

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

### **Board Meeting**

Wednesday, July 28, 2021 | 9:00 a.m.

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

[Register to View the Meeting via Zoom](#)

### **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.	Thanks to Outgoing BCTDA Chair Himanshu Karvir	Vic Isley
9:10 a.m.	Welcome Incoming BCTDA Chair Kathleen Mosher	Vic Isley
9:15 a.m.	Approval of 06.30.21 Meeting Minutes	Kathleen Mosher
9:20 a.m.	Adoption of Rules of Decorum and Processes & Protocols for Public Comments During Regular Monthly Meetings	Kathleen Mosher
9:25 a.m.	June 2021 Financial Reports	Jennifer Kass-Green
9:30 a.m.	President & CEO Report a. Board Member Appointment Status b. Festivals & Cultural Events Support Fund c. Upcoming Events d. Other Updates	Vic Isley
9:40 a.m.	Group Sales Strategy a. Introduction b. MDI Data Analysis c. Economic Development Sectors d. Deployment e. Wrap Up	Vic Isley Colleen Swanson, Meetings Database Institute Clark Duncan, Economic Development Coalition for Asheville-Buncombe County Marshall Hilliard Vic Isley
10:20 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:45 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA meeting is on **Wednesday, August 25, 2021**, at 9:00 a.m., in the Explore Asheville Board Room at 27 College Place in Asheville. Please contact Janna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 with any questions.

#### **Upcoming Partner Events:**

Webinar: Responsible Travel & Sustainability in Tourism | Tuesday, August 3 | 10:00 – 11:15 a.m. | Online/Virtual  
 Summer Social & Sustainability Resource Fair | Tuesday, August 3 | 4:00 – 6:00 p.m. | Highland Brewing Company

# Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

### Virtual Board Meeting Minutes

Wednesday, June 30, 2021

- Present (Voting):** Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Brenda Durden, John Luckett, John McKibbon, Kathleen Mosher, James Poole
- Absent (Voting):** None
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- Absent (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- CVB Staff:** Victoria Isley, Marla Tambellini, Marshall Hilliard, Pat Kappes, Jennifer Kass-Green, Jonna Sampson, Daniel Bradley
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette
- Online Attendees:** Dewana Little, Catherine Miller, Phillippe Rosse; YMI Team  
Glenn Cox, Carli Adams, Kathryn Dewey, Hannah Dosa,  
Connie Holliday, Sarah Kilgore, Sarah Lowery, Kathi Petersen,  
Tina Porter, Glenn Ramey, Charlie Reed, Whitney Smith,  
Dodie Stephens, Nicole Will; Explore Asheville Staff  
Jane Anderson, Asheville Independent Restaurant Association  
Demp Bradford, Madison Davis; Asheville-Buncombe Regional Sports  
Commission  
Kit Cramer, Asheville Area Chamber of Commerce  
Bob Michel, Asheville Homestay Network  
Ed Manning, Leadership Asheville  
Chip Craig, John Ellis, Jim Muth; Past BCTDA Board Members  
Rick Bell, Engadine Inn & Cabins/Asheville B&B Association  
Jason Sandford, Ashvegas  
Joel Burgess, Derek Lacey; Asheville Citizen-Times  
Brooke Randle, Mountain Xpress  
Bryan Overstreet, WLOS  
Sunshine Request

Additional tourism community partners and members of the public registered in advance and viewed the online meeting.

## **Executive Summary of Meeting Minutes**

- Chairman Karvir called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- Minutes from the May 26, 2021 BCTDA regular monthly meeting were approved with a 9-0 vote.
- The May 2021 financial statements were approved with a 9-0 vote.
- In her President & CEO's report, Ms. Isley reviewed lodging metrics and provided a TPDF/TMIP process update.
- Chairman Karvir acknowledged the closure of the electronic comment period of the public budget hearing, noting 70 comments were received and included in the minutes.
- The BCTDA FY22 Operating, Earned Revenue, and Tourism Product Development Fund Administrative Budget Ordinance was approved with an 8-1 vote.
- On behalf of the nominating committee, Vice Chairman Froeba presented a slate of FY22 officer nominations, which was approved with a 9-0 vote. The BCTDA appointed Kathleen Mosher as Chair, Brenda Durden as Vice Chair, and Leah Ashburn as Treasurer of the Nonprofit, for one-year terms, effective July 1, 2021.
- Ms. Tambellini announced MMGY Global was selected as the BCTDA's new advertising agency of record.
- A River Arts District Transportation Improvement Project (RADTIP) TPDF contract amendment was approved with a 9-0 vote.
- A YMI Cultural Center project update was provided and a motion to approve the TPDF contract amendment as requested was approved with a 9-0 vote.
- An update from Asheville City Councilmember Sandra Kilgore was heard.
- In Commissioner Pressley's absence, Chairman Karvir shared a brief Buncombe County Commission update.
- Under Comments from the General Public, Chairman Karvir reported there were no non-budget related comments received via email, and no members of the public had requested to speak live during the virtual meeting.
- Ms. Isley and members of the board thanked outgoing BCTDA Chairman Himanshu Karvir for serving during a challenging year and for his extensive community service.
- With a 9-0 vote, the BCTDA meeting adjourned at 10:40 a.m.

## **Call of the Joint BCTDA Meeting to Order**

Chairman Karvir called the virtual 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. He said meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com) and additional materials will be posted after the meeting.

**Board Member Roll Call:** Board members responded as Chairman Karvir called roll verifying all BCTDA members were virtually in attendance, except for Commissioner Pressley, who was absent.

## **Approval of Meeting Minutes**

Mr. Luckett made a motion to approve the May 26, 2021 regular meeting minutes as presented. Ms. Durden seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

## **Financial Reports**

### **May 2021 Financial Reports**

Mr. Warn reviewed the May 2021 financial reports. There were no questions.

Ms. Ashburn made a motion to approve the May 2021 financial reports as presented.

Mr. McKibbin seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

## **President & CEO Report**

Ms. Isley shared a PowerPoint presentation in which she provided recent lodging occupancy metrics. She also shared a Tourism Product Development Fund (TPDF)/Tourism Management Investment Plan (TMIP) update and a timeline of steps that have taken place to date. Ms. Isley noted that this summer and fall, staff will confirm project priorities with primary stakeholders, monitor any legislative changes that may be introduced, and establish new TPDF application guidelines in alignment with Explore Asheville's strategic pillars and broader community goals.

### **Other Updates**

Ms. Isley said updated versions of the CVB Staff Recap, Destination Dashboard, and Quick List are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

## **Acknowledgement of Closure of Electronic Comment Period of Public Hearing**

Chairman Karvir said that pursuant to N.C. General Statute 166A-19.24 (e), a virtual public hearing related to the proposed FY22 budget took place on May 26, 2021, and the public was invited to submit comments via email to [Reply@ExploreAsheville.com](mailto:Reply@ExploreAsheville.com) through Tuesday, June 29, 2021, at 4:00 p.m. For the record, Chairman Karvir said the electronic comment period of the public budget hearing closed yesterday and the BCTDA received 70 emailed comments related to the budget. He said the comments were provided to board members prior to today's meeting, will be included in the minutes, and will be posted on AshevilleCVB.com. Chairman Karvir said with the closure of the electronic comment period on June 29, all parts of the public budget hearing have concluded.

## **Approval of Proposed BCTDA FY22 Operating, Earned Revenue, and Tourism Product Development Fund Administrative Budget Ordinance**

Mr. Luckett said that 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 67%/33% split. He noted leadership in the local hotel community is advocating for this change.

Mr. Luckett said since the North Carolina state law has not yet changed, the ordinance being presented for approval today is based on the current occupancy tax legislation, directing 75% of occupancy taxes collected to the Operating budget and 25% to the Tourism Product Development Fund. He noted there is not a \$2 million appropriation from Fund Balance included in this ordinance, as there would have been in the 67%/33% split scenario. Mr. Luckett said that when the proposed occupancy tax change is introduced and approved at the state level during the fiscal year, the appropriate budgetary changes will be made with board approval.

Mr. Luckett presented the proposed FY22 budget ordinance, which was reviewed extensively at last month's meeting, and invited questions. A discussion took place with Mr. McKibbon, Mr. Celwyn, and Chairman Karvir providing their perspectives related to the emailed comments received during the electronic public budget hearing. Mr. McKibbon was appreciative of the comments and encouraged interested members of the public to attend BCTDA meetings and get involved with Explore Asheville if they do not meet the criteria to secure a seat on the board. Mr. Celwyn said he would like to see the BCTDA do more with occupancy tax dollars to help the community.

Mr. Celwyn requested that with the board transitioning back to in-person meetings starting next month, that public access to view meetings online and the opportunity to virtually call-in comments would be continued. Ms. Isley responded that staff is currently working through logistics to develop a plan focused on continued public access to BCTDA meetings and she will share the details when they have been finalized.

Chairman Karvir thanked Mr. McKibbon and Mr. Celwyn for their comments. He also expressed his appreciation to Sunshine Request staff for broadcasting BCTDA and other public meetings for the community.

Mr. Luckett made a motion to approve the budget ordinance as presented, adopting the BCTDA's FY22 Operating Budget in the amount of \$20,369,690, the TPDF Administrative Budget in the amount of \$440,000, and the Earned Revenue Budget in the amount of \$200,564. Vice Chairman Froeba seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 8-1, with Mr. Celwyn casting the opposing vote.

### **BCTDA Nominating Committee**

On behalf of the BCTDA nominating committee, consisting of Mr. McKibbon, Ms. Ashburn, and himself, Vice Chairman Froeba presented the following slate of officer nominations, effective for a one-year term beginning on July 1, 2021:

BCTDA Chair: Kathleen Mosher  
BCTDA Vice Chair: Brenda Durden  
BCTDA Treasurer (Nonprofit Only): Leah Ashburn

Mr. Celwyn made a motion to approve the nominations for FY22 officers as presented for BCTDA Chair, BCTDA Vice Chair, and Treasurer of the BCTDA nonprofit only, as presented. Mr. Luckett and Mr. Poole simultaneously seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

### **Advertising Agency Selection**

Ms. Tambellini shared a PowerPoint presentation in which she provided an overview of the advertising agency selection process, which was facilitated by Chris Cavanaugh of Magellan Strategy Group. She outlined the RFP criteria, selection, and posting process, noting 14 agencies responded with proposals, with none of them being local. Ms. Tambellini said after reviewing the submissions, four agencies came to Asheville to make in-person presentations, and after additional follow-up was completed, a decision to hire a new agency was made.

Ms. Tambellini announced MMGY Global has been selected as the BCTDA's new agency of record, effective July 1, 2021. She said MMGY was founded in 1981 and has 200 employees, noting that while the CVB will work with staff from the Kansas City office, MMGY will also establish a small agency office in Asheville. Ms. Tambellini provided additional insights on how

MMGY's experience, clients, strategic partnerships, and data-driven research offerings align with Explore Asheville's strategic pillars, leading to the agency's selection.

Next, Ms. Tambellini reviewed the upcoming advertising plan and praised the team at 360i for the work they have done throughout the agency transition process. She then answered all related questions. Ms. Isley added Explore Asheville and MMGY are committed to using local talent whenever possible in advertising efforts.

Chairman Karvir thanked Ms. Tambellini for the presentation.

### **Tourism Product Development Fund Project Updates**

#### **River Arts District Transportation Improvement Project (RADTIP)**

Ms. Kappes presented a TPDF amendment request for the City of Asheville's Riverfront Destination Development project. She said the project received three TPDF awards totaling \$7.1 million, and \$3.3 million has already been disbursed. Ms. Kappes said the project is complete and open to the public, however, the grant contract requires that all punch list items must be completed in order to disburse the final payment. She noted there are remaining punch list items, however, they are related to infrastructure and are not impacting the TPDF-funded project elements. Ms. Kappes said the City of Asheville is requesting that the BCTDA waive the punch list completion requirement so that the remaining \$3.8 million in funding can be released.

Chairman Karvir said this project is a great example of the BCTDA partnering with the City of Asheville by providing \$7.1 million in infrastructure funding to support this greenway project. He noted that back in 2017, the TPDF committee and BCTDA board proactively awarded the City of Asheville an additional \$4.6 million for the project, without going through an additional application process, in order to allow for its completion after construction costs had skyrocketed. The city planned to significantly scale back on the project and construct it in phases over six years instead of three, however, the additional \$4.6 million in funding allowed it to be completed as originally planned. Chairman Karvir said it is great to see a lot of residents and families using the greenway, and he is glad the BCTDA could play a role in helping to bring the project to fruition. He then called for a motion.

Vice Chairman Froeba moved to approve the contract amendment to waive the punch list completion requirement and disburse the remaining \$3.8 million balance of the City of Asheville's Riverfront Destination Development project grant. Mr. Celwyn seconded the motion. There was no discussion and with all in favor, the motion carried 9-0.

#### **YMI Cultural Center**

Ms. Kappes said Dewana Little, executive director of the YMI Cultural Center, Catherine Miller, project manager of the Self-Help Real Estate Team, and Philippe Rossi, capital campaign manager for the YMI Cultural Center, are attending today's meeting to present a YMI update to include a refined scope of work and contract amendment request.

Ms. Kappes provided the following background information on the project:

- The YMI project was originally proposed by Eagle Street Development Corporation in 2018, for building renovations to preserve the historic landmark and facilitate public uses, and an \$800,000 TPDF grant was awarded. The matching funds requirement was waived.
- New leadership at the YMI assumed responsibility of managing the development of the project in early 2019.

- The YMI aligned with additional partners (Self-Help Real Estate Development Team and Weaver-Cooke) for support in managing the planning and development of the renovation project.
- The original contract has been amended twice to allow for early disbursements. The remaining balance of the grant will be disbursed in thirds throughout the construction process, per standard TDPF contractual terms.

Ms. Kappes said the contract needs to be amended to reflect the updated scope to include additional construction details resulting from the design and construction planning process conducted by the Self-Help Real Estate Development Team and Weaver-Cooke. She added this is a clarification, not a change in scope.

Ms. Little, Ms. Miller, and Mr. Rossi shared a PowerPoint presentation that included a project overview, new renovation goals, progress so far to date, a revised construction budget and timeline, and a report on current and anticipated fundraising efforts.

Ms. Miller concluded the presentation by thanking the BCTDA for its support of the project and sharing next steps, which include preparing construction documents and working to secure the additional \$2 million in fundraising needed to break ground this year. Mr. McKibbin and Ms. Ashburn commended the YMI team for the presentation and their efforts.

Mr. Poole made a motion to amend the YMI Cultural Center's TPDF contract to reflect the updated project scope as presented, to include the additional construction details resulting from the design and construction planning process conducted by the Self-Help Real Estate Development Team and Weaver-Cooke. Ms. Ashburn seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 9-0.

Chairman Karvir thanked Ms. Little, Ms. Miller, and Mr. Rossi for the presentation.

### **Asheville City Council Update**

Councilmember Kilgore provided an update on city-related business, including the FY22 budget, changes to the noise ordinance, and regulations/enforcement efforts related to homestays/short-term rentals.

### **Buncombe County Commission Update**

Commissioner Pressley was absent from the meeting, however, had provided a written update to share with the board. On Commissioner Pressley's behalf, Chairman Karvir reported on county-related business, including recent lacrosse and cornhole tournaments, the Buncombe County Local Fiscal Recovery Fund RFP process, and gratitude to Senator Chuck Edwards for supporting the new I-26 interchange and the AB-Tech Training Center.

### **Miscellaneous Business**

There was no miscellaneous business discussed at this meeting.

## **Comments from the General Public**

### **Written Public Comments**

Chairman Karvir said members of the public were invited to submit comments via email to [Reply@ExploreAsheville.com](mailto:Reply@ExploreAsheville.com) through 4:00 p.m. on Tuesday, June 29, 2021. He reported there were no public comments received by the deadline other than those related to the FY22 public budget hearing.

### **Live Public Comments**

Chairman Karvir said members of the public were invited to sign-up to verbally share live comments during monthly virtual BCTDA meetings. He reported that as of yesterday's 12:00 p.m. registration deadline, no requests to speak at today's meeting had been received.

## **Recognition of Outgoing BCTDA Chair Himanshu Karvir**

Noting that this is his last meeting as BCTDA Chair, having served on the board for two terms spanning six years, Chairman Karvir said it has been a pleasure serving and working with the board and staff during his tenure. He noted he plans to stay involved and will continue attending BCTDA meetings.

Ms. Isley thanked and commended Himanshu Karvir for his leadership and dedication in serving as Chairman of the BCTDA during the past fiscal year, and as Vice Chair the year prior. She said his term included guiding Explore Asheville's efforts through a global pandemic that brought unprecedented challenges to our area's tourism community. She recognized Chairman Karvir for the role he played in the collaborative effort to enact legislation to pass the BCTDA's Tourism Jobs Recovery Fund, providing \$5 million to nearly 400 businesses to help them reopen safely and sustainably. She said that together, with members of the Asheville Buncombe Hotel Association, Chairman Karvir has been advocating for changes to the occupancy tax legislation to provide more funding for community projects through the Tourism Product Development Fund. Additionally, Chairman Karvir served on the TPDF committee that has provided funding to [community projects](#) that benefit residents and visitors alike.

Ms. Isley thanked Chairman Karvir for his extensive and unwavering community service, which includes serving on several boards, but especially highlighted the Horizons program that he and his wife established to help underserved children find success and stay in school.

Ms. Isley concluded her remarks by stating she was grateful to have the opportunity to onboard into her position working alongside Chairman Karvir over the past year. Ms. Ashburn, Ms. Durden, Vice Chairman Froeba, and Ms. Mosher also thanked Chairman Karvir for his leadership and for being a community champion.

Chairman Karvir thanked everyone for their kind words and said he can't wait to see what changes happen to the BCTDA and CVB under Ms. Isley's leadership. He added 76% of hotels in the area are locally owned and operated by individuals that live in Buncombe County, and the money visitors spend is reinvested back into our community.

Ms. Isley also thanked Vice Chairman Froeba for his leadership through the pandemic, and said she looks forward to resuming in-person board meetings next month.



## **Adjournment**

Mr. McKibbon said he would like staff to send responses out to the 70 people that submitted public budget comments, and invite them to become involved in BCTDA meetings and committees.

Mr. McKibbon moved to adjourn the meeting and Ms. Mosher seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0 and the virtual meeting ended at 10:40 a.m.

The full meeting 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 on Wednesday, July 28, 2021, beginning at 9:00 a.m., in person in the Explore Asheville Board Room, located at 27 College Place, in Asheville.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

**BCTDA Board Meeting | June 30, 2021  
Electronic Public Budget Hearing Comments**

At the May 26, 2021, meeting of the BCTDA, pursuant to N.C. General Statute 166A-19.24 (e) during the COVID-19 state of emergency, an electronic public hearing was held. The BCTDA board received public comments related to the proposed BCTDA FY22 budget via email to [Reply@ExploreAsheville.com](mailto:Reply@ExploreAsheville.com) through Tuesday, June 29, 2021, at 4:00 p.m. The comments are provided in the order in which they were received.

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From: James Kammann <jlkammann@gmail.com>  
Sent: Wednesday, May 26, 2021 3:41 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: TDA Budget

Hi,  
TO WHOM IT MAY CONCERN:

In looking at Marketing and Group Sales expenditures.... with 12mm visitors that is only \$1.38 per visitor.... a lot of revenue from these visitors for relatively few dollars. My suggestion is that additional money is added on to promote Asheville with a food and beverage tax or better yet an increase to the sales tax over all, maybe 1/8-1/4%, this could be used to promote and take care of most of the wear and tear that 12mm visitors make on our infrastructure.... this has been discussed for over 15 years, but nothing has been done.... I think it is time for more than Hotels and Private Lodging (new to this) to fund the entire promotion of the Asheville area and beyond.

Wishing you the best of luck,

Jim

James L. Kammann  
46 Haywood Street Suite 334  
Asheville, NC 28801-2758  
c 828-215-8753  
Email: [jlkammann@gmail.com](mailto:jlkammann@gmail.com)

*"Try to learn something about everything and everything about something"*  
Thomas Huxley

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From: Allie E. <allie.ellenbogen@gmail.com>  
Sent: Friday, May 28, 2021 6:48 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Input: Marketing budget increase

Hi there, I read about the increase to the marketing budget for FY 20-21 in AVL Today. I have lived in Asheville for about 4 years having moved here from San Francisco (another city with many tourists). Up

until recently I lived in walking distance of downtown. One factor for my family's move was that while we were close to downtown we could not enjoy it because it was packed with tourists.

I know covid has had an impact on tourism and that so many businesses rely on tourists to survive. While there has been a dip in tourism, from what I see it looks like it's bouncing back and would still recover with a similar marketing budget to previous years. My primary feedback is to use the money to encourage tourism that can be woven into the city more gracefully so residents and tourists can coexist. In San Francisco residents relished getting the chance to tell tourists about their favorite spots, but here we are like two separate entities. I'd like to see a focus on spreading tourism out across the city and surrounding areas. I'd also prefer to see some of the money used to study how to curb over-tourism so residents and tourists can coexist happily. I found this article to be interesting on over-tourism <https://www.google.com/amp/s/amp.theguardian.com/world/2020/jan/25/overtourism-in-europe-historic-cities-sparks-backlash>

Thanks for your consideration,  
Allie

Sent from my iPhone

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From: A. Michael Edwards <edwards.mike@charter.net>  
Sent: Friday, May 28, 2021 6:59 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Spending on tourism

Asheville should spend ZERO on tourism and disband idiotic TDA.

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From: Bonnie H <BonnieBrite@hotmail.com>  
Sent: Friday, May 28, 2021 8:17 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: TDA dollars

Re: Buncombe TDA to spend \$15 million to promote tourism in 2021-2022. The visitors are going to come, whether these funds are spent luring them or not. Wouldn't these funds be better spent on ensuring that the businesses that serve the tourism industry have sufficient staffing? Housing costs in Asheville are so high as to force service industry employees out of the area. Using TDA dollars to offset these costs, or to create affordable housing opportunities, makes more sense than attracting more tourists that can't effectively be served due to labor shortages. If businesses are fully-staffed it's a win-win for tourists and locals alike!

*Bonnie*

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From: Cotter, Carole <ccotter@fullerton.edu>  
Sent: Friday, May 28, 2021 8:19 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: 55% increase for marketing tourism???

Hi there,

Not sure Buncombe County TDA is spending their money wisely at all on this one. Does the area really need a 55% boost in the tourism marketing budget? It's not like people will have totally forgotten about Asheville and the area over the pandemic. Some more money in the budget for marketing seems normal but that much? I'm sure there are others things that could use development. Just dumb.

Oh well,  
Carole

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From: Jim Forward <jtfbuilder@gmail.com>  
Sent: Friday, May 28, 2021 8:28 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Tourism

Please use the 15 million to help Asheville end poverty, hunger, abuse, and homelessness. Spending that money on bringing more people here is unconscionable when so many are facing these issues. Please follow your hearts and not your pocketbooks!

Thank you,  
Jim Forward  
Local homebuilder for 40 years

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From: mimi strang <mimistrang@gmail.com>  
Sent: Friday, May 28, 2021 8:35 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Stop the madness!

You have successfully turned our town into a tourist destination. Thumbs up for accomplishing a goal but .....it's been at the expense of our quality of life.  
Put your funds towards improving things in our town.

No more HOTELS!  
Deal with the puking drunks!  
We need more police and fire for the increase in people(?tourists) in the town.

Im sure you have gotten this same ear full. It's time y'all listen and do something about the problems you are contributing to.

Sent

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From: Cynthia Heil <cheil17@att.net>  
Sent: Friday, May 28, 2021 8:47 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: More money for tourists?

"The Buncombe County TDA has announced its plans to spend more than \$15 million on marketing tourism for the 2021-22 fiscal year. This spend would be a 55% increase from the current budget cycle and would be the TDA's biggest-ever marketing spend to date. Share your input through Tues., June 29. (Mountain Xpress)" [From 28 May 2021 Asheville Today]

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How about putting some of that money into infrastructure for those of us who live here? If the state won't allow it, then help the residents/tax payers lobby the state for more tourism money to go into local needs.

How about helping tourist-industry employees stay safe for the remainder of this pandemic by giving the industry some options for dealing with surly, rude, even threatening tourists who don't want to mask, don't want to wait for a table, etc.? If not this pandemic, the next crisis??? In fact, how about helping us residents who bore the brunt of threatening tourists, as well?

During some of the TDA and assoc'd orgs' discussions regarding a safe tourist environment, no one---NO one---addressed the tourists who dissed residents/svc workers for trying to be safe.

How about supporting svc workers so they can get a living wage? Without them, you've got nothing for tourists.

C. Heil  
Asheville, NC

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From: Jim personal Email <jmsf7@aol.com>  
Sent: Friday, May 28, 2021 9:14 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Ads for tourists

PLEASE depict some people of color in the ads!!!!

Jim McAllister

Sent from my iPhone

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From: Mark Bloom <markhenrybloom@gmail.com>  
Sent: Friday, May 28, 2021 9:50 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>; letters@mountainx.com  
Subject: TDA's Biggest Ever Marketing Spend

Before we go hog wild on marketing Asheville to the world, can we pause (or at least more slowly ramp up) to consider what's best for the city and its inhabitants? What results came from the result study on tourism and the recent moratorium on hotel development? How can the city best heal from the effects of the pandemic?

I think having the city immediately overrun with tourists may not be the best idea, except for the hotels. Yes, the restaurants that made it through deserve to be rewarded. But there are a lot of people struggling in this town. And minimum-wage jobs (or less than minimum-wage jobs when you think of the restaurant servers) aren't helping.

\$15 million on marketing? Is that the best use of that money? I agree with Ben Williamson (Buncombe Commissioners Must Rein in the TDA) to defund the TDA until the state recognizes that Asheville needs a more useful distribution of these funds.

Sincerely, Mark H. Bloom

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Mark H. Bloom  
27 Parkway Loop  
Asheville, NC 28803  
828-280-1686

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From: Cliff Hall <12barz@gmail.com>  
Sent: Friday, May 28, 2021 10:10 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: TDA's budget increase

This seems to me to be a remarkably short-sighted move. Does the city have the infrastructure to support increased tourism? Putting all our eggs in the basket of tourism may also make us vulnerable to economic, social, environmental, and public-health events and changes that might effect that industry's vitality. If we don't want to risk becoming an abandoned amusement park, I believe Asheville would be better served long-term by a more concerted effort to diversify our economy. It might be better to set our sights and economic resources on ways to increase non-tourism job and business growth. To that end, maybe we should *reduce* the TDA's budget and establish a Diversified Enterprise Development Authority. Cliff Hall

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From: sharon haberfield <skhab1945@yahoo.com>  
Sent: Friday, May 28, 2021 10:37 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: 55% inc

Perhaps this \$\$ better spent .. city run over with tourists Schools .. homeless .. child hunger .. might need an increase

Sent from my iPhone

From: Susan Waldman <namlaw@yahoo.com>  
Sent: Friday, May 28, 2021 2:31 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Marketing for tourism

1.5 million is lots of money to bring more tourists to a town that is already inundated with tourists and hotels. It ignores the needs of most Ashevilleians and makes the city almost unlivable as hordes descend on it. Shame on you. Why not use the 1.5 million for something for the community...I am sure there are lots of better uses for that money. It is tax money going into the pockets of hotel owner who also happen to sit on the tourism board.

Susan Waldman

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From: Susan L Harrison <susanh@dragonseye.com>  
Sent: Friday, May 28, 2021 4:01 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: \$15 million on marketing tourism

I'm an Asheville resident, and while I'm not from here, I am aware of the damage being done to this community by increasing prices, unchecked tourism, and low-paying service jobs. Spending \$15 million on marketing is obscene, when the people living here face outrageous housing costs, and the homeless rates grow. Asheville doesn't need more marketing. People who vacation domestically know this beautiful place exists, has a moderate climate, loads of touristy activities, a cool artsy vibe, and more ways to get sloppy drunk on beer than you can try without going to rehab afterward. Why not put some of that wasteful marketing money into funding healthcare for tourism employees, raising their wages, or helping out with affordable housing?

If you care about infrastructure to support tourism, how about spending a few million on public transit and reducing private car access to the city center? Convince the city to close a few streets to cars and make them strictly pedestrian spaces, like the plazas of Spain. Add small electric streetcars that run frequently, not enormous and noisy city buses that are too few and far between. While you're doing that, include residential areas in your plans and add sidewalks. All this would make the air cleaner and therefore make the city more enticing, and it would help the locals to like the TDA instead of loathing it.

What makes you think research and analysis will give people more vacation days to spend here? I'm sorry, but Asheville is a long weekend destination, full stop. People with two weeks will save longer stretches of time for more enticing things like a beach, a cruise, or foreign travel. The long weekend niche is a successful formula, so stick with it while helping the locals. We could be allies if only...

Susan L. Harrison  
Asheville Resident

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From: Tess Burton <thetaooftess@gmail.com>  
Sent: Friday, May 28, 2021 8:40 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Tourism opinion

Enough is enough! When is it enough? Absurd amount of money going to tourism whe the community continues to yell and scream about all the issues of more interest and dollars going to "tourism" and NOT the community. You continue to destroy what is left. On the graph, "Good paying jobs" as a result of tourism? That's a joke. We all know the pay is low and the cost of living is high. Places have closed due to inability to find solid workers. Tourists don't care about the community here, they just want to have a good time.I have been here almost 33 years, change is inevitable but as Leni Sitnick said, " Shame on you" what happened to all the community talk years ago, save Asheville, keep it unique, save the soul of this mountain town. You are killing it and not in a good way. Not a happy camper as far as the increase in tourism energy and Dollars spent.

So nice of you to ask but as history proves, it will fall on deaf ears.

Tess Burton

From: debbie emmons <smartmacs@charter.net>  
Sent: Saturday, May 29, 2021 9:14 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: tourism \$

I feel this money should be spent on updating roads and sidewalks instead. We have enough visitors, share the money for local upgrades and help the homeless. build more affordable housing for our server workers instead!!!!

Sincerely,  
Debbie

A concerned local business owner

Smart Computer Solutions

☐ *Mac Sales and Service since 1987*

- Apple Certified Mac Technician
- Apple Business Affiliate
- Mac Support Specialist
- Creative Services

14 Beaverdam Knoll Road, Asheville, NC 28804 T.828-255-2660

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From: Russ Towers <russtowers@charter.net>  
Sent: Sunday, May 30, 2021 9:06 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: 'Laurie Towers' <laurieatowers@gmail.com>; 'Buffalo McMurry' <buffalo@secondgearwnc.com>; 'Chris Webster' <chris@secondgearwnc.com>; 'Jack Igelman' <jack@igelman.com>; 'Lissa Calloway' <lissacalloway@gmail.com>; luciouswilson1@gmail.com  
Subject: Occupancy Tax Allocation

Hello Explore Asheville,

I'm writing to submit a comment about the proposed change to the allocation of the Asheville hotel occupancy tax:

As a the owner of a retail business (Second Gear) that benefits from visitors to Asheville, I certainly appreciate the funding that goes towards marketing and promoting Asheville. My business has seen exceptional growth over 17 years, partly as the result of increased tourism in Asheville and more specifically in West Asheville.

As a 20+ year resident of Asheville, I've experienced the extraordinary growth of tourism in Asheville over the past two decades. The current amount of tourists visiting Asheville (11 million/year) is detracting from the quality of life for Asheville residents, is stressing the infrastructure of the city and is contributing to the unaffordability of housing here. If I were now choosing a city to relocate to, as I did in early 2000, I would not choose Asheville. We don't need to increase the number of tourists visiting Asheville.

I propose the occupancy tax allocation be changed to 50/50. That would provide nearly \$14 million each for operating budget and for the TPDF fund.

Please note, I'm writing this comment personally and may not be representative of the views of all the Second Gear owners.

Thank you.  
Russ Towers

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From: Karen Quasny <kquasny@hotmail.com>  
Sent: Tuesday, June 1, 2021 9:51 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: \$15 M on marketing!

REALLY?

We have more tourists and people moving here than we can handle! Every list of top ten places to live includes Asheville in the top 3. Why in the world would we put that much into marketing a destination that already has boatloads of tourists and new residents (but, not enough housing).

PLEASE, invest in our infrastructure. Add some green space down town. Invest in our schools and educators, or or public safety and police departments. But NOT on more marketing for increased tourism!!!

How can we, the citizens of Asheville and Buncombe county, be heard? I am so frustrated by this, but feel powerless to curb the spending. This is my only option, to write to ExploreAsheville and hope it reaches the politicians deciding on this crazy budget amount.

V/R

K. Quasny

Sent from my iPad

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From: Dan <dnwllms@gmail.com>

Sent: Tuesday, June 1, 2021 10:10 PM

To: Reply @ Explore Asheville <Reply@exploreasheville.com>

Subject: Marketing tourism budget

To spend more money to entice more tourists to a saturated tourism market is akin to the \$400 toilet seat. You are spending money simply because you have it on thicker glossy paper headed for the landfill.

Change the law to address what is needed such as; Tourism planning and management, funds to offset tourism impact in both the near and far term.

Dan Williams  
Fairview

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From: Bebe Kern <bebeoctober@gmail.com>

Sent: Tuesday, June 8, 2021 11:33 AM

To: Reply @ Explore Asheville <Reply@exploreasheville.com>

Subject: REMARKS FOR PUBLIC COMMENT

The headline was there in Xpress on the page like business as usual--not surrounded by giant, bold eyeroll emojis, not displayed in 72 pt. disaster caps. I couldn't believe it. "BCTDA plans to spend \$15 M on marketing." (p. 13, June 2-8) What world are they living in? Isn't this like telling a family of eight living in a two-room house that you're persuading a couple of baseball teams to move in with them?

At 2:00 pm Tuesday, it took 40 minutes to navigate downtown traffic. Today I spent 30 minutes trying to go four blocks on Haywood Road. I couldn't find a simple breakfast anywhere without a long line of customers waiting. Montford and downtown were mobbed. If there's budget waiting to be spent, give it to public services or underserved families, and let the marketing take care of itself. Or embrace a new tag line--Myrtle Beach of the Mountains.

Bebe Kern  
Emma

Bebe Kern  
281 Brickyard Road  
AVL 28806  
336-671-6383

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From: Susan Michael <s.michael3@icloud.com>

Sent: Thursday, June 10, 2021 11:05 AM

To: Reply @ Explore Asheville <Reply@exploreasheville.com>

Subject: Occupancy Tax



Hello Buncombe County Tourism Board,

I am writing you to please request we change the revenue split from 75% 25% TO 66% 33%. As a resident and lover of Asheville, I feel we are being overrun by tourists. It makes it hard to enjoy the area we call home. We don't need to continue to advertise our area, we are already well known far and wide. Please give our city a break and let the residence enjoy what we moved here to enjoy!!!

Sincerely,

Susan Michael

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From: kathryn liss <kathrynliss5@gmail.com>  
Sent: Thursday, June 10, 2021 11:35 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Occupancy tax

If I had my way we'd stop spending any money advertising Asheville. We need that money for infrastructure and if we can't have that, let's get rid of the tax altogether.

Kathryn  
Liss  
Haw Creek

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From: Jane Roman Pitt <romanpitt@gmail.com>  
Sent: Thursday, June 10, 2021 12:04 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: To the Buncombe County Tourism Board

Dear BCTB,

Asheville is on all the "best place to . . ." lists in the country already---please do not spend money on advertising it more! Everyone knows about Asheville now, and wants to visit or move here---it's already so crowded with tourists that it makes it difficult for those who live here and want to use and enjoy the city.

There are so many serious educational, social, and justice issues here that need that money more than wasting it on advertising.

Thank you,  
Jane Roman Pitt

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From: Cathy Holt <cathyfholt@gmail.com>  
Sent: Monday, June 14, 2021 1:02 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Stop advertising for more tourists!

Dear TDA,

Please spend more money on repairing Asheville's infrastructure, not bringing in more tourists!

Thanks,  
Cathy Holt

--

Cathy Holt  
[www.heartspeakpeace.com](http://www.heartspeakpeace.com)  
Coaching for health and resilience  
Go slowly, breathe and smile - Thich Nhat Hanh

From: Keaton Hill <khill@jayhill.net>  
Sent: Monday, June 28, 2021 8:32 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Brownie W. Newman <brownie.newman@buncombecounty.org>; alfred.whitesides@buncombecounty.org; Jasmine Beach-Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: BCTDA Budget Public Comment

Dear BCTDA Board members and County Commissioners:

As an Asheville resident, parent, person of conscience, and active community member, I am writing about the BCTDA FY22 Operating, Earned Revenue, and Tourism Product Development Fund budgets.

I am deeply disturbed that in the current configuration of the BCTDA, over \$20 million of our tax dollars are controlled by for-profit tourism business owners. My understanding is that the majority of this Board does not pay their employees a living wage, yet the Board members enjoy incredible profits from the rigorous tourism industry of our region.

Budgets are moral documents. And the BCTDA's proposal that over \$15 million be used to market for more tourism does not reflect the values of our community or region. Rather than spending over \$15 million to market our community as a commodity, I believe that these tax dollars would be better spent directly investing in our community through Reparations. If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, I am asking for the County Commissioners to repeal the occupancy tax until these revenues can be community controlled.

We no longer need to market our region -- the tourists are coming! As the BCTDA's own financial records demonstrate, tax-funded tourism marketing isn't needed at this point and will instead continue increasing the amount of tourism past what is already an unsustainable level. In October 2020, during the pandemic when their advertising was paused, the BCTDA reported \$53 million in room sales, a 6% increase over October 2019. It was an all-time record.

How is the BCTDA using tax dollars for repair, and not to further harm? Tax dollars generated by tourism should be used to address a long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities. The BCTDA's tourism marketing has accelerated gentrification and development, and therefore accelerated the displacement of Black people and damage to our natural environment. Taxes must be used to repair this damage through investing in Black residents, Black-owned businesses and Black-led initiatives, not to grow industry profits.

Sincerely,  
Keaton Hill  
28804

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From: W Michael Smith <wmsinavl@gmail.com>  
Sent: Monday, June 28, 2021 9:15 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; Avril.Pinder@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org  
Subject: Budget Public Comment

Dear Buncombe County TDA,

Your decisions in 2021 hold opportunity for a significant change of direction. Now is the time to invest in forms of reparations that allow our black and brown neighbors to overcome the chronic barriers to

accumulating inter-generational wealth, adequate housing, education for their children on par with what is available to white kids in more prosperous neighborhoods. Many studies have been done to identify barriers to thriving for our black neighbors. So we don't need new information. We need consistent political will. Make your budget choices for this year reflect that intention.

This is also the year to insist that this tax revenue be controlled by and for the public, and not by and for for-profit businesses.

Please do the right thing.

Michael

W Michael Smith  
1 Faulkner Avenue  
Asheville, NC 28805  
828-575-7963

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From: Anne Craig <ennagiarc@gmail.com>  
Sent: Monday, June 28, 2021 9:25 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

I am writing to say that I oppose the BCTDA's proposal that \$15 million of occupancy tax income being used to market for more tourism. Our area is beyond its 'carrying capacity' in regards to tourism now. The money should be used in investing in our community, particularly through reparations. We need to be investing in healing and repairing the damage done to generations of Black citizens.

The use of this tax revenue should be controlled by our community rather than the for-profit businesses whose only goal is to increase their profits and not the overall welfare of our community. Getting rich on tourism needs to have some limits.

Sincerely, Anne Craig

--

Anne Craig  
828-423-2087  
[ennagiarc@gmail.com](mailto:ennagiarc@gmail.com)

"I wonder how the foreign policies of the United States would look if we wiped out the national boundaries of the world, at least in our minds, and thought of all children everywhere as our own." — Howard Zinn

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From: Marion Danforth <marionmdanforth@gmail.com>  
Sent: Monday, June 28, 2021 9:37 AM  
To: Avril.Pinder@buncombecounty.org; Reply @ Explore Asheville <Reply@exploreasheville.com>; alfred.whiteside@buncombecounty.org; amanda.edwards@buncombecounty.org; brownie.newman@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; parker.sloan@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; terri.wells@buncombecounty.org  
Subject: Budget Public Comment

Dear Council,

Investing in a vibrant community, using tourism tax income to contribute to ongoing reparation, creates an environment that draws others to come and visit; builds a just community that reflects a positive experience for visitors. Thank you for looking at building our community as a process of working together for the benefit of all.

Marion Danforth  
9 Williams St.  
Weaverville NC

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From: Vivian Ellner <ellner.v@gmail.com>  
Sent: Monday, June 28, 2021 9:46 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

Regarding the proposed budget:

To Whom It May Concern:

Rather than spending \$15 million to market our community as a commodity, many believe that these tax dollars would be better spent directly investing in our community through Reparations. 🍌

- Investing in our Black residents benefits us all. As the majority of occupancy tax dollars are required by state law to go towards “advertising,” a case can be made that investing in community healing and repair through Reparations is advertising.
- Tax dollars generated by tourism should be used to address a long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today’s racial inequities.
- Beyond this budget vote, this tax revenue should be community controlled rather than controlled by for-profit businesses with the goal of increasing profits. In its current form, the profits of tourism rely on underpaid labor and create negative environmental impacts.
- Tax-funded tourism marketing isn't needed at this point and will instead continue increasing the amount of tourism past what is already an unsustainable level. For example, in October 2020, during the pandemic when their advertising was paused, the BCTDA reported \$53 million in room sales, a 6% increase over October 2019. It was an all-time record.
- The BCTDA’s tourism marketing has accelerated gentrification and development, and therefore accelerated the displacement of Black people and damage to our natural environment. Taxes must be used to repair this damage, not to grow industry profits.

With millions of tax dollars on the table, what our community needs is for that money to go to direct financial investment through Reparations. If this can't happen, we call for the County Commissioners to repeal the occupancy tax until those revenues can be community controlled.

Respectfully submitted,

Vivian Ellner  
Weaverville, NC 28787

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From: Jason Krekel <jasonkrekel@gmail.com>  
Sent: Monday, June 28, 2021 10:00 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; parker.sloan@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

I am writing to demand as a longtime resident of downtown Asheville that all proceeds from ALL tourism taxes be allocated to racial equity and structural change aimed towards addressing systemic racism in our community that is being exacerbated by the status quo of TDA spending.

Jason Krekel

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[jasonkrekel.com](http://jasonkrekel.com)  
[krekprints.com](http://krekprints.com)

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From: mary berg <marhber@hotmail.com>  
Sent: Monday, June 28, 2021 10:13 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

I am vehemently opposed to increasing the budget to promote tourism. This does not help our community. There is far more need to invest in reparations and building community cohesiveness.  
Thank you.  
Mary Berg

Sent from my iPhone

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From: Pamela Culp <130pjc@gmail.com>  
Sent: Monday, June 28, 2021 4:06 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: FY22 Operating, Earned Revenue and Tourism Product Development Fund Budget Comment

June 28, 2021

Dear BCTDA Board and County Commissioners,

I am a life long North Carolinian and have lived in Buncombe County for 20 years. This is a beautiful state. The Western North Carolina mountains are a rich diverse precious ecosystem that is showing signs of diminishment. In addition here in Buncombe County many of the families whose heritage makes this region rich have had to move or can hardly afford to live here. We are throwing the baby out with the bath water.

There was a time when continuing to build our tourist business was crucial. However in 2021, an increase in marketing tourism beyond its already-unsustainable levels is unacceptable. I am angry at the greed of the BCTDA to ask for 75% of their budget be used for tourism marketing or related expenses. With millions of tax dollars on the table, our community needs to refurbish and enrich all areas of Buncombe County that helped build this community and stewarded these mountain ecosystems.

Any tax dollars generated by tourism should be used to address the long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities. Investing in Black residents benefits us all. Tax revenue should be community controlled, rather than controlled by for-profit businesses with goals of profit not community and ecosystem preservation and enrichment. The BCTDA's tourism marketing has accelerated gentrification and development thereby accelerating displacement of Black people and damage to our natural environment. Taxes must be used to repair this damage, not to grow industry profits.

The blemishes of profits, more profits and more profits till we bust is already evident here in Buncombe County. Please listen to the people and help preserve and restore this wondrous county. Thank you.

Sincerely,  
Dr. Pamela J. Culp, M.D.

---

From: Sandra Brooks <brooksandra308@gmail.com>  
Sent: Monday, June 28, 2021 7:39 PM

To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: TDA

IMHO this machine should be stopped and NOW. Go to downtown Asheville (which people who live here never do) and see if you can stand the throngs on the streets. Next step is honky tonk. You are killing the goose that has been laying golden eggs for us all.

No more funding for advertising!! Do you think there is a soul in the U.S. now who has not heard of Asheville, NC??

--

*Best,  
Sandra Brooks  
Asheville resident for 14 years*

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From: Joe Wilkerson <wilkerson.joseph@gmail.com>  
Sent: Monday, June 28, 2021 9:03 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; Amanda Edwards <amanda.edwards@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

To: Buncombe County Tourism Development Authority

Cc: County Commissioners and County Manager

Re: FY22 Operating, Earned Revenue, and Tourism Product Development Fund

I am a nearly twenty-year resident of Buncombe County. I understand you are bound by statute to spend money earned by the occupancy tax to attract tourists to Asheville. Tourism at current levels already is unsustainable, however, and increasingly contributes to long-standing inequities in our community. I support, at most, a *significant reduction* to the advertising budget, to support only those businesses that contribute public goods to the broader community (e.g. those offering living wages to all employees). *All* further expenditure on advertising for extractive businesses goes against the interests of Buncombe County's residents and accelerates community decay.

Control over moneys raised by the occupancy tax should devolve to County-level managers accountable to the public. If this change is not achieved, I will advocate to repeal the tax. The County agreed to join the City of Asheville in supporting reparations for Black residents who have long experienced the worst consequences as more and more extractive businesses have taken root in our city. Local, elected control of these funds can be one important step toward the County fulfilling its commitment. If we want to "advertise" Buncombe County, prioritize making it into a place where people of all backgrounds can flourish, and let the results speak for themselves.

Sincerely,

Joe Wilkerson  
60 Mildred Avenue  
Asheville, NC 28806

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From: Heather Tate <heather.tate@evergreencs.org>  
Sent: Monday, June 28, 2021 9:20 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

Dear BCTDA Board members and County Commissioners:

As an Asheville native and engaged community member, I am writing about the BCTDA FY22 Operating, Earned Revenue, and Tourism Product Development Fund budgets.

I am upset that over \$20 million of our tax dollars are controlled by for-profit tourism business owners in the current configuration of the BCTDA. My current understanding is that many of the members of this Board do not pay their employees a living wage, yet the Board members enjoy incredible financial benefits from the rigorous tourism industry of our region.

The BCTDA's proposal that over \$15 million be used to market for more tourism does not reflect the values of our community or region, at least not the community I know. I believe that these tax dollars would be better spent directly investing in our community through Reparations. If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, I am asking for the County Commissioners to repeal the occupancy tax until these revenues can be community controlled.

It seems we have a thriving tourist industry and anyone I talk to around the country knows about Asheville. We seem to be at max capacity and as a local, I do not feel like I am able to enjoy the town in the way I wish due to crowded streets, lack of parking, etc. As the BCTDA's own financial records demonstrate, tax-funded tourism marketing isn't needed at this point. In October 2020, during the pandemic when there was no advertising, the BCTDA reported \$53 million in room sales, a 6% increase over October 2019. It was an all-time record.

Tax dollars generated by tourism should be used to address a long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities. We have the means, now it is time to take action. Taxes must be used to repair this damage through investing in Black residents, Black-owned businesses and Black-led initiatives, not to grow industry profits.

Sincerely,  
Heather Tate  
28805

--

Heather Tate, NBCT  
She/Her/Hers  
Kindergarten Lead Teacher  
Evergreen Community Charter School  
*"Education is the most powerful weapon which you can use to change the world." -Nelson Mandela*



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From: Karen MacNeil <karenskyli@gmail.com>  
Sent: Tuesday, June 29, 2021 8:00 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Public Comment on Budget

Hello Explore Asheville,

I would simply like to ask that you do your best to keep the occupancy taxes collected in Buncombe County, in Buncombe County. By this I mean hiring a local advertising agency and other local

professionals and otherwise channeling messaging through them. The millions of dollars sent out of our county every year are benefitting the businesses and communities those people work in, not the residents here. This is one of the main problems our community struggles with in regards to the TDA.

Thank you,  
Karen MacNeil

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From: phil cheney <logdove@gmail.com>  
Sent: Tuesday, June 29, 2021 9:55 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

No more advertising budget, please! The City has already lost ALL of its charm... Tourists can roll the dice to get the exact same experience anywhere... it isn't weird, it isn't cool and aside from the Mountains around asheville, it could be Anywhere, USA... stop it, please!

:o(

George Philip Cheney IV

Sent from my iPhone

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From: Ami Worthen <amiworthen@gmail.com>  
Sent: Tuesday, June 29, 2021 10:06 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Brownie W. Newman <brownie.newman@buncombecounty.org>; Alfred Whitesides <alfred.whitesides@buncombecounty.org>; Jasmine Beach-Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; Parker Sloan <parker.sloan@buncombecounty.org>; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: BCTDA Budget Public Comment  
Dear BCTDA,

How occupancy tax revenues are spent should be determined by our community, and not by a small board of for-profit businesses. The BCTDA board currently uses tax money to commodify their version of who we are for profit. At the same time, only one member of the BCTDA (Herbiary) is Living Wage Certified. Private companies which do not guarantee living wage jobs with benefits should be precluded from using tax dollars for their own material gain. Our social services networks subsidize these low wages. This is just one of many issues I have with this tourism industry-controlled tax.

Thus, I will continue to call for the Buncombe County Commissioners to repeal the occupancy tax until all of the revenues can go towards the public good, not private profits.

However, since you still exist at this moment, I am submitting a comment on your proposed FY22 budgets. The BCTDA has the opportunity to put the over \$15 million budgeted for marketing into the Reparations fund. This would be a start of a move towards repair of the inequities embedded in and damage caused by the tourism industry. In terms of complying with the state statue, you can simply take the stance that investing in community wellbeing is advertising.

There is no longer a need for the kind of marketing the BCTDA has been engaged in since your inception, as evidenced by record breaking sales last October after promotion was almost completely paused. Buncombe County is on the map, and tourism is already at unsustainable levels.

Our occupancy tax dollars would be better used to heal what is hurt, rather than to continue to cause increasing injury.

Moreover, the pandemic is not over and it is completely irresponsible to be inviting large numbers of people to our home at this time.

Sincerely,



Ami Worthen

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From: Geneva Bierce-Wilson <biercewilson@gmail.com>  
Sent: Tuesday, June 29, 2021 10:58 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Cut the Check

I would like county tourism tax revenue be allocated to support Reparations now.

Life long resident of Buncombe County,  
Geneva Bierce-Wilson

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From: TOM BELT <tombelt@icloud.com>  
Sent: Tuesday, June 29, 2021 11:02 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

I strongly recommend applying a substantial portion of revenues from the occupancy tax to reparations for support of historically disadvantaged black citizens of this area. Tourism has provided little benefit to this population thus far, and in fact has been damaging. If the community can't obtain control of the use of these funds, the occupancy tax should be suspended until this can be accomplished.

Tom Belt

Sent from my iPhone

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From: Chris Bainbridge <creativebainbridge@gmail.com>  
Sent: Tuesday, June 29, 2021 11:11 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Brownie W. Newman <brownie.newman@buncombecounty.org>; Jasmine Beach-Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

Good morning,  
My name is Chris Bainbridge and I am writing to request that Buncombe County tourism tax revenue be allocated to support reparations and investing in Black-owned businesses in our area. Our community has begun to receive positive national media attention due to our efforts to right our historic wrongs. The continued press coverage that we would receive by utilizing this revenue in this way would very much align with the state requirements to allocate this money to marketing and advertising. I see it as a win/win. Thank you.

Chris Bainbridge  
828-242-2377

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From: Tyler Ramsey <tylerramsey01@yahoo.com>  
Sent: Tuesday, June 29, 2021 11:24 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org;

terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget public comment

It is time to stop dumping money into advertising Asheville to attract more tourists- let's invest in our community and gain some sense of who we are as a city rather than sell off what is left of our identity here.

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From: Carol Anders <caroldec25@gmail.com>  
Sent: Tuesday, June 29, 2021 11:24 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Allocation of Tourist Dollars

We need to allocate more of the tourist revenues, to serving the needs of the very people who tourists come to see ( the artists, musicians for example) and the people who serve the tourists ( hotels, restaurants, etc) ..housing here is outrageously expensive as you know...The Black community is being priced out of housing in their own backyard (Shiloh as an example) ...what if the communities cited above disappear, move away do you think wealthy tourists will enjoy a modicum of services and entertainments for example. Let's increase the percentage allocated to the community for housing, support creatives, and specifically reparations for our Black community.

"My Asheville" that I dearly love ( 16 years a resident) is disappearing, going downtown - parking an issue, I rarely if ever see anyone I know ( peers don't go downtown anymore too crowded, restaurants, and entertainment is too expensive - we don't need "Craft Cocktails" at a bar and grill... Retirees have a limited ability to enjoy now approx half of what they did 5 or six years ago.

Shall I assume the city doesn't want fixed income, educated retirees any more in their midst? And are we now working to make it almost impossible for our hardworking hourly workers both Black & White to enjoy the benefits of home-ownership and just allow them the Privilege of paying approx 50% of their monthly income for rent?

Will tourists come to Asheville a decade from now to "have hotel tours", purchase \$30 T-Shirts, eat at expensive restaurants, pay \$50-80 for tickets to big name regional acts and hire a tour company to drive them by some hiking trails...

A slippery slope to balance...nourish and support our existing folks now or continue to plan to attract the high end luxury seeking tourist. Even BIPOC tourism, which is now being eagerly sought out, will not continue if people do not see people who are culturally like them.

Fostering tourism does not ensure a sustainable growth for our community - young people will leave for high paying jobs, and middle income people will be priced out of the housing market and once again our Black communities will not realize economic equity. --

Thank You for reading  
Carol Anders

*JOIN ME for the DREAMERS & DOERS Show*  
AVL fm 103.3 / Stream: [www.ashevillefm.org](http://www.ashevillefm.org)  
Thursday @ 9am EST  
"The World Needs Dreamers Who are Doers"

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From: Jenna McLeod <jenna.marissa@gmail.com>  
Sent: Tuesday, June 29, 2021 11:43 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment - Jenna McLeod

Most of the revenue for these budgets comes from occupancy tax income. In the current structure of the BCTDA, Buncombe County allows for-profit tourism business owners (the majority being hoteliers who do not pay a living wage to their employees) to control \$20 million of our community's tax dollars. The BCTDA is proposing that \$15 million of their budget be used to market for more tourism. This is the largest BCTDA marketing budget to date. Rather than spending \$15 million to market our community as a commodity, we believe that these tax dollars would be better spent directly investing in our community through Reparations.

With millions of tax dollars on the table, what our community needs is for that money to go to direct financial investment through Reparations. If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, we call for the County Commissioners to repeal the occupancy tax until those revenues can be community controlled.

We want the BCTDA to know that an increase in marketing to grow tourism beyond its already-unsustainable levels is unacceptable. Any tax dollars generated by tourism should be used to address the long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities.

Thank you,

Jenna McLeod

Asheville resident

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From: Stephen Wilkerson <sywilkers@aol.com>  
Sent: Tuesday, June 29, 2021 11:47 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

Dear ExploreAsheville,

I fully support redirecting the current \$15 million of the Buncombe County Tourism Development Authority intended to market for additional tourism and instead to invest it in our local community in much needed and entirely suitable Reparations.

Thank you for your consideration of my views.

Yours sincerely,

Stephen Y. Wilkerson

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From: Kim Hunt <highfivetogether@gmail.com>  
Sent: Tuesday, June 29, 2021 11:49 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; terri.wells@buncombecounty.org; parker.sloan@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget

Hi, good afternoon. Writing you all with a request for any tax dollars generated by tourism be directed towards a local community allocated reparations fund. \$15 million budget line for advertising our already tourism saturated city would only exacerbate existing problems of gentrification, displacement of workers and residents, and reinforce racial inequities. Asheville doesn't lack tourists, they will continue to come regardless of the advertising. It's not needed and is perpetuating harm. Instead, why not invest in our community, and those most impacted by the development that our city has experienced.

If this is not possible because of existing laws, then the tax should be repealed by the County Commissioners until the community can control the revenue. Our communities and environment have been damaged by the occupancy tax dollars and there is a chance to pivot, and reconsider priorities and determine as a city what and who we really want to invest in. Please choose to invest in caring for our community, it's not in the advertising to tourists but investing in the members of our community that are already here.

Thank you,

Kim Hunt

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From: Jay Hill <jayhill+buncombe@jayhill.net>  
Sent: Tuesday, June 29, 2021 11:54 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

Dear BCTDA members,

I am writing to encourage you to revisit your planned expenditures for the upcoming budget.

As a resident of Asheville and Buncombe County, I want you on our side, working to keep Buncombe County hospitable for those who live here. Please advocate with us to push for Raleigh to untie your hands with how you spend occupancy tax dollars, so we can work together to strengthen our communities instead of extracting wealth from them.

With record occupancy already, we don't need a higher-than-ever marketing spend. Take a courageous step and ask for a reduced budget. Ask to right-size the tax, the budget and the marketing spend to maintain a sustainable tourism industry that employs people with a living wage — not one that requires constant growth at the expense of workers and residents.

I know many of you make your living from the tourism industry and I don't expect your livelihoods are in jeopardy if we don't grow the industry further. Is it ever enough? I hope so.

This body exists for the benefit of the people of Buncombe County and if it cannot manage itself toward that end, then we will abolish it.

With hope and encouragement,  
Jay Hill

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From: Linda <linda@networktype.com>  
Sent: Tuesday, June 29, 2021 11:58 AM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Brownie W. Newman <brownie.newman@buncombecounty.org>;  
alfred.whitesides@buncombecounty.org; Jasmine Beach-Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org;  
terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Asheville Rising! Your vote is critical

Hello TDA board members and County Commissioners.

In your meeting tomorrow and in other upcoming deliberations, you will be deciding Asheville's future. As a business owner who moved here in 2017 from Chicago to grow my editorial business, and as a gigging musician in Asheville and a new homeowner in Alexander, I feel I am a good representative of the influx of folks from other states who came to Asheville first as tourists and returned to become part of this wonderful community and join in its success. Seeing Asheville thrive is important to me, and of course, as a musician, I benefit greatly from the tourist trade. In all my comings and goings around town since arriving here, however, I have grown increasingly aware of the unsavory side of the tourist business—the rising housing costs and the forced exodus of lower-income people, especially people of color.

Downtown Asheville always seemed to be a vibrant, fun, safe, and clean area to me at first, filled with smiling faces and eager shoppers. That looks like the face of success, doesn't it? And one of the big things that drew me to Asheville was its friendliness and the feeling that all were welcome and appreciated. But since Covid and then the onslaught of national repercussions regarding the police killings of Black people, Asheville has taken a hard hit. I was very proud when the Reparations Resolution was passed and the Vance Monument taken down, and I remain proud of the steps that are being taken to address our own police procedures and our racist history. If the TDA is required to invest a large portion of its budget on advertising, there can be no brighter message about Asheville than to show the world that we stand behind our commitment to reparations and the lifting up of the Black community that has historically provided the heavy lifting that built the Biltmore Estate, the Blue Ridge Parkway, the Grove Park Inn, and downtown Asheville itself in the first place.

I think making a substantial investment of several million dollars to the Reparations Fund to be used by a Reparations Commission made up of Black community leaders in collaboration with City government would be the best advertising Asheville could make to the world of what a beautiful and just community we are. Ensuring the safety and happy times of our visitors is important, and it is also important for us to extend that to visitors of color. Creating a downtown that is stress-free, collegial, multi-racial, and welcoming to all is an important investment we all need to make. Let's send a loud and clear message that we are not just talking about reparations but actively contributing to it. Let's continue the good work we have begun by standing behind our promise of reparations—as individuals, businesses, organizations, and government.

I'm counting on you all to do the right thing. People the world over recognize a community that takes care of its own, and people naturally gravitate toward righteousness. Let's do this.

Thank you,  
Linda Wolf  
847-650-3476

Network Publishing Partners, Inc.

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From: Steve Plever <steveplever@gmail.com>  
Sent: Tuesday, June 29, 2021 12:02 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Comment on TDA budget vote, tourism, infrastructure, and reparations

Greetings. The last thing Asheville needs is more tourism advertising. We're having room-sale records that promise to be smashed again now that pandemic restrictions are lifted. Downtown is again crowded even as us locals avoid it more and more.

We've hit a point where advertising and bringing in more tourists will actually hurt a sustainable tourism economy as WNC's special qualities are overwhelmed and Asheville becomes known as a tourist trap. The overgrowth of tourism is also warping our economy to the point where workers needed for hospitality businesses can't afford to live here, public transit is insufficient to support workers' needs, and the last thing we need is more people having to drive and park downtown to work in hospitality.

There is dire need for funding of basic infrastructure, including the social and physical infrastructure of justice. One great solution that would be in keeping with state law would be to use funds for reparations instead of advertising, and use free media to publicize this action. Truly affordable workforce housing and assistance to mass transit are also needed and justifiable as supports to the tourism industry.

If those things can't be done with occupancy tax money, then please just stop collecting the tax and petition the legislature to change the rules so it can fund things our region needs.

Other than Biltmore Estate which can afford its own advertising, Asheville has nothing in common with tourist destinations like those of Disney. People come here not to be in an artificial environment with other tourists, but for our landscape, and homegrown culinary, brewery and arts scenes. All of those are endangered by advertising that could put tourism well past a healthy level of quality and sustainability for our city. We have real needs. Please recognize them.

Thank you for considering my thoughts.

Sincerely,  
Steve Plever  
51 Oakwood St.  
Asheville, NC 28806  
828.301.3409  
[steveplever@gmail.com](mailto:steveplever@gmail.com)

---

From: Gene and Christine Callaway <58godisgood@gmail.com>  
Sent: Tuesday, June 29, 2021 12:19 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: alfred.whitesides@buncombecounty.org; amanda.edwards@buncombecounty.org; avril.pinder@buncombecounty.org; brownie.newman@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; parker.sloan@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; terri.wells@buncombecounty.org  
Subject: Budget Public Comment

Hello,  
As a resident of Buncombe County, I am requesting that County tourism tax revenue be allocated to support Reparations in our County. Tourism in this area, historically built upon the labor of Black people, has increased wealth for white community members and compounded the disadvantages Black folks in our area experience today.

With millions of tax dollars on the table, what our community needs is for that money to go to direct financial investment through Reparations. If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, we call for the County Commissioners to repeal the occupancy tax until those revenues can be community controlled.

We want the BCTDA to know that an increase in marketing to grow tourism beyond its already-unsustainable levels is unacceptable. Any tax dollars generated by tourism should be used to address the long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities.

Thank you for your consideration.

Christine and Gene Callaway

20 Twin Hills Drive

Weaverville 28787

---

From: Bonnie H <BonnieBrite@hotmail.com>  
Sent: Tuesday, June 29, 2021 12:30 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: public comment

To Members of the TDA,

PLEASE heed the needs of those of us who live here and find it increasingly difficult to navigate congested and ill-repaired roads, to visit local businesses and restaurants, to find affordable housing, to even enjoy an uncrowded peaceful drive or hike in the mountains.

It's past time for the TDA to allocate funds to support our residents and businesses! Use these funds to address the homeless population and to work toward a solution for housing costs that have escalated to the point that service workers cannot afford to live here. Address infrastructure and public services. Protect our natural resources before they disappear.

If these issues aren't addressed, visitors will leave Asheville and spread the word about their poor experiences. No amount of money spent on advertising will counter the negative publicity generated by unhappy travelers.

The handwriting is on the wall, the Asheville that you are promoting is fast-disappearing. You have an opportunity to turn the tide. Please use your power wisely.

Thank you,

Bonnie Holstein  
Montford homeowner

---

From: Lori Thomas <lorithomas4@gmail.com>  
Sent: Tuesday, June 29, 2021 12:58 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget public comment

To whom it may concern:

The idea of spending \$15 million in taxpayer dollars to advertise for tourism is ridiculous and absurd. As a resident of Asheville since 2008, I am very dismayed by the increase in traffic and the number of hotels going up faster than we can count them.

This town and the tourism industry was built using enslaved labor, on the backs of uncompensated Black people and is now causing acceleration of gentrification of Black neighborhoods and increasing racial inequities.

Our Black neighbors and community members deserve reparations for these harms, and tax monies should be specifically allocated for them to repair and build their neighborhoods.

PLEASE listen to the people of Asheville, don't spend more money on tourism. Pay Black people what they have earned and deserve. The time is now.

Sincerely,  
Lori Thomas

---

From: Sabrina Delk <SDelk@ncobs.org>  
Sent: Tuesday, June 29, 2021 1:33 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

Please reconsider the use of BCTDA funds to support more advertising. Asheville is full to the brim with tourist with fewer and fewer people to support them. Normal people can no longer afford to live here because of how tourism has affected the cost of living.

The BCTDA has the opportunity to put the over \$15 million budgeted for marketing into the Reparations fund. This would be a start of a move towards repair of the inequities embedded in and damage caused by the tourism industry. In terms of complying with the state statute, you can simply take the stance that investing in community wellbeing is advertising.

Thank you for your consideration.

Sabrina Delk  
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North Carolina Outward Bound School

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From: Emily Ogburn <emily.ogburn@gmail.com>  
Sent: Tuesday, June 29, 2021 1:38 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Brownie W. Newman <brownie.newman@buncombecounty.org>; Jasmine Beach-Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; alfred.whitesides@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

Hello,

I believe that the \$15 million proposed to go toward further marketing of the area for tourism should be redirected to go toward the actual community. There is already an unsustainable level of tourism in Asheville and the surrounding area. Real, fair-wage, sustainable jobs are needed for locals that live in the community. Hotels, most of which do not pay their own employees a living wage, should not get to decide how these tax dollars are used. These tax dollars should, instead, be invested in the local community. An investment in reparations with these tax dollars is the right thing to do with these funds. This industry has done years of harm to the local community and was built using stolen, enslaved labor. Reparations for the Black community is not only the just thing to do but it serves the entire local community and uplifts us all. In this day and age, Asheville has received significant press attention for promising to adopt plans for Reparations. A case could be made that healing our community and repairing some of the harm that has been caused by investing in Reparations is "advertising" for the justice and loveliness of the area (because state law says this money has to go towards "advertising"). If there is no way that this money can be used to actually benefit the local community and it must be used to advertise for tourism then I ask you to repeal the occupancy tax until these taxes can be controlled by the local community. I'm not sure why advertising for tourism in the area is even useful to anyone, at this point it seems like everyone has definitely heard of Asheville and visited at least once already. Continued use of millions of dollars in this way is irresponsible and a waste of much needed funds.

Thank you,  
Emily Ogburn

--

Emily Ogburn

[emilyogburn@gmail.com](mailto:emilyogburn@gmail.com)

---

From: Esther Cartwright - AvL <ecartwright@avltech.com>  
Sent: Tuesday, June 29, 2021 2:01 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

Hello--I would like all proceeds from all tourism taxes to be allocated to racial equity, structural change, and addressing systemic racism across the community. Thanks--

Esther Oliver Cartwright  
AvLTECHNOLOGIES  
15 North Merrimon Avenue  
Asheville, NC 28804  
Office: 828.210.3522  
Cell: 828.505.5005  
avltech.com



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From: Miranda Poe <mirandarpoe@gmail.com>  
Sent: Tuesday, June 29, 2021 2:06 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>; brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; avril.pinder@buncombecounty.org  
Subject: Budget Public Comment

I am writing to reiterate the call made by CoThinkk last year that, "all proceeds from all tourism taxes [be] allocated to racial equity, structural change, and addressing systemic racism across the community." The BCTDA has the opportunity to put the over \$15 million budgeted for marketing into the reparations fund. This would be a start of a move towards repair of the inequities embedded in and damage caused by the tourism industry. Investing in community wellbeing promotes Asheville as a nice place to live and visit. Everyone benefits when everyone has what they need. This is currently very far from the case.

Sincerely,  
Miranda Poe

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From: Heather Laine Talley <heatherltalley@gmail.com>  
Sent: Tuesday, June 29, 2021 2:13 PM  
To: Avril.Pinder@buncombecounty.org; Reply @ Explore Asheville <Reply@exploreasheville.com>; alfred.whitesides@buncombecounty.org; amanda.edwards@buncombecounty.org; brownie.newman@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; parker.sloan@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; terri.wells@buncombecounty.org  
Subject: "Budget Public Comment

Dear Commissioners,

In this moment of rising violence, intensifying gentrification, and fewer and fewer pathways to economic security, any increase in marketing to grow tourism beyond its already-unsustainable levels is unacceptable.

I am requesting that County tourism tax revenue be allocated to support Reparations in our County.

Any tax dollars generated by tourism should be used to address the long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities.

Sincerely,

Heather Laine Talley

--

Heather Laine Talley  
<http://www.heatherlainetalley.com/>  
Buy *Saving Face* from a [local bookseller](#).  
[Saving Face: Disfigurement and the Politics of Appearance](#)  
Editorial Collective, [The Feminist Wire](#)

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From: Jeanne Devany Cummings <cummingsjd@yahoo.com>  
Sent: Tuesday, June 29, 2021 2:19 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Brownie W. Newman <brownie.newman@buncombecounty.org>; Jasmine Beach-Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; alfred.whitesides@buncombecounty.org; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org;

Avril.Pinder@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>  
Subject: comments about BCTDA Budget/NO!

Rather than spending \$15 million to market our community as a commodity, these dollars would be better spent directly investing in our community by paying for roads, affordable housing, emergency services, waste and water and reparations.

This revenue should be community-controlled, rather than controlled by for-profit businesses with the goal of increasing profits. In its current form, the profits of tourism rely on underpaid labor and create negative environmental impacts.

Tax-funded tourism marketing isn't needed at this point and will instead continue increasing the amount of tourism past what is already an unsustainable level.

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From: Jean Parks <jparks@grandcreative.com>  
Sent: Tuesday, June 29, 2021 2:16 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

Please direct the vast majority of the proceeds of the occupancy tax to expenditures that will benefit the citizens of Asheville and Buncombe County directly. I can think of roads that need repair, public parks that need enhancement, programs for our most vulnerable people that need investment...

Sincerely,  
Dr. Jean Parks  
28803

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From: Emily Peele <highfive.emily@gmail.com>  
Sent: Tuesday, June 29, 2021 2:35 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Reallocate the Occupancy Tax for Reparations

Thank you for taking public input on this increasingly vital matter!

I want to add my voice to the many who have named the increasingly extractive nature of tourism in Asheville at the great cost of its residents, especially our Black and brown citizens.

As we saw in 2020 when tourism advertising was largely paused due to the pandemic, hotel revenues continued to break records and garner great sums for the TDA.

We must address the massive inequalities in education, homeownership, wages and well being for Asheville's Black community.

We need persistent and brave representation to challenge the use of the occupancy tax at the state level. Ensuring access to generational wealth for Black Asheville through reparations of land and money is the best use of this occupancy tax for the very survival of our neighborhoods and local residents.

Please repeal and re-evaluate the use of the occupancy tax to stave off the unsustainable pace and outcomes of tourism currently happening in Asheville.

Emily Peele  
--  
Emily Peele  
Brand + Culture Director || High Five Coffee  
804.516.5200

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From: Macon, Tamarie <tamarie@email.unc.edu>  
Sent: Tuesday, June 29, 2021 2:45 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley

<robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org;  
terri.wells@buncombecounty.org; avril.pinder@buncombecounty.org  
Subject: Budget Public Comment

Dear BCTDA Board and County Commissioners:

My name is Dr. Tamarie Macon and I am a Buncombe County resident. In the current structure of the BCTDA, Buncombe County allows for-profit tourism business owners (the majority being hoteliers who do not pay a living wage to their employees) to control \$20 million of our community's tax dollars. The BCTDA is proposing that \$15 million of their budget be used to market for more tourism. This is the largest BCTDA marketing budget to date. Rather than spending \$15 million to market our community as a commodity, I believe that these tax dollars would be better spent directly investing in our community through Reparations.

With millions of tax dollars on the table, what our community needs is for that money to go to direct financial investment through Reparations. If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, I join the Racial Justice Coalition in calling for the County Commissioners to repeal the occupancy tax until those revenues can be community controlled.

An increase in marketing to grow tourism beyond its already-unsustainable levels is unacceptable. Any tax dollars generated by tourism should be used to address the long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities.

Some other points to consider:

- Investing in our Black residents benefits us all. As the majority of occupancy tax dollars are required by state law to go towards "advertising," a case can be made that investing in community healing and repair through Reparations is advertising.
- Tax revenue should be community controlled, rather than controlled by for-profit businesses with the goal of increasing profits. In its current form, the profits of tourism rely on underpaid labor and create negative environmental impacts.
- Tax-funded tourism marketing isn't needed at this point and will instead continue increasing the amount of tourism past what is already an unsustainable level. For example, in October 2020, during the pandemic when their advertising was paused, the BCTDA reported \$53 million in room sales, a 6% increase over October 2019. It was an all-time record.
- The BCTDA's tourism marketing has accelerated gentrification and development, and therefore accelerated the displacement of Black people and damage to our natural environment. Taxes must be used to repair this damage, not to grow industry profits.

Thank you very much.

*Boundaries are the distance at which I can love you and me simultaneously.* ~Prentis Hemphill

Tamarie Macon, PhD (she/her/hers)  
Assistant Professor, Public Health Leadership Program  
UNC Gillings School of Global Public Health  
Director of Community Initiatives, MAHEC



125 Hendersonville Road Asheville, NC 28803  
Phone: 828.348.3661 / Fax: 828.333.5474  
[https://sph.unc.edu/adv\\_profile/tamarie-macon-phd/](https://sph.unc.edu/adv_profile/tamarie-macon-phd/) / [Tamarie@email.unc.edu](mailto:Tamarie@email.unc.edu)

From: Justin Reid <jlreid@alumni.unca.edu>  
Sent: Tuesday, June 29, 2021 2:53 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Justin Reid Budget Public Comment

Dear Explore Asheville,

I am writing today to voice my opinion about today's budget hearing and the use of hotel tax funds for TDA marketing. As COVID-19 has recently shown, a city economy built around tourism is unsustainable, exploitative and dehumanizing for front line workers, and creates Dickensian style socioeconomic inequality where you will see rude wealthy tourists side by side with extreme homelessness and poverty. Not only do I support that \$15 million dollars be earmarked for reparations to Asheville's African American community and that the occupancy tax be repealed, I feel that an organization that is run by hotel owners that also directly manages the tax dollars that are taken from those same hotels is illegitimate. This kind of oligarchic arrangement is something out of a post Soviet right-wing dictatorship, not something that's supposed to be in the USA. Even though this is a city government forum, I urge everyone to support abolishing this corrupt institution that's turning Asheville into an aristocracy that no one other than Hoteliers and wealthy business owners are benefiting from. All tax dollars should belong to the community and point towards true economic democracy and autonomy in the workplace, not towards more gentrification that is killing the community and causes problems such as racist police violence.

Respectfully,

Justin Reid

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From: Ellen Sizemore <ellen.sizemore@gmail.com>  
Sent: Tuesday, June 29, 2021 2:56 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; Amanda Edwards <amanda.edwards@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

To: Buncombe County Tourism Development Authority

Cc: County Commissioners and County Manager

Re: FY22 Operating, Earned Revenue, and Tourism Product Development Fund

I am a nearly ten-year resident of Buncombe County. I understand you are bound by statute to spend money earned by the occupancy tax to attract tourists to Asheville. Tourism at current levels already is unsustainable, however, and increasingly contributes to long-standing inequities in our community. I support, at most, a *significant reduction* to the advertising budget, to support only those businesses that contribute public goods to the broader community (e.g. those offering living wages to all employees). *All* further expenditure on advertising for extractive businesses goes against the interests of Buncombe County's residents and accelerates community decay.

Control over moneys raised by the occupancy tax should devolve to County-level managers accountable to the public. If this change is not achieved, I will advocate to repeal the tax. The County agreed to join the City of Asheville in supporting reparations for Black residents who have long experienced the worst consequences as more and more extractive businesses have taken root in our city. Local, elected control of these funds can be one important step toward the County fulfilling its commitment. If we want to "advertise" Buncombe County, prioritize making it into a place where people of all backgrounds can flourish, and let the results speak for themselves.

Sincerely,

Ellen Sizemore  
60 Mildred Avenue  
Asheville, NC 28806

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From: Rebekah Morrisson <morrisson.rebekah@gmail.com>  
Sent: Tuesday, June 29, 2021 3:23 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Brownie W. Newman <brownie.newman@buncombecounty.org>;  
alfred.whitesides@buncombecounty.org; Jasmine Beach-Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org;  
terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

Hello,

I am requesting that County tourism tax revenue be allocated to support Reparations in our County. Tourism in this area, historically built upon the labor of Black people, has increased wealth for white community members and compounded the disadvantages Black folks in our area experience today.

Rather than spending \$15 million to market our community as a commodity, these tax dollars would be better spent directly investing in our community through Reparations. With millions of tax dollars on the table, what our community needs is for that money to go to direct financial investment through Reparations. If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, I call for the County Commissioners to repeal the occupancy tax until those revenues can be community controlled.

Tax-funded tourism marketing isn't needed at this point and will instead continue increasing the amount of tourism past what is already an unsustainable level. For example, in October 2020, during the pandemic when their advertising was paused, the BCTDA reported \$53 million in room sales, a 6% increase over October 2019. It was an all-time record.

Put those tax dollars into our community!

Rebekah Morrisson

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From: Maria Baker <dscsmbhh@gmail.com>  
Sent: Tuesday, June 29, 2021 3:23 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: BCTDA budget

Hello, I would like to comment on the use of the hotel occupancy tax revenue.

I strongly believe that the revenue generated by the county tourism tax should be allocated to support Reparations in Buncombe County. However, it has come to my attention that \$15 million of the BCTDA budget is to be used to market for more tourism. This is unacceptable.

We have more than enough tourist dollars being spent in Asheville nowadays. We do not need additional marketing to bring more people here to visit. In fact, the sheer numbers of tourists detract from the atmosphere of this area.

I think the tax revenue should be controlled and used by the community, rather than by for-profit businesses. It is the purest form of advertising when a progressive city like Asheville invests money for the purpose of community healing and repair through Reparations, instead of towards capitalism.

Sincerely,  
Maria Baker  
Buncombe County resident

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From: Cathy Scott <cathyscott1953@gmail.com>  
Sent: Tuesday, June 29, 2021 3:25 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecounty.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; Avril.Pinder@buncombecounty.org  
Subject: Budget Public Comment

Dear members of the Buncombe County Tourism Development Authority,

I am writing in support of the idea of utilizing funds that currently go to the Buncombe County Tourism Development Authority instead be used, in substantial amount, to support Reparations in Buncombe County.

The logic of doing this lies in the fact that in the early 1960s, members of Asheville's business community, in league with civic leaders, was developing a Civic Redevelopment Project. When that Project met the Federal Urban Renewal program, it was a match made in heaven; a way to develop Asheville's tourism industry by declaring Asheville's Black neighborhoods blighted, removing same and investing in infrastructure and business attractive to tourism.

This is a history worth reviewing, and I hope you each have the opportunity to do that. You will then understand the logic of designating the funds that the tourism industry generates, go to the community which is owed compensation. Not only were homes of Black Ashevilleans destroyed, but so were businesses, institutions, churches, and relationships. Areas that some "officials and leaders" saw as blighted, residents experienced as vibrant and supportive communities.

Thank you for your consideration of this issues and I hope you will see a way forward to bring some resolution to the ongoing effects of our dismal history of racial discrimination in Asheville.

Sincerely,  
Cathy Scott  
53 Mount Olive Church Road  
28804  
Buncombe County

Ndiaye, Prsicilla. "Southside/East Riverside: Lost—In the Name of Progress." Crossroads: A Publication of the North Carolina Humanities Council 14, no. 1 (Summer/Fall 2010): 11.

Betsalel, Ken and Harry Harrison. "Re-Storying Community: Lessons from African American Stories of Urban Renewal in Asheville." Crossroads: A Publication of the North Carolina Humanities Council 14, no. 1 (Summer/Fall 2010): 7.

Griffin, Pat. "Stephens-Lee High School & the Stephens-Lee Alumni Association." Crossroads: A Publication of the North Carolina Humanities Council 14, no. 1 (Summer/Fall 2010): 9.

Jeter, Clara and Pat McAfee. "Stumptown: A Dramatic Disruption." Crossroads: A Publication of the North Carolina Humanities Council 14, no. 1 (Summer/Fall 2010): 13. Judson, Sarah M. "The Civil Rights Movement in WNC." Lecture, African Americans in WNC Conference, Asheville, North Carolina, October 24, 2014.

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"The world is too dangerous for anything but truth and too small for anything but love."  
~ Rev. William Sloan Coffin

"We abuse land because we regard it as a commodity belonging to us. When we see land

as a community to which we belong, we may begin to use it with love and respect.”  
~ Aldo Leopold, A Sand County Almanac

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From: Kathryn Crawford <kac6189@mac.com>  
Sent: Tuesday, June 29, 2021 3:27 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

To whom it may concern,

Upon hearing of the proposed advertising budget, I feel compelled to write this email, asking that the conversation might turn towards reconsidering where this money is going.

I believe there is an immense need for reparations, and that the money would be much more helpful being used to the help the lower income residents of our city. I don't believe we need more advertising for tourism, we get a lot already. What has made this city enticing for a lot of people is the eclectic nature of Asheville; image how enticing it would be if we invested in those people who have invested in living here, but are struggling to afford to stay here.

That could be our biggest draw: a city that takes care of its residents and the people who need the most help. I hope that we can be that.

Thank you for your time.

Sent from my iPhone

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From: Sean G <seanmgaskell@gmail.com>  
Sent: Tuesday, June 29, 2021 3:30 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: brownie.newman@buncombecounty.org; alfred.whitesides@buncombecountry.org; jasmine.beach-ferrara@buncombecounty.org; amanda.edwards@buncombecounty.org; robert.pressly@buncombecounty.org; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org; avril.pinder@buncombecounty.org  
Subject: Budget Public Comment

Dear Buncombe County Commisioners,

My name is Sean Gaskell. I'm a resident of Asheville.

Today, I write to you all with deep concern regarding the Buncombe County Tourism Development Authority FY22 Operating, Earned Revenue, and Tourism Product Development Fund budgets.

Tourism in Asheville and Buncombe County has exacerbated the systems of oppression that Black people continue to endure through systemic racism and the resulting residual trauma accumulated over multiple generations dating back to slavery. How about we instead put these tourism dollars towards the black Ashevilleians and decendants of who have consequently lost homes and businesses resulting from urban renewal in the 60s-70s and present day gentrification that have been perpetuated by white folks like myself? As a seven year resident of Asheville, I recently learned that since the 1960s, 1000+ black homeowners have been forced out/priced out of their homes due to urban renewal of the 60s and 70s, as well as the multitude of businesses that populated the Southside during that period, prior to white gentrification and rebranding of "South Slope".

These inadequacies are not unique to Asheville and Buncombe County. This is a prime example of how white privilege and white capital is utilized, consciously and subconsciously, to uphold systems of oppression throughout the country and the world.

It is time to turn the page. Investment in reparations will be a positive step forward. A specific dollar amount to mend the results of systemic racism is incalculable considering the pain, loss and trauma that black folks have endured. That said, reparations is a step we must take.

Most of the revenue for these budgets of concern comes from occupancy tax income. In the current structure of the BCTDA, Buncombe County allows for-profit tourism business owners (the majority being hoteliers who do not pay a living wage to their employees) to control \$20 million of our community's tax dollars. The BCTDA is proposing that \$15 million of their budget be used to market for more tourism. This is the largest BCTDA marketing budget to date. Rather than spending \$15 million to market our community as a commodity, I believe that these tax dollars would be better spent directly investing in our community through Reparations.

With millions of tax dollars on the table, what our community needs is for that money to go to direct financial investment through Reparations. If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, I call for the County Commissioners to repeal the occupancy tax until those revenues can be community controlled.

I would like the BCTDA to know that an increase in marketing to grow tourism beyond its already-unsustainable levels is unacceptable. Any tax dollars generated by tourism should be used to address the long history of harm done by this industry, which was built using enslaved labor; played a significant role in urban renewal and gentrification; and is exacerbating today's racial inequities.

Some other points to consider:

- Investing in our Black residents benefits us all. As the majority of occupancy tax dollars are required by state law to go towards "advertising," a case can be made that investing in community healing and repair through Reparations is advertising.
- Tax revenue should be community controlled, rather than controlled by for-profit businesses with the goal of increasing profits. In its current form, the profits of tourism rely on underpaid labor and create negative environmental impacts.
- Tax-funded tourism marketing isn't needed at this point and will instead continue increasing the amount of tourism past what is already an unsustainable level. For example, in October 2020, during the pandemic when their advertising was paused, the BCTDA reported \$53 million in room sales, a 6% increase over October 2019. It was an all-time record.
- The BCTDA's tourism marketing has accelerated gentrification and development, and therefore accelerated the displacement of Black people and damage to our natural environment. Taxes must be used to repair this damage, not to grow industry profits.

Please take this to heart. Through compassion, empathy and action, we can be a better serving and more inclusive community for those who live here.

Thank you.

Sean

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From: Miranda Norlin <mirandanorlin@gmail.com>  
Sent: Tuesday, June 29, 2021 3:31 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Cc: Al Whitesides <alfred.whitesides@buncombecounty.org>; Amanda Edwards <amanda.edwards@buncombecounty.org>; Avril Pinder <Avril.Pinder@buncombecounty.org>; Brownie Newman <brownie.newman@buncombecounty.org>; Jasmine Beach Ferrara <jasmine.beach-ferrara@buncombecounty.org>; Robert Pressley <robert.pressley@buncombecounty.org>; parker.sloan@buncombecounty.org; terri.wells@buncombecounty.org  
Subject: Budget Public Comment

Dear BCTDA and County Commissioners,



I fully support the Racial Justice Coalition's call to spend money that comes from taxes on tourism to actually benefit the people living in Buncombe County rather than to benefit for-profit hotels and corporations by using that money for advertising.

We DO NOT NEED more people to come to Asheville. The word is out. It'd been out for years. The fact that the number of people coming to Asheville DURING A PANDEMIC, when advertising had been put on hold, INCREASED, is abundant evidence that that advertising is not necessary.

And yet unsurprisingly, when tax funds are given into the control of private, for-profit parties, rather than into the control of the community, that money will always be spent to make more money with no regard for the harm that profit is built on.

The funds currently assigned to marketing should instead go directly towards reparations and a process that is controlled by Black people in Buncombe County. Hotels and the tourism industry have accelerated gentrification, and therefore directly contributed to harm to the Black community in Asheville for which reparations are necessary.

If this can't happen because of state restrictions, or the Board's reluctance to redirect its funds, I ask that the County Commissioners repeal the occupancy tax until those revenues can be community controlled.

Thanks for your time,  
Miranda Norlin

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From: BeLoved Asheville <belovedasheville@gmail.com>  
Sent: Tuesday, June 29, 2021 3:49 PM  
To: Reply @ Explore Asheville <Reply@exploreasheville.com>  
Subject: Budget Public Comment

Thank you for the opportunity to comment on the BCTDA public budget.

We call on the BCTDA, as a member of our Asheville and Buncombe County community with deep responsibility for the well being of our community, to support community health and vitality through reparations for our African American community, to supporting workers and working families, and for caring for the most vulnerable in our community through policies that end poverty, increase affordable housing and create equity and opportunity for all in our community. This must be tied specifically to resources via the BCTDA budget.

*Ponkho Bermejo, Carmen Ramos-Kennedy, Adrienne Sigmon & Amy Cantrell*  
*BeLoved Asheville Team*



*Home, health, and opportunity for all in our community!*

[www.belovedasheville.com](http://www.belovedasheville.com)

828-571-0766

## **Buncombe County Tourism Development Authority**

### **Rules of Decorum and Processes & Protocols for Public Comments During Regular Monthly Meetings**

The Buncombe County Tourism Development Authority (BCTDA) meets monthly and posts an agenda on [AshevilleCVB.com](https://www.ashevillecvb.com) 48 hours in advance. The board invites comments from the public during these meetings as follows:

- **CALL-IN:** Members of the public can call-in their (audio-only) comments using the virtual platform utilized by the BCTDA. Those who wish to call-in their comments must sign up to speak in advance, in accordance with the Processes & Protocols below, and agree to abide by the Rules of Decorum. Speaker substitutions are not permitted.
- **IN-PERSON:** Upon arrival, members of the public attending a BCTDA meeting in-person who wish to make public comments will legibly complete the Public Comment Sign-In Sheet provided at the meeting, affirming that they have read, understand, and agree to abide by the Rules of Decorum. At the appointed time on the agenda, the board chair will invite those who have signed up to stand and share their comments.

#### **Rules of Decorum for Public Comments during BCTDA Meetings:**

- Public commenters will have up to 3 minutes to speak and agree to follow the Rules of Decorum.
- Public commenters shall refrain from personal attacks and/or threats directed towards the BCTDA board members, Explore Asheville staff, and meeting presenters and attendees.
- Public commenters agree to be civil and courteous with their language. Insults, profanity, use of vulgar language or gestures, or other inappropriate behavior are not allowed.
- Public commenters should not expect BCTDA board or Explore Asheville staff members to respond to their comments during the meeting.
- Failure to follow these rules will result in the immediate termination of the privilege of commenting, whether calling-in virtually or attending the meeting in-person.
- The chair or online moderator has the authority to enforce the Rules of Decorum.

#### **Processes & Protocols for Call-in Comments during BCTDA Meetings:**

- To sign up to share public comments during a BCTDA meeting, send an email to [LiveComment@ExploreAsheville.com](mailto:LiveComment@ExploreAsheville.com) no later than 12 noon the day before the BCTDA meeting and include:
  - "Request to Speak at BCTDA Meeting" in the subject line
  - Your full name and organization (if applicable)
  - Your area of residence
  - Topic you wish to speak about
  - Estimated number of minutes you plan to speak (up to 3 minutes maximum)
  - Include this statement: *"I have read and understand the Rules of Decorum and Processes & Protocols for Public Comments during regular monthly BCTDA meetings and agree to abide by them."*

- Using the registration link provided on the agenda, register to attend the meeting virtually, entering the same name provided in the request email. This should be done at the same time that you send the request email.
- Anyone requesting time to speak who does not include the information outlined above, and/or does not register via the link provided on the agenda, will not be eligible to make public comments.
- Based on the amount of time allotted for public comments on the agenda, a limited number of public commenters will be approved in the order of requests received, as long as all of the above requirements are met in the requesting email. Based on time restrictions, there is no guarantee that everyone will be able to speak.
- Speakers will be notified if they have secured a call-in speaking slot. If you request a time to speak and a slot is not available, you may wish to attend the meeting in person to provide public comments.
- **If you are notified that you have been scheduled to provide virtual comments:**
  - On the appropriate date and time, use the link you received after registering to view the meeting via the online platform used by the BCTDA. You will likely receive an email reminder about an hour before the meeting.
  - When it's time for the *Comments from the General Public* agenda item, the names of public commenters signed up to speak will be shown on a slide in the order of appearance.
  - An online moderator will send a notification allowing you permission to speak. It is important to watch for and accept the permissions notification. A moderator will announce your name when it is your turn to speak.
  - You will have up to 3 minutes to share your (audio-only) comments. Please make sure to speak clearly and have background noise at a minimum. The moderator will let you know when you have 15 seconds left and then will end your session after 3 minutes.
  - When you finish speaking, a moderator will disable your audio capability and you will transition back to a "view-only" attendee status.
- If you are not in attendance via the virtual platform using the name you provided in your request email at the appointed time on the agenda for public comments, you automatically forfeit your turn to speak.
- In your email requesting to speak, you agreed to abide by the Rules of Decorum and are expected to do so. Any violation will result in the immediate termination of virtual access to the meeting.
- Note that the time for public comment on the agenda is an estimate and the actual time for this item may occur earlier or later than the time posted, based on the timing of other meeting presentations and discussions.
- The BCTDA board and Explore Asheville staff cannot be held responsible for technical difficulties or connectivity issues that may occur during the meeting, which may result in public comments not being heard as arranged.

**Note for all who make public comments, whether in-person or via call-in:** As a public authority, meetings of the Buncombe County Tourism Development Authority are subject to the North Carolina Public Records Law. All comments will be included in the minutes of the meeting as public records and may be disclosed to third parties. Meetings may also be recorded, and commenters acknowledge that their likeness and/or voice may be recorded and become public record.

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

### Operating Fund, Budget and Actual

PRELIMINARY June 30, 2021

					(%)	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	\$ 11,135,293	\$ 2,119,721	\$ 17,686,467	\$ (6,551,174)	158.8%	\$ 15,352,455	15.2%
Investment income	-	186	509	(509)	-	953	-46.6%
Other income	-	-	40,479	(40,479)	-	8,667	367.1%
Earned revenue	-	13,523	176,944	(176,944)	-	130,506	35.6%
Total revenues	<u>11,135,293</u>	<u>2,133,430</u>	<u>17,904,399</u>	<u>(6,769,106)</u>	<u>160.8%</u>	<u>15,492,581</u>	<u>15.6%</u>
<b>Expenditures:</b>							
Salaries and Benefits	2,460,163	319,795	2,198,012	262,151	89.3%	2,328,609	-5.6%
Sales	881,277	41,805	510,104	371,173	57.9%	670,944	-24.0%
Marketing	11,390,551	5,569,378	9,134,916	2,255,635	80.2%	8,862,855	3.1%
Community Engagement	80,519	5,016	40,130	40,389	49.8%	21,270	88.7%
Administration & Facilities	755,684	43,922	609,655	146,029	80.7%	473,712	28.7%
Events/Festivals/Sponsorships	121,235	29,500	111,129	10,106	91.7%	295,348	-62.4%
Total expenditures	<u>15,689,429</u>	<u>6,009,416</u>	<u>12,603,947</u>	<u>3,085,482</u>	<u>80.3%</u>	<u>12,652,738</u>	<u>-0.4%</u>
Revenues over (under) expenditures	<u>(4,554,136)</u>	<u>(3,875,986)</u>	<u>5,300,452</u>			<u>\$ 2,839,843</u>	<u>86.6%</u>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>121,235</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>121,235</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,432,901)</u>	<u>\$ (3,875,986)</u>	<u>5,300,452</u>				
Fund balance, beginning of year			<u>12,465,092</u>				
Fund balance, end of month			<u>\$ 17,765,544</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 \$3,711,764 for FY21.

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Revenue Summary

PRELIMINARY June 30, 2021

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	\$ 1,390,343	\$ 1,946,888	-29%	\$ 1,390,343	\$ 1,946,888	-29%	\$ 463,448	\$ 648,963	-29%	\$ 463,448	\$ 648,963	-29%
August	1,576,516	1,803,567	-13%	2,966,859	3,750,455	-21%	525,505	\$ 601,189	-13%	988,953	1,250,152	-21%
September	1,598,161	1,736,622	-8%	4,565,021	5,487,077	-17%	532,720	\$ 578,874	-8%	1,521,674	1,829,026	-17%
October	2,329,272	2,206,323	6%	6,894,292	7,693,400	-10%	776,424	\$ 735,441	6%	2,298,097	2,564,467	-10%
November	1,557,487	1,771,151	-12%	8,451,779	9,464,551	-11%	519,162	\$ 590,384	-12%	2,817,260	3,154,850	-11%
December	1,517,197	1,780,020	-15%	9,968,976	11,244,571	-11%	505,732	\$ 593,340	-15%	3,322,992	3,748,190	-11%
January	1,095,262	1,115,364	-2%	11,064,238	12,359,935	-10%	365,087	\$ 371,788	-2%	3,688,079	4,119,978	-10%
February	1,044,459	1,043,672	0%	12,108,697	13,403,607	-10%	348,153	\$ 347,891	0%	4,036,232	4,467,869	-10%
March	1,559,694	504,135	209%	13,668,391	13,907,742	-2%	519,898	\$ 168,045	209%	4,556,130	4,635,914	-2%
April	1,898,355	117,789	1512%	15,566,746	14,025,531	11%	632,785	\$ 39,263	1512%	5,188,915	4,675,177	11%
May	2,119,721	383,262	453%	17,686,467	14,408,792	23%	706,574	\$ 127,754	453%	5,895,489	4,802,931	23%
June	-	943,662	-	-	15,352,455	-	-	\$ 314,554	-	-	5,117,485	-
Total revenues	<u>\$17,686,467</u>	<u>\$ 15,352,455</u>		<u>\$ 17,686,467</u>	<u>\$ 15,352,455</u>		<u>\$5,895,489</u>	<u>\$5,117,485</u>		<u>\$5,895,489</u>	<u>\$5,117,485</u>	

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

PRELIMINARY June 30, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 27,748,000	\$ 22,815,551	\$ 4,932,449	82.2%
Investment Income	-	1,231,159	(1,231,159)	0.0%
<b>Total revenues</b>	<u>27,748,000</u>	<u>24,046,711</u>	<u>3,701,289</u>	<u>86.7%</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	3,300,000	3,800,000	46.5%
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	11,593	488,407	2.3%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	-	45,000	-
Total product development projects	<u>17,920,000</u>	<u>3,784,456</u>	<u>14,135,544</u>	<u>21.1%</u>
Product development fund administration	<u>518,000</u>	<u>401,456</u>	<u>116,544</u>	<u>77.5%</u>
Total product development fund	<u>\$ 18,438,000</u>	<u>\$ 4,185,911</u>	<u>\$ 14,252,089</u>	<u>22.7%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 19,860,800		
Less: Liabilities/Outstanding Grants		(14,135,544)		
Less: Unspent Admin Budget (Current Year)		(116,544)		
Current Product Development Amount Available		<u>\$ 5,608,711</u>		

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

PRELIMINARY June 30, 2021

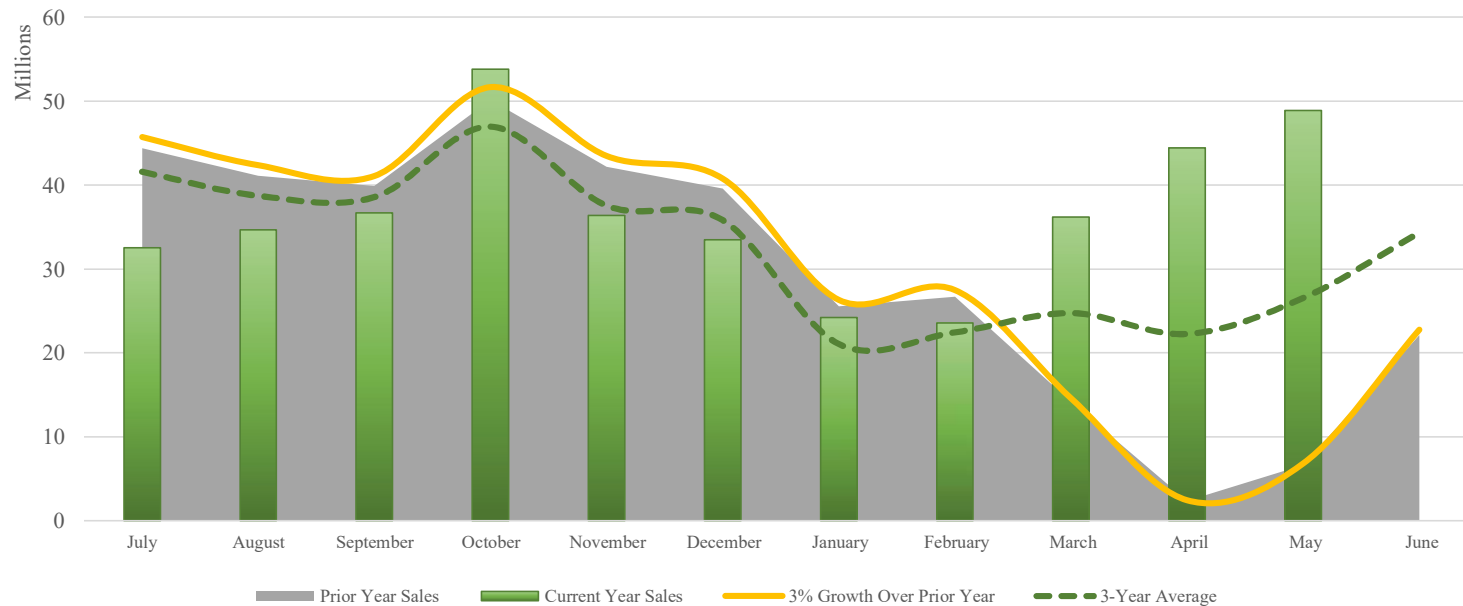
	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 17,965,376	\$ 19,860,800	\$ 37,826,175
Receivables	-	-	-
Total current assets	<u>\$ 17,965,376</u>	<u>\$ 19,860,800</u>	<u>37,826,175</u>
<b>Liabilities:</b>			
Current liabilities:			-
Accounts payable	\$ 167,931	\$ -	\$ 167,931
Future events payable	31,900	\$ 14,135,544	\$ 14,167,444
Total current liabilities	<u>199,831</u>	<u>\$ 14,135,544</u>	<u>\$ 14,335,376</u>
<b>Fund Balances:</b>			-
Restricted for product development fund	-	5,725,255	5,725,255
Committed for event support program	77,196	-	77,196
State Required Contingency	890,823	-	890,823
Designated Contingency	4,190,057	-	4,190,057
Undesignated (cash flow)	12,607,468	-	12,607,468
Total fund balances	<u>17,765,544</u>	<u>5,725,255</u>	<u>23,490,800</u>
Total liabilities and fund balances	<u>\$17,965,376</u>	<u>\$ 19,860,800</u>	<u>\$ 37,826,175</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales

Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 2021



	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 32,547,111	\$ 44,385,965	-27%	-27%	\$ 45,717,544	\$ 41,574,284
August	34,663,339	41,113,655	-16%	-21%	42,347,065	38,716,556
September	36,683,164	39,869,174	-8%	-17%	41,065,249	38,557,347
October	53,816,499	50,148,618	7%	-10%	51,653,076	46,964,931
November	36,384,853	42,190,154	-14%	-11%	43,455,858	37,554,157
December	33,492,133	39,595,569	-15%	-12%	40,783,436	35,821,987
January	24,213,034	25,561,453	-5%	-11%	26,328,296	21,065,174
February	23,577,360	26,696,319	-12%	-11%	27,497,208	22,452,688
March	36,200,146	14,208,120	155%	-4%	14,634,363	24,750,855
April	44,431,592	2,402,461	1749%	9%	2,474,535	22,261,486
May	48,897,776	6,624,541	638%	22%	6,823,277	26,544,259
June	-	22,108,839	-	-	22,772,104	34,321,056
Total revenues	<u>\$404,907,009</u>	<u>\$ 354,904,866</u>			<u>\$365,552,012</u>	<u>\$390,584,780</u>

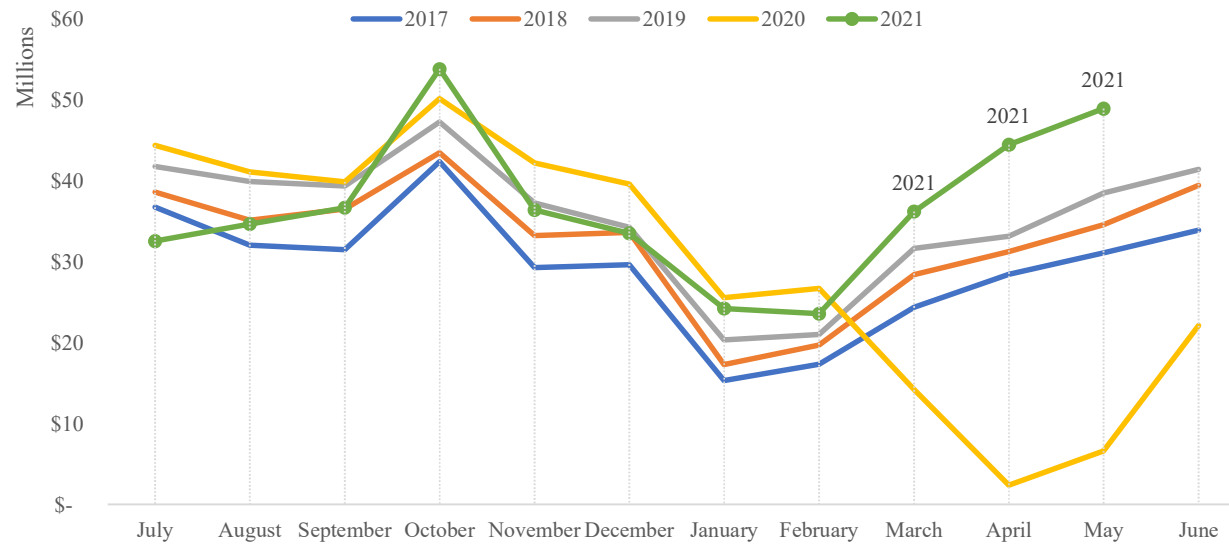


# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 2021



	2017	2018	2019	2020	2021
<b>Month of lodging sales:</b>					
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111
August	32,040,330	35,118,463	39,917,550	41,113,655	34,663,339
September	31,498,527	36,475,819	39,327,048	39,869,174	36,683,164
October	42,361,030	43,473,922	47,272,253	50,148,618	53,816,499
November	29,254,904	33,231,722	37,240,595	42,190,154	36,384,853
December	29,615,696	33,597,999	34,272,393	39,595,569	33,492,133
January	15,323,999	17,286,992	20,347,077	25,561,453	24,213,034
February	17,323,590	19,676,430	20,985,316	26,696,319	23,577,360
March	24,352,927	28,406,443	31,638,002	14,208,120	36,200,146
April	28,444,541	31,240,963	33,141,034	2,402,461	44,431,592
May	31,113,327	34,544,014	38,464,222	6,624,541	48,897,776
June	33,898,766	39,441,126	41,413,202	22,108,839	-
Total lodging sales	\$ 351,962,319	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 404,907,009

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales by Type

### Shown by Month of Sale, Year-to-Date

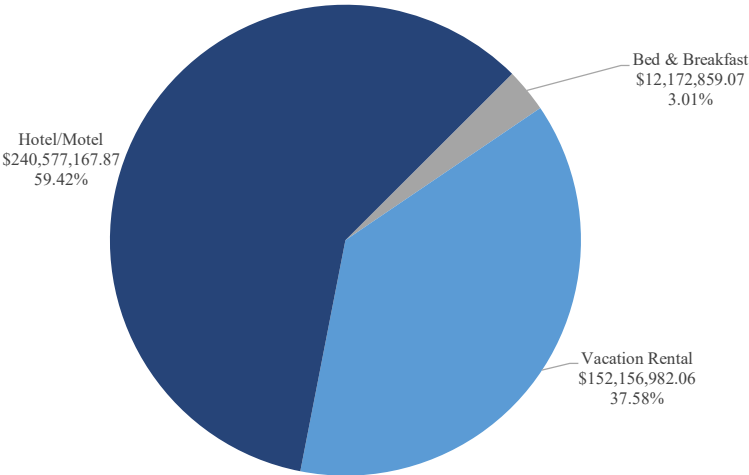
PRELIMINARY June 30, 2021

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	\$ 19,132,318	\$ 33,587,325	-43.0%	-43.0%	\$ 12,282,646	\$ 9,342,220	31.5%	31.5%	\$ 1,132,148	\$ 1,456,420	-22.3%	-22.3%	\$ 32,547,111	\$ 44,385,965	-26.7%	-26.7%
August	19,815,648	31,112,092	-36.3%	-39.8%	13,723,974	8,698,214	57.8%	44.2%	1,123,717	1,303,349	-13.8%	-18.3%	34,663,339	41,113,655	-15.7%	-21.4%
September	22,012,507	29,886,060	-26.3%	-35.5%	13,374,865	8,638,227	54.8%	47.6%	1,295,793	1,344,887	-3.7%	-13.5%	36,683,164	39,869,174	-8.0%	-17.1%
October	36,464,280	39,606,607	-7.9%	-27.4%	15,424,578	8,715,844	77.0%	54.8%	1,927,642	1,826,166	5.6%	-7.6%	53,816,499	50,148,618	7.3%	-10.1%
November	24,630,899	32,892,802	-25.1%	-26.9%	10,514,316	7,958,525	32.1%	50.7%	1,239,638	1,338,827	-7.4%	-7.6%	36,384,853	42,190,154	-13.8%	-10.8%
December	22,871,661	30,545,959	-25.1%	-26.7%	9,579,818	7,884,309	21.5%	46.2%	1,040,654	1,165,301	-10.7%	-8.0%	33,492,133	39,595,569	-15.4%	-11.5%
January	12,224,328	16,067,073	-23.9%	-26.5%	11,496,931	8,953,299	28.4%	43.5%	491,776	541,081	-9.1%	-8.1%	24,213,034	25,561,453	-5.3%	-11.0%
February	11,355,651	17,832,201	-36.3%	-27.2%	11,721,484	8,241,069	42.2%	43.4%	500,226	623,049	-19.7%	-8.8%	23,577,360	26,696,319	-11.7%	-11.0%
March	17,985,847	11,867,918	51.6%	-23.4%	17,421,103	1,892,976	820.3%	64.3%	793,196	447,226	77.4%	-5.0%	36,200,146	14,208,120	154.8%	-3.8%
April	25,263,739	2,109,282	1097.7%	-13.7%	17,979,927	286,146	6183.5%	89.1%	1,187,926	7,034	16788.6%	6.8%	44,431,592	2,402,461	1749.4%	9.1%
May	28,820,291	4,523,980	537.1%	-3.8%	18,637,341	1,925,692	867.8%	109.8%	1,440,144	174,869	723.6%	19.0%	48,897,776	6,624,541	638.1%	21.7%
June	-	11,770,482	-		-	9,657,143	-		-	681,214	-		-	22,108,839	-	
Total	<u>\$ 240,577,168</u>	<u>\$ 261,801,781</u>			<u>\$ 152,156,982</u>	<u>\$ 82,193,662</u>			<u>\$ 12,172,859</u>	<u>\$ 10,909,423</u>			<u>\$ 404,907,009</u>	<u>\$ 354,904,866</u>		

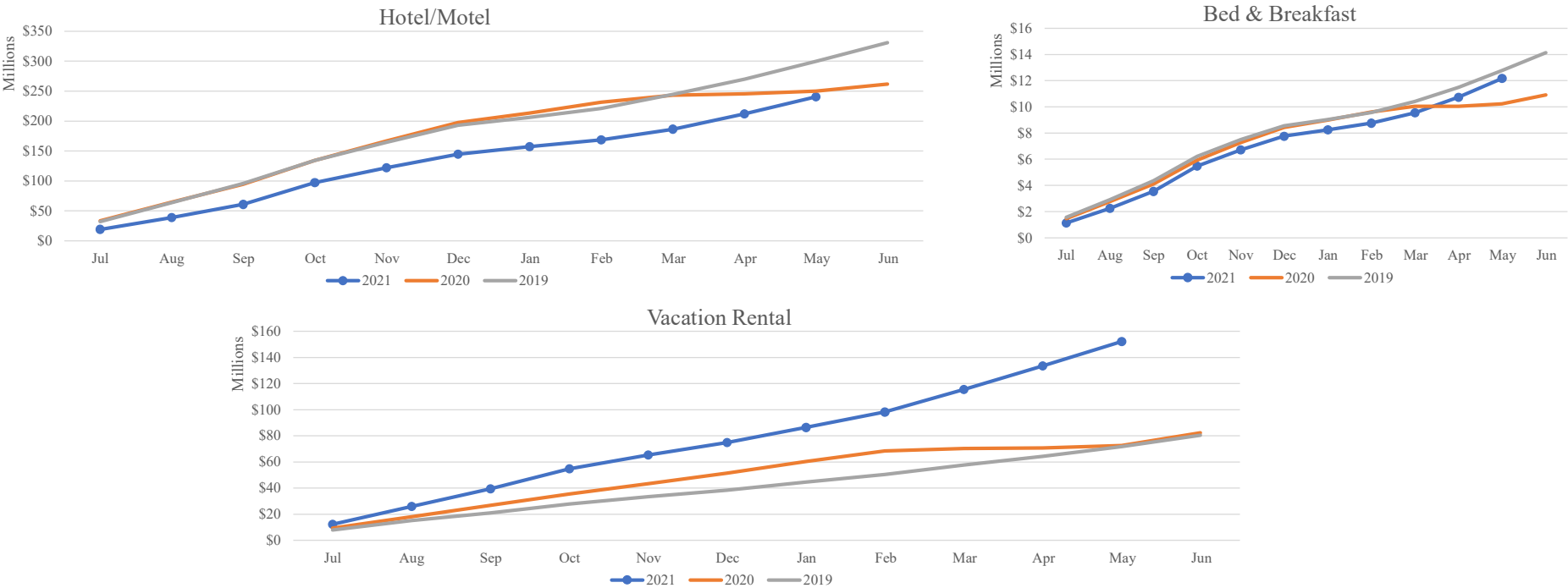
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type  
Shown by Month of Sale, Year-to-Date  
PRELIMINARY June 30, 2021

Total Lodging Sales by Type, Year-to-Date



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



July 28, 2021

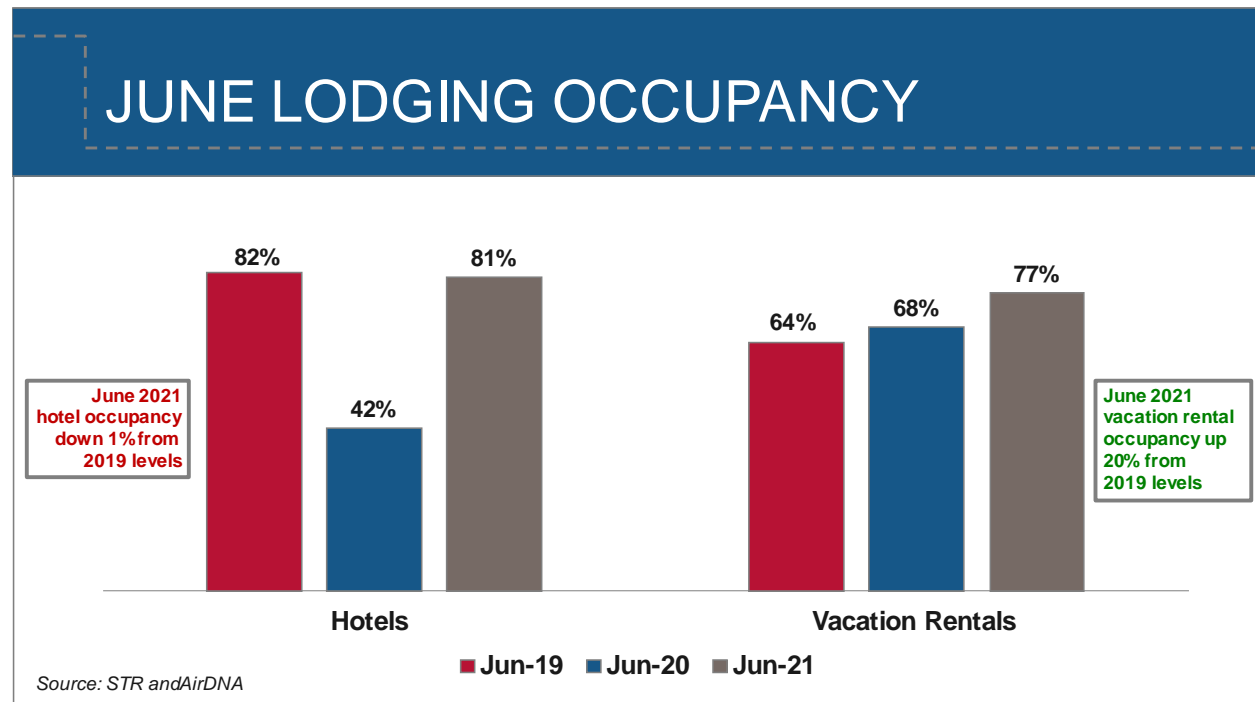
To: Buncombe County Tourism Development Authority

From: Vic Isley

Subject: President & CEO's Report of June 2021 Activities

Hotel occupancy for the month of June 2021 reached 81 percent, nearly double that of June 2020, and just 1% off May 2019 levels.

Short-term vacation rentals reached 77% in June 2021, up 20% from the benchmark year of 2019. This continues to be good news for local residents owning vacation rentals and earning more and benefiting from the return of visitors to our community. It marks the second month since the pandemic that hotel occupancy eclipsed vacation rental occupancy.



## **JUNE BY THE NUMBERS**

- During June, the sales team posted 1,047 personal contacts (up 122%). June sales activities generated 88 sales leads (up 203%) and 27 convention bookings (up 69%), representing 2,673 rooms (up 158%). Twelve months into the fiscal year, year-to-date bookings are down 24 percent and room nights represented are down 32 percent.
- CVB sales leads generated 24 group events in June (up 100%), with corresponding revenue of \$779,229 (up 1,781%). The services team assisted 27 groups (up 440%).
- The PR team landed 16 significant placements in June (flat), with 31 media touchpoints (down 33%). The publicity value of print and broadcast placements totaled \$1.3 million with reach of over 2.1 million (up 38%). Online placements added \$1.3 million in value and reach of more than 728 million (up 117%).
- ExploreAsheville.com attracted 1,046,284 visits (up 221%), including 790,397 to the mobile site (up 266%). Our Facebook fan base total is 303,362 (up 2%) and video views totaled 46,223 (down 10%).
- In June 2021, there were 2,805 Asheville Visitor Guide requests compared to 2,180 the previous year. The fiscal year closed out with a total of 28,144 Visitor Guide requests (compared to 26,694 last fiscal).
- Paid search generated 31k site visits in June with average time on site of 1:20 and an average of 1.95 pageviews per visit; click through rate was 17.8 percent.
- Online hotel reservations totaled 53 room nights (down 34%) with total room revenue of \$12,239 (up 18%).
- The Asheville Visitor Center welcomed 18,461 visitors (up 496%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 6,282 visitors (up 221%).

## **LODGING & AIRPORT RESULTS**

- Buncombe County Finance reported lodging sales totaling \$48,966,052 in May (up 639%).
- Smith Travel Research reported hotel occupancy of 70.7 percent during May (up 210%). The average daily room rate was \$166.00 (up 104%), and RevPAR (revenue per available room) was \$117.44 (up 533%). Room demand increased 257 percent with 192,015 rooms sold.
- AirDNA reported short term rental occupancy of 66 percent (up 36%), ADR of \$112.21 (up 22%), and RevPAR of \$74.53 (up 66%). Total demand for short term rentals increased 92 percent to total 141,698 rooms sold.
- Passengers at the Asheville Regional Airport increased 722 percent to total 124,151 in May.

## **MARKETING & PUBLIC RELATIONS**

### **Project Updates:**

- MMGY Global announced as new agency of record with agreement on term sheet preceding final contract.
- Spring/summer campaign continues with performance optimizations being made. Campaign extended through July and a final FY21 performance report is due in late July.
- Paid social campaign to drive awareness for nonstop flights has generated 40 billion impressions and reach of 8.8 million from May 1 – June 30. Campaign has been extended through July.
- Ad materials submitted for the 2022 Blue Ridge Parkway Travel Guide.
- To support Asheville's outdoor economy and responsible travel, signed on to sponsor two 22-minute episodes in the Park2Park Series highlighting the Blue Ridge Parkway. Production takes place in July with anticipated series launch this fall on Outside TV.
- Developed consumer survey to generate insights on Visitor Guide usage to guide strategy for the 2022 Guide.
- Published the following new content on EA.com
  - "5 Days of Adventures in the Asheville area" itinerary focused on extending length of stay.
  - "Celebrating Black-owned Businesses in Asheville" piece authored by local influencer Aisha Adams in coordination with Juneteenth celebrations.
  - "Your Essential Summer Guide to Asheville" itinerary authored focused around dispersal throughout Buncombe County.
- Captured b-roll footage of GRINDFest and Hola Asheville festivals to further build video asset library of diverse events.
- Conducted mid-point workshop with Destination Think as part of social media audit and content recommendation.
- Media Connections: Logged 31 media touchpoints, initiated 133 pitches, and supported 4 media on the ground in Asheville in June.
- Story Support: Included *Thrillist*, *Sherman's Travel*, *Style Blueprint*, *Sunseeker*, *Travel Bags with Annita* and *freelancers for Travel + Leisure*, *O Magazine* and *TripSavvy*. Photo assets curated for *Livability* and *Jet Linx Aviation's SOAR Magazine*.
- Media Outreach: Culinary news email pitch including what's new and Chow Chow mission driven events went to 130 media contacts via the Cision platform and had an open rate of 46%, messaging ladder up to Diversity and Creative Spirit pillars.
- Creative Spirit: Updated press sheets covering general Asheville travel news and food news. Team consulted on a press FAM with Cambria Hotel, aimed for August, and provided local insights and immersive activation ideas for out-of-town PR team.
- Engage Diverse Audiences: Worked with writers with an LGBTQ+ editorial focus for pitches and an upcoming story in *Thrillist*.
- Partner/Community Stakeholder Communications: Wrote and produced 5 community stakeholder/partner newsletters and alerts – a total of 8,558 emails delivered with the unique open rate as high as 38.3% and averaging 32%. These included the Tourism Community Update and alerts related to the strategic pillars "Deliver Balanced Recovery & Sustainable Growth" and "Engage & Invite More Diverse Audiences."
- Local media: WLOS-TV | [Help wanted: Asheville area hotels struggle to fill positions](#); Mountain Xpress | [BCTDA plans \\$15M in marketing for 2021-22](#); Asheville Citizen Times | [Asheville hotel industry stays afloat amid pandemic; vacation rentals catch up with hotels](#); Asheville Citizen Times: [Mystery Buncombe hotel tax discussion? Commissioners pull 'policy' discussion](#); Asheville Citizen Times | [75% of Buncombe hotel tax goes to tourist ads; key Republican now says that should change](#); Asheville Business Inclusion Office Newsletter | [GRINDfest AVL](#) and [HOLA Asheville](#) (TDA/sponsor); Asheville Area Arts

Council Newsletter | [DEEP Conversations](#); AIR Newsletter | [Wear Wait Wash Campaign Refresh](#); Mountain Xpress | [Edwards flips on Buncombe occupancy tax reform](#); Mountain Xpress letter to editor | [The TDA's biggest-ever marketing spend](#); Mountain Xpress: [Downtown After 5 returns with all local lineup](#) (EA/sponsor); Mountain Xpress | [Public invited to provide input on Woodfin's Riverside Park and Whitewater Wave](#) (TDA/major funder); [Connect Beyond Festival Newsletter](#) (EA/sponsor); PGAV newsletter | [Asheville Tourism Recovery](#); Asheville Citizen Times | [Asheville Tourists seek millions for McCormick Field upgrades](#); Asheville Citizen Times | [Woodfin's Whitewater Wave seeks input, launches public survey](#); Business NC | BCTDA and lodging sales tax revenues "surging to record levels" (June edition, page 33); Mountain Xpress Letter to the Editor | [Will marketing make us 'Myrtle Beach of the Mountains'?](#); Mountain Xpress | [BCTDA approves \\$15.3 million for tourism marketing](#); Mountain Xpress (story on occupancy tax) | [More of the Pie](#) (see page 8-9); Asheville Citizen Times | [Buncombe TDA adopts \\$20M budget: \\$15M for marketing spurs calls for change](#); Asheville Citizen Times | [Asheville reparations: 'Most important part' of process starting now, city manager says](#); Mountain Xpress | [Asheville Lacrosse Classic returns for fifth year](#)

### **Future Updates:**

- Continue hiring process for research analyst, PR manager and PR coordinator.
- Onboarding new agency.
- Finalize media plan for August/September.
- Second & third videos for the Explore Asheville trails video series.
- Develop interactive map for EA.com homepage for the towns/neighborhoods' microsite project.
- Shoot and edit new profile video on River Arts District in July.
- Develop Leave No Trace landing page as part of VisitNC/OutdoorNC sponsorship in July.
- Work with Asheville Downtown Association to launch digital South Slope Murals Trails on EA.com.

## **GROUP SALES & SERVICES**

### **Project Updates:**

- Connie Holliday attended the Society of Incentive Travel Executives (SITE) Summer Kickoff in Atlanta.
- Kathryn Dewey worked with Marshall Hilliard to secure a sponsorship for the July Meeting Professionals International – Carolinas Chapter (MPI-CC) meeting in Asheville at Crowne Plaza.
- Connie Holliday and Beth McKinney hosted a successful dinner for 11 agents with Virtuoso Travel, the leading global network of travel agencies specializing in luxury and experiential travel, who were staying at The Foundry for an industry FAM.
- Tina Porter hosted a client event, an architectural boat tour, in Chicago on June 22 with four meeting planners and conducted two sales calls while in the area.
- Chopra Global Center was in Asheville for a site visit for a Silent Awakening event in September 2022 or 2023. The group has the potential to bring weekday business in the form of 1,700 room nights to Asheville.
- Beth McKinney delivered a sales presentation on Asheville in a Zoom presentation for group leaders (senior centers, OLLI groups) hosted by Friendship Tours.
- The sales team's new deployment incorporating industries was introduced to staff.
- June bookings include (but are not limited to):
  - North Carolina Homicide Investigators Association 2022 and 2023 – 325 rooms each
  - North Carolina Bar Association Family Law – 295 rooms

- Gammu Mu Annual Retreat – 195 rooms
- 2022 Society of Gilders Conference – 157 rooms
- 2021 Cranford / Cochran Wedding – 145 rooms
- Ocala/Marion County Chamber and Economic Partnership Quest 2021 - Inter City Leadership Visit – 130 rooms
- 2022 Davis / Anderson Wedding – 125 rooms
- Economic Development Partnership of North Carolina - Premier NC – 120 rooms
- Accounts in the meeting sales database can now be assigned to one of 29 Market Segments for improved industry prospecting and reporting aligned with organization goals.
- The team evaluated and finalized a new list of Source Codes for improved identification of the efforts that lead to the receipt of new sales leads and new accounts.
- Carli Adams met with the BOUND rep along with Whitney Smith from Marketing & PR to hear performance of meetings section fly-ins and for ideas for new strategies.
- Work continued with Miles Partnership on the online meeting planner guide refresh. Thirty-one meeting hotel partners were contacted to provide details for the guide.
- A Finalist Entry was submitted for the Northstar Meeting Group's Stella Awards in the Best CVB in the Southeast category. Winners will be announced in November.
- Organized a welcome amenity for Travel + Leadership Senior Leadership Team staying at the Omni Grove Park Inn.
- Visitor information, attendee giveaways, and welcome amenities were delivered to the Basenji Rescue and Transport 2021 Annual Convention at DoubleTree by Hilton Asheville – Biltmore.
- The sales team hosted its quarterly DOS meeting with all major hotels.
- Beth McKinney assembled and delivered "Wedding Season Survival Kits" to the top ten local wedding planners who refer Explore Asheville for wedding leads.
- Attended the ABRSC monthly board meeting.
- Staff toured Fairfield Inn & Suites Weaverville and the completed S&W Market.
- Work began to update the Partner Opportunities document for 2021-2022.

#### **Future Updates:**

- Tentative dates for the next four 48 Hour FAMs through November 2022 were set. The first, which will be the first FAM held since November 2019, is tentatively planned for November 16 – 19, 2021 pending the commitment of a host hotel.

### **COMMUNITY ENGAGEMENT**

#### **Project Updates:**

- In June, 208 calendar event listings were processed, and 70 partner listings were updated in June including 22 Attractions, 2 Cabins/Vacation Rentals, 23 Food & Drink, 11 Hotels/Motels, 6 Retail, 4 Venue, and 2 Wedding Service.
- Thirteen new partners were added in June: Botanist and Barrel Tasting Bar + Bottle Shop, Down Dog Yoga Studio and Dog Bar, Ginger Huebner Art, Joseph Art, Joyride Slingshot Rentals, Just Be Tours, Mountain Metalworks Asheville, Round Mountain Creamery, Silverados, Sole82, Tasty Greens, The Grocery, Wilderness Connection.
- Four accounts were cancelled in June. Log Cabin Cooking has not been active since 2018. The Doner Kebabs & Falafels, Roanline, and AVL Tacos & Taps all closed due to complications from the pandemic.
- Eleven one-on-one sessions were held in June: 10 with existing partners and one with a potential partner.



- Visitor Guide distribution included 2,805 Individual Out-of-Market requests fulfilled; and 2,772 books or 63 cases of In-Market delivered to 15 industry partners; and 6,386 books or 146 cases of Out-of-Market delivered to 19 welcome centers/AAA offices/etc.
- CE team members attended community meetings and events including the African American Business Association, Small Business Technology & Development Center, Weaverville Business Association, River Arts Business District Association, the City's Information Sharing and Truth Telling Speaker Series, Block Community Collaborative, Local Living Economy Working Group, Chamber Annual Meeting, Riverfront Leadership Roundtable, LGBTQ+ Business Alliance Initiative with the Carolina's LGBT+ Chamber of Commerce, and "Greening N.C. Tourism with Sustainable Hospitality" webinar hosted by ECU's Center for Sustainable Energy & Environmental Engineering.
- Equity-focused Business Support Working Group is in development; Pat hosted an initial meeting with City of Asheville diversity support staff and Buncombe County procurement staff.
- Bear Poster Refresh: An updated version of the bear-themed safety messaging posters was produced and distributed to partners.
- Earned Revenue: The Festivals & Cultural Events grant program and sponsorship opportunities are being updated to align with the new strategic pillars. The new process funding cycle will be announced in mid-July.
- Wayfinding: Ongoing kiosk content panel updates, final image review and securing rights. Geograph replaced all mask related kiosk panel graphics with the updated Bear graphic and updated RAD map legends.
- TPDF: The City of Asheville's request to waive the punch list requirements and receive balance of grant award to close out the RADTIP project was approved at the June Board meeting. And the YMI presented an update on the renovation project and a refined scope to the board.
- African American Heritage Trail: Met with project team advisors to hone project thesis, organize research and content themes, and continue planning for Community Engagement sessions with a goal of hosting next round in September. Continued discussions with potential contractors for design, public input session moderating, equity overview and advisory board development.

#### **Future Updates:**

- Partner virtual events/webinars in development include:
  - 'Partner Salon: How to Optimize Your Presence on ExploreAsheville.com' event on Wednesday, July 21 in the Explore Asheville Board Room.
  - Webinar: 'Responsible Travel & Sustainability in Tourism' on Tuesday, August 3 from 10-11:15am. Webinar to include a presentation by Tourism Cares, an update from Explore Asheville staff on related initiatives, and a panel of fellow tourism partners who are embracing sustainability measures in their businesses.
  - Summer Social & Sustainability Resource Fair: on Tuesday, August 3 from 4-6pm at Highland Brewing Company.

### **PRESIDENT & CEO + EXECUTIVE OFFICE**

#### **Project Updates:**

- Executed the BCTDA's regular monthly board meeting virtually on June 30, 2021.
- At the June meeting, the BCTDA approved an ordinance enacting FY22's operating, earned revenue, and TPDF admin budgets.
- Following two months of alternating half the staff working remotely/in the office every other week through May and June, all staff will return to the office full-time on July 6, 2021.

- In partnership with Craft HR Solutions, the recruitment of five positions has begun. There are three new positions: PR Manager, Research Analyst and Administrative Assistant. There are two existing/vacant positions: PR Coordinator and Sales & Services Coordinator.
- Following the final decisions on health benefits insurance plans offered for FY22, the details specific to each Team Member are reviewed and when necessary, corrected through ISA and the carrier. Final submissions for Medical FSA and HRA reimbursements were made with staff being assisted as needed.

**Future Updates:**

- Prepare for and execute the BCTDA's next meeting, to be held in person on July 28, 2021.
- Update Rules of Decorum and Processes & Protocols for in-person BCTDA meetings, as board meetings are no longer being held virtually.
- The hiring managers will begin vetting candidates submitted to them by Craft HR Solutions. If the in-person interview warrants, the candidates will take assessments to further allow hiring managers to better understand proficiencies.
- Review contracts and think through upcoming expenditures to see where changes can and should be made in order to align purchases with Explore Asheville's Strategic Imperatives.

# Destination Performance Report



## Lodging & Visitor Overview - June 2021

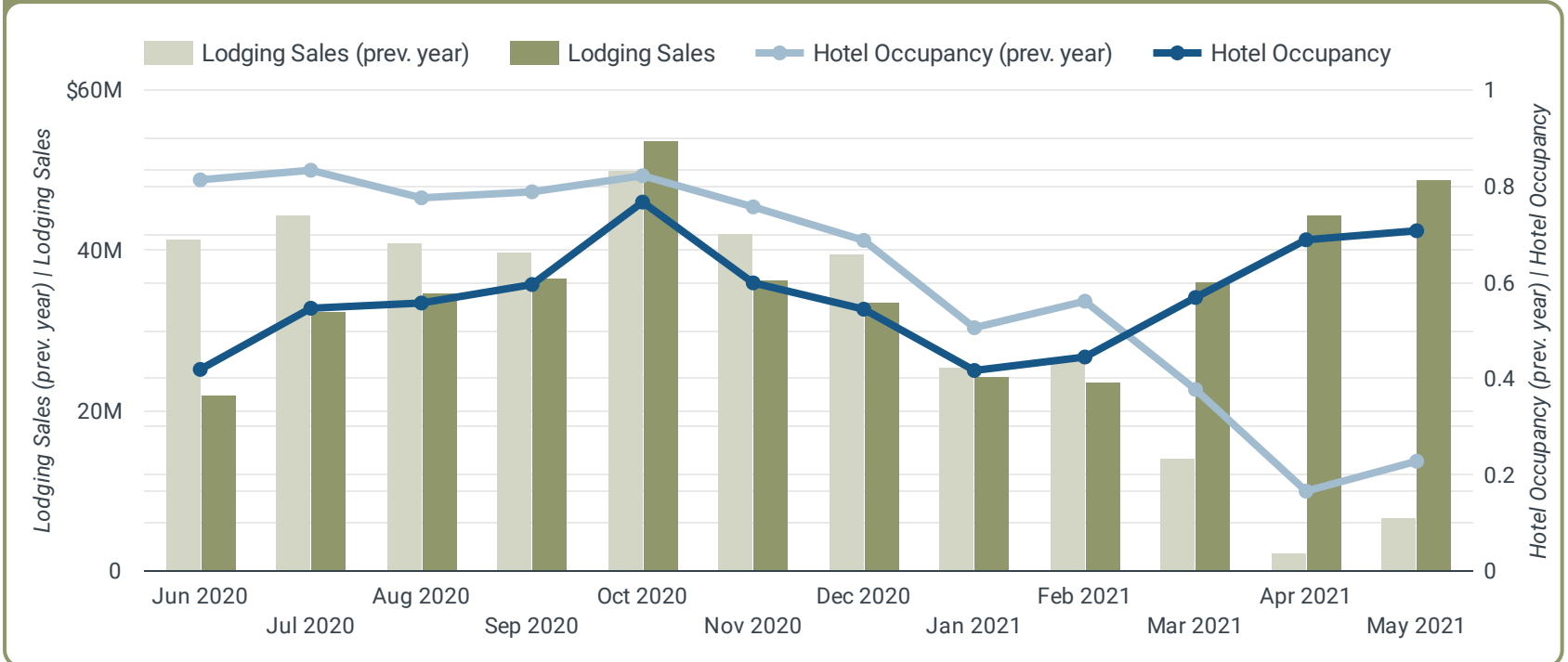
Lodging Sales <b>\$48,966,052</b> (May) <span>↑ 639.4%</span>	Hotel Occupancy* <b>70.7%</b> (May) <span>↑ 210.0%</span>	Hotel Demand* <b>192,015</b> (May) <span>↑ 256.6%</span>	Hotel ADR* <b>\$166.00</b> (May) <span>↑ 104.1%</span>	Hotel RevPAR* <b>\$117.44</b> (May) <span>↑ 532.8%</span>
Airport Passengers <b>124,151</b> (May) <span>↑ 722.4%</span>	Asheville Visitor Center <b>18,461</b> <span>↑ 496.1%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>6,282</b> <span>↑ 220.8%</span>	Travel Guide Requests <b>2,805</b> <span>↑ 28.7%</span>

## Lodging & Visitor Overview - Fiscal Year 20-21

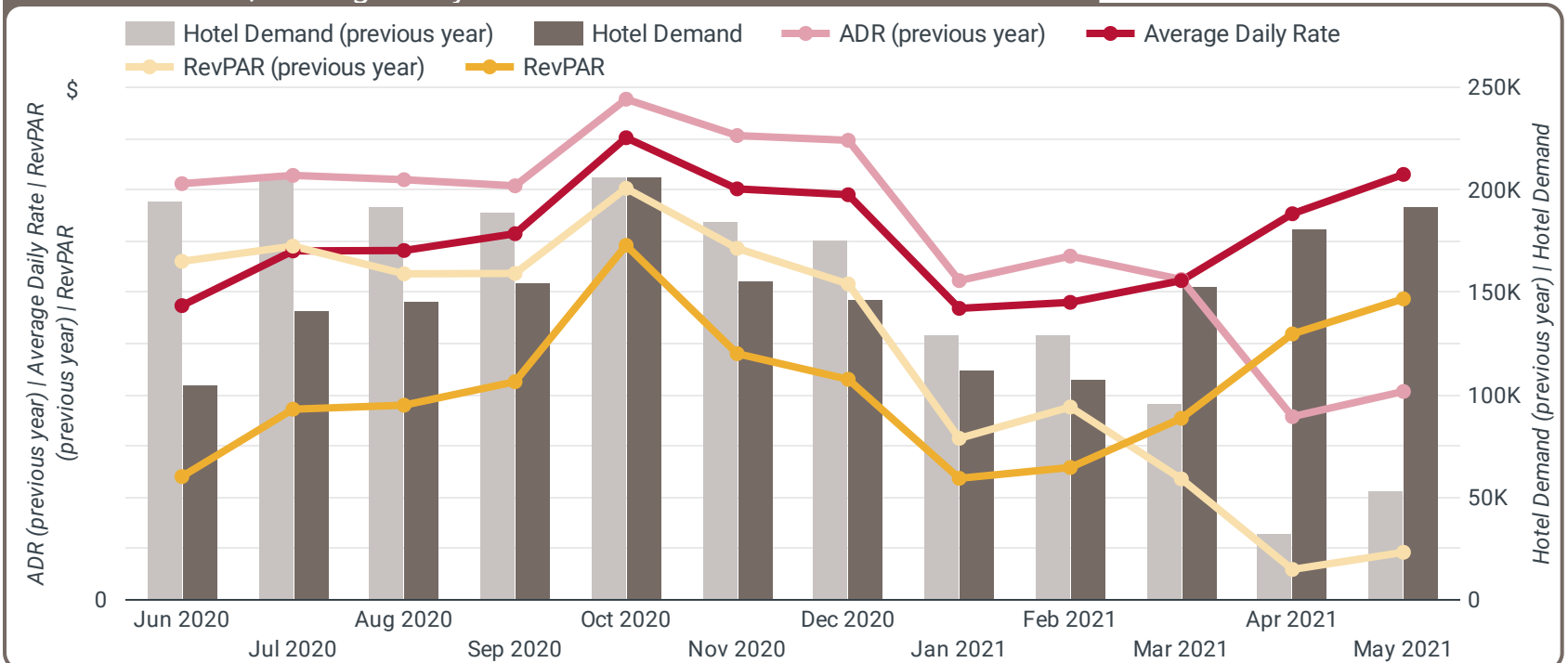
Lodging Sales <b>\$404,975,283</b> <span>↑ 21.7%</span>	Hotel Occupancy* <b>58.6%</b> <span>↓ -2.3%</span>	Hotel Demand* <b>1,697,258</b> <span>↑ 6.4%</span>	Hotel ADR* <b>\$147.38</b> <span>↓ -7.3%</span>	Hotel RevPAR* <b>\$86.42</b> <span>↓ -9.4%</span>
Airport Passengers <b>754,216</b> <span>↓ -37.1%</span>	Asheville Visitor Center <b>103,778</b> <span>↓ -31.0%</span>	Pack Sq Visitor Center <b>0</b> <span>↓ -100.0%</span>	Black Mtn Visitor Center <b>33,910</b> <span>↑ 63.9%</span>	Travel Guide Requests <b>28,144</b> <span>↑ 4.4%</span>

## 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 - May 2021

Occupancy	ADR	RevPAR	Demand
66.4%	\$112.21	\$74.53	141,698
↑ 36.1%	↑ 22.2%	↑ 66.3%	↑ 92.2%

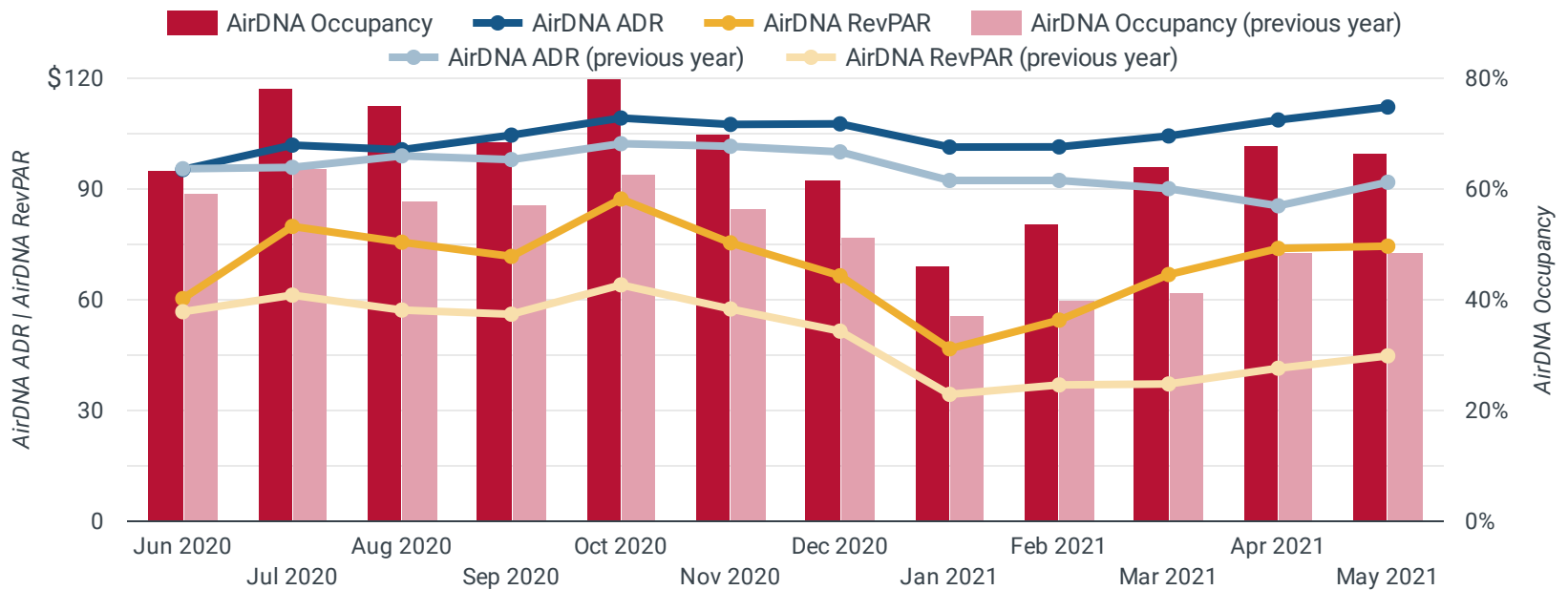
## Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
66.8%	\$105.79	\$70.67	1,336,211
↑ 28.7%	↑ 9.6%	↑ 41.0%	↑ 27.5%

## AirDNA ADR, RevPAR and Occupancy

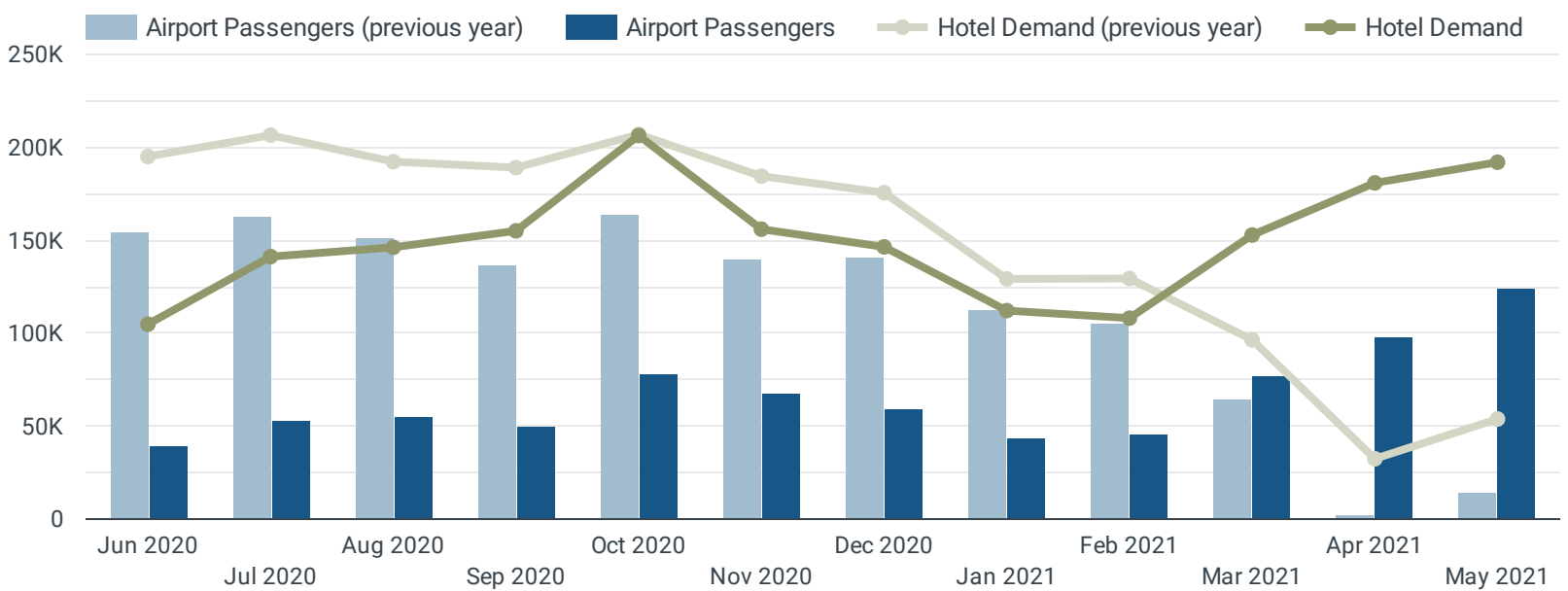
\* Short Term Rental Data Source: AirDNA

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

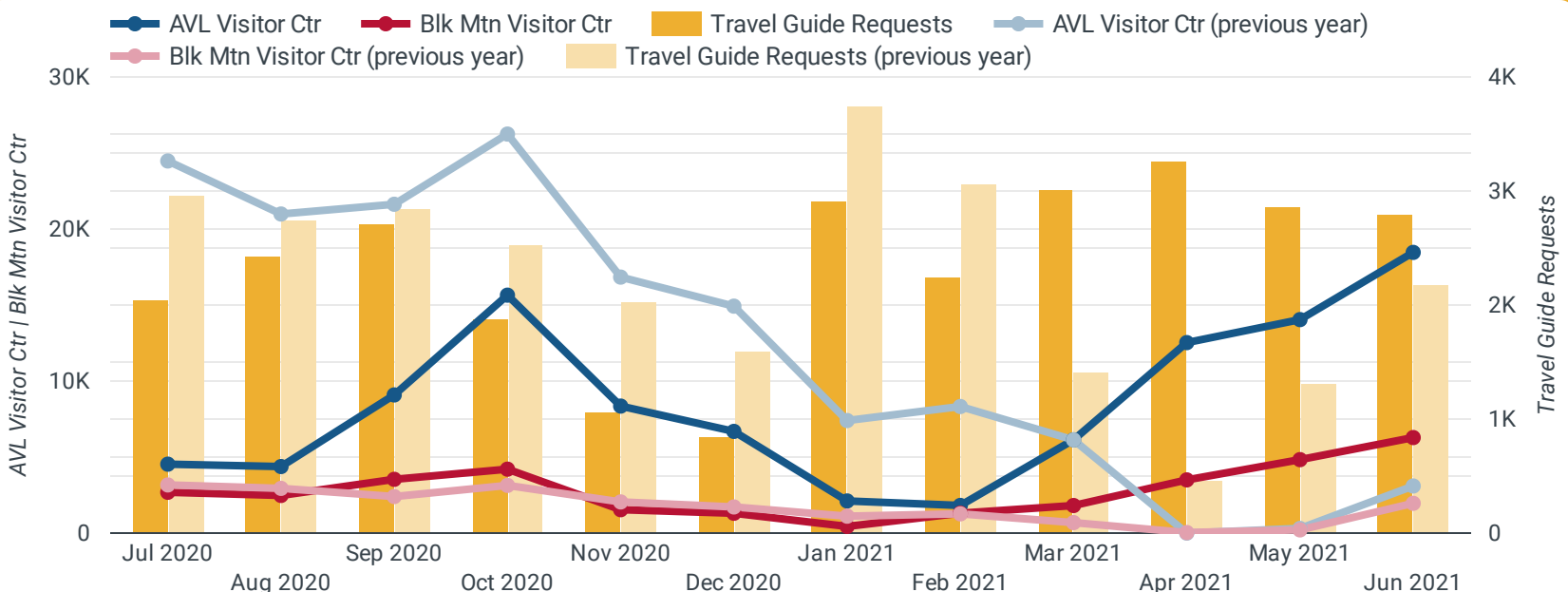


## Airport Passengers vs. Hotel Demand\*

\* 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



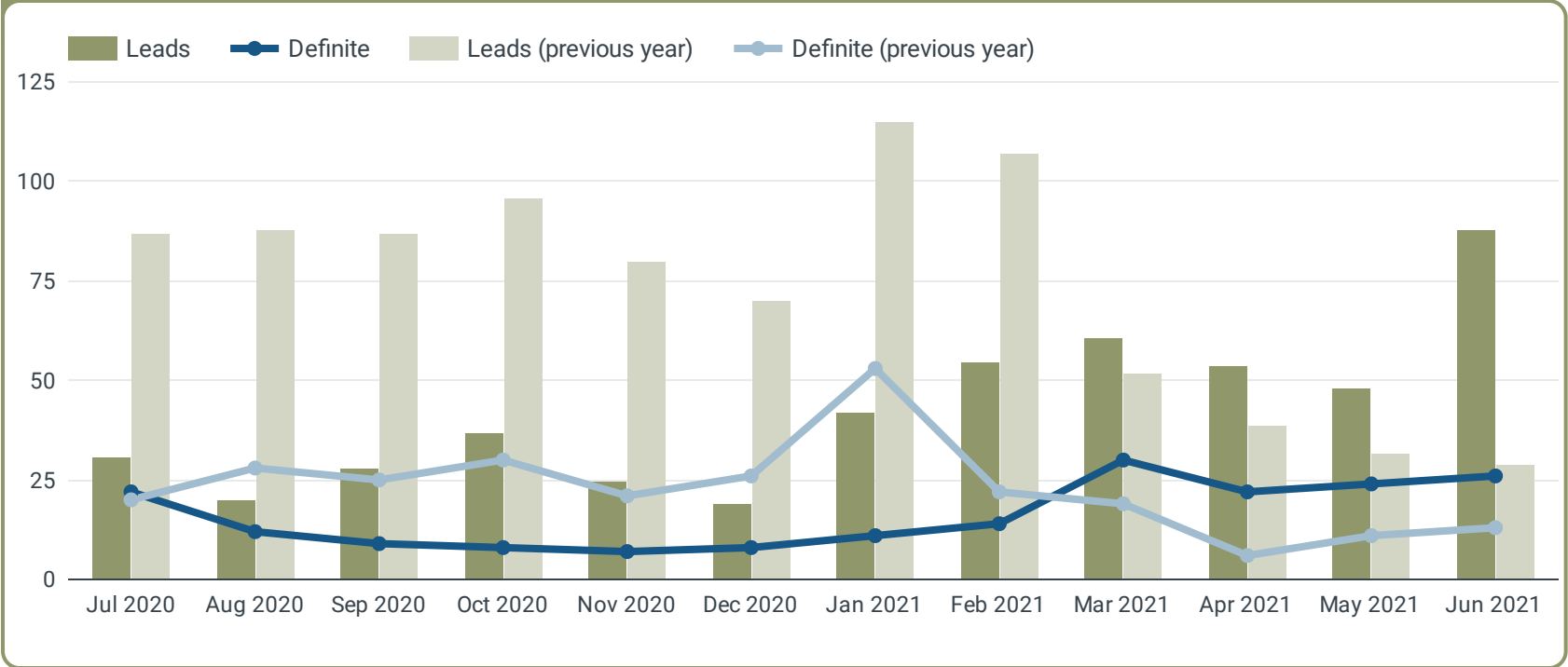
## Sales Leads and Outreach - June 2021

Sales Leads Issued 88 ↑ 203.4%	Room Nights (Leads) 16,761 ↑ 343.5%	Leads Turned Definite 27 ↑ 68.8%	Room Nights (Definite) 2,673 ↑ 158.0%	Estimated Revenue \$1,137,815 ↑ 683.8%	
P2P Outreach 1,047 ↑ 122.3%	Indirect Outreach 266 ↓ -97.0%	Group Events 24 ↑ N/A	Room Nights Generated 2,203 ↑ 644.3%	Actualized Revenue \$779,229 ↑ 1,780.7%	Groups Served 27 ↑ 440.0%

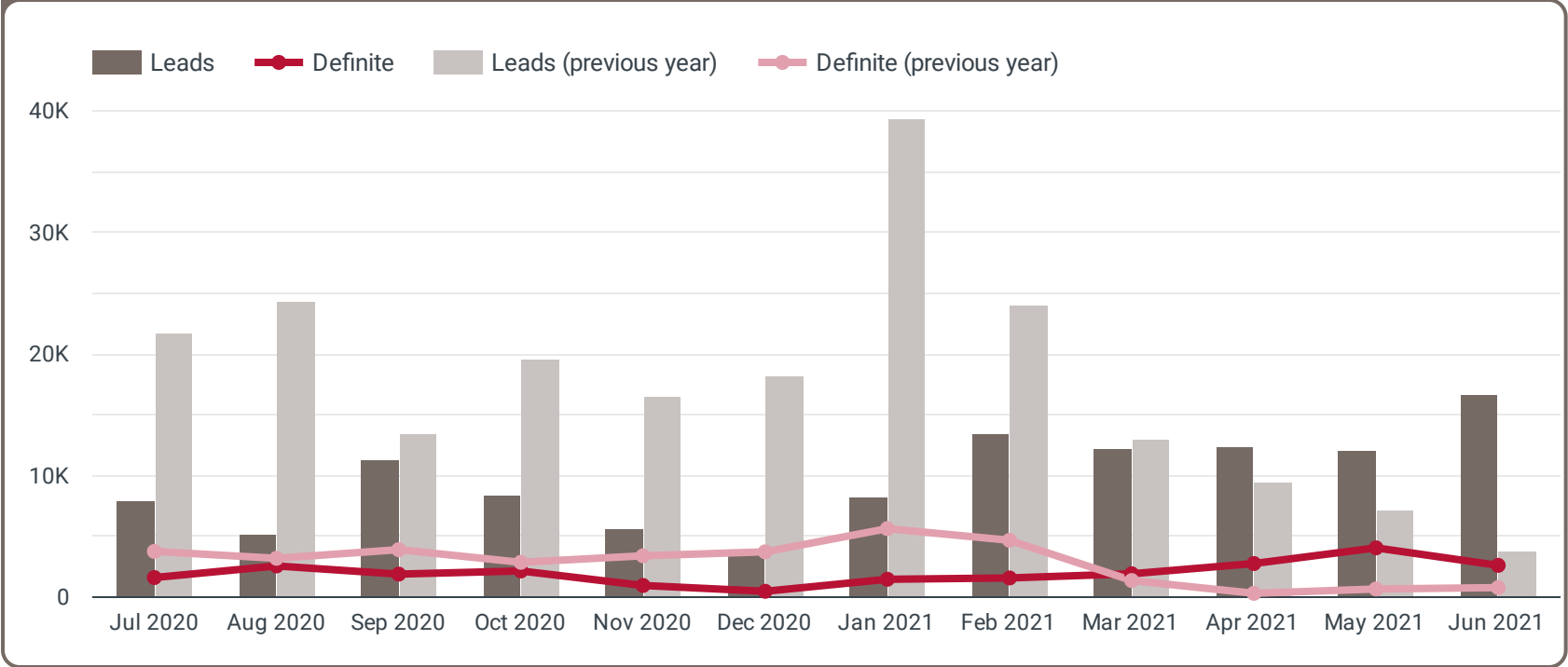
## Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued 508 ↓ -42.4%	Room Nights (Leads) 118,113 ↓ -44.0%	Leads Turned Definite 230 ↓ -24.1%	Room Nights (Definite) 27,170 ↓ -31.5%	Estimated Total Revenue \$6,833,753 ↓ -35.8%	
P2P Outreach 9,549 ↓ -14.3%	Indirect Outreach 134,791 ↓ -6.4%	Group Events 138 ↓ -55.5%	Room Nights Generated 20,053 ↓ -73.5%	Actualized Revenue \$4,610,519 ↓ -80.0%	Groups Served 201 ↓ -33.9%

## Sales Leads vs. Definite



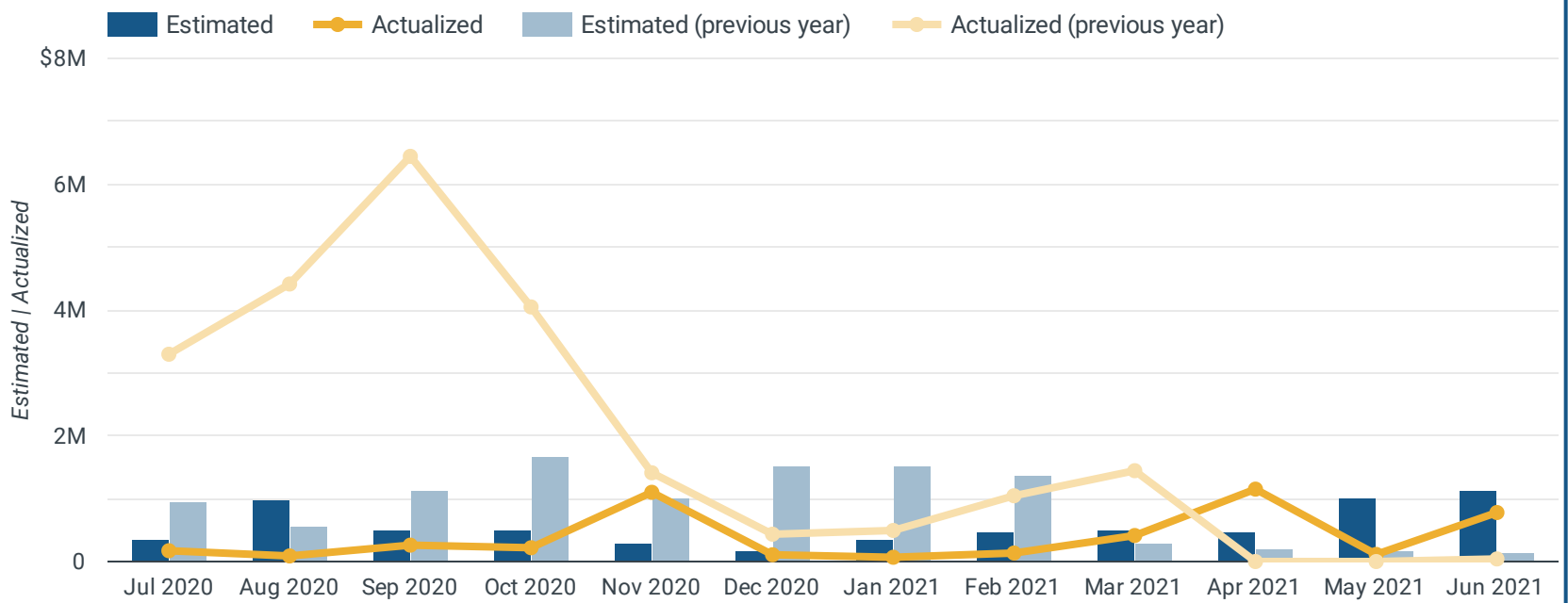
## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report



## Estimated vs. Actualized Revenue



## Sales Outreach 2021 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Jun 2021		1,047	122.3%		266	-97.0%
2.	May 2021		562	-39.4%		12,663	1.6%
3.	Apr 2021		732	7.3%		0	-100.0%
4.	Mar 2021		875	11.7%		26,983	2.1%
5.	Feb 2021		996	9.8%		12,628	149.5%
6.	Jan 2021		856	-1.9%		23,467	77.3%
7.	Dec 2020		734	-25.7%		12,759	118.7%
8.	Nov 2020		757	-30.9%		17,150	4,637.6%
9.	Oct 2020		918	-19.2%		7,653	-19.9%

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Jun 2021		24	null		2,203	null
2.	May 2021		11	null		355	null
3.	Apr 2021		21	null		1,709	null
4.	Mar 2021		7	-58.8%		1,474	-61.1%
5.	Feb 2021		3	-83.3%		670	-71.9%
6.	Jan 2021		1	-90.9%		124	-92.1%
7.	Dec 2020		6	-75.0%		232	-76.7%
8.	Nov 2020		10	-75.6%		2,129	-23.9%
9.	Oct 2020		25	-65.3%		567	-89.9%

# Marketing Department Performance Report



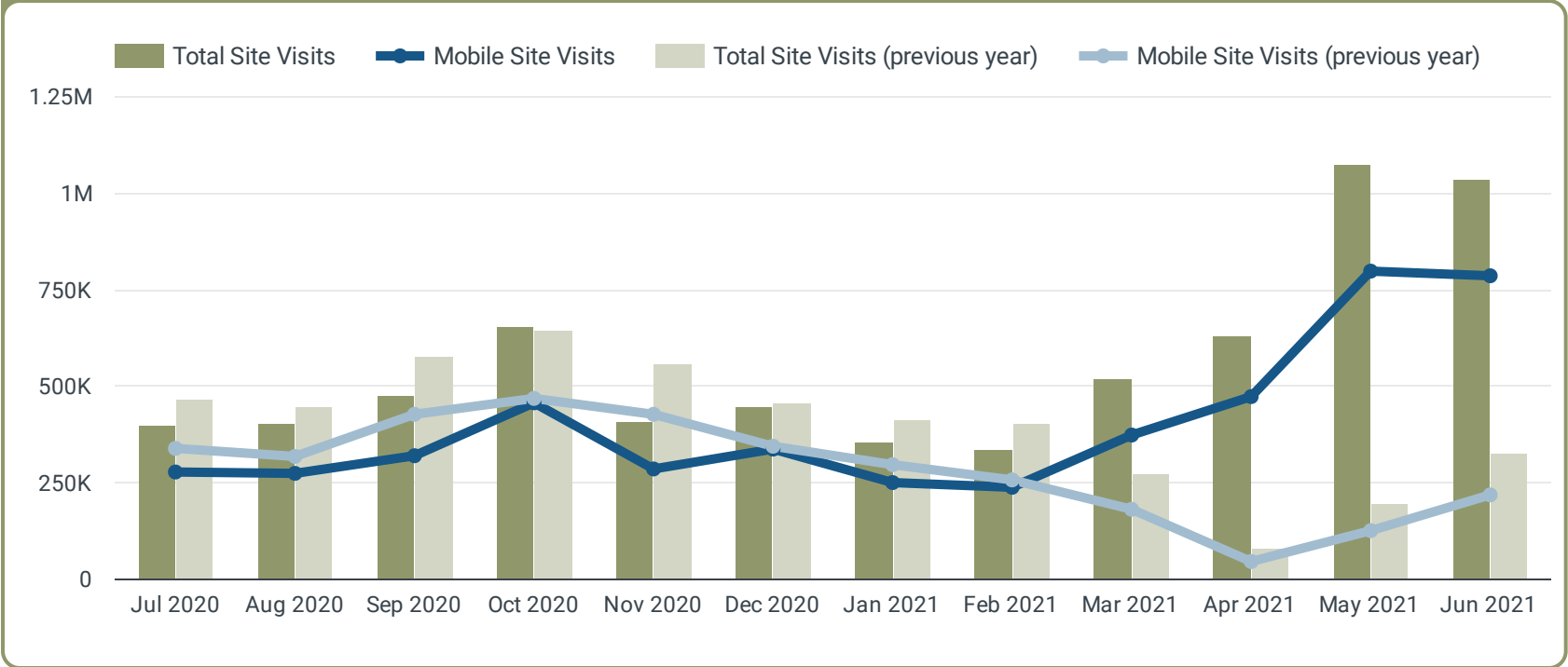
## Marketing Metrics Overview - June 2021

Website Visits 1,046,284 ↑ 221.3%	Mobile Site Visits 790,397 ↑ 266.1%	aRes - Room Nights 53 ↓ -33.8%	aRes - Room Revenue \$12,239 ↑ 17.9%	Total Facebook Fans 303,362 ↑ 1.9%
PR Publicity Value \$2,685,370 ↑ 100.5%	PR Estimated Impressions 730,348,648 ↑ 117.5%	Significant Placements 22 0.0%	Media Touchpoints 31 ↓ -32.6%	Video Views 46,223 ↓ -10.0%

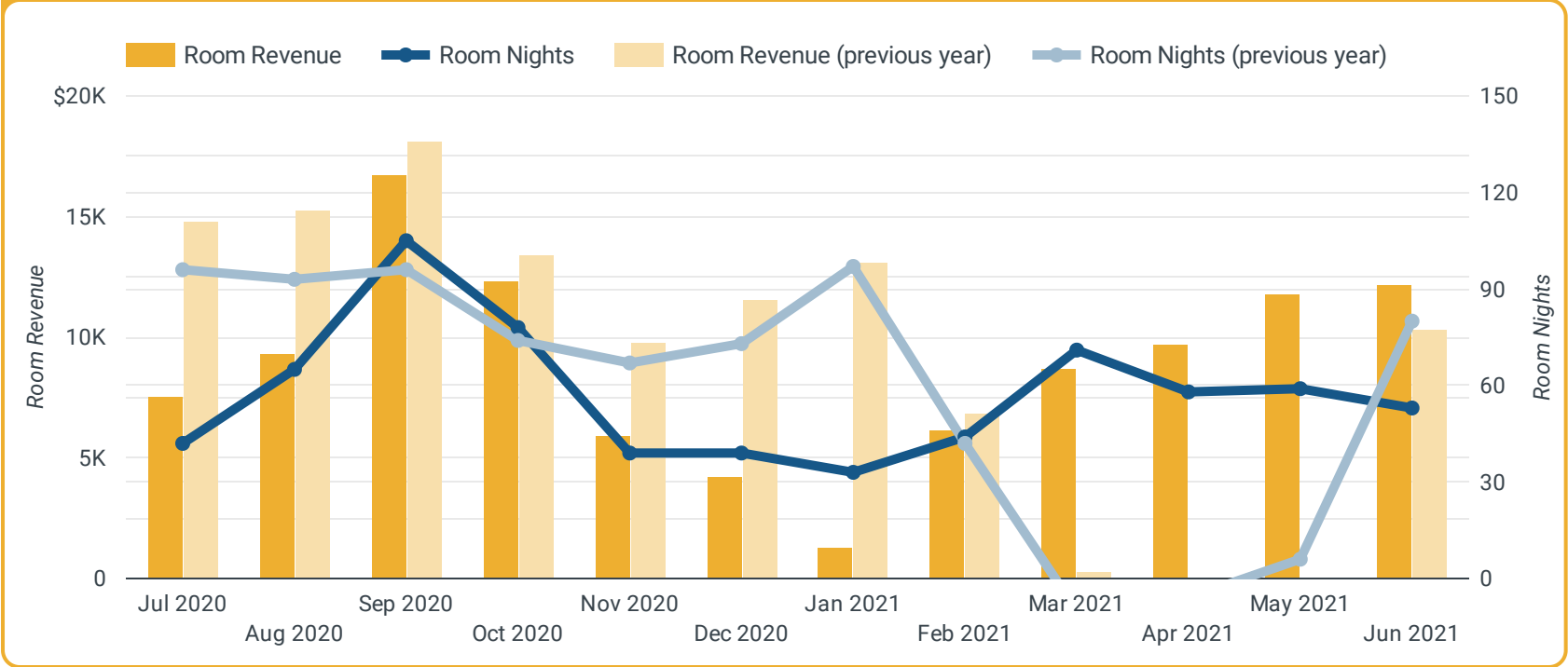
## Marketing Metrics Overview - Fiscal Year 20-21

Website Visits 6,764,217 ↑ 39.1%	Mobile Site Visits 4,877,188 ↑ 41.1%	aRes - Room Nights 686 ↓ -3.1%	aRes - Room Revenue \$106,221 ↓ -5.5%	Avg. Total Facebook Fans 299,825 ↑ 1.5%
PR Publicity Value \$23,959,994 ↓ -60.6%	PR Estimated Impressions 9,128,947,648 ↑ 207.0%	Significant Placements 384 ↑ 6.1%	Media Touchpoints 669 ↑ 9.0%	Video Views 466,631 ↓ -37.2%

## 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.	Jun 2021	\$1,344,568	89%	2,136,176	38.2%
2.	May 2021	\$632,434	-68%	6,004,725	71.81%
3.	Apr 2021	\$606,066	602%	2,693,412	566.28%
4.	Mar 2021	\$168,396	132%	2,126,617	925.76%
5.	Feb 2021	\$1,864,896	-15%	8,406,237	206.22%
6.	Jan 2021	\$172,581	-98%	8,873,652	14.77%
7.	Dec 2020	\$76,207	-96%	470,974	-93.55%

## Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jun 2021	\$1,340,802	113%	728,212,472	117.49%
2.	May 2021	\$844,156	83%	471,312,176	91.58%
3.	Apr 2021	\$671,684	-36%	372,298,752	-32.88%
4.	Mar 2021	\$1,692,840	53%	900,829,988	52.95%
5.	Feb 2021	\$1,426,820	2,234%	761,356,074	286.24%
6.	Jan 2021	\$1,405,853	490%	747,794,055	556.23%
7.	Dec 2020	\$1,863,214	3,327%	991,071,366	765.1%

## Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jun 2021	31	-32.6%	22	0.0%
2.	May 2021	71	294.4%	16	-23.8%
3.	Apr 2021	54	86.2%	29	-6.5%
4.	Mar 2021	30	-58.3%	41	46.4%
5.	Feb 2021	77	97.4%	29	38.1%
6.	Jan 2021	53	-31.2%	22	-40.5%
7.	Dec 2020	64	60.0%	37	54.2%

## Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jun 2021	303,362	1.9%	46,223	-10.0%
2.	May 2021	302,949	1.9%	35,868	-66.9%
3.	Apr 2021	300,297	1.1%	22,709	-79.8%
4.	Mar 2021	300,023	1.0%	22,627	-40.4%
5.	Feb 2021	299,753	0.9%	33,048	-29.2%
6.	Jan 2021	300,544	1.3%	40,088	-40.1%
7.	Dec 2020	299,322	1.1%	32,752	-24.2%



# 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.

**BCTDA**  
**June 2021 Quick List**

- Source: Smith Travel Research, Monthly Report

	<b>June</b>	<b>Running 12 Months</b>
Occupancy	81.0% (93.2%)	60.5% (3.5%)
ADR	\$178.28 (55.3%)	\$150.82 (-3.5%)
RevPAR	\$144.40 (200.1%)	\$91.25 (-0.1%)
Supply	262,650 (5%)	3,157,024 (8.5%)
Demand	212,728 (102.9%)	1,909,986 (12.3%)
Revenue	\$37,925,501 (215.1%)	\$288,071,598 (8.4%)

**Running 28 Days, Ending July 20, 2021**

- Source: Smith Travel Research, Weekly Report

	<b>Weekday</b>	<b>Weekend</b>	<b>Total</b>
Occupancy	73.4% (74.5%)	90.1% (35.5%)	82.4% (3260.1%)
ADR	\$161.74 (41.8%)	\$246.64 (53.0%)	\$188.26 (43.2%)
RevPAR	\$128.35 (147.4%)	\$222.31 (107.4%)	\$155.20 (129.3%)

**June 2021 AIRDNA**

- Source: AIRDNA, Monthly Report

	<b>Hotel Comparable</b>	<b>All Short Term Rentals</b>
Occupancy	77.20% (14.2%)	75.30% (15.1%)
ADR	\$145.44 (16.2%)	\$246.60 (20.5%)
RevPAR	\$112.21 (32.5%)	\$185.60 (84.0%)
Room Nights Booked	29,007(35.4%)	154,940 (41.2%)

**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.

TPDF Funded Projects  
June 2021

Company/Organization	UPDATED PROJECT NAME TO CORRELATE WITH COUNTY FINANCE DEPT	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Completion Date Required by Contract	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Montford Park Players	2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	2012	\$125,000	\$0	\$125,000	December 3, 2012	June 3, 2014	May 2014	June 2022 <sup>2</sup>	upon project commencement	1/2 completed	upon completion
City of Asheville <sup>3</sup>	2014 City of Asheville (Riverfront Destination Development 1.0)	2014 & 2017	\$7,100,000	\$3,300,000	\$3,800,000	Effective January 15, 2015	October 31, 2015	Fall 2015	May 31. 2021	\$650,000 upon completion of Phase I, Disbursement paid August 2018	\$2,650,000 upon completion of Phase II, Disbrusement paid September 2019	Balance due upon project completion
Asheville Community Theatre	2016 Asheville Community Theatre (Theatre Expansion & Renovation)	2016	\$1,000,000	\$430,000	\$570,000	Effective January 15, 2017	June 30, 2018	January 2017	November 30, 2021	43% upon completion of Phase I \$430,000 paid in August 2017		Balance upon completion of Phase II
Town of Woodfin & Buncombe County Government <sup>6</sup>	2017 Buncombe County Government (Woodfin Greenway & Blueway)	2017	\$2,250,000	\$0	\$2,250,000	Effective May 1, 2018	January 31, 2018	January 2018	December 31, 2023	\$465,773 upon completion of French Broad River Greenway 1		upon completion
										\$650,000 upon completion of Silverline Park		upon completion
										\$380,000 upon completion of French Broad River Greenway 2		upon completion
										\$140,000 upon completion of Riverside Park Expansion		upon completion
										\$600,000 upon completion of Whitewater Wave		upon completion
										\$14,227 upon completion of Beaverdam Creek		upon completion
Buncombe County Recreation Services	2018 Buncombe County Government (Enka Recreation Destination)	2018	\$6,000,000	\$0	\$6,000,000	Effective January 15, 2019	September 1, 2019	September 1, 2019	September 1, 2022	May 2020 disbursement request withdrawn by grantee	2/3 complete	upon completion
YMI Cultural Center (YMICC) <sup>7</sup>	2018 YMICC (YMI Cultural Center Improvements)	2018	\$800,000	\$42,863	\$757,137	Effective January 15, 2019	April 30, 2019	January 2021	December 31, 2022	Up to \$40,000 upon completion of roof/elevator repair and building assessemnt & financial feasibility analysis <sup>7</sup>		\$42,863.00 Disbursement paid November 2020
										Up to \$130,000 draw for structural repairs & design development		upon completion
										1/3 complete		
										2/3 complete		
										upon completion		
River Front Development Group	2018 River Front Development Group (African American Heritage Museum at Stephens-Lee Community Center)	2018	\$100,000	\$0	\$100,000	Contract pending MOU						
Project managed by BCTDA/Explore Asheville	African American Heritage Trail Project <sup>9</sup>	2018	\$500,000	n/a	n/a	n/a	n/a	2022	n/a	n/a		
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center 2.0) - (Air Ionization	2021	\$45,000	0	\$45,000	Effective June 1, 2021	June 1, 2021	n/a	July 31, 2021	Full disbursement upon completion		

Highlighted sections signify a change from the previous TPDF Project Update/Timeline

<sup>2</sup> Contract does not include a completion deadline date.

<sup>3</sup> \$700,000 originally awarded for the French Broad River Greenway West Bank Connector was reallocated to the City of Asheville's Riverfront Destination Development project. Additionally, \$4,600,000 was awarded to the Riverfront Destination Development in the 2017 TPDF cycle.

<sup>4</sup> The City of Asheville provided an updated scope in January 2019 that removed the Beaucatcher Greenway from the project and reduced the grant from \$1 million to \$25,000 for the Amboy Crosswalk. The

<sup>7</sup> The YMI Cultural Center presented a project update to the TDA at the November board meeting and requested a contract amendment to extend the project completion deadline from January 31, 2021 to December 31, 2022, and to request a second draw up to \$130,000 from the initial grant for structural repairs and the next stage of design development (not to exceed \$130,000). The TDA approved the request.The balance of the grant would be disbursed in thirds throughout the construction process as is standard TPDF contractual terms.

<sup>8</sup> The Town of Woodfin & Buncombe County Government requested an amendment request to extend the completion date and disbursement schedule; the BCTDA approved the request n October 2020.

<sup>9</sup> The BCTDA committed to fund the development of the African American Heritage Trail Project as proposed by the River Front Developmenbt Group in the the 2018 TPDF grant cycle and provide staff support to manage the story development, community input process, design, fabrication and installation of the project. The BCTDA allocated \$500,000 for the completion of the project in February 2021.

COMPLETED PROJECTS

Company/Organization	Project	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Estimated Completion Date	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Asheville Art Museum (AAM)	2007 Asheville Art Museum (Museum Expansion)	2007 2009	\$1,000,000 \$500,000	\$1,500,000	\$0	September 24, 2014	July 1, 2015	June 2015 (The terms of the contract to commence work have been met.)	Early 2019	August 2018 \$500,000 paid	October 2018 \$500,000 paid	October 2020 \$500,000 paid <sup>1</sup>
Asheville Buncombe Sustainable Community Initiatives, Inc. (ABSCI)	Meeting space at the Collider	2014 - 2015	\$300,000	\$300,000	\$0	Effective January 15, 2015	July 1, 2015	Summer 2015	February 2016	n/a	n/a	March 2016 - Total payment \$300,000 pd.
Asheville Buncombe Youth Soccer Association (ABYSA)	JBL Soccer Complex Improvements	2015	\$1,100,000	\$899,522	\$0	Effective January 15, 2016	August 31, 2016	Summer 2016	November 2017	March 2018 - Total pymt \$899,522. pd Costs came in under budget, disbursement request is less than total award		

Asheville Downtown Association	Pack Square Park Canopy	2013	\$50,000	\$50,000	\$0	April 29, 2013	November 2014	July 2013	June 2014	request scheduled for June 2014 (one payment)	N/A	July 2014 - Total payment \$50,000. pd
Asheville Museum of Science (formerly Colburn Earth Science Museum)	Moving Science Education Into the Spotlight	2015	\$400,000	\$400,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	January 2017	Sept 2016 \$133,333 pd	October 2016 \$133,333. pd.	November 2016 \$133,333. pd
Black Mountain College Museum + Arts Center	Black Mountain College Museum + Arts Center on Pack Square	2017	\$200,000	\$200,000	\$0	Effective February 16, 2018	February 1, 2018	January 2018	November 2018	September 2018 - Total Payment \$200,000 paid		
Center for Craft	2018 Center for Craft (National Craft Innovation Hub)	2018	\$975,000	\$975,000	\$0	Effective January 15, 2019	April 1, 2019	April 1, 2019	January 1, 2020	1/3 complete August 2019 \$325,000 pd	2/3 complete October 2019 \$325,000 pd	Final disbursement paid December 2019 \$325,000 pd
City of Asheville	U.S. Cellular Center - Phase I renovations	2010	\$2,000,000	\$2,000,000	\$0	N/A	N/A	N/A	N/A	October 2011 \$1,750,000 pd	November 2012 \$150,000 pd	August 2013 \$100,000 pd
City of Asheville	U.S. Cellular Center - Phase II renovations	2012	\$1,375,000	\$1,375,000	\$0	July 31, 2012	January 31, 2014	April 2013	February 2014	1/3 complete August 2013 \$458,333 pd	2/3 complete	February 2014 \$916,667.67 pd
City of Asheville	U.S. Cellular Center - Phase III renovations	2013	\$800,000	\$800,000	\$0	April 11, 2013	October 11, 2014	Construction began March 2013	February 2014**	1/3 complete \$266,666	2/3 complete	August 2014 \$800,000 pd
City of Asheville/U.S. Cellular Center <sup>5</sup>	2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversion)	2016	\$1,500,000	\$1,500,000	\$0	Effective January 15, 2017	September 30, 2017	September 2017	January 31, 2020	1/3 complete	2/3 complete	Project is complete, \$1,500,000 paid September 2020
City of Asheville <sup>4</sup>	2015 City of Asheville (Riverfront Destination Development 2.0) - Amboy Crosswalk	2015	\$25,000	\$25,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	Done	Disbursement paid in full September 2019		
Enka Center	Ballfields	2014	\$2,000,000	\$2,000,000	\$0	Effective January 15, 2015	September 30, 2016	Fall 2016	June 30, 2018	January 2018 pd. \$666,667.	June 2018 pd. \$666,667.	Final disbursement paid August 2018
Friends of the Western North Carolina Nature Center	2015 Friends of the WNC Nature Center (WNC Nature Center Front Entrance)	2015	\$313,000	\$313,000	\$0	Effective January 15, 2016	February 28, 2017	February 2017	December 2018	December 2018 - Total pymt \$313,000. pd		
Highland Brewing Company	Property Development	2014	\$850,000	\$850,000	\$0	Effective January 15, 2015	March 1, 2015	Fall 2014	October 2016 <sup>4</sup>	October 2015 \$283,333. pd	February 2016 \$283,333. pd	July 2016 (3rd payment) \$230,333. pd November 2016 (4th payment) \$53,000 pd
LEAF Community Arts (LEAF)	2018 LEAF Community Arts (LEAF Global Arts Center)	2018	\$705,000	\$705,000	\$0	Effective January 15, 2019	June 30, 2019	June 30, 2019	February 29, 2020	30% upon completion of Phase I \$211,500 pd JAN 2020	March 2020 Total balance \$493,500. pd	
Montreat College	Pulliam Stadium-Phase II	2016	\$350,000	\$350,000	\$0	Effective January 15, 2017	May 31, 2017	February 2017	August 2017	One disbursement upon completion		May 2017
NC Dept. of Ag. & Consumer Services - WNC Farmers Market	2016 NC Dept. of Ag. & Consumer Services (WNC Farmers Market Retail Revitalization)	2016	\$380,000	\$380,000	\$0	Effective January 15, 2017	January 31, 2018	January 2018	March 2019	40% for Phase I Paid January 2019	37% upon completion of Phase II - Paid March 2019	23% upon completion of Phase II - Paid June 2019
Navitat Canopy Tours	New zipline attraction & welcome center	2012	\$500,000	\$500,000	\$0	August 15, 2012	February 15, 2014	July 2013	April 2014	August 2013 - 1st pymt \$68,485.88 pd		June 2014 - Final pymt \$32,884.22 pd
										October 2013 - 2nd pymt \$45,052.10 pd		
										November 2013 - 3rd pymt \$58,198.53 pd		
										December 2013 - 4th pymt \$46,034.30 pd		
										January 2014 - 5th pymt \$58,484.10 pd		
										February 2014 - 6th pymt \$42,345.44 pd		
										March 2014 - 7th pymt \$47,208.15 pd		
										April 2014 - 8th pymt \$54,069.80 pd		
										May 2014 - 9th pymt \$47,237.48 pd		
North Carolina Arboretum Society	2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	2018	\$905,000	\$905,000	\$0	Effective January 15, 2019	June 1, 2019	June 1, 2019	September 1, 2020	16.5% upon completion of Phase I, \$149,325 pd in October 2019	59.1% upon completion of Phase II, \$534,855. pd in August 2020	24.4% upon completion of Phase III paid November 2020 - project is complete
Orange Peel	Renovations/expansion	2009	\$300,000	\$50,000	\$0	N/A	N/A	N/A	N/A	February 2010 \$50,000 pd	Orange Peel submitted bank letter in May 2014 releasing BCTDA as guarantors of the expansion loan.	
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center)	2016	\$700,000	\$700,000	\$0	Effective January 15, 2017	June 2018	Spring 2018	September 2019	1/3 complete, October 2019 \$233,333 pd	2/3 complete, October 2019 \$233,333 pd	Final disbursement April 2020 \$233,333 pd
RiverLink	River Access at Pearson Bridge	2014	\$25,000	\$25,000	\$0	Effective January 15, 2015	June 1, 2015	Spring 2015	August 2015	n/a	n/a	August 2015 - Total payment \$25,000. pd
Smoky Mountain Adventure Center	New adventure center facility	2012	\$100,000	\$100,000	\$0	December 12, 2012	January 31, 2014	January 31, 2014	Summer/Fall 2015	At project launch December 2014 \$33,333 pd	1/2 complete February 2015 \$33,333 pd	Project completed December 2015 \$33,333. pd
UNC Asheville	Lights/Soccer & Baseball fields	2013	\$500,000	\$500,000	\$0	April 10, 2013	October 11, 2014	September 2013	January 2014	October 2013 \$166,498 pd	February 2014 \$166,498.34 pd	June 2014 \$167,003.32 pd
City of Asheville <sup>3</sup> - CANCELLED, Money reallocated to Riverfront Destination Development	French Broad River Greenway West Bank Connector	2016	\$700,000	\$0-	\$0-	Effective July 15, 2016	December 31, 2017	December 2017	November 2018	1/3 complete	2/3 complete	upon completion.