Jan 2022	\$1,228,211	-13%	653,470,376	-13.37%
6.	Dec 2021	\$1,446,633	-22%	769,485,654	-22.08%
7.	Nov 2021	\$1,333,330	-8%	709,217,920	-7.19%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	May 2022	44	-38.0%	19	18.8%
2.	Apr 2022	24	-55.6%	24	-17.2%
3.	Mar 2022	95	216.7%	23	-43.9%
4.	Feb 2022	34	-55.8%	11	-62.1%
5.	Jan 2022	60	13.2%	14	-36.4%
6.	Dec 2021	23	-64.1%	18	-51.4%
7.	Nov 2021	22	-40.5%	11	-64.5%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	May 2022	306,070	1.0%	299,202	1,217.5%
2.	Apr 2022	305,766	1.8%	120,389	432.1%
3.	Mar 2022	307,000	2.3%	174,640	428.4%
4.	Feb 2022	305,000	1.8%	397,105	890.6%
5.	Jan 2022	304,420	2.6%	260,089	288.7%
6.	Dec 2021	303,371	1.4%	27,484	-16.1%
7.	Nov 2021	303,399	1.4%	91,293	255.4%

Destination Performance Report - Glossary



Destination Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Sales Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

Marketing Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

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

ORDINANCE # 06.29.22

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2022-2023**

BOARD MEETING DATE: June 29, 2022

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 29th day of June, 2022:

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, 2022 and ending June 30, 2023:

APPROPRIATION

Salaries and Benefits	\$	3,635,000
Marketing		23,210,500
Group Sales		2,209,000
Community Engagement		300,000
Administration & Facilities		1,250,000

TOTAL APPROPRIATION:	\$	30,604,500
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REVENUE

Occupancy Tax Revenue	\$	30,604,500
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TOTAL APPROPRIATION:	\$	30,604,500
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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, 2022 and ending June 30, 2023:

APPROPRIATION

Product Development Administration	\$	190,000
Wayfinding Administration		225,000

TOTAL APPROPRIATION:	\$	415,000
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REVENUE

Occupancy Tax Revenue	\$	415,000
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TOTAL APPROPRIATION:	\$	415,000
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Section 3: 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, 2022 and ending June 30, 2023:

APPROPRIATION	
Local Support from Earned Revenue	\$ 225,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>
REVENUE	
Earned Revenue	\$ 183,000
Fund Balance - Committed for Event Support Program	\$ 42,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>

ATTEST:

**TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:**

<hr/>	By: <hr/>
Jonna Sampson, Executive Operations Manager	Brenda Durden, BCTDA Board Vice Chair