



WELCOME!

Welcome to the July 27, 2022 meeting of the
Buncombe County Tourism Development Authority

Explore **ASHEVILLE**

CALL TO ORDER

Chair Kathleen Mosher

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, July 27, 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 and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of 06.29.22 Meeting Minutes	Kathleen Mosher
9:10 a.m.	June 2022 Financial Reports	Jennifer Kass-Green
9:15 a.m.	Approval of FY23 Budget Amendment	Kathleen Mosher
9:20 a.m.	Approval of BCTDA FY23 Meeting Schedule	Kathleen Mosher
9:25 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:35 a.m.	Tourism Product Development Fund Contract Amendments <ul style="list-style-type: none">a. Asheville Community Theatreb. Enka Recreation Destinationc. Woodfin Greenway & Blueway	Chris Cavanaugh, TPDF Administrator
9:50 a.m.	Group Sales - Performance & Marketing Update	Marshall Hilliard; Carli Adams; Colleen Swanson, Executive Vice President, Meetings Database Institute (MDI)
10:10 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:15 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:20 a.m.	Miscellaneous Business	Kathleen Mosher
10:25 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, August 31, 2022**, at 9:00 a.m., in the Michael Sherrill Loft of Center for Craft, located at 67 Broadway St. 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.

FOR OUR REMOTE VIEWERS

Chair Kathleen Mosher


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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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

Chair Kathleen Mosher

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

MINUTES

Chair Kathleen Mosher

June 29, 2022 BCTDA Regular Meeting Minutes

- Questions/Comments
- Suggested Motion:
 - Motion to approve the June 29, 2022 meeting minutes
- Motion Second
- Discussion
- Vote

Board Meeting Minutes
Wednesday, June 29, 2022

Present (Voting):	Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Leah Ashburn, Michael Lusick, HP Patel
Absent (Voting):	Kathleen Mosher, Chair; Matthew Lehman, Scott Patel
Present (Ex-Officio):	Buncombe County Commissioner Robert Pressley
Absent (Ex-Officio):	Asheville City Councilmember Sandra Kilgore
CVB Staff:	Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson, Glenn Ramey
BC Finance:	Don Warn, Buncombe County/BCTDA Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
In-Person Attendees:	Lisa Raleigh, RiverLink Jane Anderson, Area Resident Roy Harris, Area Resident
Online Attendees:	Matthew Lehman, BCTDA Member Carli Adams, Maggie Gregg, Khal Khoury, Tina Porter, Sha'Linda Pruitt, Charlie Reed, Whitney Smith; Explore Asheville Staff Kit Cramer, Zach Wallace; Asheville Area Chamber of Commerce Tina Kinsey, Asheville Regional Airport Timothy Love, Buncombe County Jim Muth, TPDF Committee Stephanie Moore, Center for Craft/TPDF Committee Rick Bell, Engadine Inn Chip Craig, Greybeard Realty and Rentals Kim Lenox, MMY Global John Ellis, Prior BCTDA Board Member Lacy Cross, Movement Bank John Boyle, Asheville Citizen-Times Sunshine Request

JUNE 2022 PRELIMINARY FINANCIAL REPORTS

JENNIFER KASS-GREEN
VP OF CULTURE & BUSINESS AFFAIRS

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
PRELIMINARY June 30, 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	\$ 2,302,712	\$ 24,797,952	\$ (4,428,262)	121.7%	\$ 20,125,048	23.2%
Investment income	-	586	2,971	(2,971)	-	646	360.0%
Other income	-	-	171,401	(171,401)	-	-	-
Earned revenue	150,000	15,537	172,243	(22,243)	114.8%	232,124	-25.8%
Total revenues	<u>20,519,690</u>	<u>2,318,835</u>	<u>25,144,567</u>	<u>(4,624,877)</u>	<u>122.5%</u>	<u>20,357,818</u>	<u>23.5%</u>
Expenditures:							
Salaries and Benefits	2,889,976	161,602	2,341,664	548,312	81.0%	2,241,471	4.5%
Sales	1,236,063	508,115	1,182,020	54,043	95.6%	513,921	130.0%
Marketing	15,821,893	7,242,603	15,590,828	231,065	98.5%	9,530,222	63.6%
Community Engagement	123,178	22,418	116,745	6,433	94.8%	40,897	185.5%
Administration & Facilities	798,580	56,178	760,265	38,315	95.2%	609,720	24.7%
Events/Festivals/Sponsorships	200,564	13,765	183,257	17,307	91.4%	110,129	66.4%
Total expenditures	<u>21,070,254</u>	<u>8,004,681</u>	<u>20,174,778</u>	<u>895,476</u>	<u>95.8%</u>	<u>13,046,361</u>	<u>54.6%</u>
Revenues over (under) expenditures	<u>(550,564)</u>	<u>(5,685,846)</u>	<u>4,969,789</u>			<u>\$ 7,311,458</u>	<u>-32.0%</u>
Other Financing Sources:							
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>\$ (5,685,846)</u>	<u>4,969,789</u>				
Fund balance, beginning of year			19,776,549				
Fund balance, end of month			<u>\$ 24,746,338</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

PRELIMINARY June 30, 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	(%)	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)
						Change			Change			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	2,302,712	2,119,721	9%	24,797,952	17,686,467	40%	767,571	\$ 706,574	9%	8,265,984	5,895,489	40%
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$24,797,952</u>	<u>\$ 20,125,048</u>		<u>\$ 24,797,952</u>	<u>\$ 20,125,048</u>		<u>\$8,265,984</u>	<u>\$6,708,349</u>		<u>\$8,265,984</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

PRELIMINARY June 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 31,492,940	\$ (13,132,940)	171.5%
Investment Income	-	1,291,068	(1,291,068)	0.0%
Total revenues	<u>18,360,000</u>	<u>32,784,008</u>	<u>(14,424,008)</u>	<u>178.6%</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	26,860	473,140	5.4%
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>7,644,723</u>	<u>10,275,277</u>	<u>42.7%</u>
Product development fund administration	<u>440,000</u>	<u>123,582</u>	<u>316,418</u>	<u>28.1%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,768,305</u>	<u>\$ 10,591,695</u>	<u>42.3%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 25,015,704		
Less: Liabilities/Outstanding Grants		(10,275,277)		
Less: Unspent Admin Budget (Current Year)		(316,418)		
Current Product Development Amount Available		<u>\$ 14,424,008</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

PRELIMINARY June 30, 2022

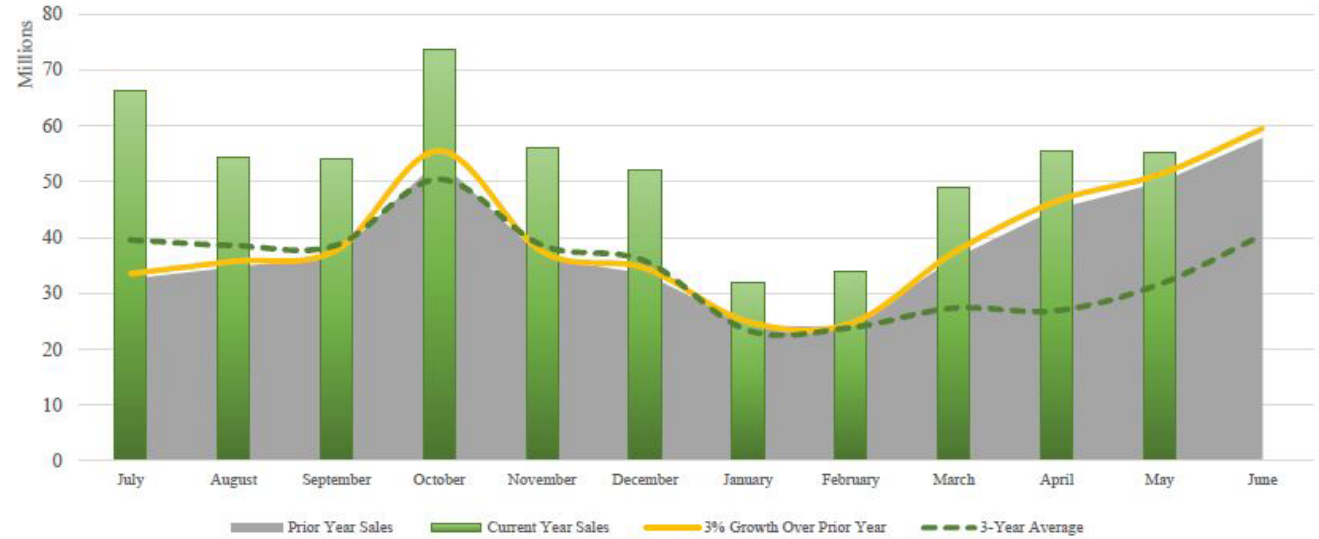
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 24,917,998	\$ 25,015,704	\$ 49,933,701
Receivables	-	-	-
Total current assets	<u>\$ 24,917,998</u>	<u>\$ 25,015,704</u>	<u>49,933,701</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 13,950	\$ -	\$ 13,950
Future events payable	157,709	\$ 10,275,277	\$ 10,432,987
Total current liabilities	<u>171,660</u>	<u>\$ 10,275,277</u>	<u>\$ 10,446,937</u>
Fund Balances:			-
Restricted for product development fund	-	14,740,426	14,740,426
Committed for event support program	81,277	-	81,277
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,434,845	-	10,434,845
Undesignated (cash flow)	12,600,641	-	12,600,641
Total fund balances	<u>24,746,338</u>	<u>14,740,426</u>	<u>39,486,765</u>
Total liabilities and fund balances	<u>\$ 24,917,998</u>	<u>\$ 25,015,704</u>	<u>\$ 49,933,701</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 2022



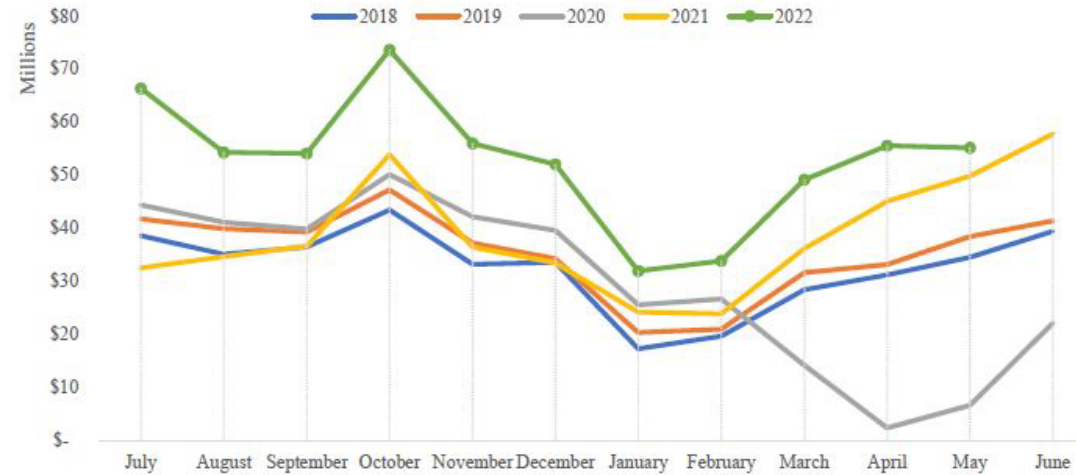
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 66,338,842	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	79%	35,703,239	38,564,848
September	54,137,605	36,683,164	48%	68%	37,783,659	38,626,462
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	52,075,148	33,504,228	55%	57%	34,509,355	35,790,730
January	31,954,012	24,212,981	32%	54%	24,939,371	23,373,837
February	33,899,409	23,905,633	42%	53%	24,622,802	23,862,423
March	49,120,558	36,200,146	36%	51%	37,286,151	27,348,756
April	55,574,098	45,127,533	23%	48%	46,481,359	26,890,343
May	55,166,736	49,824,646	11%	43%	51,319,385	31,637,803
June	-	57,792,994	-	-	59,526,784	40,438,345
Total revenues	<u>\$582,160,298</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

PRELIMINARY June 30, 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	52,075,148
January	17,286,992	20,347,077	25,561,453	24,212,981	31,954,012
February	19,676,430	20,985,316	26,696,319	23,905,633	33,899,409
March	28,406,443	31,638,002	14,208,120	36,200,146	49,120,558
April	31,240,963	33,141,034	2,402,461	45,127,533	55,574,098
May	34,544,014	38,464,222	6,624,541	49,824,646	55,166,736
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	\$ 582,160,298

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 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%	16,232,554	9,595,156	69.2%	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,075,148	33,504,228	55.4%	56.6%
January	15,401,453	12,224,275	26.0%	56.4%	16,053,328	11,501,937	39.6%	53.5%	499,232	486,770	2.6%	19.9%	31,954,012	24,212,981	32.0%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,523,727	11,724,546	32.4%	51.0%	787,738	497,164	58.4%	22.1%	33,899,409	23,905,633	41.8%	53.1%
March	27,907,881	17,985,847	55.2%	55.9%	19,927,663	17,425,713	14.4%	45.4%	1,285,014	788,586	63.0%	25.5%	49,120,558	36,200,146	35.7%	51.1%
April	33,881,484	25,959,680	30.5%	52.8%	20,046,263	17,989,856	11.4%	40.9%	1,646,351	1,177,997	39.8%	27.1%	55,574,098	45,127,533	23.1%	47.6%
May	33,766,102	29,663,713	13.8%	48.0%	19,526,551	18,720,234	4.3%	36.4%	1,874,083	1,440,698	30.1%	27.4%	55,166,736	49,824,646	10.7%	43.1%
June	-	35,631,307	-		-	20,645,736	-		-	1,515,951	-		-	57,792,994	-	
Total	\$ 358,909,479	\$ 278,076,058			\$ 207,792,994	\$ 173,016,827			\$ 15,457,825	\$ 13,647,609			\$ 582,160,298	\$ 464,740,494		

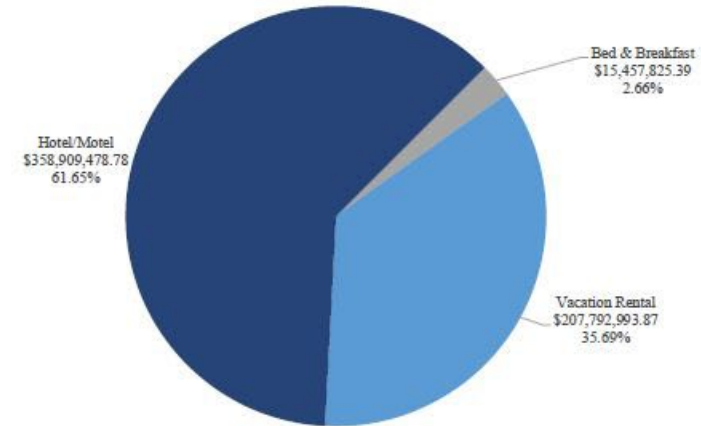
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

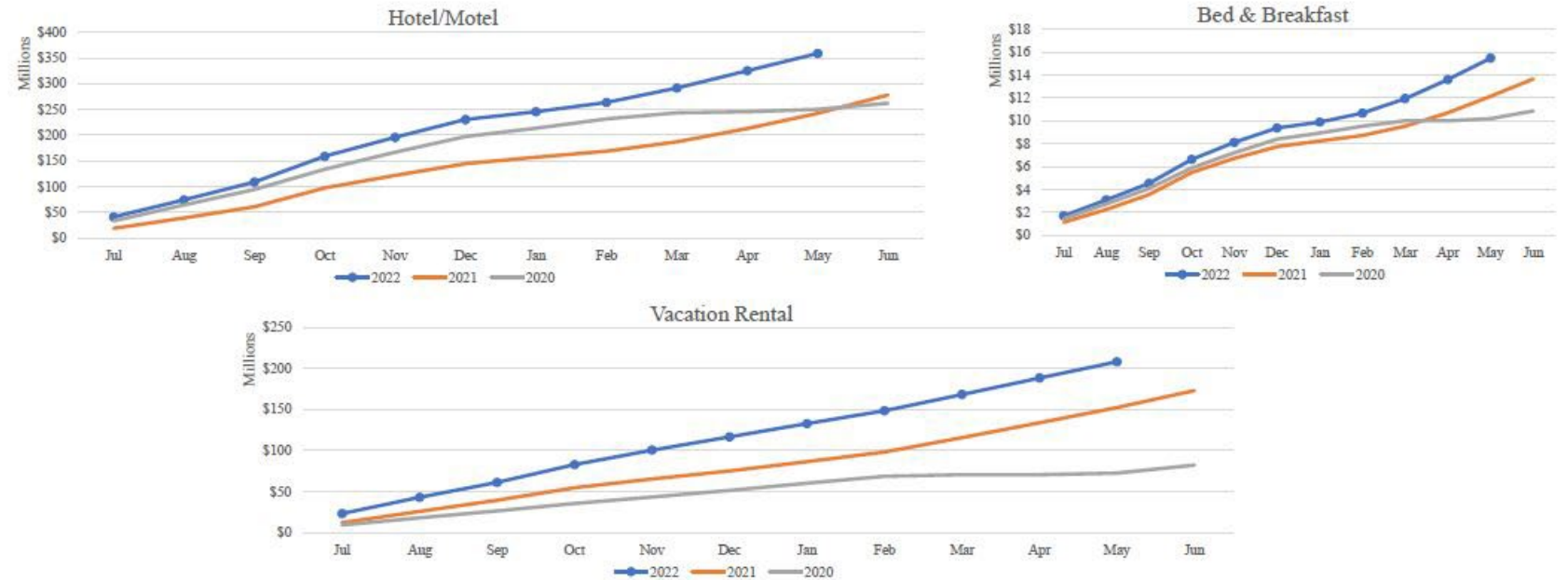
Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 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

Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the preliminary June 2022 Financial Reports

- Motion Second

- Discussion

- Vote

BCTDA FY23 BUDGET AMENDMENT

KATHLEEN MOSHER
BCTDA CHAIR

JENNIFER KASS-GREEN
VP OF CULTURE & BUSINESS AFFAIRS

Explore **ASHEVILLE**

FY23 PROPOSED OPERATING BUDGET

(2/3 OCCUPANCY TAX SPLIT)

Revenue	FY22 Revenue Budget	FY23 Revenue Forecast (2/3)	% Total Revenue
Occupancy Taxes	20,369,690	27,217,602	67%
Fund Balance Designation	*500,000	2,000,000	
Total	20,869,690	29,217,602	68%

Expense	FY22 Budget	FY23 Proposed Budget (2/3)	% Total Revenue
Salaries & Benefits	2,889,976	3,713,360	9%
Administration & Facilities	798,580	1,150,000	3%
Marketing	*15,821,893	21,895,242	51%
Group Sales	1,236,063	2,159,000	5%
Community Engagement**	123,178	300,000	1%
Total	20,869,690	29,217,602	68%

*FY22 Revenue and Expense Budgets include \$500,000 budget amendment previously presented.

**Additional community investment funded through TPDF Administration and Earned Revenue Fund, details on upcoming slides.

FY23 TPDF & LIFT FUNDS

	Tourism Product Development Fund	Legacy Investment From Tourism Fund
Beginning Fund Balance	15,277,511	-
Budgeted Revenue	6,800,320	6,800,320
Administrative Budget	415,000	-
Available Funds	21,662,831	6,800,320

FY23 BUDGET AMENDMENT APPROVAL

Revenue	Previously Approved Budget	Amendment	FY23 Revenue Forecast
Occupancy Taxes	30,604,500	(3,386,898)	27,217,602
Fund Balance	-	2,000,000	2,000,000
Total	30,604,500	(1,386,898)	29,217,602
Expense	Previously Approved Budget	FY23 Amendment	FY23 Budgeted Expenses
Salaries & Benefits	3,635,000	78,360	3,713,360
Administration & Facilities	1,250,000	(100,000)	1,150,000
Marketing	23,210,500	(1,315,258)	21,895,242
Group Sales	2,209,000	(50,000)	2,159,000
Community Engagement	300,000		300,000
Total	30,604,500	(1,386,898)	29,217,602

FY23 BUDGET AMENDMENT

Questions/Discussion

FY23 BUDGET AMENDMENT APPROVAL

Chair Kathleen Mosher

- Suggested Motion:
 - Motion to approve the FY23 budget amendment
- Motion Second
- Discussion
- Vote

FY23 MEETING SCHEDULE APPROVAL

Chair Kathleen Mosher

Suggested Motion:

Motion to approve the
FY23 meeting schedule

Motion Second

Discussion

Vote

Meeting Date	Location
July 27	Explore Asheville
August 31	Center for Craft
September 28	Explore Asheville
October 26	Explore Asheville
November 30	The Collider
December 14 - Cancel	Explore Asheville
January 25	Explore Asheville
February 22	Explore Asheville
March 23-24*	To be announced
April 26	Explore Asheville
May 31	Explore Asheville
June 28	To be announced

* Meeting dates are last Wednesday at 9 a.m. except for March

PRESIDENT & CEO REPORT

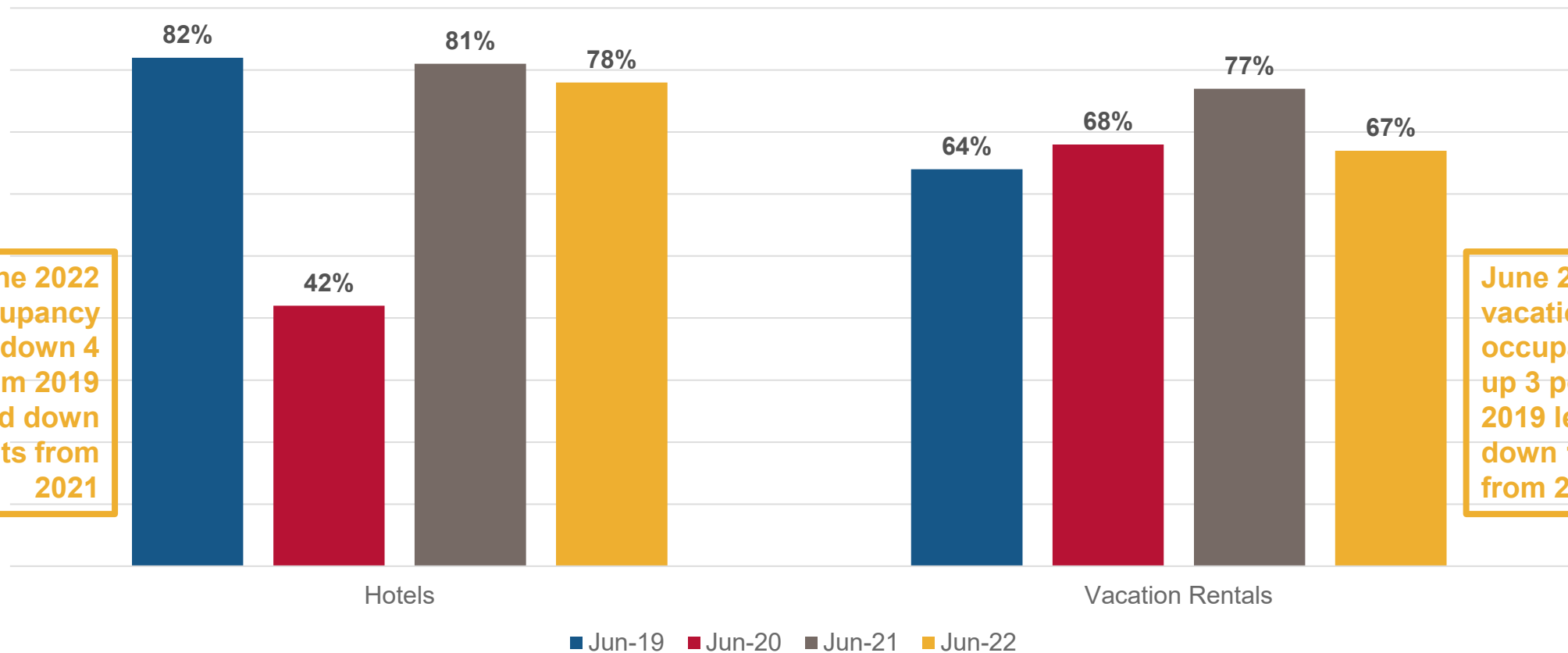
VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**



BUNCOMBE COUNTY LODGING MARKET OVERVIEW

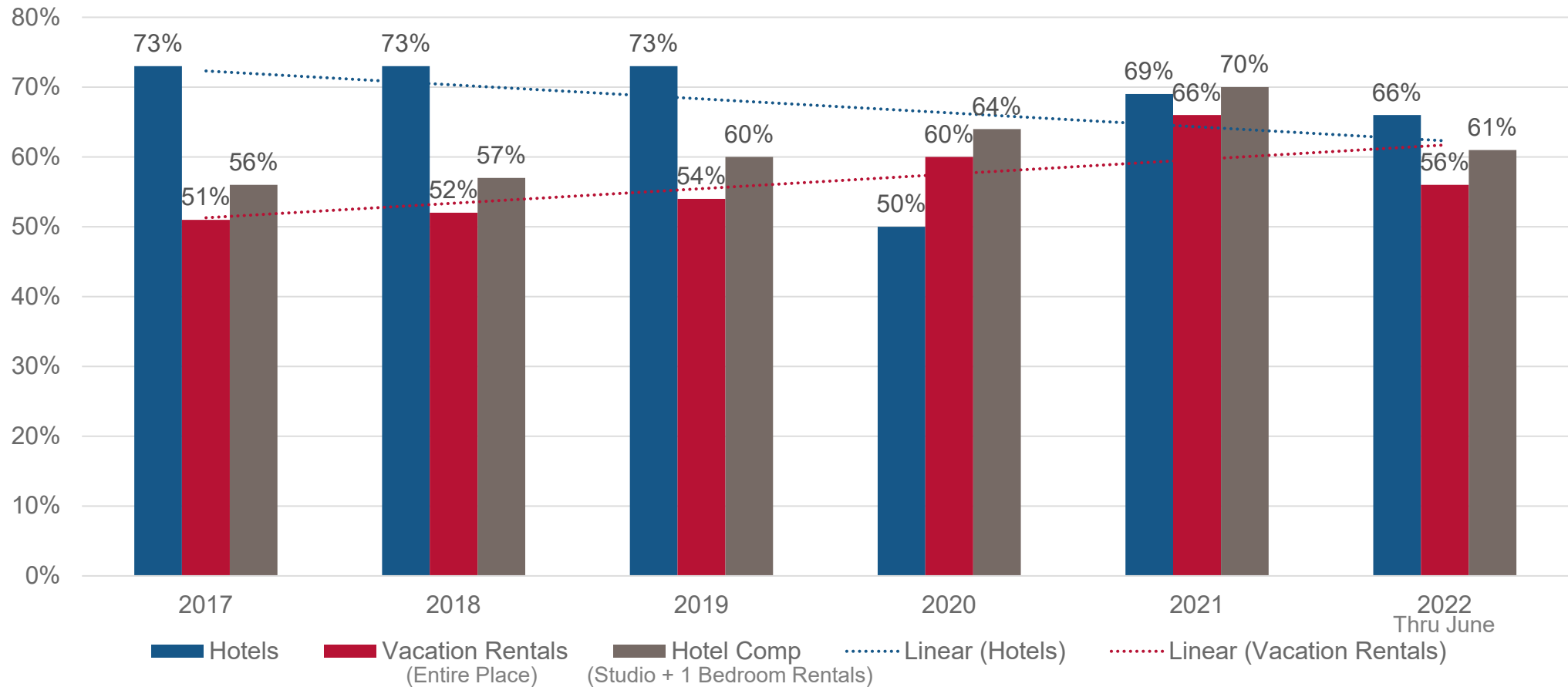
JUNE LODGING OCCUPANCY



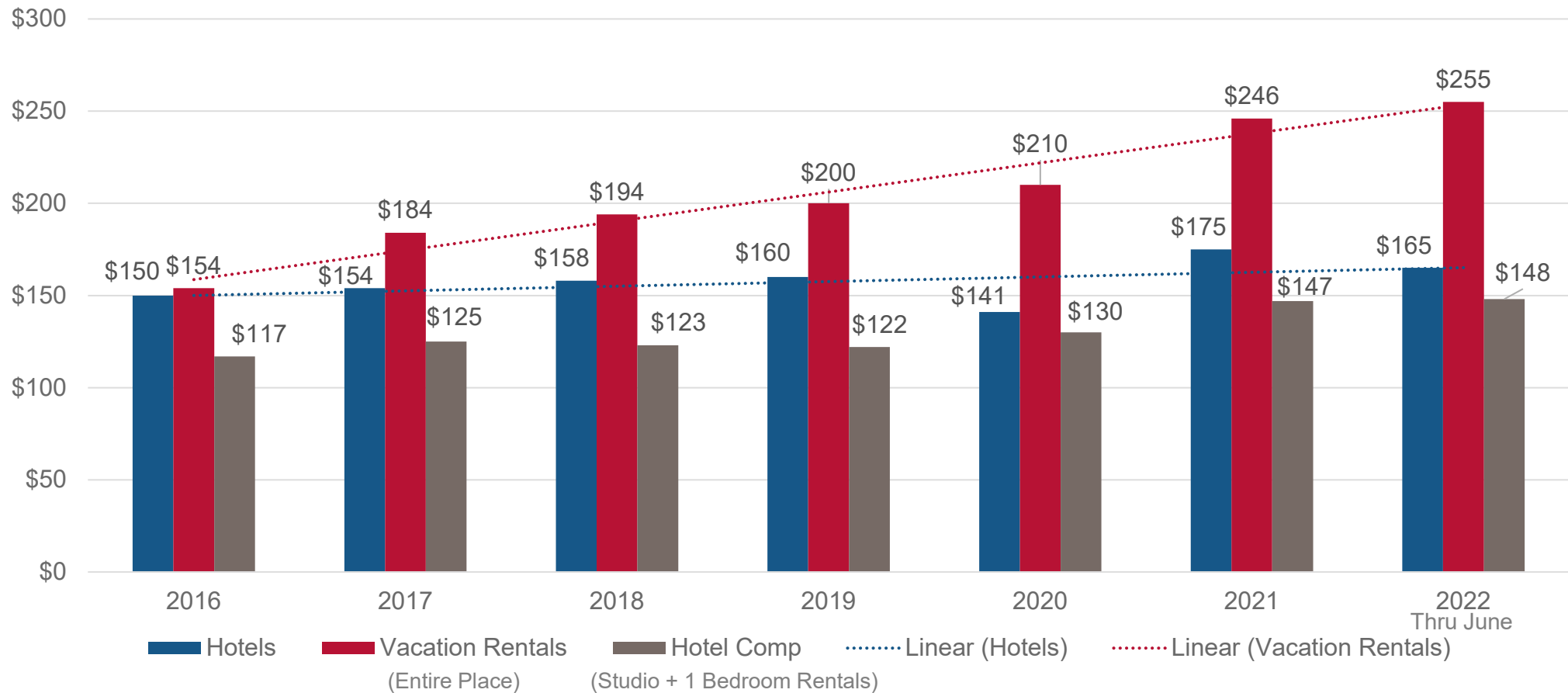
June 2022 hotel occupancy was down 4 points from 2019 levels, and down 3 points from 2021

June 2022 vacation rental occupancy was up 3 points from 2019 levels, yet down 10 points from 2021

AVERAGE OCCUPANCY BY LODGING TYPE

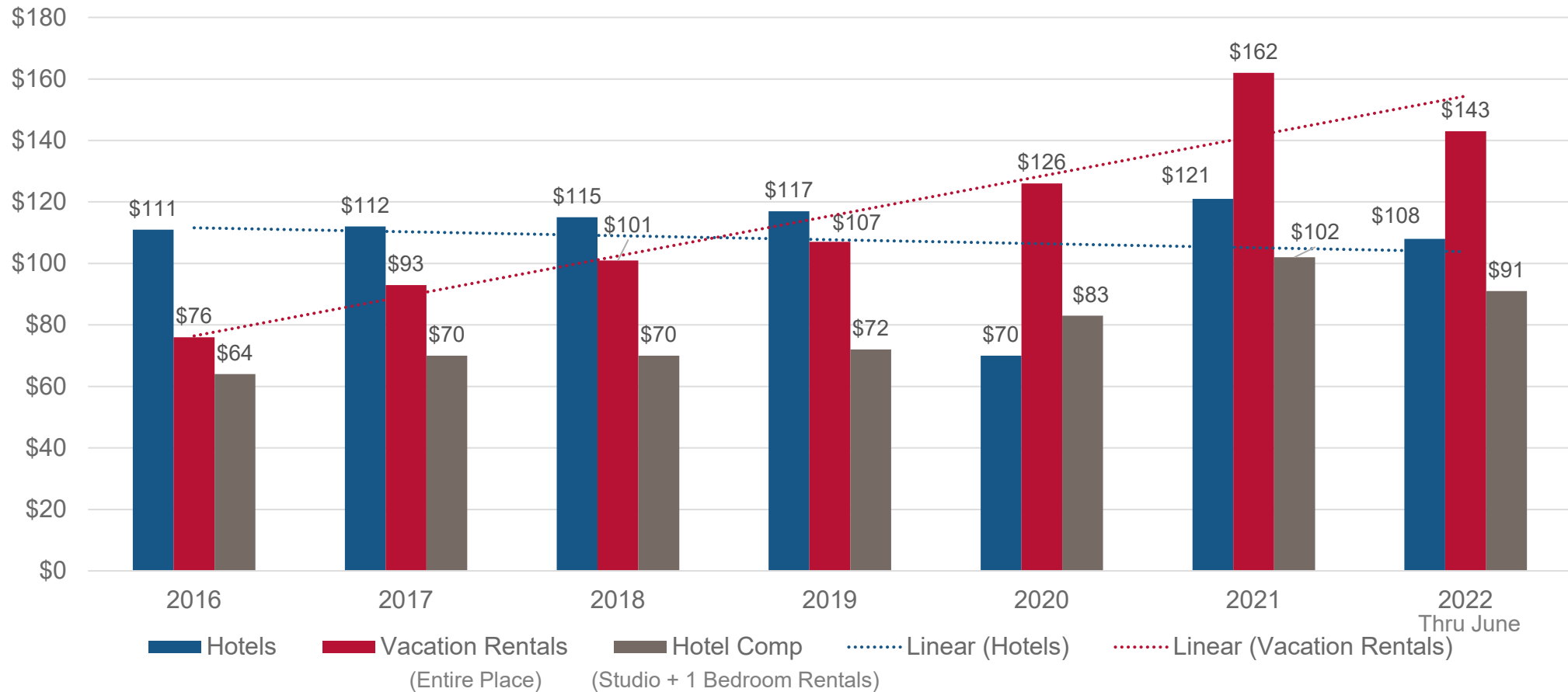


AVERAGE DAILY RATE BY LODGING TYPE



Source: STR & AirDNA
ADR = Room revenue divided by rooms sold, displayed as the average rental rate per room
For vacation rentals = average daily rate charged per booked entire place listing. ADR includes cleaning fees but not other service fees or taxes

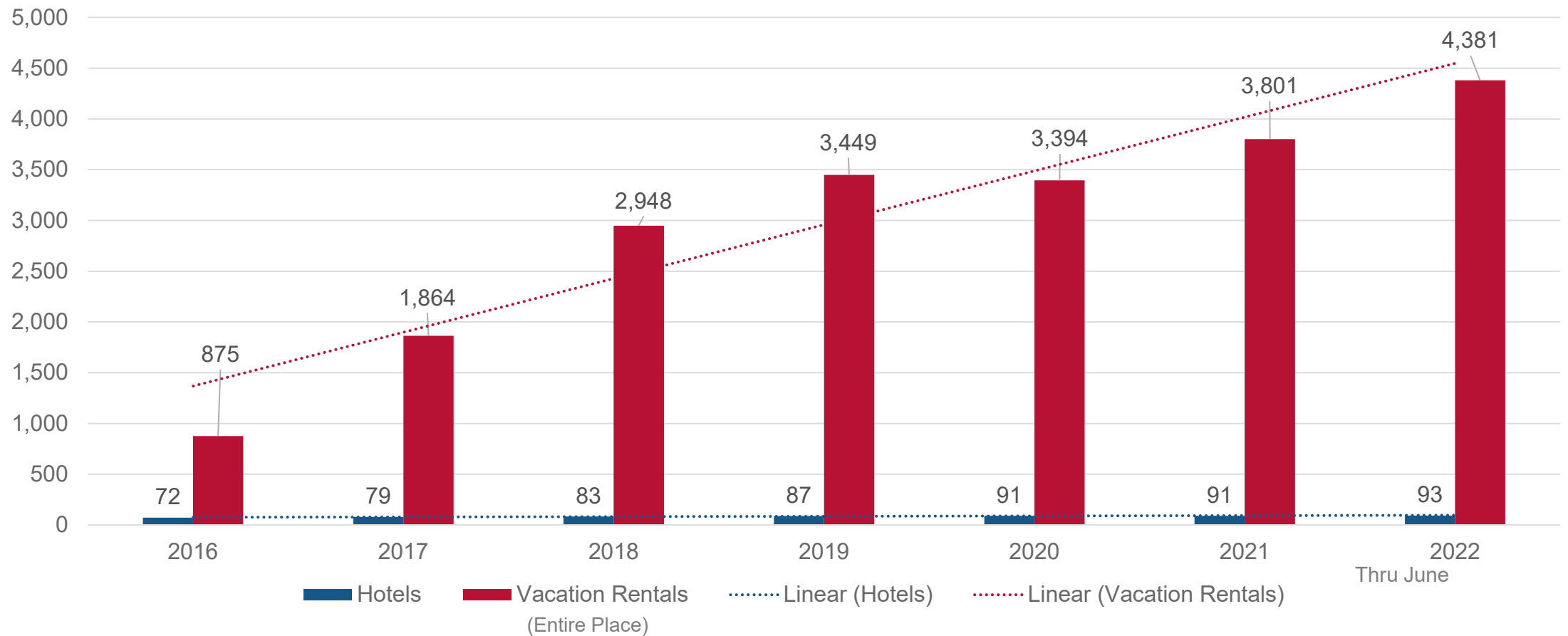
REVENUE PER AVAILABLE ROOM BY LODGING TYPE



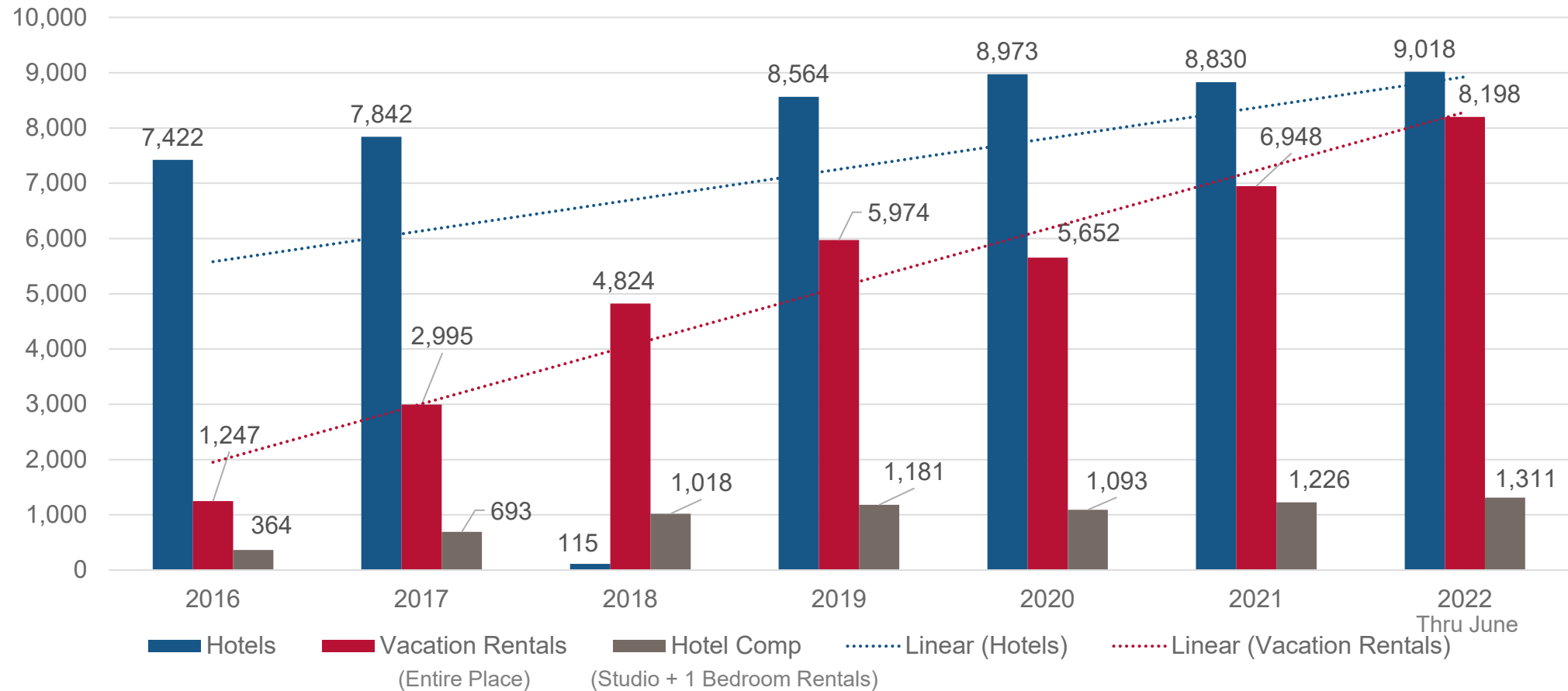
Source: STR & AirDNA

RevPAR = Room revenue divided by rooms available. For vacation rentals = entire place ADR * occupancy.

NUMBER OF PROPERTIES BY LODGING TYPE

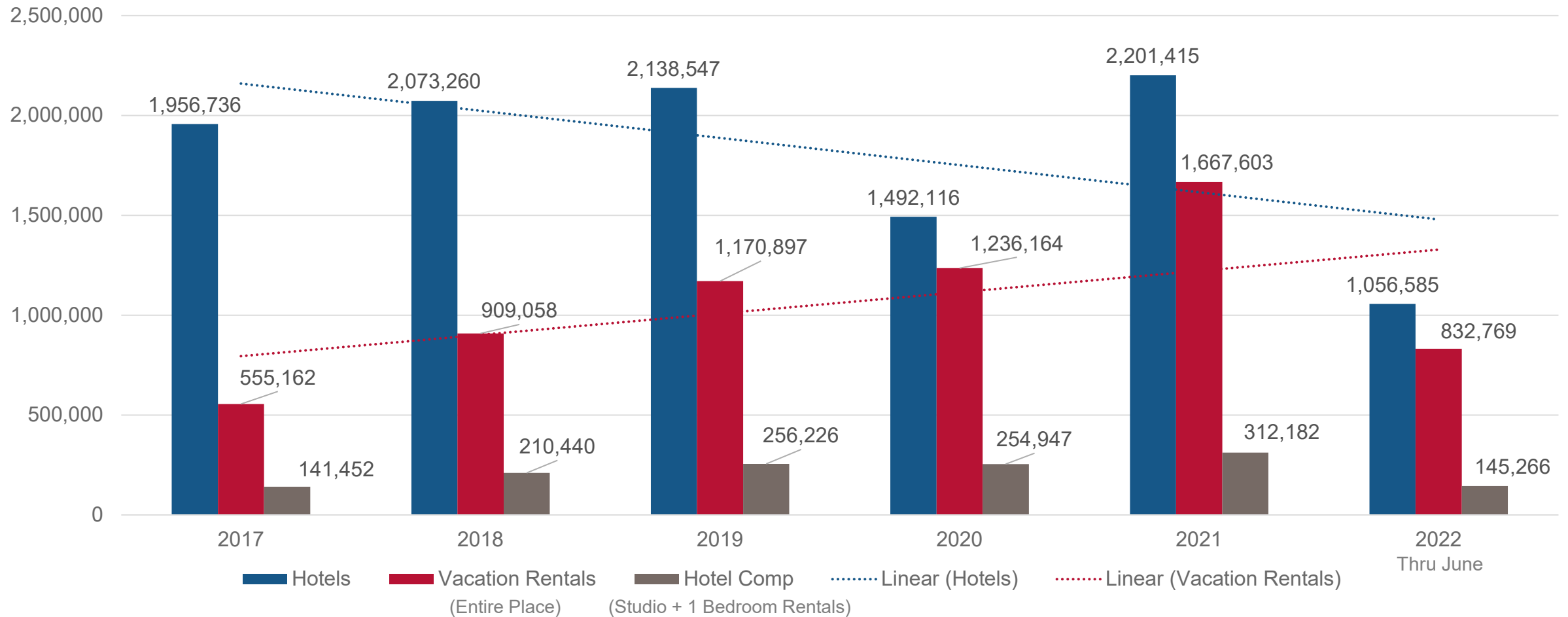


ROOMS AVAILABLE PER NIGHT BY LODGING TYPE



Source: STR & AirDNA
Inventory = Number of rooms available per night

ROOM DEMAND BY LODGING TYPE

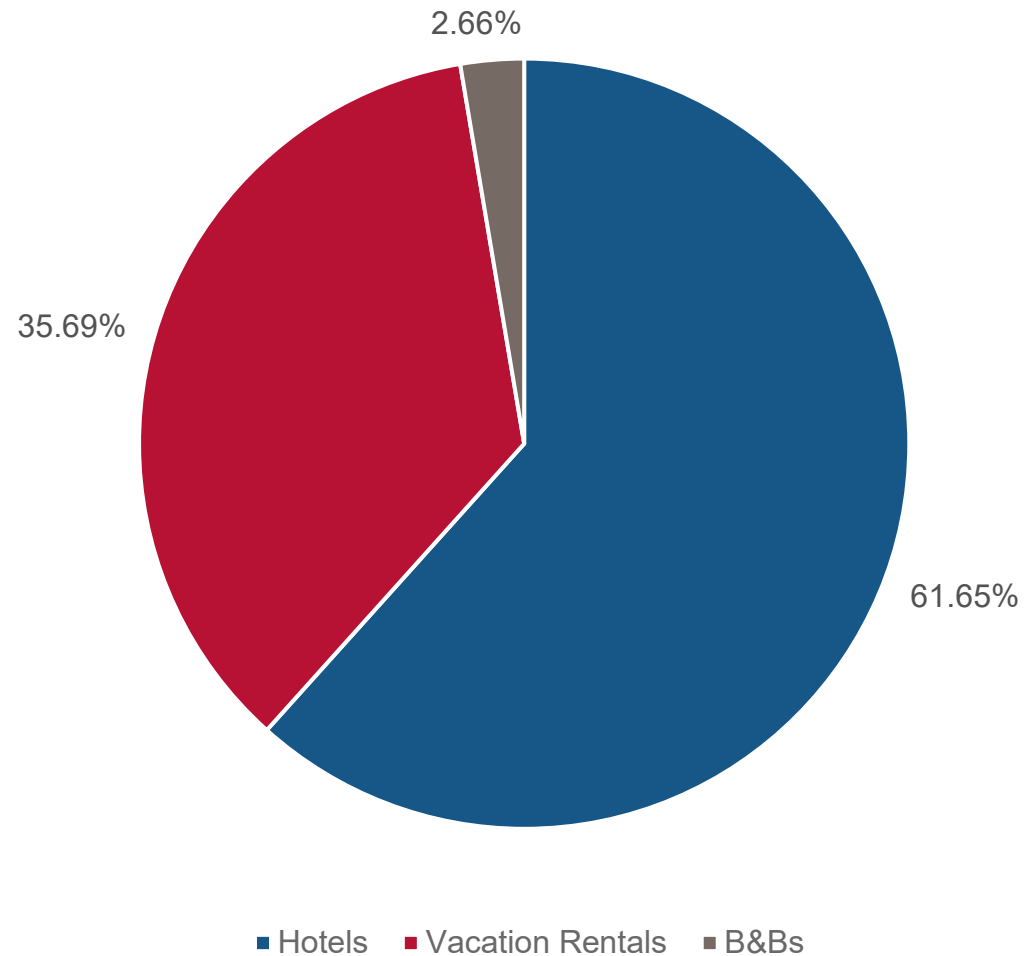


Source: BCTDA; STR; AirDNA

Room Demand = Total number of hotel rooms or rentals sold or rented (excludes complimentary rooms)

TOTAL LODGING SALES

FY22



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

Explore **ASHEVILLE**

TOURISM PRODUCT DEVELOPMENT FUND (TPDF) CONTRACT AMENDMENT

CHRIS CAVANAUGH
TPDF ADMINISTRATOR

Explore **ASHEVILLE**



ASHEVILLE COMMUNITY THEATRE TPDF CONTRACT AMENDMENT

CHRIS CAVANAUGH – TPDF ADMINISTRATOR

ASHEVILLE COMMUNITY THEATRE

- In the February 2022 BCTDA meeting, the board assigned Asheville Community Theatre's contract amendment request to the TPDF Committee to review and make a funding recommendation to the BCTDA.
- Asheville Community Theatre's contract amendment request reduces Phase 2 project costs from \$570,000 to \$150,000 for basement renovation, which will be undertaken within the year.
- The renovation will provide space for education programs which, in turn, opens time on the Mainstage for more productions, including community programs, conferences and local groups that need a space to perform.
- The remaining \$420,000 will be released back to TPDF.
- **Committee Recommendation: Amend contract to release \$420,000 back to TPDF**

ASHEVILLE COMMUNITY THEATRE

Questions/Discussion

ACT AMENDMENT APPROVAL

Chair Kathleen Mosher

- Motion for Consideration:

Motion to approve the Asheville Community Theatre contract amendment as recommended by the TPDF Committee

- Motion Second
- Discussion
- Vote

GROUP SALES PERFORMANCE & MARKETING UPDATE

MARSHALL HILLIARD

VICE PRESIDENT OF BUSINESS DEVELOPMENT

CARLI ADAMS

GROUP MARKETING MANAGER

COLLEEN SWANSON

EXECUTIVE VICE PRESIDENT, MDI

Explore **ASHEVILLE**



GROUP SALES UPDATE

MARSHALL HILLIARD – VP OF BUSINESS DEVELOPMENT

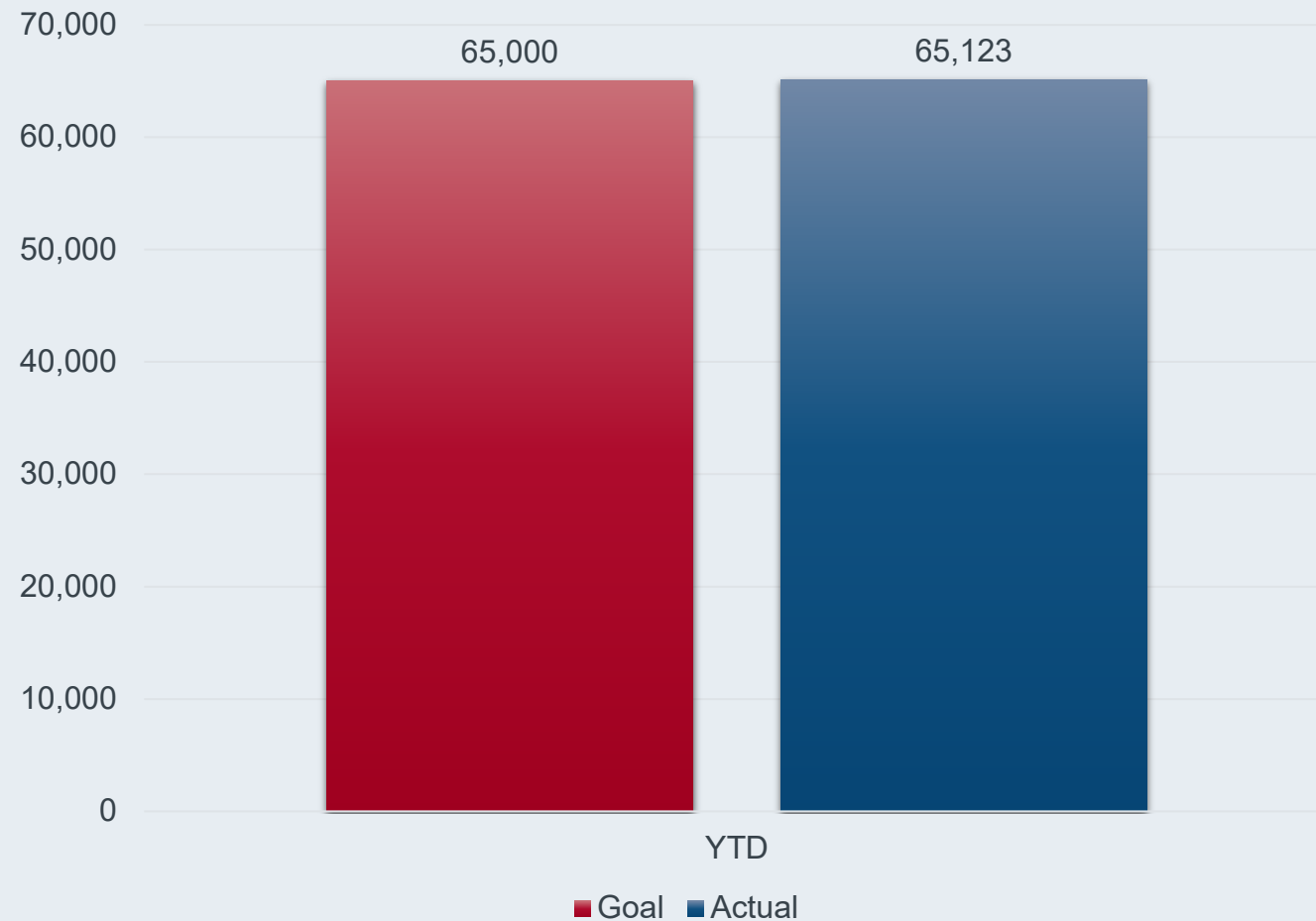
GUIDING PRINCIPLES FOR GROUP SALES

- To be **ADDITIVE** – Focus on new business and the quality of the visit.
- To be **BALANCED** – Pursue and book off-peak business throughout the year focusing on specific need periods.
- To be **ALIGNED** - Attract business aligned with our strategic pillars, economic development sectors, and community assets.



GOAL TO ACTUAL!

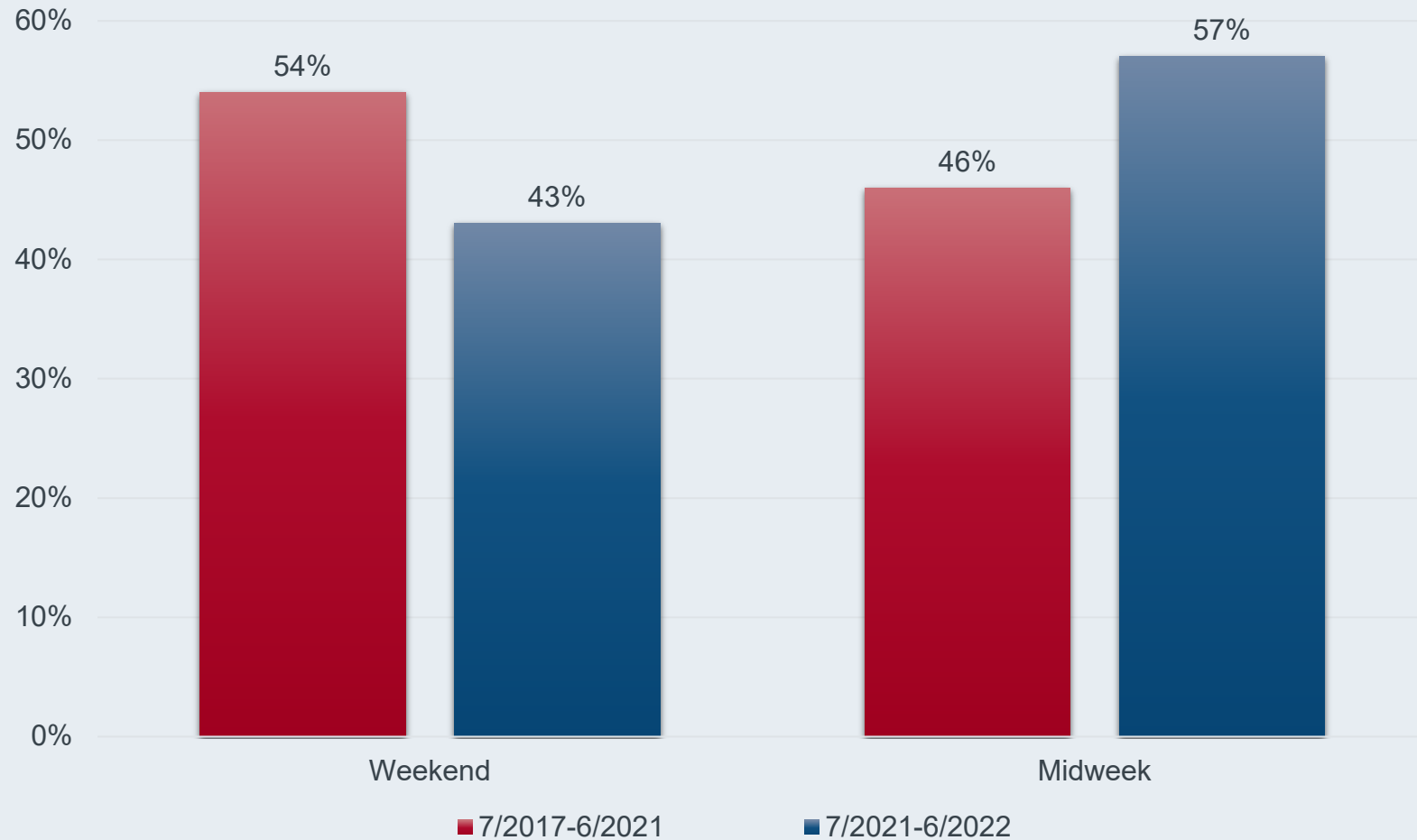
FY21/22 Roomnights Goal
Versus
FY21/22 Roomnights Actual



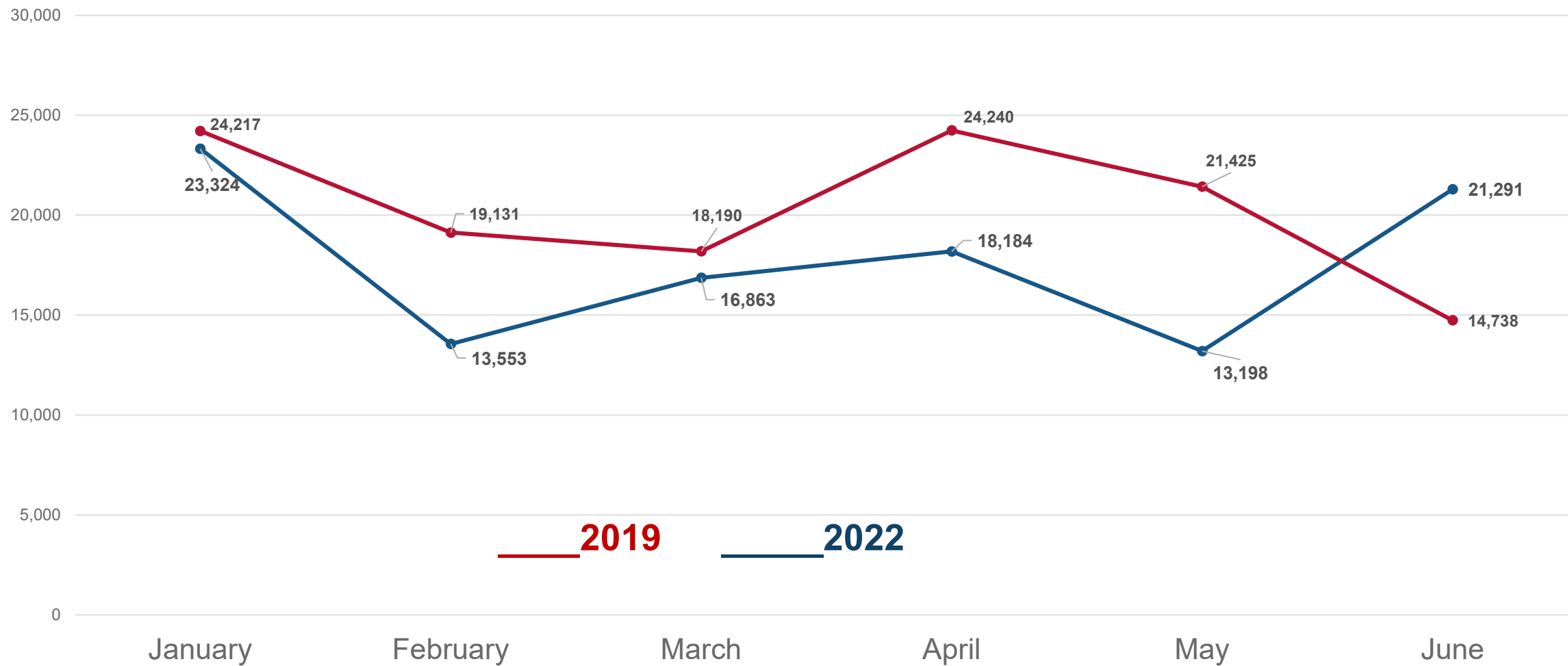
65,123 Roomnights
Representing
\$72.82M in
Direct Spending
in the Community

2017-2021 Roomnights Created that Turned Definite
Versus
FY 21/22 Roomnights Created that Turned Definite

WEEKEND / MIDWEEK



LEAD VOLUME BY MONTH



MEETINGS DEVELOPMENT FUND

Total MDF Booked

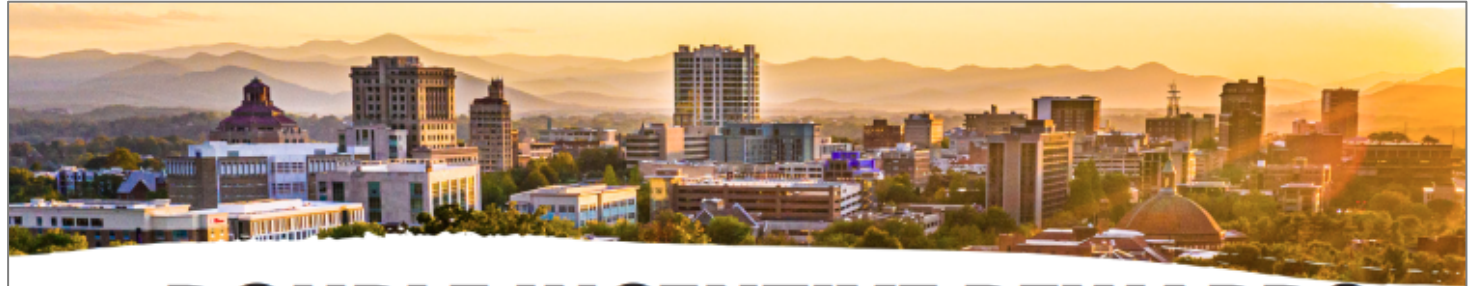
- 48 Groups Booked
- 14,620 Roomnights
- \$8.9M in Total Direct Spending

Double Incentive

- 23 Groups Booked
- 5,007 Roomnights
- \$3.5M in Direct Spending

Third-Party Incentive

- 7 Groups Booked
- 2,151 Roomnights
- \$1.3M in Direct Spending



DOUBLE INCENTIVE REWARDS

Qualified meetings could earn double incentives on contracts signed by April 30, 2022.

Tap into Asheville's creative and innovative spirit with Explore Asheville's **Have More Fun on Us** incentive program. Funds can be used for unique Asheville experiences and vendors at your next meeting, executive retreat, conference or incentive trip.

Visit **HaveMoreFunOnUs.com** for more information and send a qualified RFP to Explore Asheville to be eligible.

CONTRACTED ROOMS	STANDARD INCENTIVE	SPECIAL INCENTIVE
50-99	\$500	\$1,000
100-199	\$1,000	\$2,000
200-299	\$1,500	\$3,000
300-499	\$2,500	\$5,000
500-999	\$3,500	\$7,000
1,000+	\$5,000	\$10,000

EMAIL YOUR RFP TO
MEETINGS@EXPLOREASHEVILLE.COM

ASHEVILLE

800.257.5583 • AshevilleMeetings.com

THIRD-PARTY STRATEGY



CDi Marketing Programs

	Leads	Definites	Definite Roomnights
FY19	185	45	7,506
FY22	242	52	10,764
% Change	+ 31%	+ 16%	+ 43%

48-HOUR MEETING PLANNER FAMS



- 43 Confirmed Attendees
 - 29 had never been to AVL
- 45 Local Businesses Showcased
- 32 Leads Received
 - 9 Definite Events
 - 1,089 Definite Roomnights



ROADSHOWS



- Washington, DC - February
- Chicago – May
- Media and Client Events



PURSuing IMPACT EVENTS

Pharma Forum



ADVENTURE TRAVEL
TRADE ASSOCIATION





GROUP MARKETING

CARLI ADAMS – GROUP MARKETING MANAGER

SPRING PAID MEDIA

SPECIAL SUPPLEMENT



Asheville, N.C.

A mindful mountain retreat



Top 5 Reasons to Meet in Asheville

- 1 Breathtaking Scenery
- 2 Elevated Experiences
- 3 Expansive Lodging & Innovative Venues
- 4 Legacy of Health & Wellness
- 5 Explore Asheville Incentives

An innovative meeting experience attendees will never forget

Asheville is surrounded by the highest peaks in the East. No matter where you turn, the beauty of nature will inspire you.

Your days will be filled with encounters that go way beyond the ordinary. From a mountain-top yoga session with epic views to learning to blow glass with a local artisan, Asheville has a way of taking things up a notch.

Whether you're looking for boutique inns, grand resorts or modern hotels, Asheville's expansive options of properties has you covered. Our distinctive meeting venues create authentic experiences that are never cookie-cutter.

Here you can host your meeting in a mountain oasis with more than 200 years of health and healing traditions. Give your attendees the chance to rejuvenate mind, body and spirit.

Qualified RFPs are eligible for up to \$10,000 in incentives. Submit yours at AshevilleMeetings.com to discover the level of incentives you can earn.

DESTINATION DETAILS

9,200 distinctive hotel rooms

Direct flights from key cities

Highest mountains in the East

CONTACT

Marshall Hilliard, Vice President of Sales
(828) 258-6108 • mhilliard@exploreasheville.com
AshevilleMeetings.com



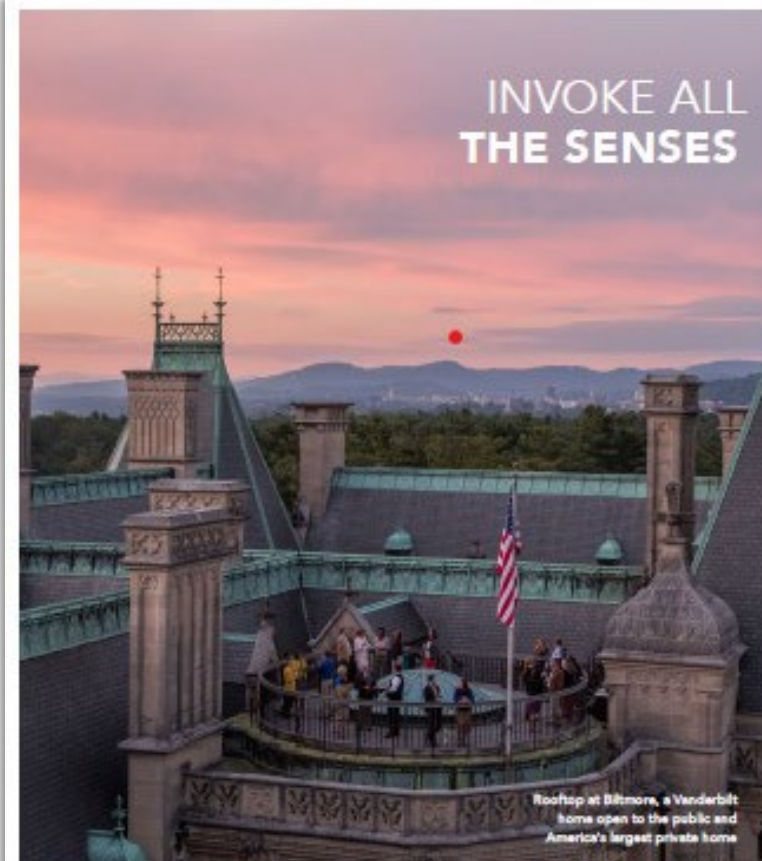
meetings
PEOPLE + PLACES TODAY

Smartmeetings
The Heart and Mind of Hospitality



mobilefuse

INVOKE ALL
THE SENSES



Rooftop at Biltmore, a Vanderbilt home open to the public and America's largest private home

Our wide-open spaces are the perfect place to host a meeting that expands horizons. The creative spirit of Asheville's artistic community can inspire innovation while the backdrop of the Blue Ridge Mountains beckons attendees to reach new heights. Submit your qualified RFP at AshevilleMeetings.com to be eligible for up to \$10,000 in incentives.

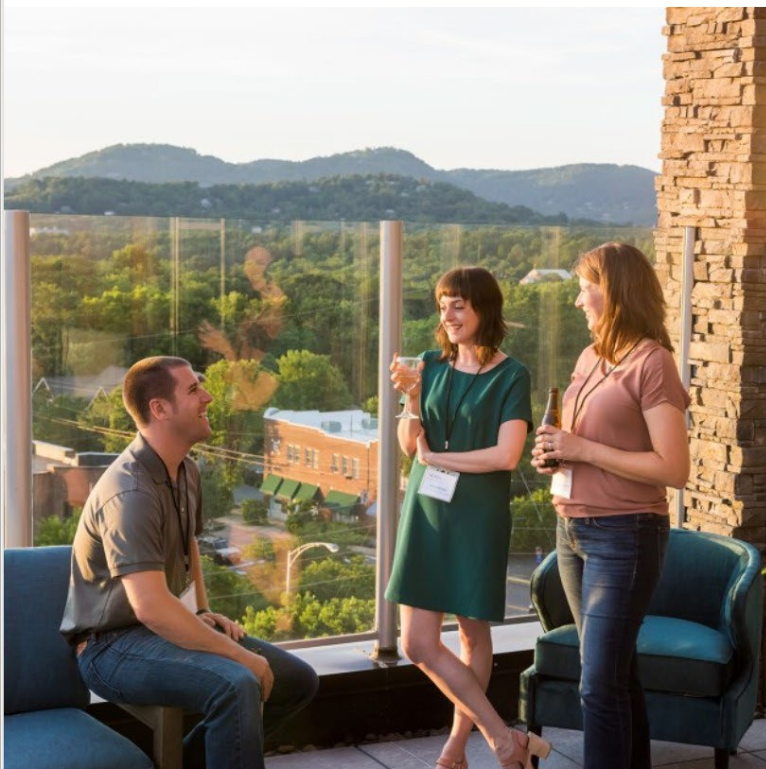
ASHEVILLE

PAID SOCIAL

Explore Asheville Meetings & Conventions

474 followers
Promoted

This August, come explore Asheville as your next inspiring meeting destination — on us. Join us for our meeting planner FAM trip.



Join us for 48 hours this August.

exploreasheville.com

Apply



Visit Asheville

Published by Erin K Snider · June 17 ·

When you book a conference with us, you could be eligible for up to \$10,000 to use toward memorable experiences in Asheville.



EXPLOREASHEVILLE.COM

Discover Asheville

Elevate your meetings in the mountains

Learn more




LinkedIn

Targeted top prospect lists and B Corps

4,100 combined clicks and landing page views


NORTHSTAR PARTNERSHIP

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Supplied Content / Video Spotlight
Sponsored by Explore Asheville

How Asheville's Independent Spirit Energizes Groups

Unique venues and attractions make this North Carolina gem an ideal destination.

July 7, 2022



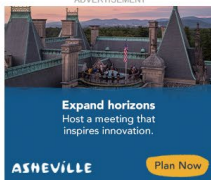
Katie Hild
Owner
Salvage Station

Asheville, N.C. is a community of creators and innovators, and this inspiration fuels the success of meetings and events held here. This video takes event planners on a tour through some of the city's remarkable venues, properties and activities, with testimonials from those who know them best.

Among the highlights in the video:

- Victoria Isley, president and CEO of Explore Asheville on how the city's hospitality community can serve groups of all sizes.

ADVERTISEMENT

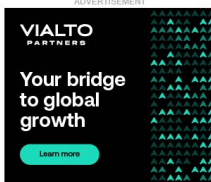


Expand horizons
Host a meeting that inspires innovation.

ASHEVILLE

Plan Now



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VIALTO PARTNERS

Your bridge to global growth

Learn more



A THOUGHTFUL CHOICE


Host an elevated meeting in a place that is leading the way in environmental matters. Not only does Asheville boast wide-open spaces and a sustainable culture but we also may have more climate and weather data than any other place on Earth.

YOUR BLUE RIDGE MOUNTAIN ADVENTURE BEGINS HERE.

MEET IN ASHEVILLE

Hotels & Venues

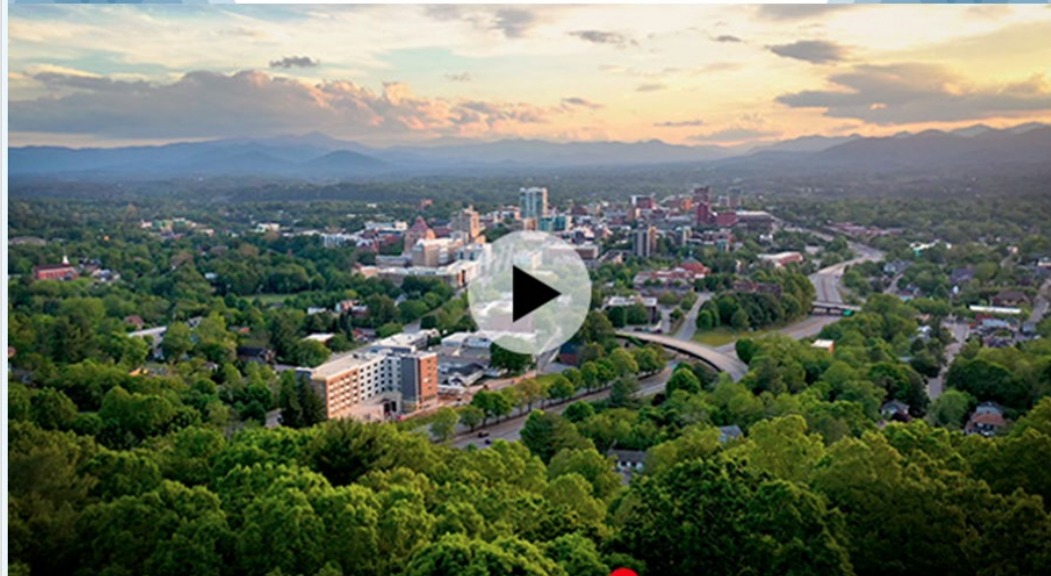
BROWSE



Group Activities

FIND

www.AshevilleMeetings.com




0:00/00:00

Asheville's Creative Experiences for Groups

Asheville, N.C. is a community of creators and innovators, and an ideal place for out-of-the-box events. Watch this video to tour some of the Blue Ridge Mountain city's remarkable venues, properties and activities, with testimonials from those who know them best.

WATCH NOW!



CONTENT SOLUTIONS

NORTHSTAR DESTINATION VIDEO SHOOT



Sound healing experience in
The Foundry Hotel's ballroom



Private event at Salvage Station



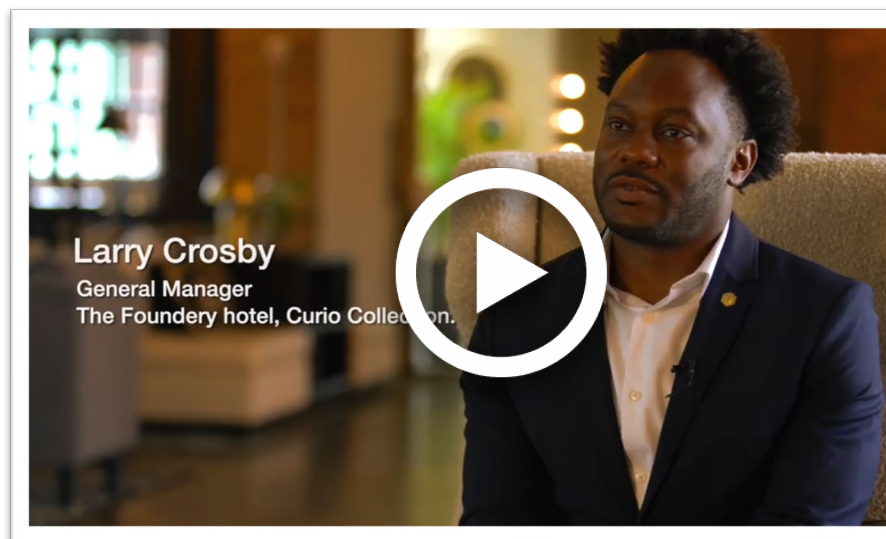
Asheville Coffee Tour at
Citizen Vinyl cafe

NEW VIDEO ASSETS



DESTINATION OVERVIEW

Highlights of meeting amenities with local expert interviews and meeting planner testimonial



INCENTIVE FOCUS

Interviews with industry experts and testimonial from Gordon Food Service Winners Circle Trip



CRM ANALYSIS

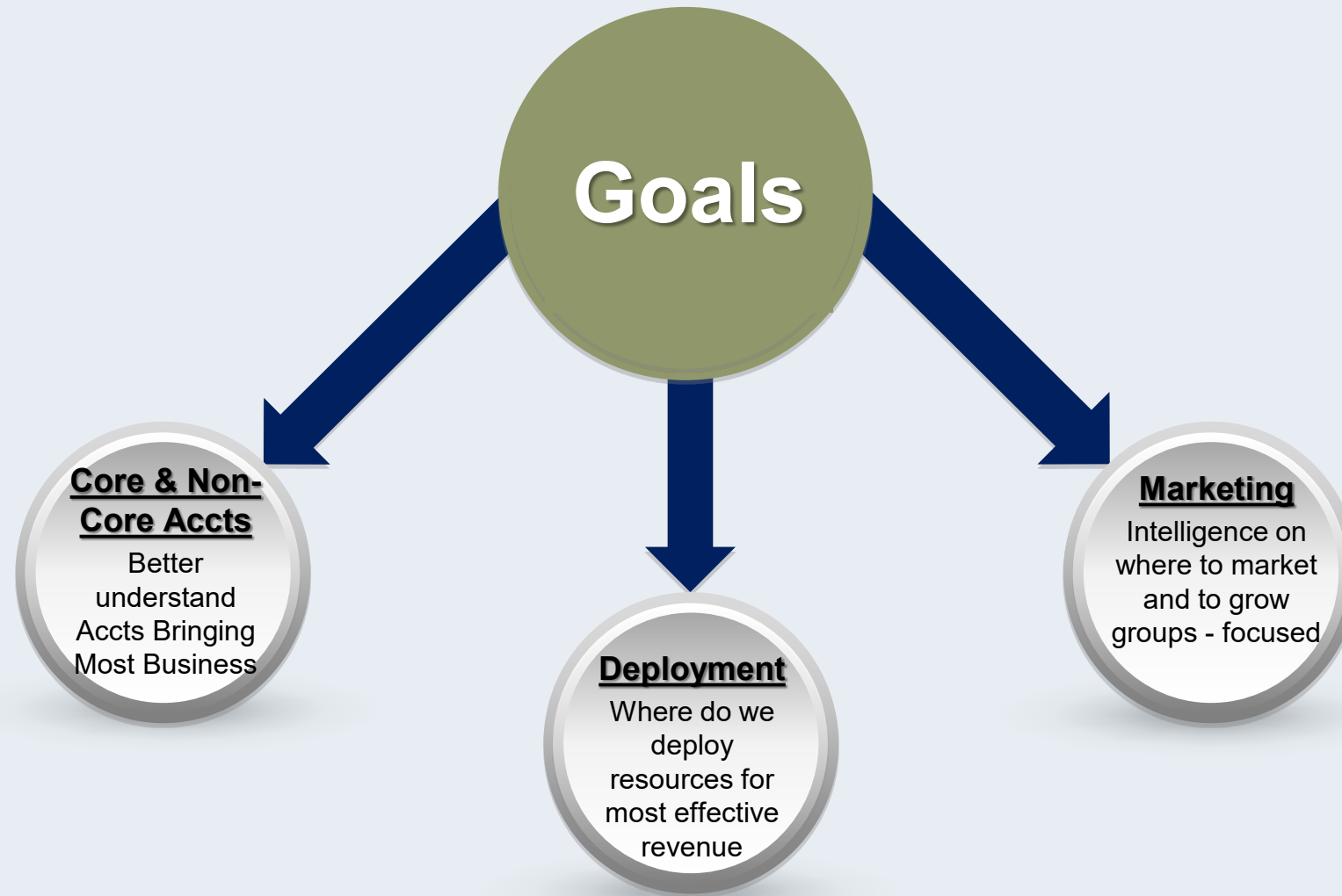
COLLEEN SWANSON – EVP, MEETINGS DATABASE INSTITUTE (MDI)

MEETINGS DATABASE INSTITUTE

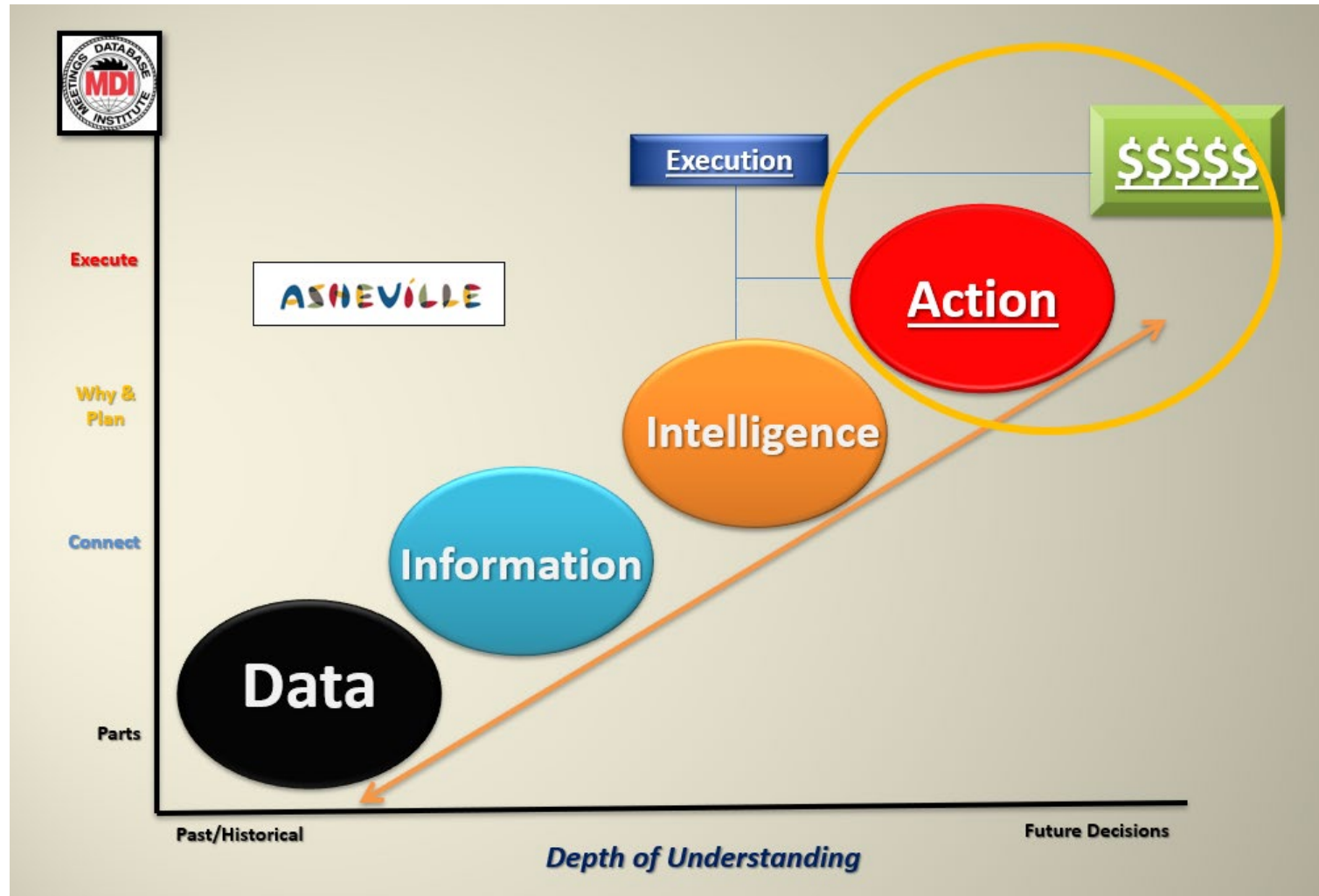


- Founded in 1994
- *A strategic* data management and solutions firm, specializing in the hospitality and meetings marketplace.
- Integrity, Intelligence and Impact
- Analyzed and Managed over 4 Million Accounts
- \$35+ Billion Room Revenue
- 200 Million+ Roomnights
- Provide a clear roadmap of actionable database intelligence in order to increase revenue and impact.

ANALYSIS GOALS



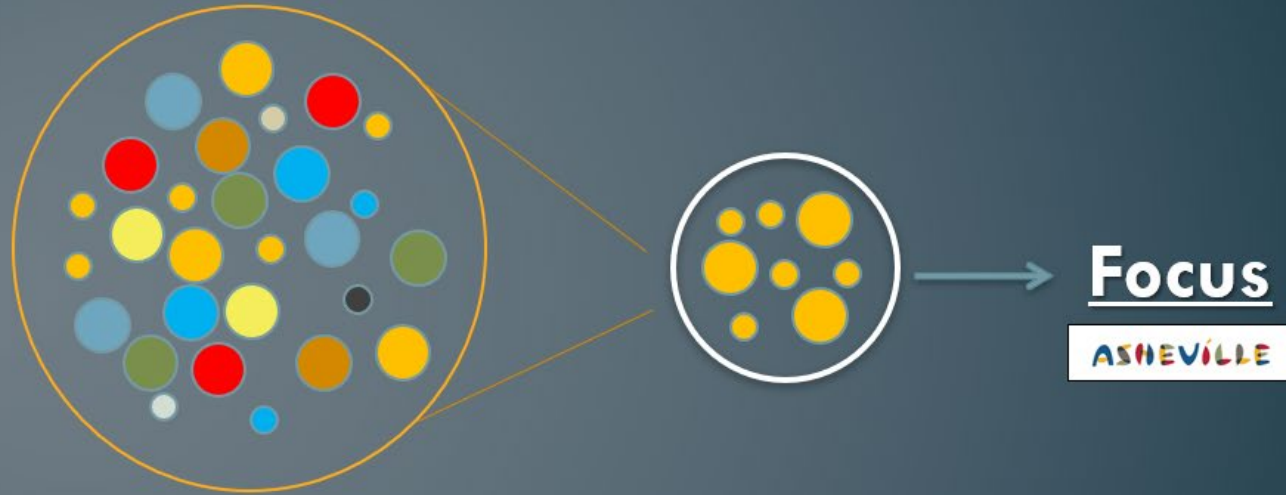
DATA PATH TO SUCCESS



CLUTTER TO CLEAR



Clutter to Clear



*Segment and clarify which accounts hold greatest value in order to
Focus resources accordingly.*

ANALYSIS APPROACH

Segmentation of FY22 Turned Definite (Meeting Sales)

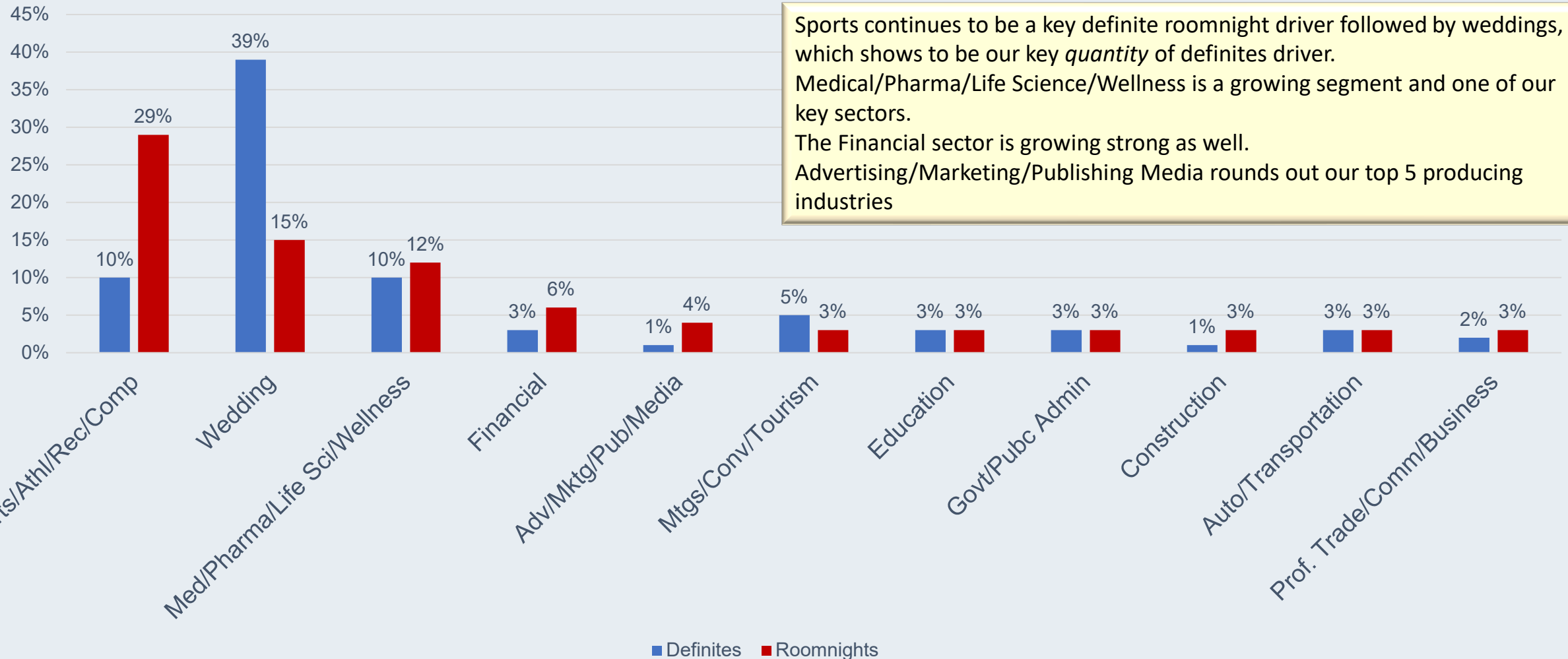
Key Performance Indicators Analyzed:

- Feeder States
- Industries
- Peak Room Ranges
- Arrival Months
- Lead-time: Created to Arrival
- New vs. Repeat
- Lost Reasons

- Key Sectors – Feeders, Peak Room Ranges, Patterns - Weekday/Weekend, Arrival Months

- Turned Definite
 - Transactions
 - Roomnights
- Conversions
- Year-over-Year Trending

INDUSTRIES

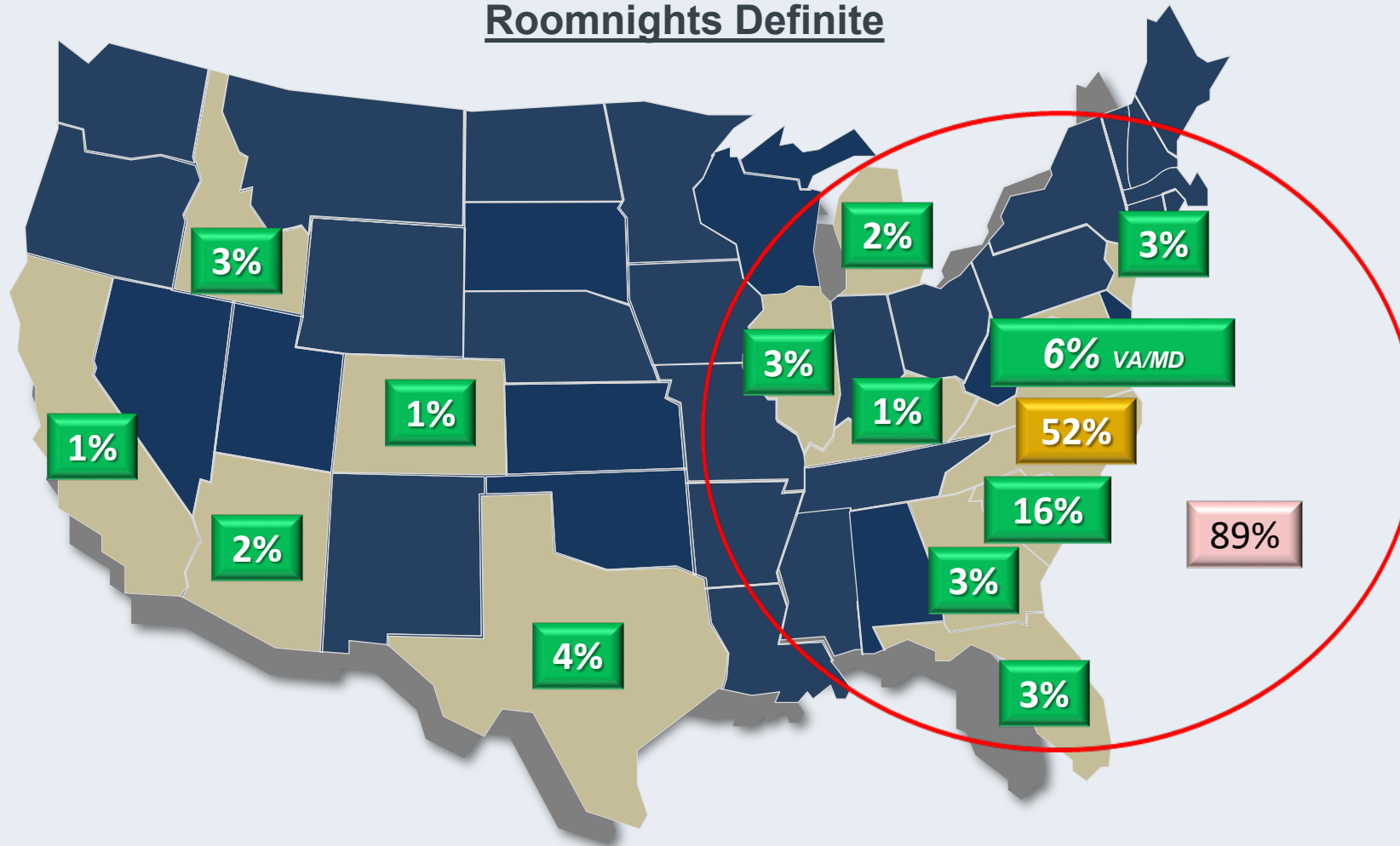


ACCOUNT FEEDERS



FY22 – Turned Definite
Meeting Sales

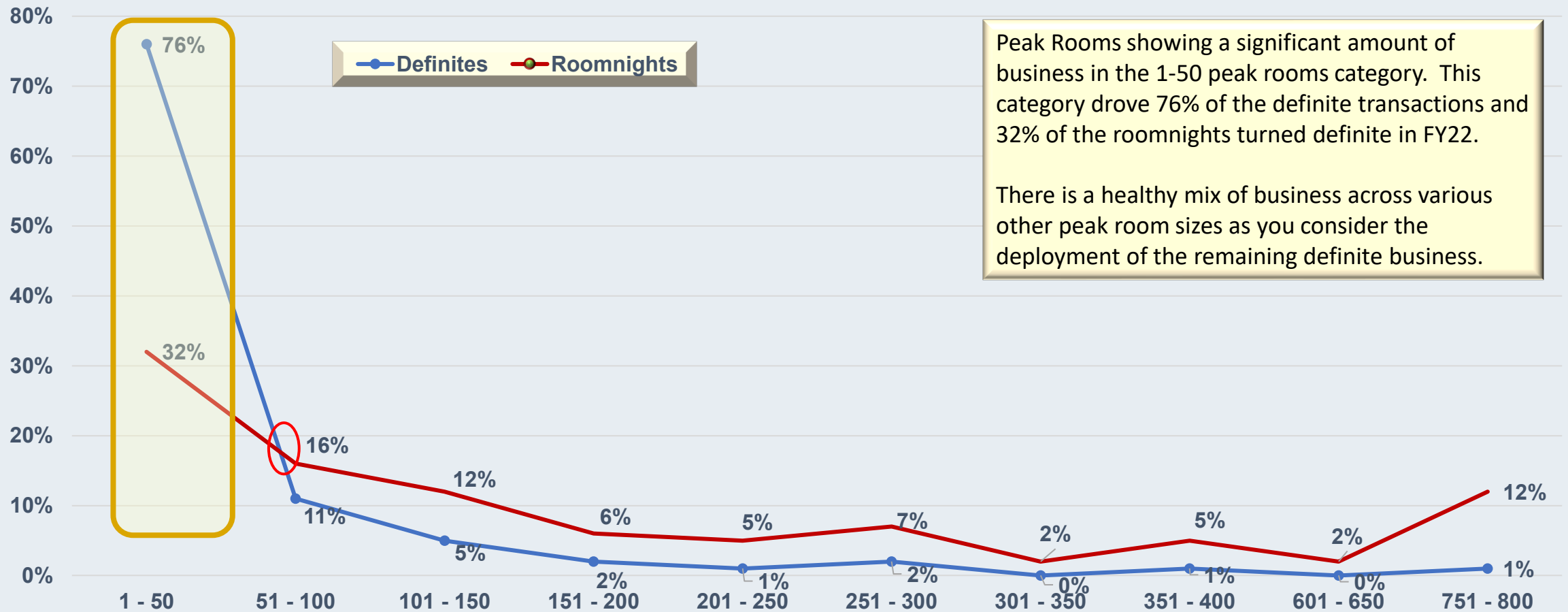
Roomnights Definite



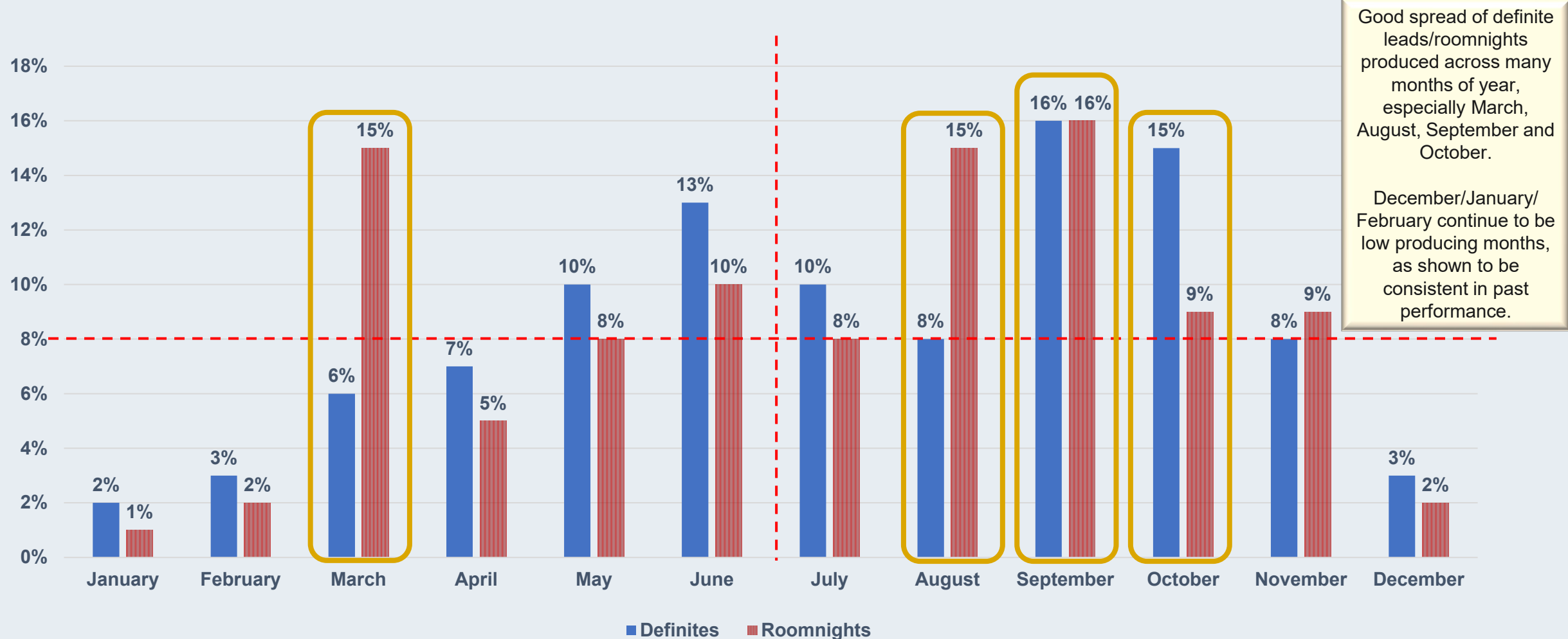
Regional impact in FY22 with a significant increase in business from South Carolina.

Consistent percent of business from North Carolina and other surrounding states.

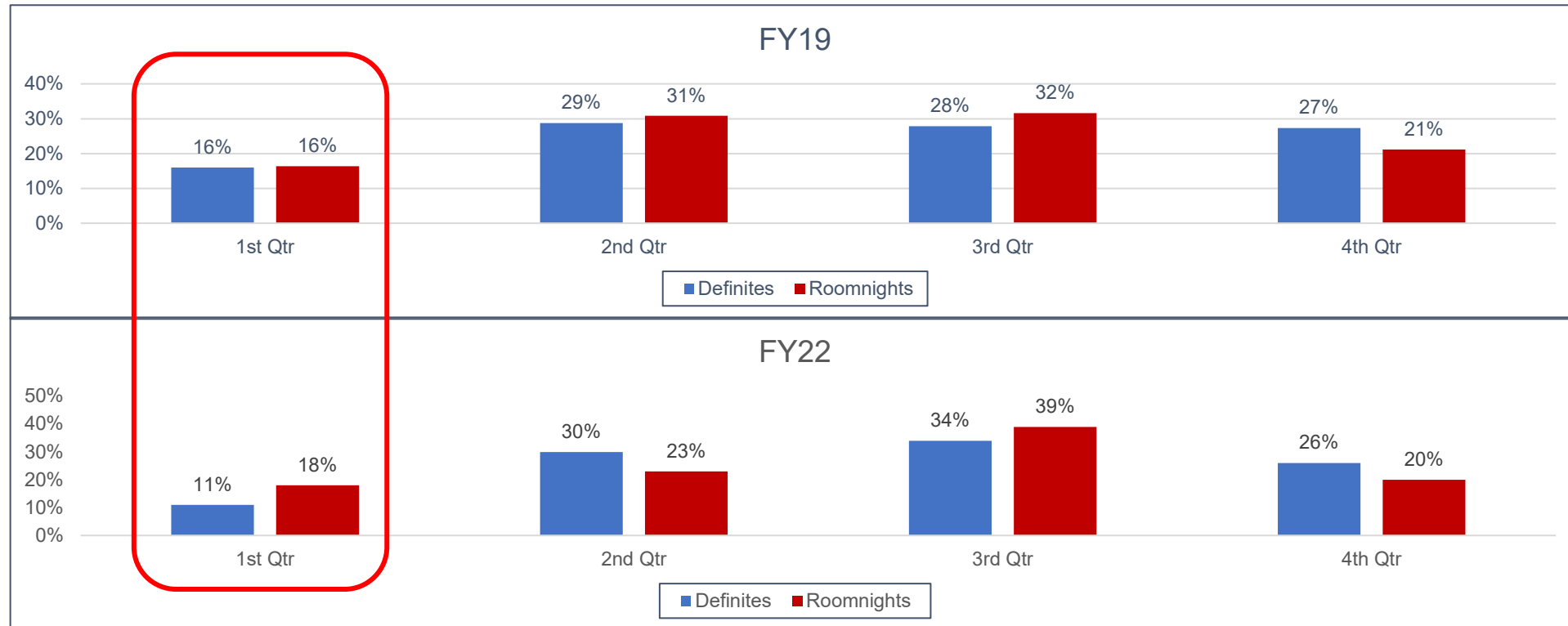
PEAK ROOMS



ARRIVAL MONTHS



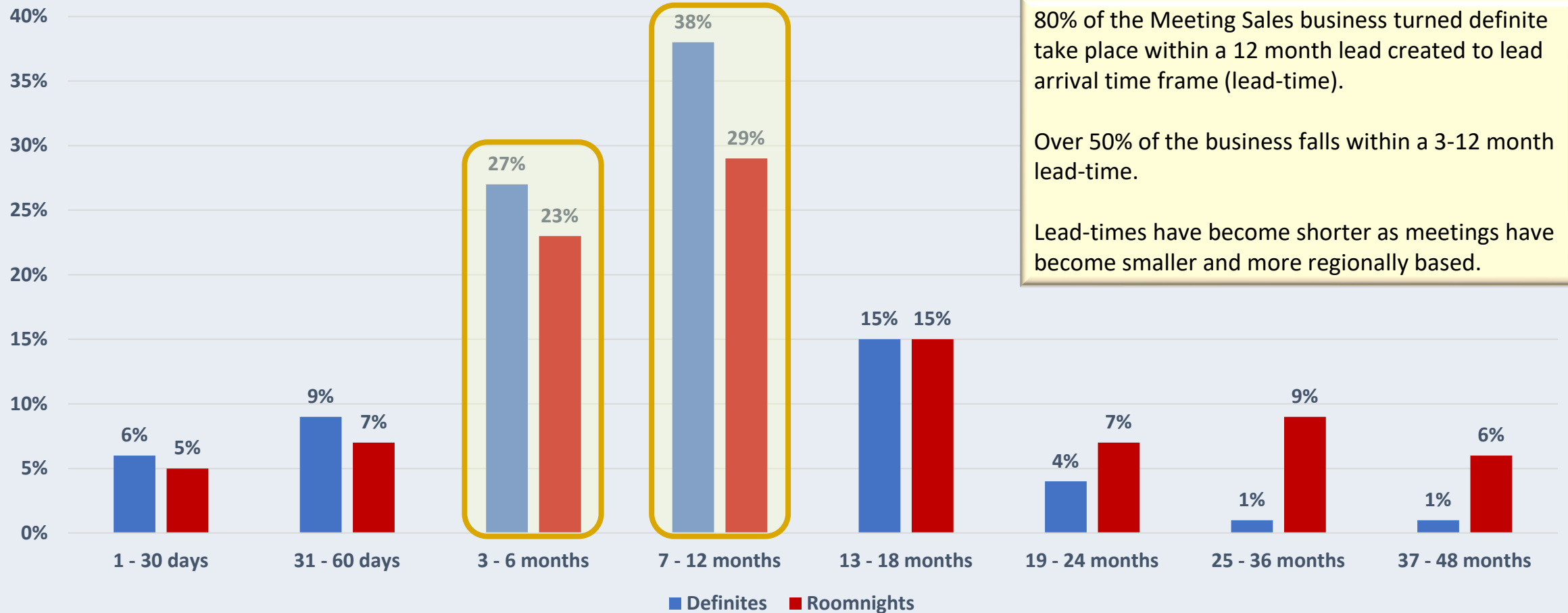
TARGET MONTHS – JAN-FEB-MAR



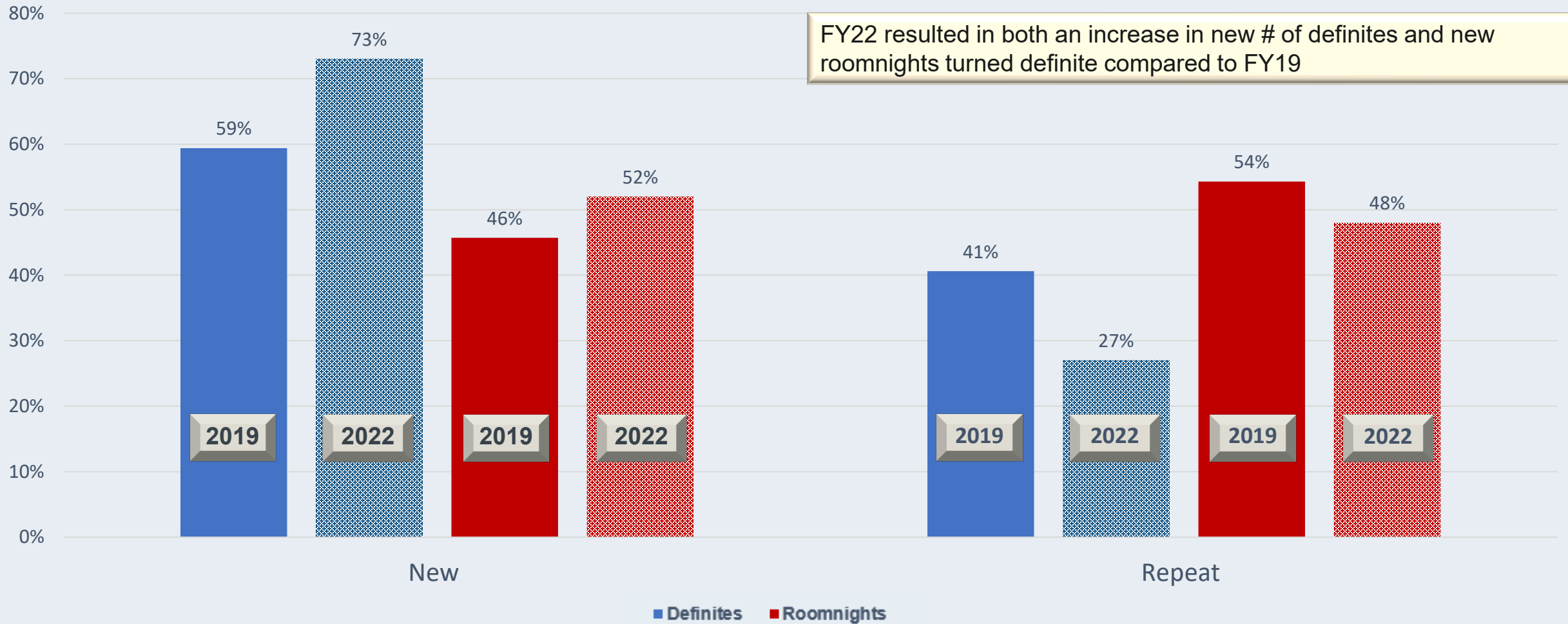
January-February-March 2022 (1st quarter) roomnights turned definite vs. 1st quarter 2019 roomnights turned definite resulted in a 2% increase in business mix. This timeframe in FY22 was still heavily impacted by COVID as we saw the airline mask mandates lift during April of 2022.

March proved to be a high roomnight producing month due to a couple of large sports groups.

LEAD-TIME CREATED TO ARRIVAL



NEW VS. REPEAT



489 Leads
147,339 Roomnights

CONVERSIONS LOST REASONS DETAIL

Fiscal Year	Leads Finalized Definite-Lost- Cancelled	Roomnights Finalized Definite-Lost- Cancelled	Leads Turned Definite	Roomnights Turned Definite	Leads Lost or Cancelled	Roomnights Lost or Cancelled	Lead Conversion Rate	Roomnight Conversion Rate
2019	822	207,656	431	65,578	391	142,078	52%	32%
2022	895	209,505	406	62,166	489	147,339	45%	30%

FY22:
95% of FY19
definite roomnight
production

Lost Reasons	# of Leads Lost	Lost Roomnights	% of Leads Lost	% of Rmnts Lost	Average Size Lost
Geographic Location	223	75,974	46%	52%	341
Health Concerns - COVID-19	74	11,796	15%	8%	159
Date Availability - Space/Rooms	34	17,107	7%	12%	503
Client chose not to block rooms	33	1,910	7%	1%	58
Cost of Hotel Rooms	25	10,075	5%	7%	403
No Response from Planner	20	3,597	4%	2%	180
Hotel Facilities - Space	9	4,828	2%	3%	536
Convention Facilities	8	5,938	2%	4%	742
Hotel Facilities - Rooms	4	2,006	1%	1%	502

GEOGRAPHICAL LOCATIONS DETAILS:

FY22 – Turned LOST
Meeting Sales

STATE LOST TO	City Lost to	City Lost to	City Lost to
North Carolina	Charlotte	Greensboro	Wilmington
Florida	Orlando	Naples	Various
South Carolina	Charleston	Greenville	Myrtle Beach
Georgia	Savannah	Atlanta	Chateau Elan
Tennessee	Nashville	Memphis	Chattanooga
California	San Diego	Napa	Del Mar
Texas	Austin	San Antonio	Dallas
Arizona	Scottsdale	Tucson	Sedona
Illinois	Chicago		

TARGET INDUSTRIES

- ✓ **Health / Wellness / Pharma / Medical / Life Sciences**
- ✓ **Scientific / Engineering / Technical / Computers**
- ✓ **Environmental / Energy**
- ✓ **Manufacturing**
- ✓ **Outdoor**

TARGET INDUSTRIES

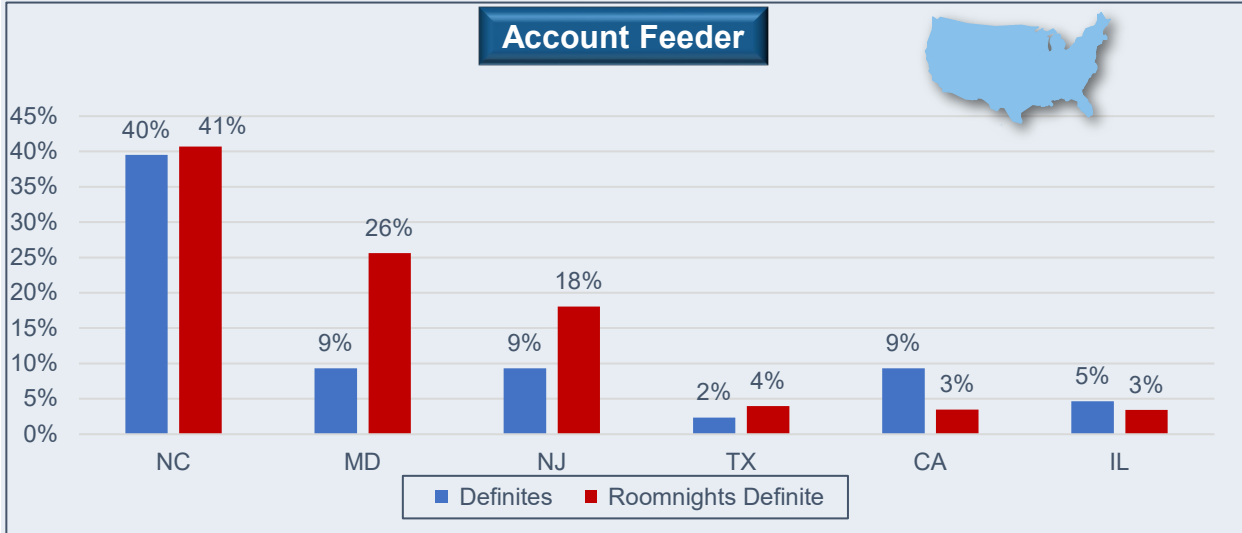
Industries	FY21			FY22			Increase/ Decrease FY2021 vs FY2022	Increase/ Decrease FY2021 vs FY2022
	# of Definites	Rmnts Definites	Average Size	# of Definites	Rmnts Definites	Average Size		
Health / Wellness / Pharma / Medical / Life Sciences	5	444	89	38	7,742	204	↑	↑
Scientific / Engineering / Technical / Computers	4	354	89	9	1,151	128	↑	↑
Environmental / Energy	1	817	817	8	1,419	177	↑	↑
Manufacturing	2	223	112	6	351	59	↑	↑
Outdoor	0	0	0	5	555	111	↑	↑
Total	12	1,838		66	11,218			

FY21-22			
Industries	# of Definites	Rmnts Definites	Average Size
Health / Wellness / Pharma / Medical / Life Sciences	43	8,186	190
Scientific / Engineering / Technical / Computers	13	1,505	116
Environmental / Energy	9	2,236	248
Manufacturing	8	574	72
Outdoor	5	555	111
Total	78	13,056	

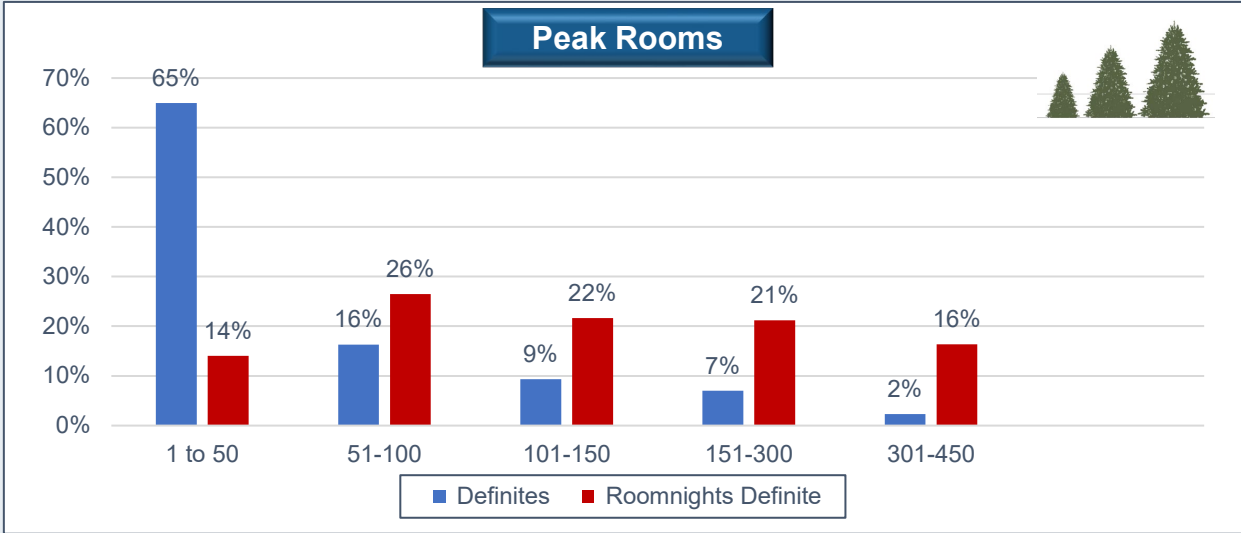
FY21/FY22
43 = definites
8,186 = roomnights definite

HEALTH / WELLNESS/ MEDICAL PHARMACEUTICALS / LIFE SCIENCES

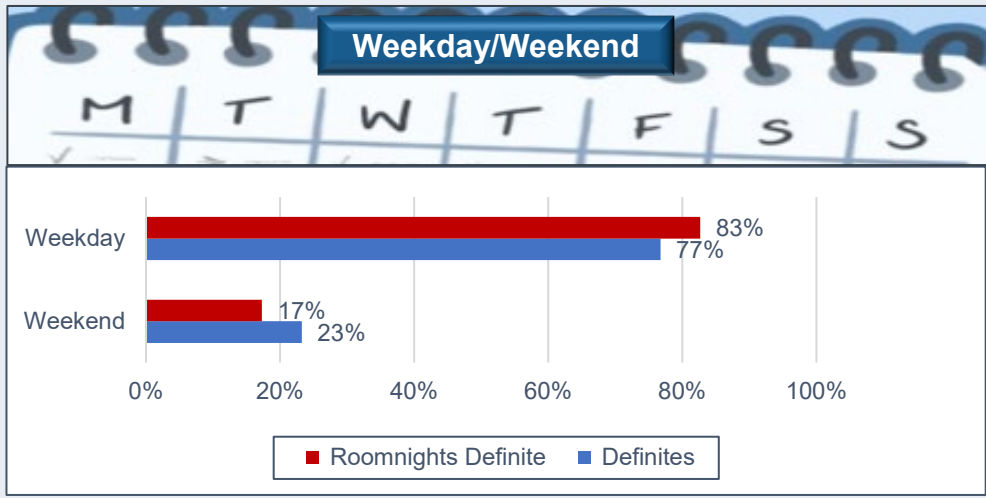
Account Feeder



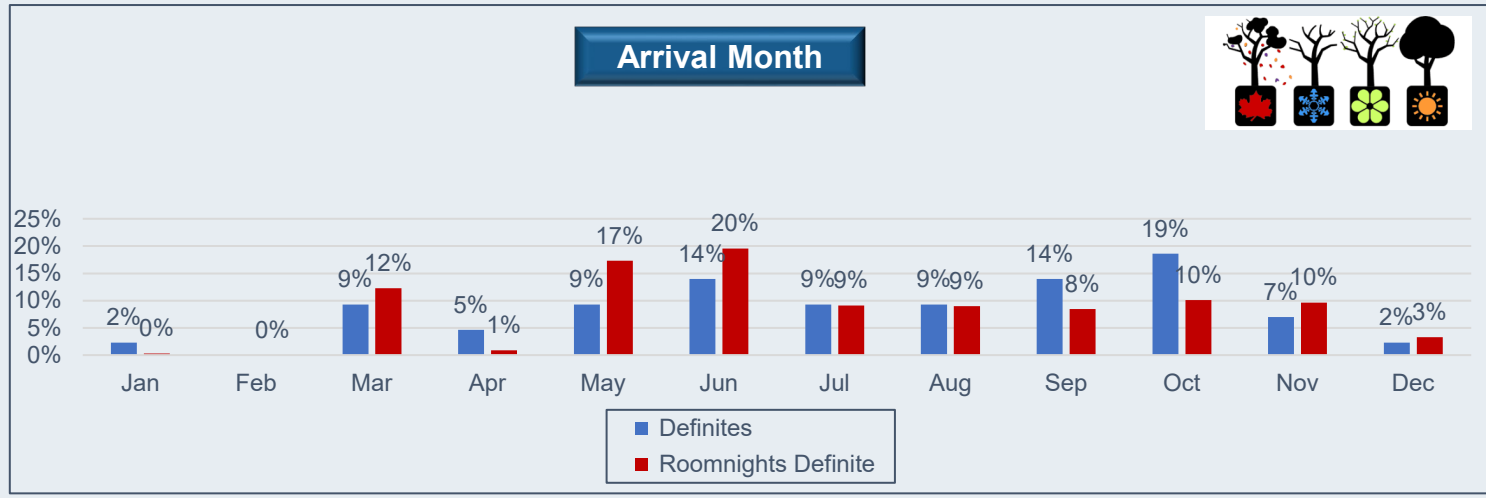
Peak Rooms



Weekday/Weekend



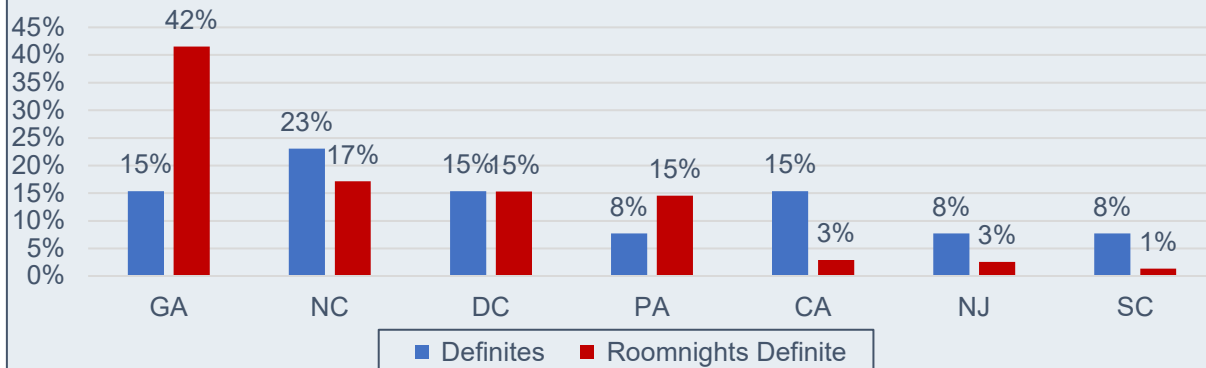
Arrival Month



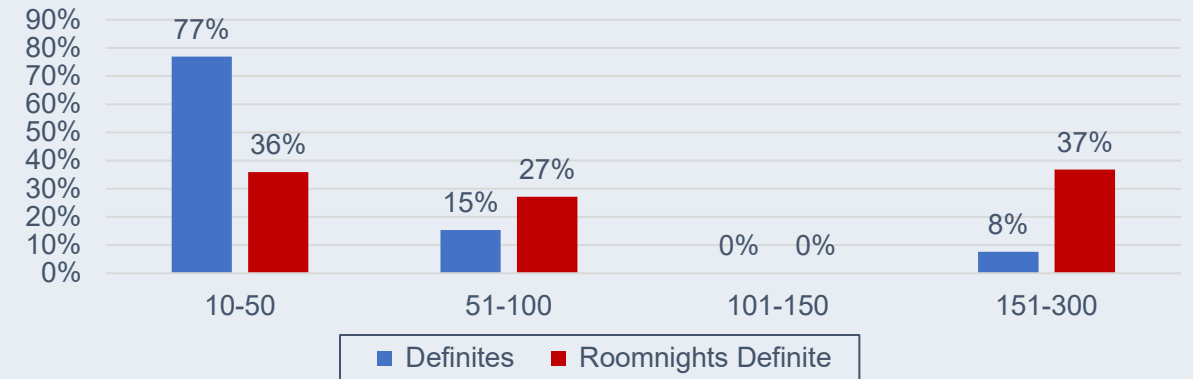
FY21/FY22
13 = definites
1,505 = roomnights definite

SCIENTIFIC / ENGINEERING TECHNICAL / COMPUTERS

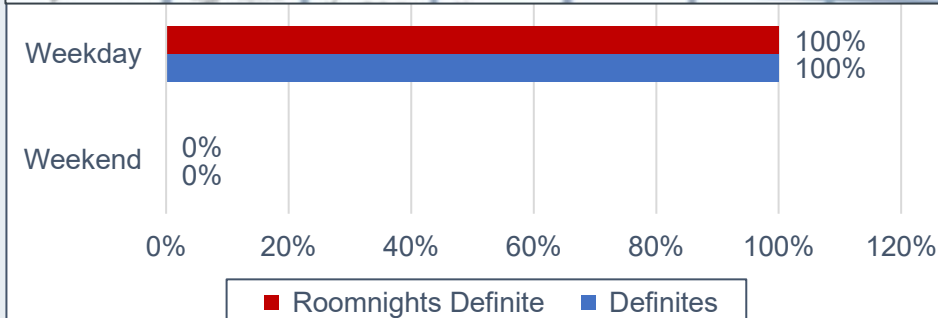
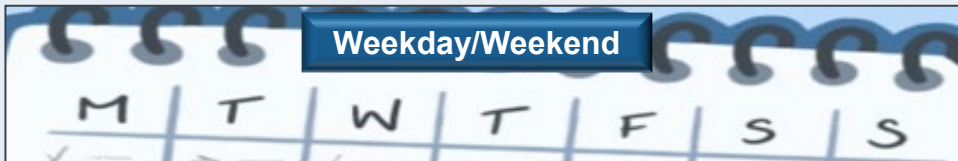
Account Feeder



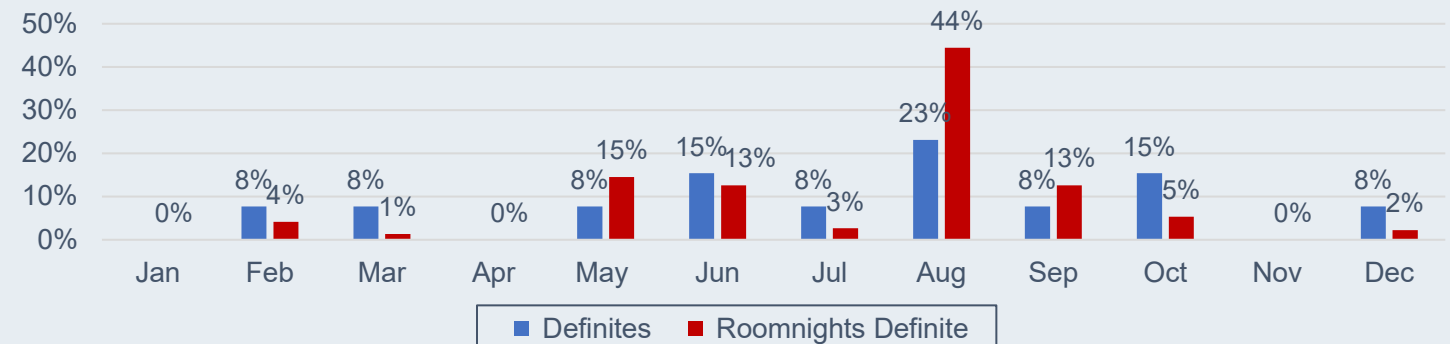
Peak Rooms



Weekday/Weekend



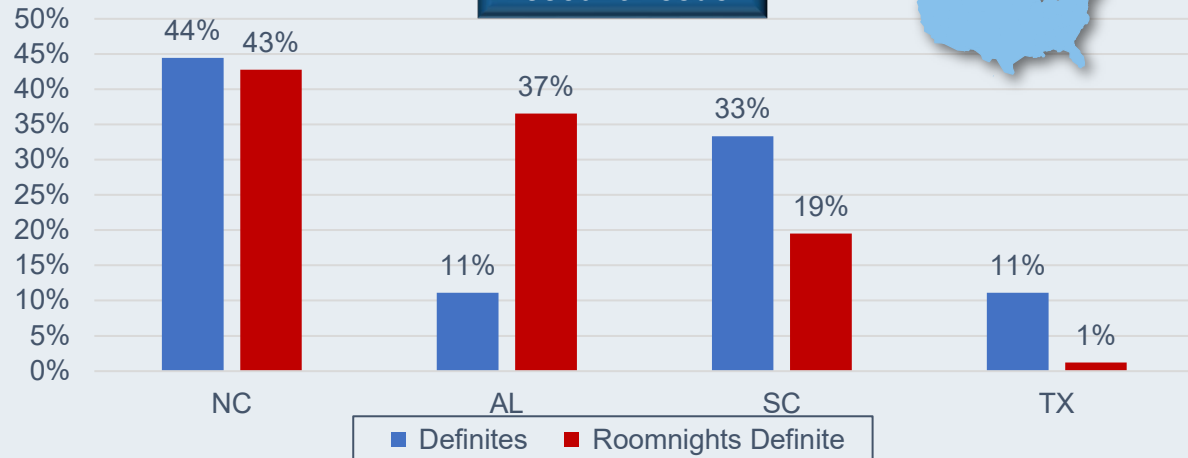
Arrival Month



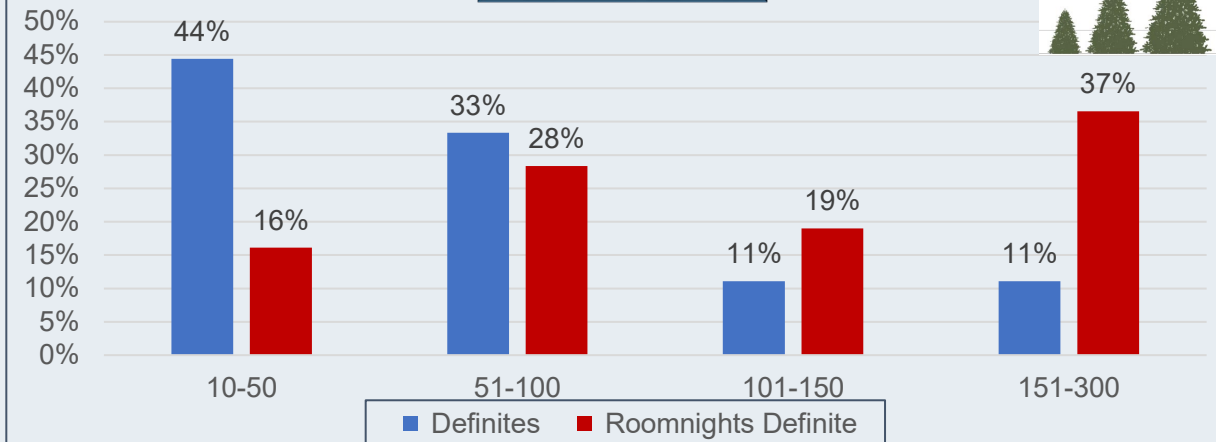
ENVIRONMENTAL / ENERGY

FY21/FY22
9 = definites
2,236 = roomnights definite

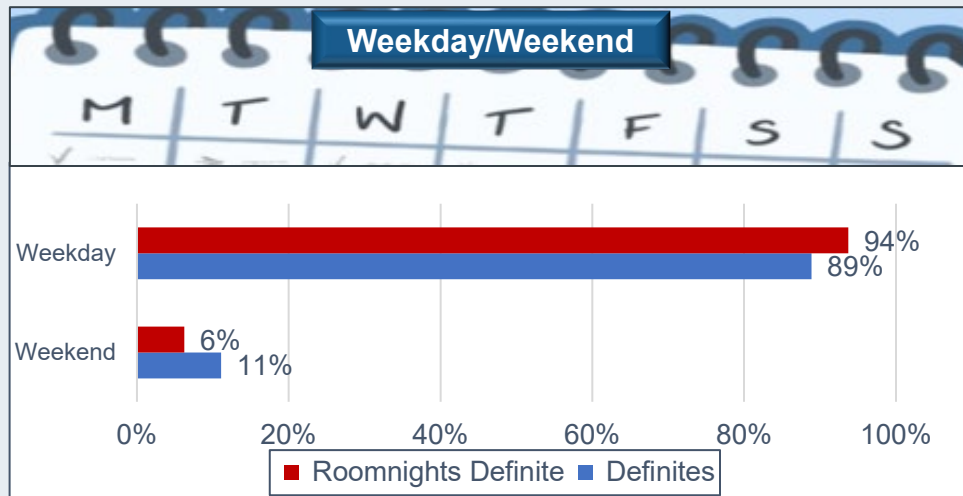
Account Feeder



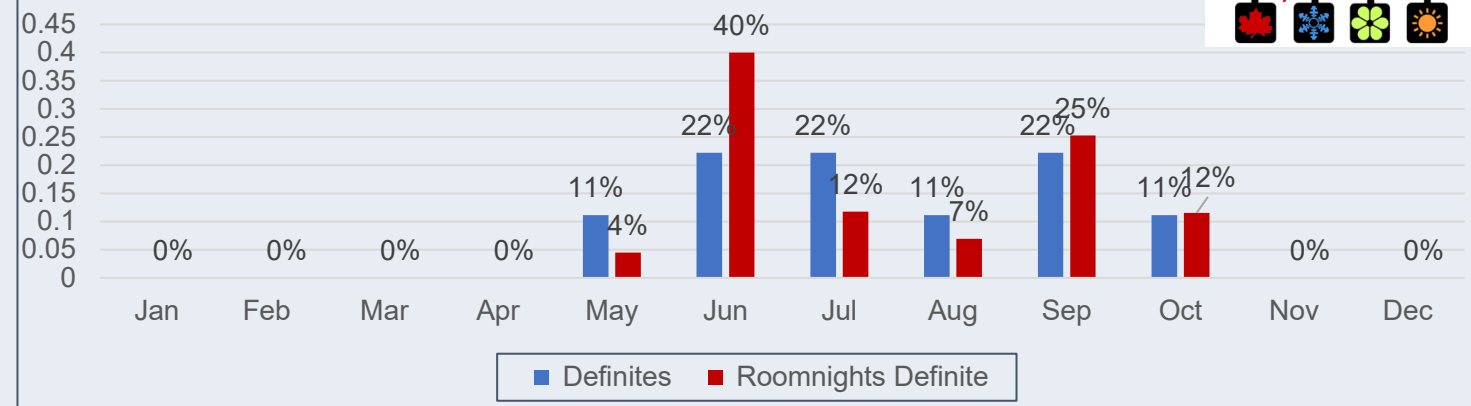
Peak Rooms



Weekday/Weekend



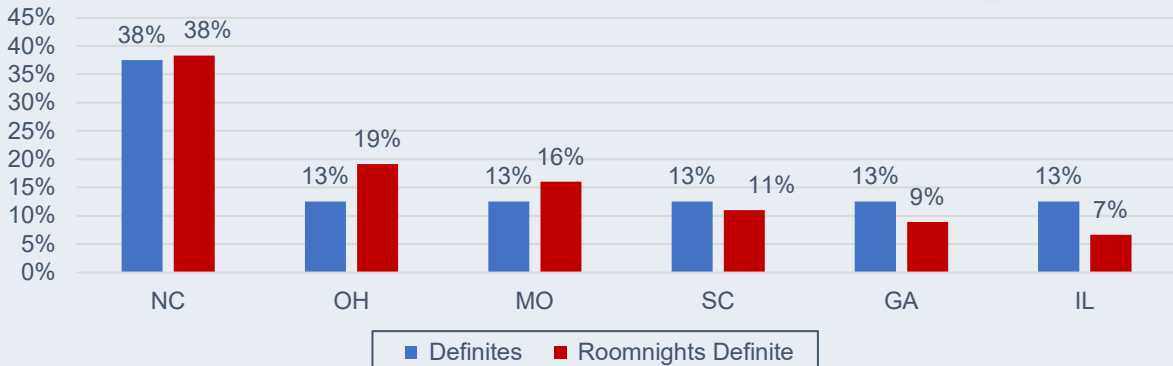
Arrival Month



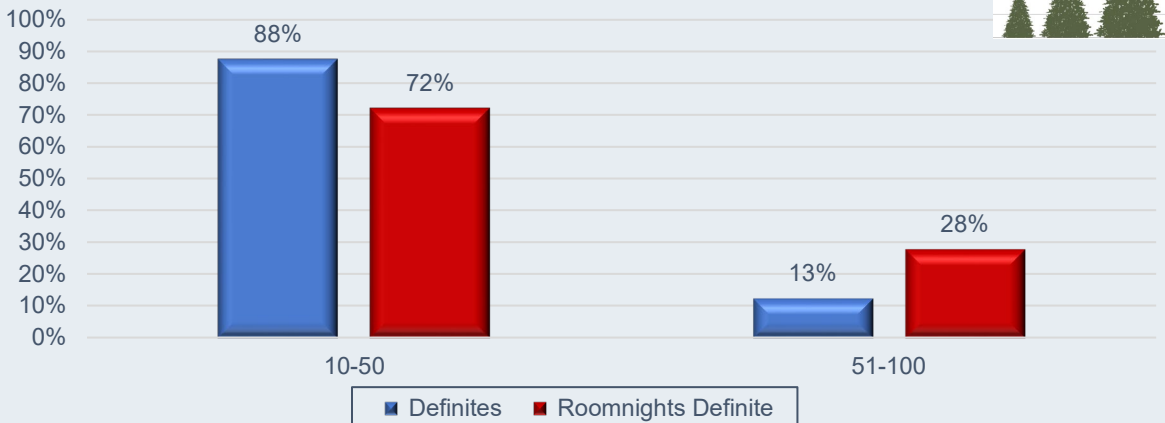
FY21/FY22
8 = definites
574 = roomnights definite

MANUFACTURING

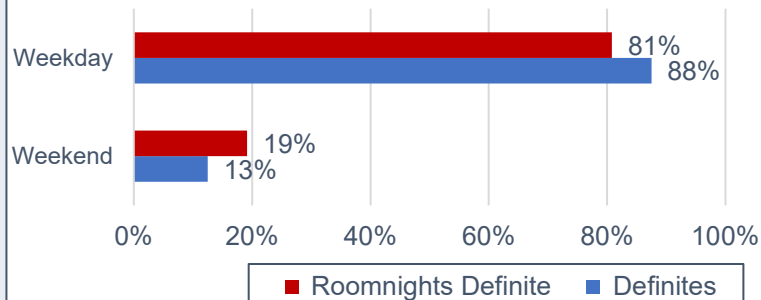
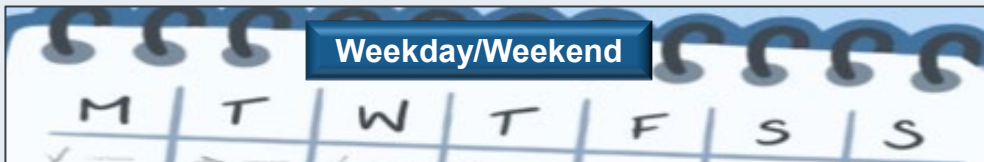
Account Feeder



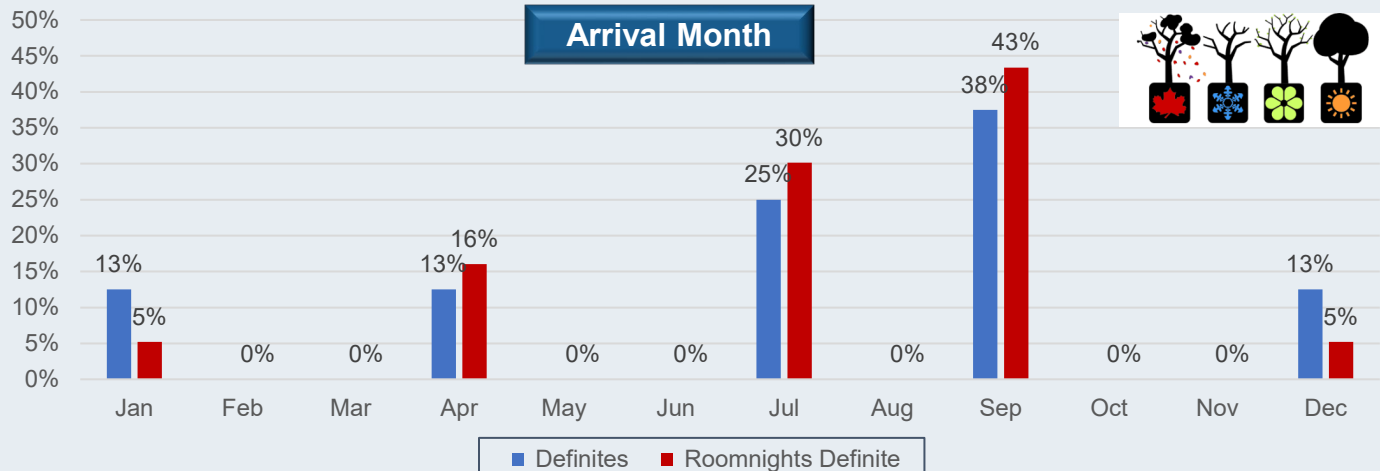
Peak Rooms



Weekday/Weekend



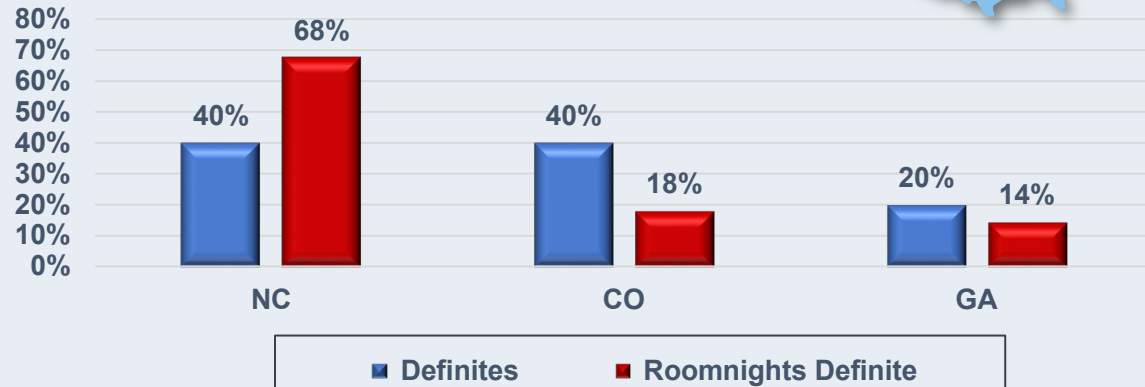
Arrival Month



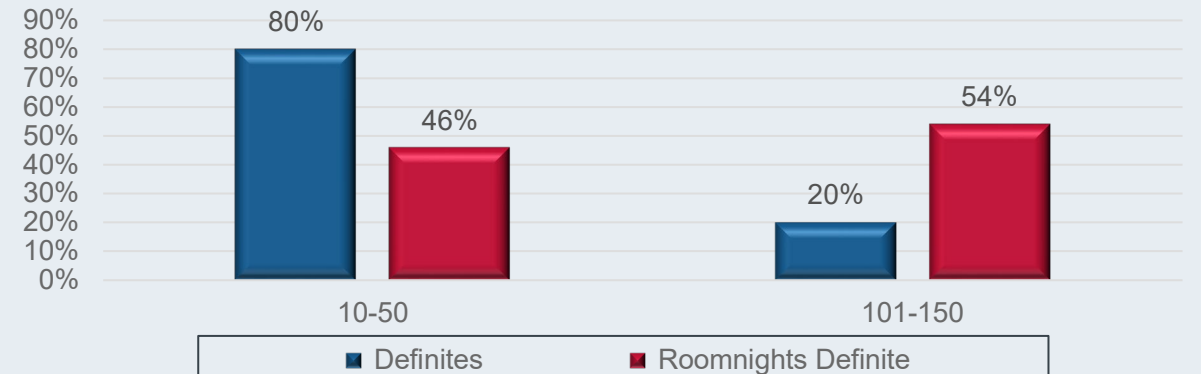
OUTDOOR

FY21/FY22
5 = definites
555 = roomnights definite

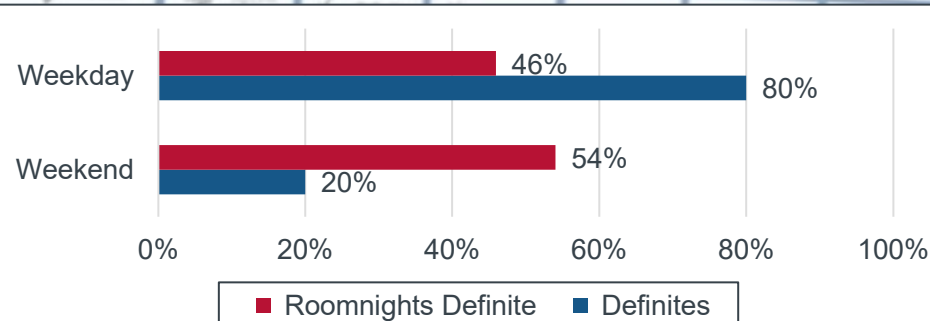
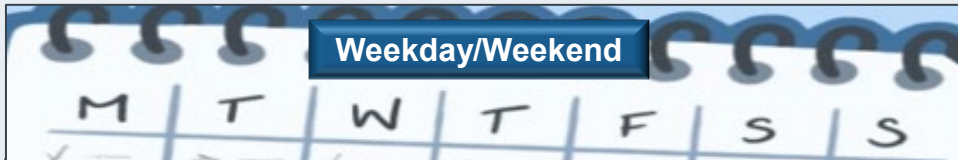
Account Feeder



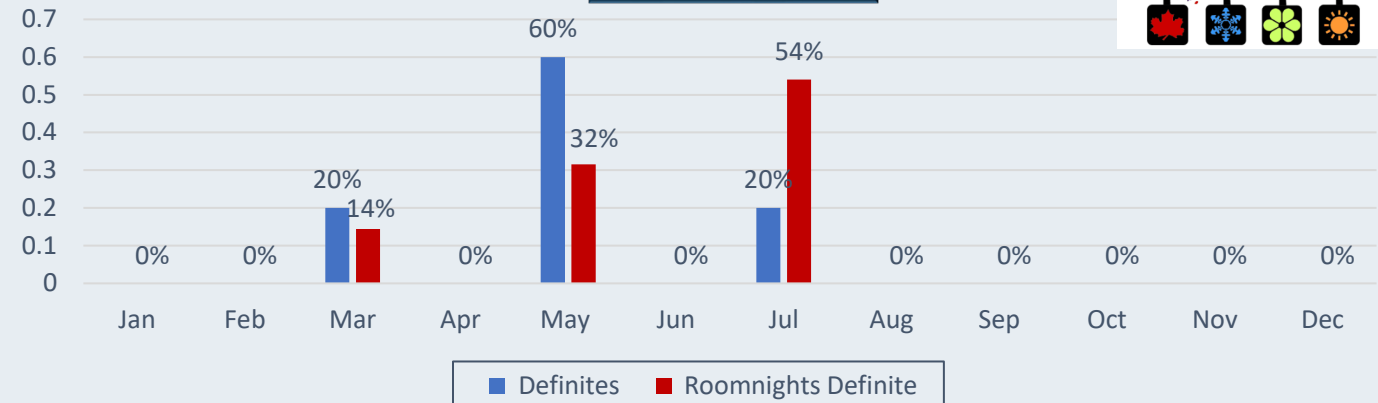
Peak Rooms



Weekday/Weekend



Arrival Month



KEY SUMMARY POINTS

ACTION PLAN

- Definite Roomnights produced during FY22 reached 95% of FY19 production levels.
- More business is turning definite quarter over quarter.
 - 37% more leads turned definite in 2nd quarter (calendar year) of 2022 than did in 1st quarter of 2022, representing 14% more roomnights put into the win column.
- Focusing on NEW Business has led to a significant increase in both the quantity of New Business definites, as well as the roomnights turned definite in FY22.
- Meetings turned definite in FY22 were smaller in size, more regional, and had shorter lead-times.

KEY SUMMARY POINTS ACTION PLAN (CONTINUED)

- South Carolina has shown strong movement this past fiscal year.
- Continue to leverage regional markets and push more into the right national markets, especially as we gain traction in key sectors. (Medical/Life Sciences/Wellness, Environmental/Energy, Advanced Manufacturing, Scientific/Engineering/Technical/Computers, as well as Outdoor). Financial market also shows growth.
- 1st quarter (calendar year), especially January and February, will be evaluated to understand the consistent trend of business loss during these months.
- Weekday Business was especially impacted by Key Sectors and will continue to be a focus moving forward in order to complement strong weekend business.

THANK YOU!



**Turning Data into
Intelligence and
Intelligence into Action**

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(847) 803-6341

CITY COUNCIL UPDATE

Councilmember Sandra Kilgore

Asheville City Council Update

BC COMMISSION UPDATE

Commissioner Robert Pressley

Buncombe County Commission Update

MISCELLANEOUS BUSINESS

Chair Kathleen Mosher

LIVE VIRTUAL PUBLIC COMMENTS

Chair Kathleen Mosher

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, July 26 no requests to speak had been received.

IN-PERSON PUBLIC COMMENTS

Chair Kathleen Mosher

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

Chair Kathleen Mosher

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

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting:

Wednesday, August 31, 2022 | 9:00 a.m.

Center for Craft | Michael Sherrill Loft

67 Broadway Street | Asheville