



# WELCOME!

Welcome to the June 29, 2022 meeting of the  
Buncombe County Tourism Development Authority

Explore **ASHEVILLE**

# CALL TO ORDER

## Vice Chair Brenda Durden

## Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation



**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 (1<sup>st</sup> 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 Foundy 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](mailto: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.*

# FOR OUR REMOTE VIEWERS

## Vice Chair Brenda Durden


For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are available online and additional materials, including the PowerPoint presentation, will be posted later today.

### Go to:

- > AshevilleCVB.com
- > About the Buncombe County TDA
- > Find out about upcoming BCTDA meetings

[About Buncombe County TDA](#) [Visitor Information](#) [Partner Login](#)



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[COVID-19 Resources](#) ▾ [Contact Us](#) ▾

### About the Buncombe County TDA

#### What is the Buncombe County Tourism Development Authority?

The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of **occupancy taxes** paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals such as Airbnb and VRBOs. The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.

- [Meet the members of the Buncombe County TDA Board >>](#)
- [Find out about upcoming BCTDA meetings >>](#)
- [Review past BCTDA meeting minutes & documents >>](#)
- [Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>](#)

# WELCOME BOARD & GUESTS

## **Vice Chair Brenda Durden**

- Welcome board members and guests who are in attendance
- Introductions around the room

# MINUTES

## Vice Chair Brenda Durden

## May 25, 2022 BCTDA Regular Meeting Minutes

- Questions/Comments
- Suggested Motion:

Motion to approve the May 25, 2022 meeting minutes as presented.

- Motion Second
- Discussion
- Vote

### Board Meeting Minutes Wednesday, May 25, 2022

<b>Present (Voting):</b>	Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Matthew Lehman, Leah Ashburn, Michael Lusick, HP Patel, Scott Patel
<b>Absent (Voting):</b>	Larry Crosby
<b>Present (Ex-Officio):</b>	Asheville City Councilmember Sandra Kilgore Buncombe County Commissioner Robert Pressley
<b>Absent (Ex-Officio):</b>	None
<b>CVB Staff:</b>	Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson
<b>BC Finance:</b>	Don Warn, Buncombe County/BCTDA Fiscal Agent
<b>Legal Counsel:</b>	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
<b>In-Person Attendees:</b>	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
<b>Online Attendees:</b>	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

# FINANCIAL REPORTS

DON WARN  
BUNCOMBE COUNTY FINANCE DIRECTOR  
BCTDA FISCAL AGENT

Explore **ASHEVILLE**

## 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
<b>Revenues:</b>							
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>
<b>Expenditures:</b>							
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>
<b>Other Financing Sources:</b>							
Carried over earned income	50,564	-	-				
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			19,776,549				
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.

# PG 2

## 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
<b>Revenues:</b>				
Occupancy Tax	\$ 18,360,000	\$ 30,725,369	\$ (12,365,369)	167.3%
Investment Income	-	1,260,454	(1,260,454)	0.0%
<b>Total revenues</b>	<u>18,360,000</u>	<u>31,985,824</u>	<u>(13,625,824)</u>	<u>174.2%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
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>
<b>Product Development Funds Available for Future Grants</b>				
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

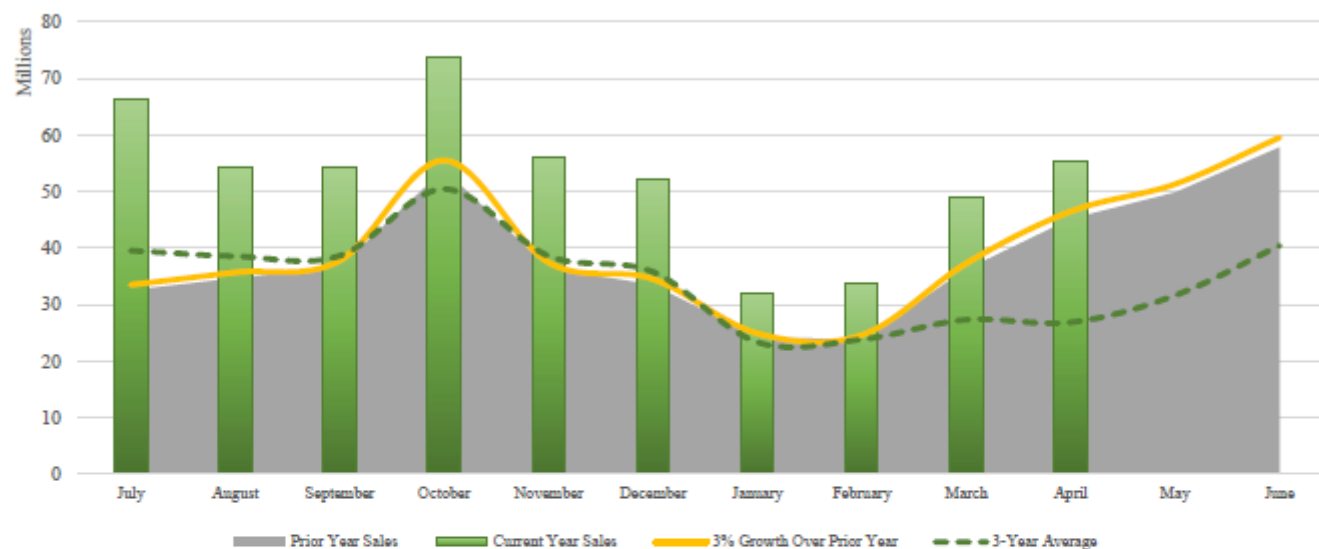
	Operating and Earned Revenue Funds	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 30,584,631	\$ 24,229,133	\$ 54,813,765
Receivables	-	-	-
Total current assets	<u>\$ 30,584,631</u>	<u>\$ 24,229,133</u>	<u>54,813,765</u>
<b>Liabilities:</b>			
Current liabilities:			-
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>
<b>Fund Balances:</b>			-
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

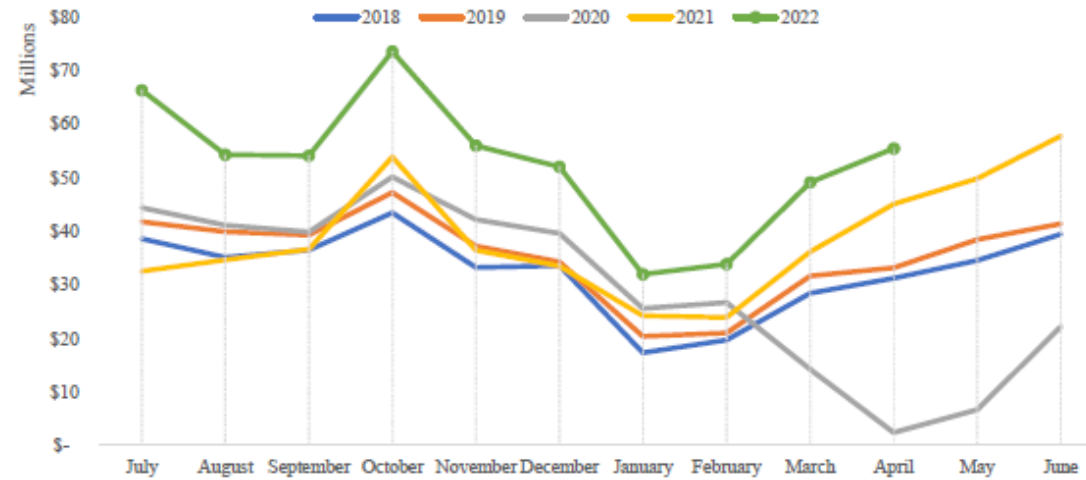
Shown by Month of Sale, Year-to-Date

May 31, 2022



	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
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
<b>Month of lodging sales:</b>					
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

# PG 7

## 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	\$ 325,143,377	\$ 278,076,058			\$ 188,241,991	\$ 173,016,827			\$ 13,519,202	\$ 13,647,609			\$ 526,904,570	\$ 464,740,494		

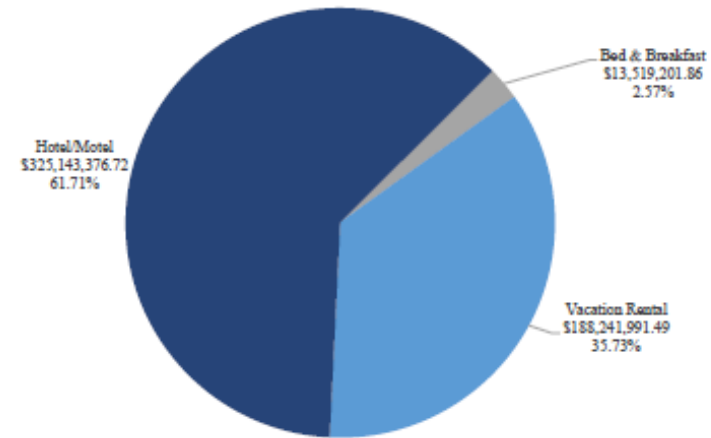
## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

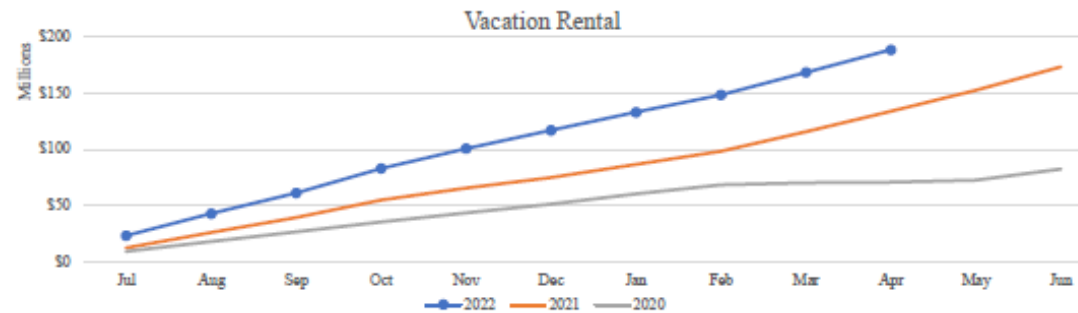
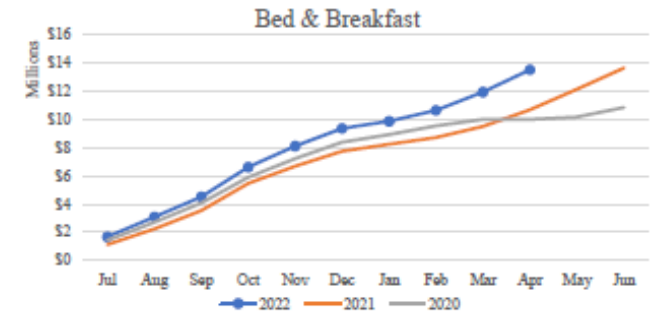
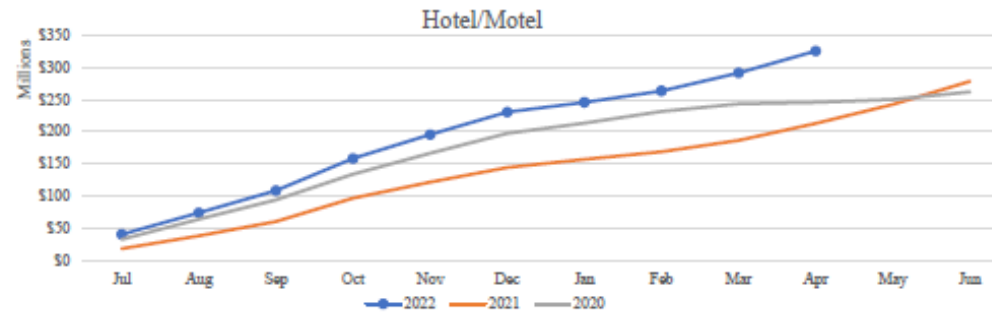
Shown by Month of Sale, Year-to-Date

May 31, 2022

Total Lodging Sales by Type, Year-to-Date



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



# FINANCIAL REPORTS

**Questions/Discussion**

# FINANCIAL REPORTS

## **Vice Chair Brenda Durden**

- Suggested Motion:

Motion to approve the May 2022 Financial Reports as presented.

- Motion Second

- Discussion

- Vote

# PRESIDENT & CEO REPORT

VIC ISLEY  
PRESIDENT & CEO

Explore **ASHEVILLE**

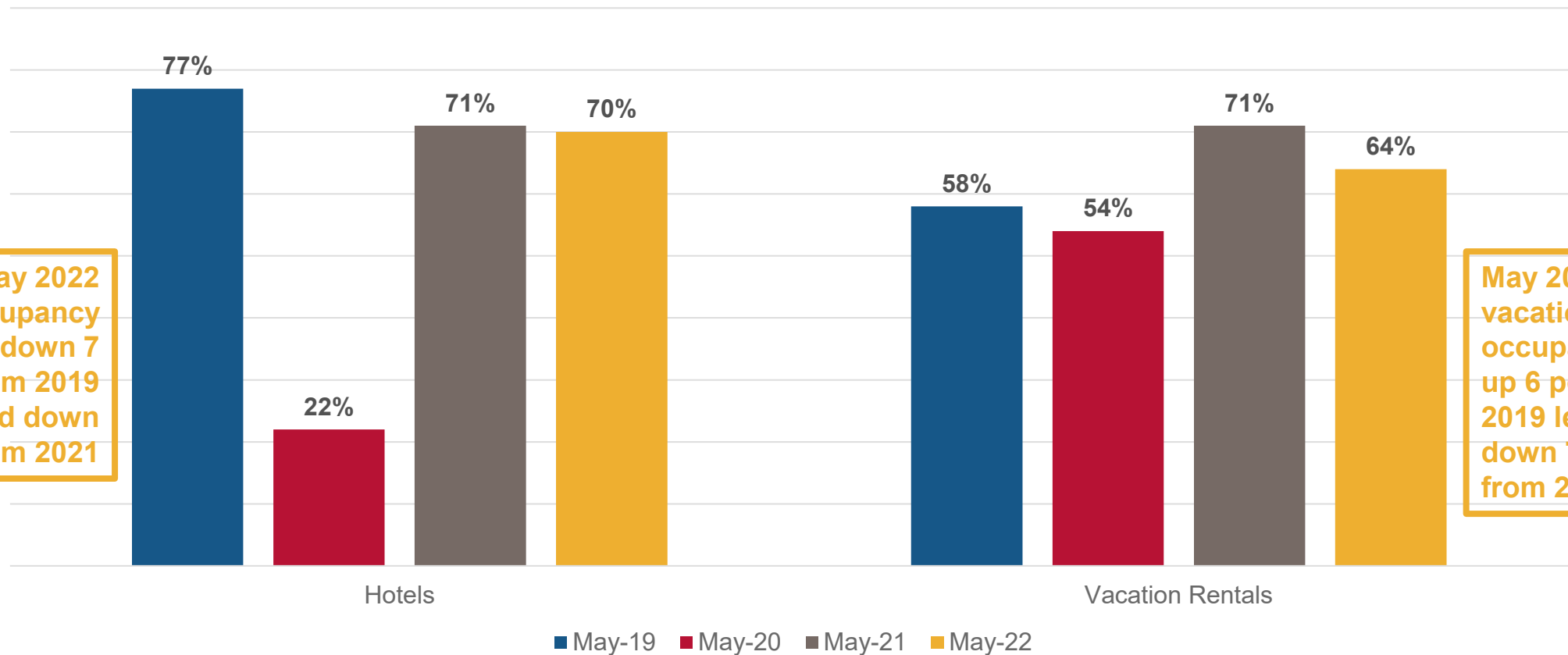


# Explore Asheville Summer Social

- Tuesday, July 12
- 4:30 – 6:30 p.m.
- Marquee | River Arts District
- Link to register at [AshevilleCVB.com](https://AshevilleCVB.com)



# MAY LODGING OCCUPANCY



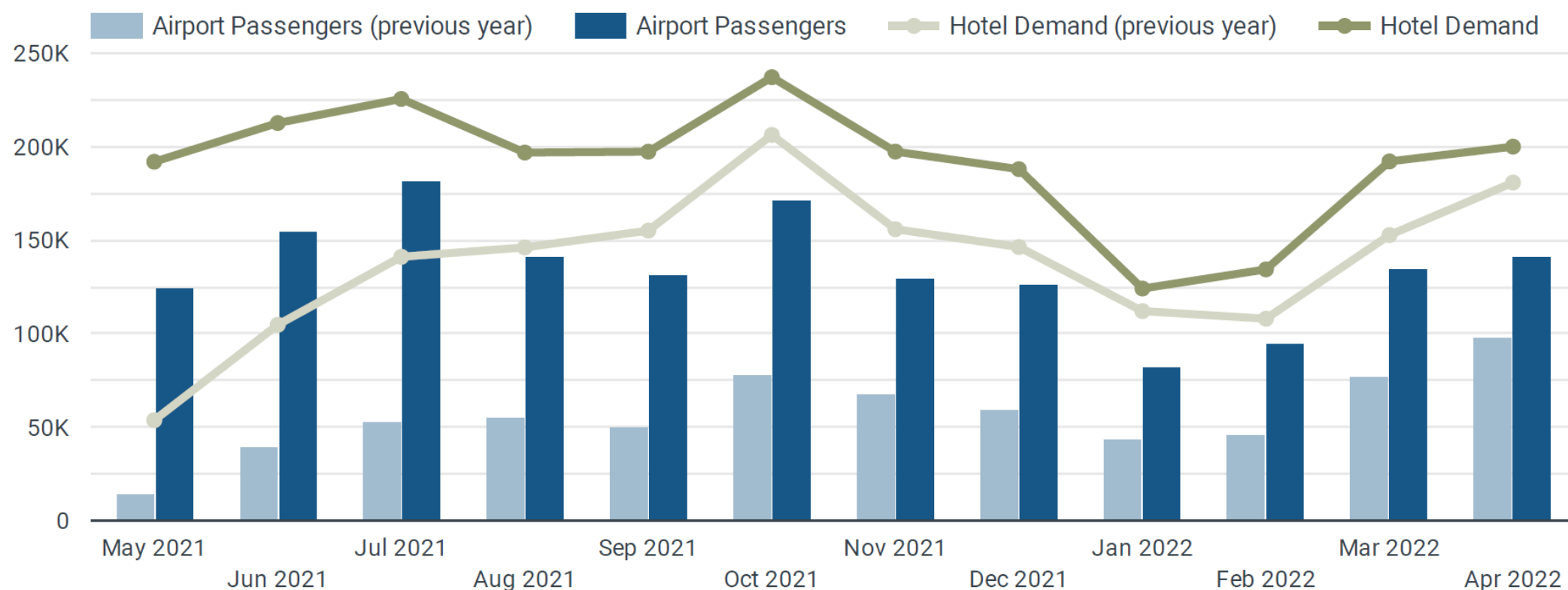
May 2022 hotel occupancy was down 7 points from 2019 levels, and down 1 point from 2021

May 2022 vacation rental occupancy was up 6 points from 2019 levels, but down 7 points from 2021

# AVL PASSENGER COUNTS

## Airport Passengers vs. Hotel Demand\*

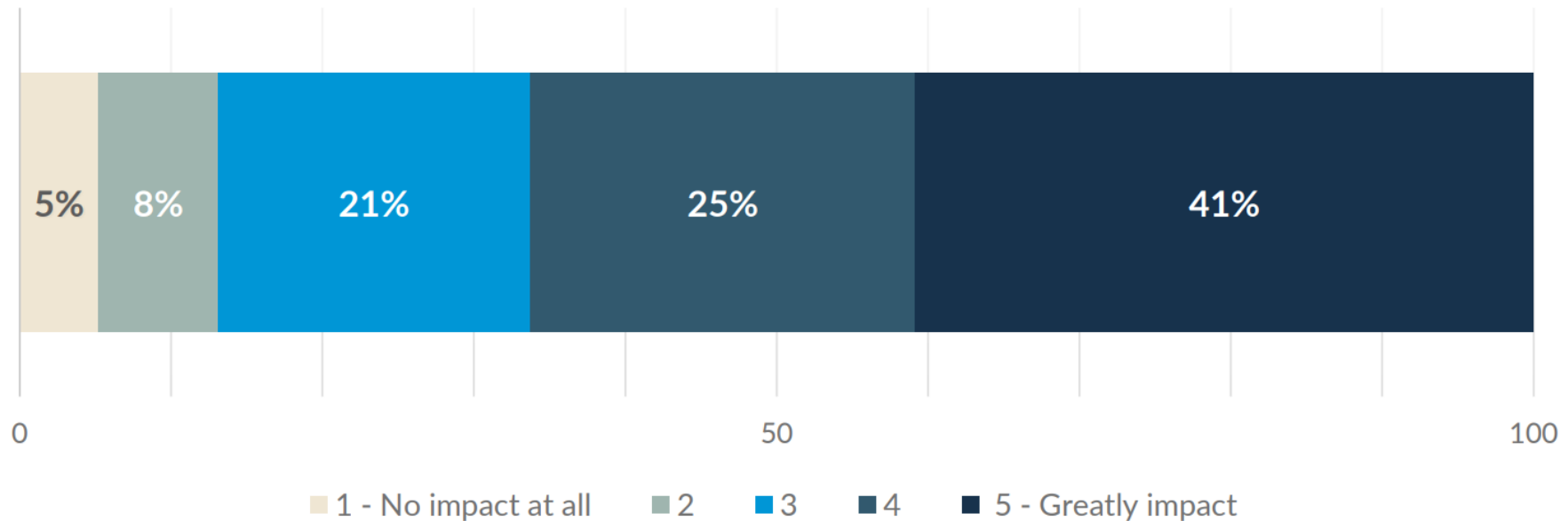
\* Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



*CYTD-2022	*CYTD-2021	Percentage Change
227,412	133,035	70.9%
<u>225,586</u>	<u>131,979</u>	70.9%
452,998	265,014	70.9%

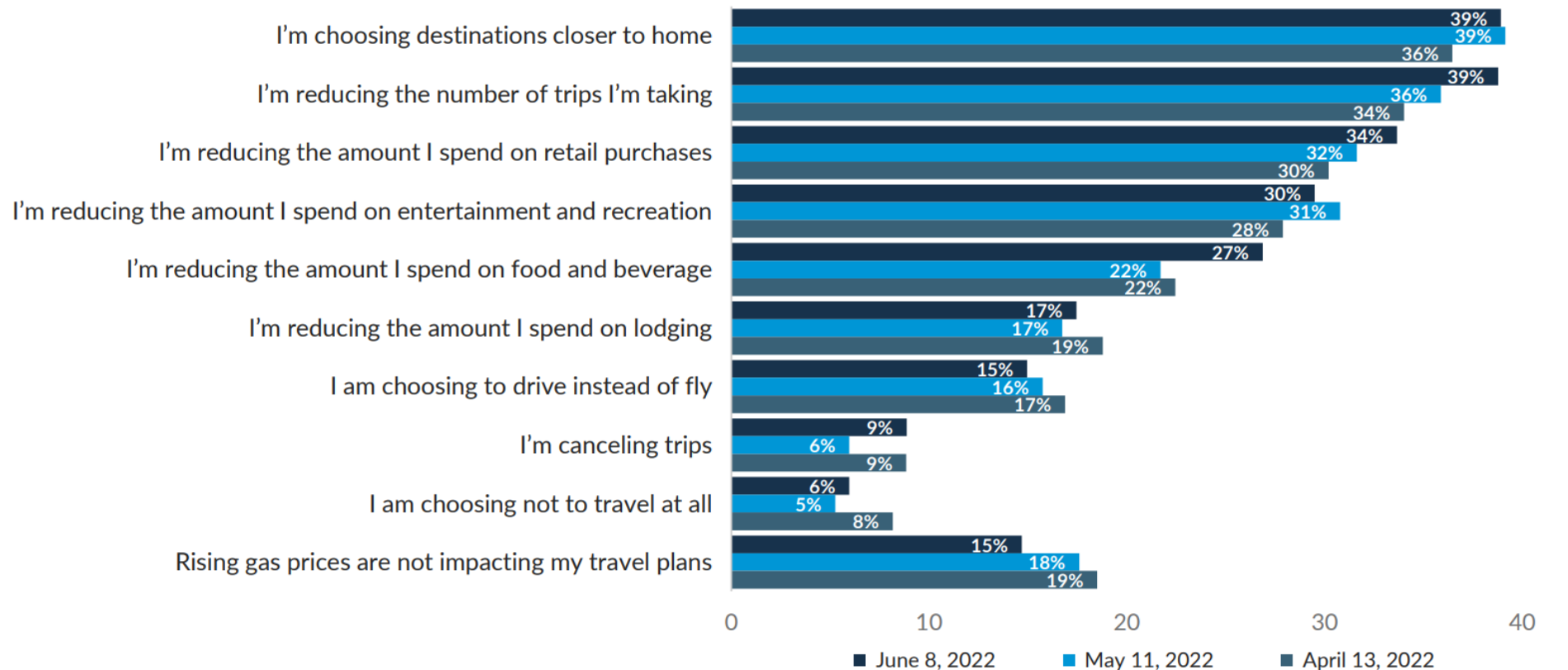
# HIGHER GAS PRICES & TRAVEL DECISIONS

Impact of Rising Gas Prices on Decisions to Travel in Next Six Months



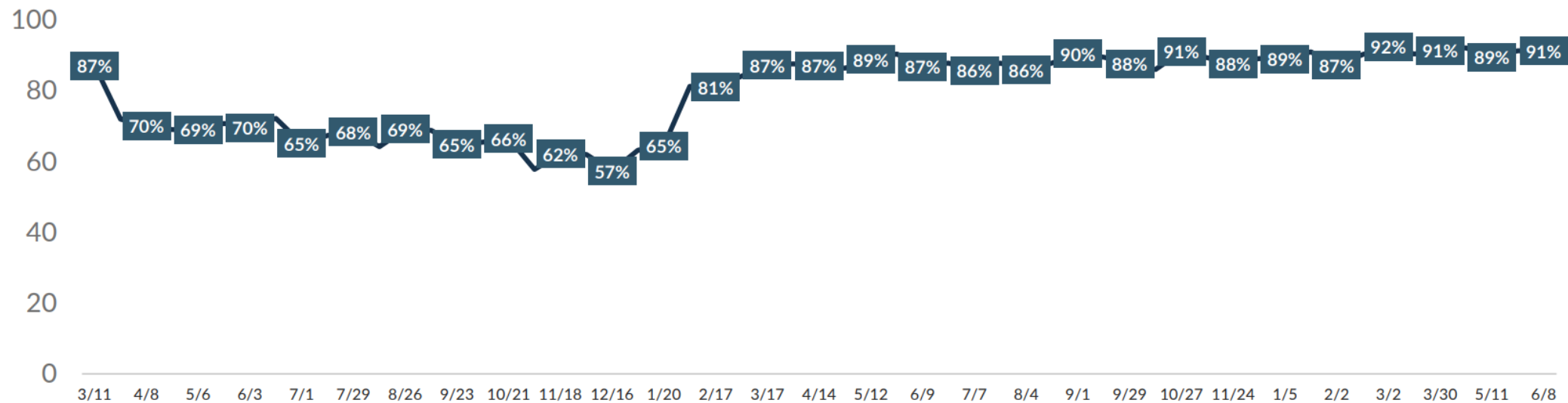
# GAS PRICES DRIVING TRAVEL CHOICES

## Impact of Rising Gas Prices on Travel Plans



# AMERICANS STILL TRAVELING

## Travelers with Travel Plans in the Next Six Months Comparison



# BUNCOMBE COUNTY OCCUPANCY TAX MODIFICATIONS

**SB 914:**

Buncombe County occupancy tax modifications filed  
Sponsors: Senators Edwards, Daniel & Mayfield

**June 1, 2022**

**HB 1057:**

Read in the NC House and referred to House Rules Committee

**June 28, 2022**

**June 28, 2022**

**HB 1057:**

Buncombe County occupancy tax provision passed the NC Senate

- 
- **Monthly Highlights Report**
  - **Destination Dashboard**
  - **Questions?**

Explore **ASHEVILLE**

# BCTDA FY23 BUDGET

BRENDA DURDEN  
BCTDA VICE CHAIR

LEAH ASHBURN  
BCTDA FINANCE COMMITTEE CHAIR

Explore **ASHEVILLE**

# PUBLIC BUDGET HEARING

## **Vice Chair Brenda Durden**

- At the May 25 BCTDA monthly meeting, two proposed budget ordinances were presented, representing two different percentage scenarios based on current and pending legislation.
- The BCTDA approved a motion to schedule a public hearing to take place on June 29, 2022, for the consideration of the budget ordinances.
- The budget ordinances were posted on AshevilleCVB.com following the board meeting.
- A public notice publicizing the budget hearing was published in the print and online editions of the Asheville Citizen-Times on May 29, 2022.

# BUDGET ORDINANCE

## Leah Ashburn

### *Proposed BCTDA FY23 Budget Ordinance*

- Last month, two proposed budget ordinances were presented, as potential legislative changes, if introduced and passed, would change the occupancy tax allocation from a 75%/25% Operating/TPDF split to a two-thirds/one-third split. Leadership in the local hotel community is advocating for this change.
- Because the law as it currently stands requires us to apportion the occupancy tax at the 75%/25% split, we are holding the public hearing on the budget that complies with current law.

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	\$ 3,835,000
Marketing	23,210,500
Group Sales	2,209,000
Community Engagement	300,000
Administration & Facilities	1,250,000
TOTAL APPROPRIATION:	\$ 30,604,500
REVENUE	
Occupancy Tax Revenue	\$ 30,604,500
TOTAL APPROPRIATION:	\$ 30,604,500

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
REVENUE	
Occupancy Tax Revenue	\$ 415,000
TOTAL APPROPRIATION:	\$ 415,000

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:	\$ 225,000
REVENUE	
Earned Revenue	\$ 183,000
Fund Balance - Committed for Event Support Program	\$ 42,000
TOTAL APPROPRIATION:	\$ 225,000

ATTEST:

TOURISM DEVELOPMENT AUTHORITY FOR  
FOR THE COUNTY OF BUNCOMBE:

Jonna Sampson, Executive Operations Manager

By: Brenda Durden, BCTDA Board Vice Chair

# BUDGET ORDINANCE

**Leah Ashburn**

*Proposed BCTDA FY23 Budget Ordinance*

Buncombe County occupancy tax provision passed the North Carolina Senate yesterday through House Bill 1057. It was then read in the House and referred to the House Rules Committee. If the provision passes the House and becomes law, we will come back to the board in the July meeting with a budget amendment that complies with the new law and its effective date.

ORDINANCE # 06.29.22

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

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ATTEST:

TOURISM DEVELOPMENT AUTHORITY FOR  
FOR THE COUNTY OF BUNCOMBE:

Jonna Sampson, Executive Operations Manager

By:  
Brenda Durden, BCTDA Board Vice Chair

# FY23 BUDGET ORDINANCE

**Leah Ashburn**

## FY23 Budget Ordinance:

**Operating Budget**

**\$30,604,500**

**Tourism Product Development  
Fund Administrative Budget**

**\$415,000**

**Earned Revenue Budget**

**\$225,000**

ORDINANCE # 06.29.22

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

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

Jonna Sampson, Executive Operations Manager By: Brenda Durden, BCTDA Board Vice Chair

# PUBLIC BUDGET HEARING

## **Vice Chair Brenda Durden**

- Open the Public Hearing on the Proposed BCTDA FY23 Budget Ordinance
- Receive input on the Proposed BCTDA FY23 Budget Ordinance
- Close the Public Hearing

# FY23 BCTDA BUDGET

**Questions/Discussion**

# APPROVAL OF BUDGET ORDINANCE

## Vice Chair Brenda Durden

### Suggested Motion:

Motion to approve the FY 2023 budget ordinance as presented.

Motion Second

Discussion

Vote

<b>ORDINANCE # 06.29.22</b>	
<b>BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY NORTH CAROLINA BUDGET ORDINANCE FISCAL YEAR 2022-2023</b>	
<b>BOARD MEETING DATE: <u>June 29, 2022</u></b>	
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ATTEST:	TOURISM DEVELOPMENT AUTHORITY FOR THE COUNTY OF BUNCOMBE:
Jonna Sampson, Executive Operations Manager	By: Brenda Durden, BCTDA Board Vice Chair

# NOMINATING COMMITTEE

**Nominating Committee Chair Leah Ashburn**

**Presentation of Nominations for FY23 Officers**

BCTDA Chair – Kathleen Mosher

BCTDA Vice Chair – Brenda Durden

Treasurer (*BCTDA Nonprofit only*) – Matthew Lehman

# NOMINATING COMMITTEE

## **Vice Chair Brenda Durden**

### Suggested Motion:

Motion to approve the nominations for FY23 Officers for BCTDA Chair, BCTDA Vice Chair, and Treasurer of the Nonprofit, as presented.

Motion Second

Discussion

Vote

# CITY COUNCIL UPDATE

**Councilmember Sandra Kilgore**

Asheville City Council Update

# BC COMMISSION UPDATE

**Commissioner Robert Pressley**

Buncombe County Commission Update

# MISCELLANEOUS BUSINESS

**Vice Chair Brenda Durden**

# LIVE VIRTUAL PUBLIC COMMENTS

## **Vice Chair Brenda Durden**

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, June 28, no requests to speak had been received.

# IN-PERSON PUBLIC COMMENTS

## **Vice Chair Brenda Durden**

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.

# ADJOURNMENT

## **Vice Chair Brenda Durden**

- Motion for Consideration:  
Motion to adjourn the BCTDA meeting
- Motion Second
- Discussion
- Vote

# NEXT BCTDA MEETING



*Thanks for attending!*

The next BCTDA meeting:

**Wednesday, July 27, 2022 | 9:00 a.m.**

**Explore Asheville Board Room**

**27 College Place | Asheville**