



# WELCOME!

The July 28, 2021 In-Person Meeting of the  
Buncombe County Tourism Development Authority  
will begin at 9:00 in the Explore Asheville Board Room  
27 College Place | Asheville, NC  
Also streamed live via Zoom Webinar

Explore **ASHEVILLE**



# CALL TO ORDER

**Chair Kathleen Mosher**

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



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

#### Board Meeting

Wednesday, July 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 <ul style="list-style-type: none"><li>a. Board Member Appointment Status</li><li>b. Festivals &amp; Cultural Events Support Fund</li><li>c. Upcoming Events</li><li>d. Other Updates</li></ul>	Vic Isley
9:40 a.m.	Group Sales Strategy <ul style="list-style-type: none"><li>a. Introduction</li><li>b. MDI Data Analysis</li><li>c. Economic Development Sectors</li><li>d. Deployment</li><li>e. Wrap Up</li></ul>	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 Jonna 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

# FOR OUR REMOTE VIEWERS

## Chair Kathleen Mosher

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

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

### Go to:

>AshevilleCVB.com

>About the Buncombe County TDA

> Find out about upcoming BCTDA meetings

Explore **ASHEVILLE**  
Convention & Visitors Bureau

About Buncombe County TDA Visitor Information Partner Login

What We Do ▾ Business Toolkit ▾ Research & Reports News & Events ▾ Community Programs ▾ COVID-19 Resources ▾ Contact Us ▾

### About the Buncombe County TDA

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

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

- [Meet the members of the Buncombe County TDA Board >>](#)
- [Find out about upcoming BCTDA meetings >>](#)
- [Review past BCTDA meeting minutes & documents >>](#)

**What does the Buncombe County TDA do?**

The BCTDA oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit here. In 2019, these efforts attracted 4.2 million overnight visitors, providing a base of customers that spent \$2.2 billion at local businesses and generated a total \$3.3 billion economic impact for the community.

### Quick Links

- » Share Your Feedback
- » Contact Us
- » Extranet Login
- » Request an Account

### Upcoming Events

One-on-One Wednesdays with Explore Asheville  
Wednesday, April 28

Buncombe County TDA Board Meeting – April 2021  
Wednesday, April 28, 9:00 am - 10:25 am

One-on-One Wednesdays with Explore Asheville

# WELCOME BOARD & GUESTS

## **Chair Kathleen Mosher**

- Welcome board members and guests who are in attendance!
- Let's make introductions around the room – share your first and last name and organization, please.

# THANKS TO HIMANSHU KARVIR

**Vic Isley**

Thanks to Outgoing BCTDA  
Chairman Himanshu Karvir

Himanshu will remain on the board through August 31, 2021,  
completing his second 3-year term.



# WELCOME KATHLEEN MOSHER

**Vic Isley**

Welcome  
Incoming BCTDA Chair  
Kathleen Mosher



# MINUTES

**Chair Kathleen Mosher**

## **June 30, 2021 Regular BCTDA Meeting Minutes**

- Questions/Comments/Corrections
- Motion to Approve
- Motion Second
- Discussion
- Vote

Explore **ASHEVILLE**  
Buncombe County Tourism Development Authority

Buncombe County Tourism Development Authority  
A Joint Meeting of the Public Authority and Nonprofit Corporation  
Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

### **Virtual Board Meeting Minutes** Wednesday, June 30, 2021

<b>Present (Voting):</b>	Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Andrew Celwyn, Brenda Durden, John Luckett, John McKibbin, Kathleen Mosher, James Poole
<b>Absent (Voting):</b>	None
<b>Present (Ex-Officio):</b>	Asheville City Councilmember Sandra Kilgore None
<b>Absent (Ex-Officio):</b>	Buncombe County Commissioner Robert Pressley
<b>CVB Staff:</b>	Victoria Isley, Marla Tambellini, Marshall Hilliard, Pat Kappes, Jennifer Kass-Green, Jonna Sampson, Daniel Bradley
<b>BC Finance:</b>	Don Warn, Buncombe County/BCTDA Fiscal Agent
<b>Legal Counsel:</b>	Sabrina Rockoff, McGuire, Wood & Bissette
<b>Online Attendees:</b>	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.



# REVISED RULES OF DECORUM, PROCESSES AND PROTOCOLS FOR PUBLIC COMMENTS



## 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.exploreasheville.com/Agenda) 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.





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# PUBLIC COMMENT PROTOCOLS

- Questions/Comments

- Suggested Motion:

Motion to adopt the Revised Rules of Decorum, Processes and Protocols for Public Comments during Regular Monthly BCTDA Meetings as presented.

- Motion Second

- Discussion

- Vote



# FINANCIAL REPORTS

**Jennifer Kass-Green**

**Explore Asheville Director of Finance**

Presentation of the June 2021 Preliminary Financial Reports

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY**  
*Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance*  
*Operating Fund, Budget and Actual*  
**PRELIMINARY June 30, 2021**

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year 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.

# PG 2

## 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	-
<b>Total product development projects</b>	<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>
 <b>Total product development fund</b>	 <u><u>\$ 18,438,000</u></u>	 <u><u>\$ 4,185,911</u></u>	 <u><u>\$ 14,252,089</u></u>	 <u><u>22.7%</u></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)		
<b>Current Product Development Amount Available</b>		<u><u>\$ 5,608,711</u></u>		

## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Monthly Balance Sheet

### Governmental Funds

PRELIMINARY June 30, 2021

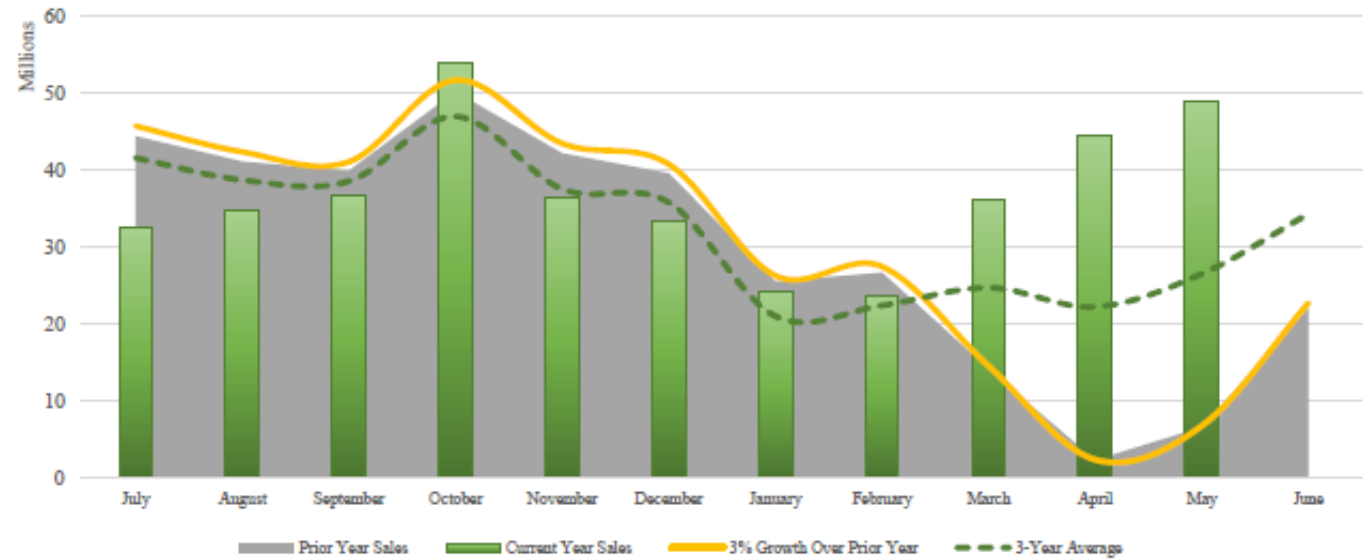
	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 17,965,376	\$ 19,860,800	\$ 37,826,175
Receivables	-	-	-
Total current assets	<u>\$ 17,965,376</u>	<u>\$ 19,860,800</u>	<u>37,826,175</u>
<b>Liabilities:</b>			
Current liabilities:			-
Accounts 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>
<b>Total liabilities and fund balances</b>	<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>

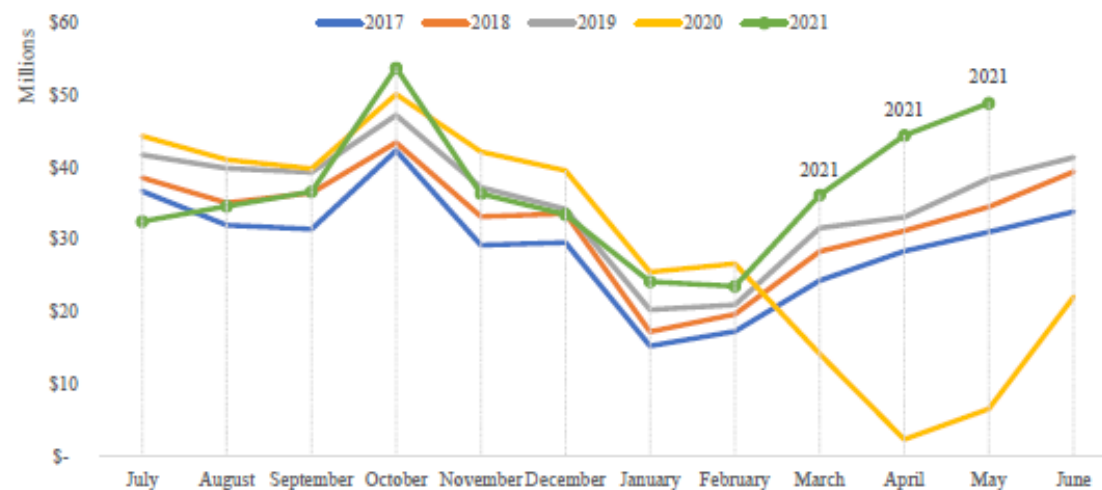


## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### 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	17,323,580	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	31,240,983	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	-
<b>Total lodging sales</b>	<b>\$ 351,962,319</b>	<b>\$ 391,096,506</b>	<b>\$ 425,752,967</b>	<b>\$ 354,904,866</b>	<b>\$ 404,907,009</b>

# PG 7

## 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	\$ 240,577,168	\$ 261,801,781			\$ 152,156,982	\$ 82,193,662			\$ 12,172,859	\$ 10,909,423			\$ 404,907,009	\$ 354,904,866		

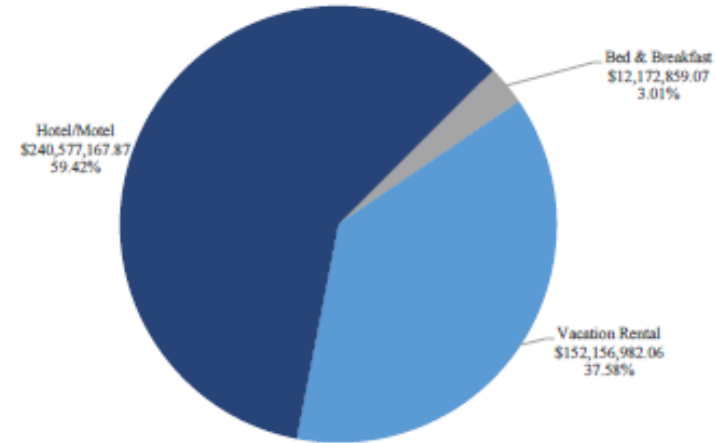
## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

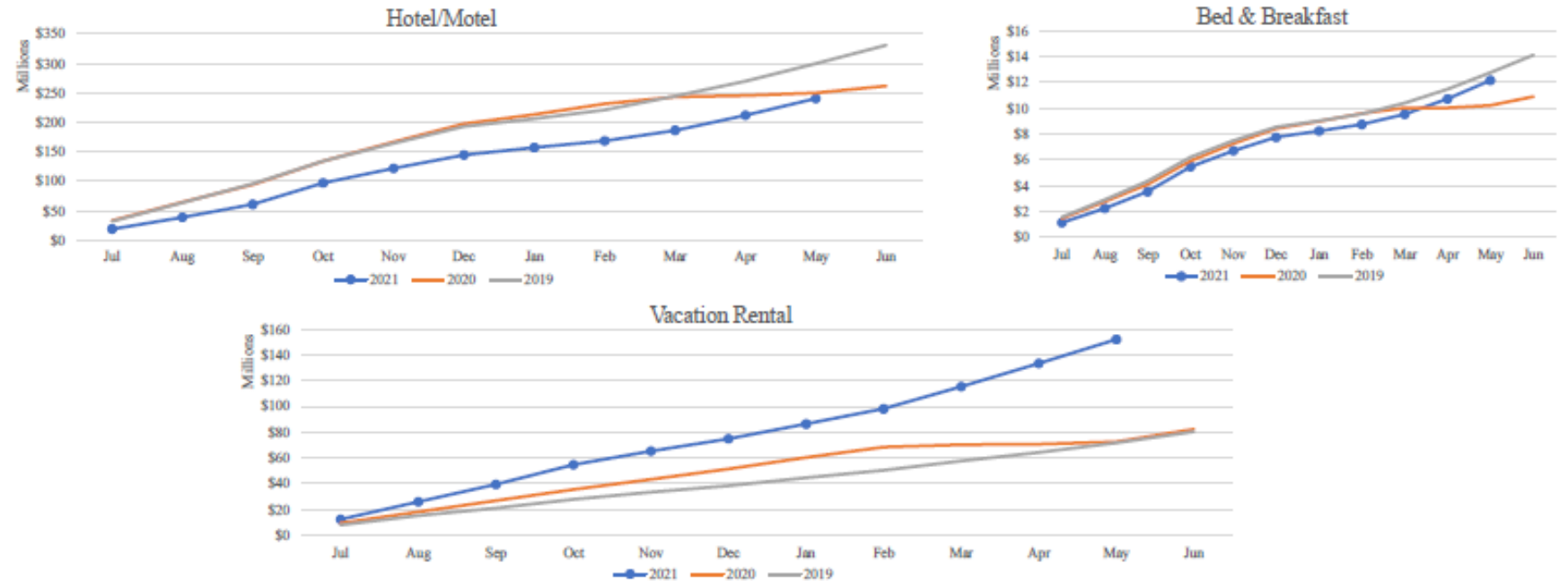
Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 2021

Total Lodging Sales by Type, Year-to-Date



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





# FINANCIAL REPORTS

- Questions/Comments

- Suggested Motion:

Motion to approve the Preliminary June 2021 Financial Reports as presented.

- Motion Second

- Discussion

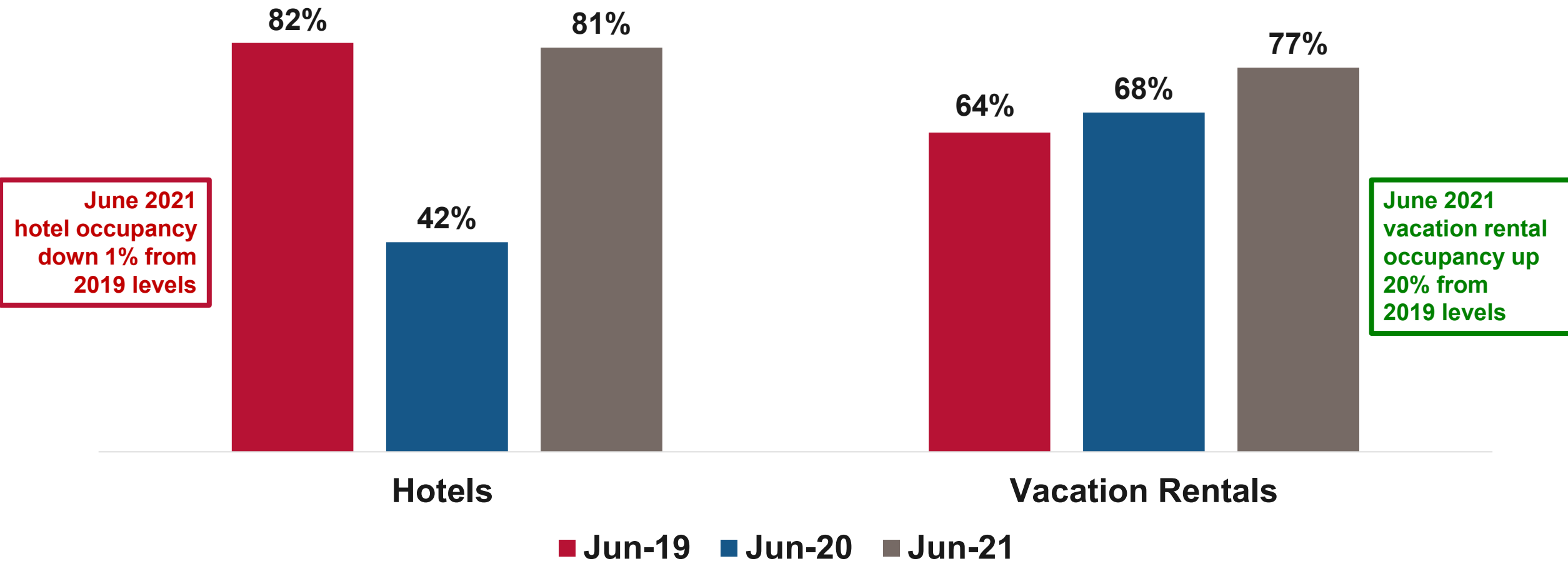
- Vote

# PRESIDENT & CEO REPORT

VIC ISLEY  
PRESIDENT & CEO

Explore **ASHEVILLE**

# JUNE LODGING OCCUPANCY







# BOARD MEMBER APPOINTMENTS



# BOARD MEMBERS COUNTY APPOINTMENTS

Board Member	Representation	Term Expiration
Gary Froeba	Lodging 101+ Rooms	8/31/21*
John McKibbon	Lodging <101 Rooms	8/31/21*

\* Or until someone is appointed to replace the position

- Applications close July 30
- Discussion/interviews scheduled August 24

# BOARD MEMBERS

## CITY APPOINTMENTS

Board Member	Representation	Term Expiration
Himanshu Karvir	Lodging 101+ Rooms	8/31/21*
John Luckett	Lodging 101+ Rooms	8/31/21*
James Poole	Lodging <100 Rooms	8/31/22 Resigned July 2021

\* Or until someone is appointed to replace the position

- Applications are currently open and will close on August 9 for three positions:
  - Two (2) seats - Lodging 101+ Rooms
  - One (1) seat - Lodging <101 Rooms
- Interviews will be scheduled September 14 followed by appointments that day



# EARNED REVENUE PLAN

# FESTIVAL & CULTURAL EVENTS GRANT PROGRAM

- Grant cycle held annually. The 2021 grant application process is valid for festivals and cultural events occurring in the calendar year 2022.
- Applications assessed by a F&CE Grant Committee, which will be comprised of five (5) members including one (1) BCTDA board member. Committee will make recommendations to BCTDA board for final approval.
- Proposed timeline: Applications due September 29, 2021, and awards will be presented for approval at the October 27, 2021, BCTDA board meeting.
- Grants range from \$1,000 to \$5,000. (Funding level not exceed 50% total event budget)
- The number of grant awards is limited by available funds. Available funds will vary from year-to-year and do not have to be fully appropriated.
- Funds are disbursed as a reimbursement/after event takes place.



# SPONSORSHIP FUNDING

- Requests reviewed on a quarterly basis (Proposed August 15, November 15, February 15, and May 15)
- Funding determined and notifications sent within two weeks following review date.
- VP of Community Engagement to collect, review and make recommendations for President & CEO.
- Funding awarded at the discretion of EA's President & CEO.
- Sponsorships range from \$500 to \$10,000.
- Funds are disbursed immediately upon approval.

# UPCOMING EVENT



Webinar:

Responsible Travel & Sustainability in  
Tourism



- Tuesday, August 3
- 10:00 – 11:15 a.m.
- Online/Virtual

Register: [AshevilleCVB.com](https://AshevilleCVB.com)

# UPCOMING EVENT



## Summer Social & Sustainability Resource Fair



- Tuesday, August 3
- 4:00 – 6:00 p.m.
- Highland Brewing Company

Register: [AshevilleCVB.com](https://AshevilleCVB.com)



- 
- **CVB Staff Recap**
  - **Destination Dashboard**
  - **Quick List**
  - **Questions?**

Explore **ASHEVILLE**



# GROUP SALES STRATEGY

**VIC ISLEY** | EXPLORE ASHEVILLE

**COLLEEN SWANSON** | MEETINGS DATABASE INSTITUTE

**CLARK DUNCAN** | ECONOMIC DEVELOPMENT COALITION OF  
ASHEVILLE-BUNCOMBE COUNTY

**MARSHALL HILLIARD** | EXPLORE ASHEVILLE

Explore **ASHEVILLE**





# INTRODUCTION

## VIC ISLEY, EXPLORE ASHEVILLE

# EXPLORE ASHEVILLE'S STRATEGIC IMPERATIVES



## **Deliver Balanced Recovery & Sustainable Growth**

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



## **Engage & Invite More Diverse Audiences**

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

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



## **Encourage Safe & Responsible Travel**

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



## **Promote & Support Asheville's Creative Spirit**

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

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

# GROUP SALES STRATEGY STRATEGIC IMPERATIVES

- **Deliver Balanced Recovery & Sustainable Growth**
  - Accelerate proactive sales efforts to increase net new business to the destination
  - Create local referral group of influencers in economic development sectors and community assets
  - Deploy sales team in alignment with broader economic development sectors
  - Drive revenue in need periods through updated group sales strategy
- **Encourage Safe & Responsible Travel**
  - Identify, qualify and engage purpose-driven companies to choose Asheville for meetings and events
- **Engage & Invite More Diverse Audiences**
  - Increase outreach in recruiting DEI meetings and events
- **Promote & Support Asheville's Creative Spirit**
  - Actively promote our creative community and resources to groups and events

# GROUP PRODUCTION HISTORY

	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20*	FY 20-21*
<b>Roomnight Goal</b>	60,900	61,000	72,000	77,200	80,000	82,400	23,565
<b>Roomnights Booked</b>	60,906	64,965	74,797	82,415	80,314	62,983	25,568
<b>Sales Leads Issued</b>	727	782	787	797	987	889	503
<b>Lead Roomnights</b>	172,604	202,486	209,942	188,830	221,855	217,863	116,483
<b>Definite Bookings</b>	379	392	376	412	530	447	214
<b>Canceled Leads</b>	2	2	2	0	3	101	117
<b>Canceled Roomnights</b>	82	63	55	0	2,101	38,835	13,433

\*Pandemic Period beginning 3/20



# CRM ANALYSIS COLLEEN SWANSON, MDI

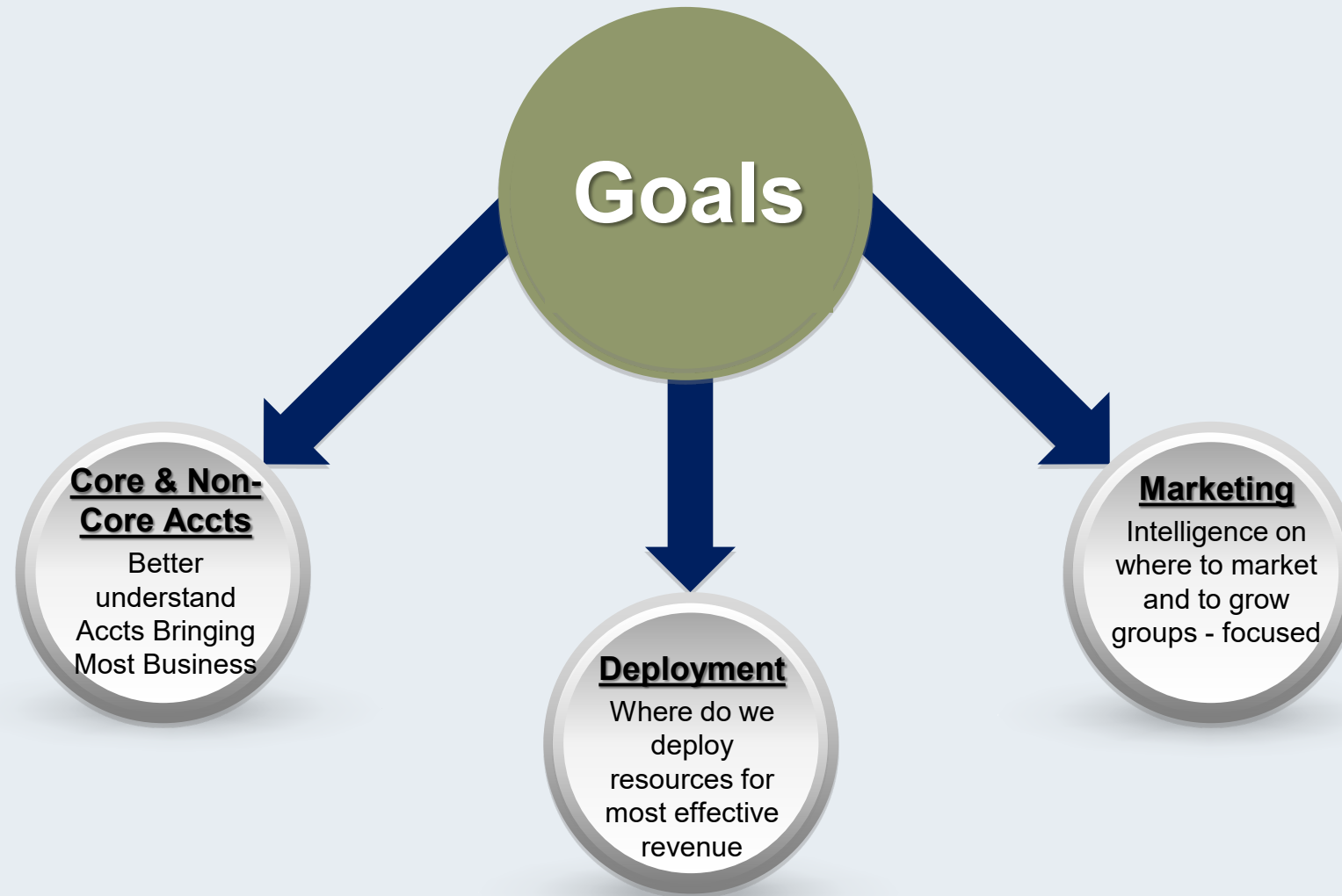


# MEETINGS DATABASE INSTITUTE

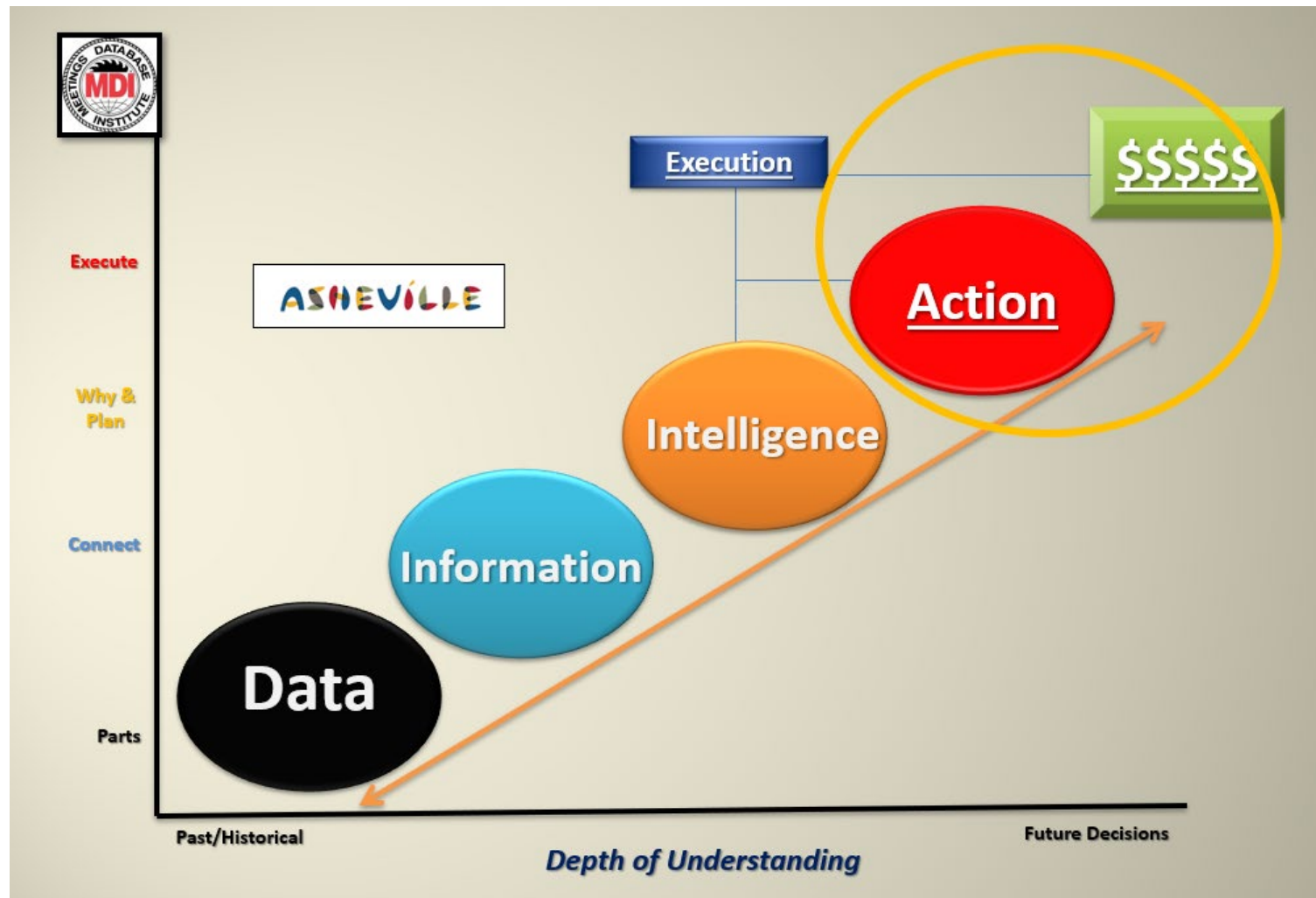


- Founded in 1994
- *A strategic* data management and solutions firm, specializing in the hospitality and meetings marketplace.
- Integrity, Intelligence and Impact
- Analyzed and Managed over 4 Million Accounts
- \$35+ Billion Room Revenue
- 200 Million+ Roomnights
- Provide a clear roadmap of **actionable**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

# ANALYSIS GOALS



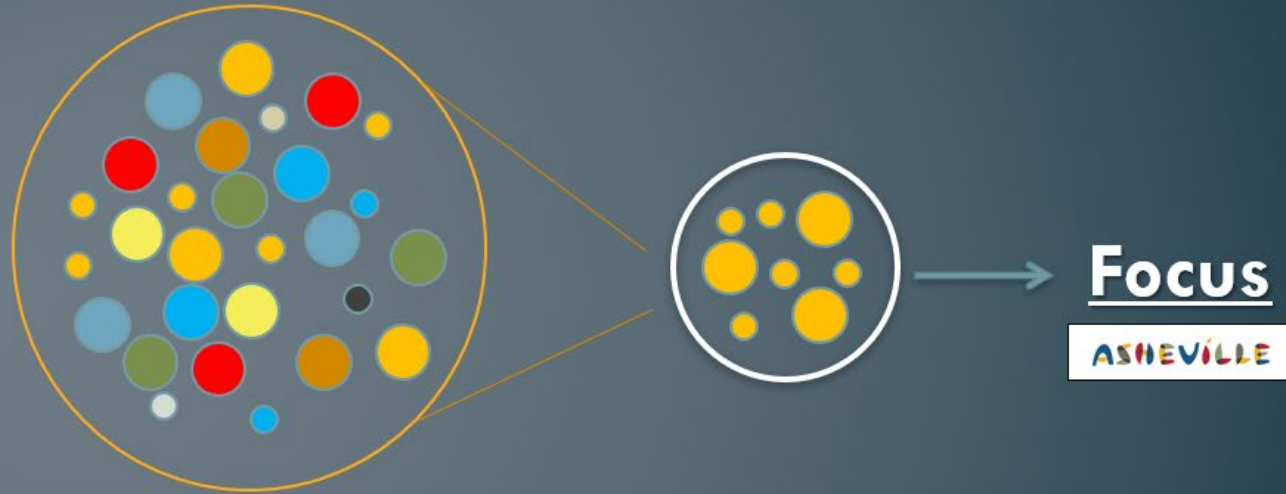
# DATA PATH TO SUCCESS



# CLUTTER TO CLEAR



## *Clutter to Clear*



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

confidential

# ANALYSIS APPROACH

## **Segmentation of 2017+ Leads Generated (excluded weddings and family reunions)**

Segmentation #1 = Overall (Sports, Associations, Corporate, SMERF, Government)

Segmentation #2 = Corporate ONLY

Segmentation #3 = Association ONLY

Segmentation #4 = Sports ONLY

## **Key Performance Indicators Analyzed:**

- Feeder States
- Segments and Industries
- Business Sources
- Types of Opportunities
- Peak Room Ranges
- Roomnight Ranges
- Lead Created Months
- Arrival Months
- Arrival Day of Week
- Lead-time: Created to Arrival
- Lost Reason and Lost To City

## **Types of Analysis:**

Roomnight Production - Definites

# of Events - Definites

Conversion Rates – Leads Created

Turned Definite

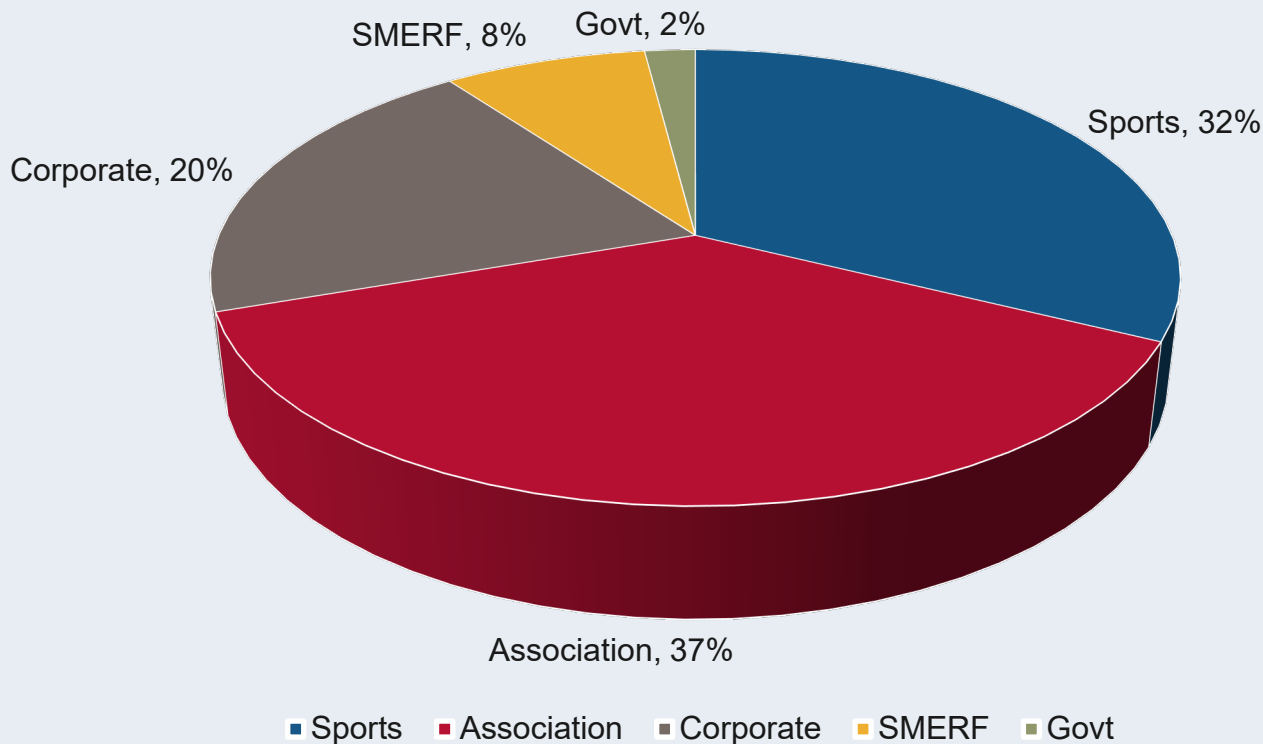
Year over Year Trending – Leads Created

Turned Definite



# SEGMENTS

% of Roomnights Definite

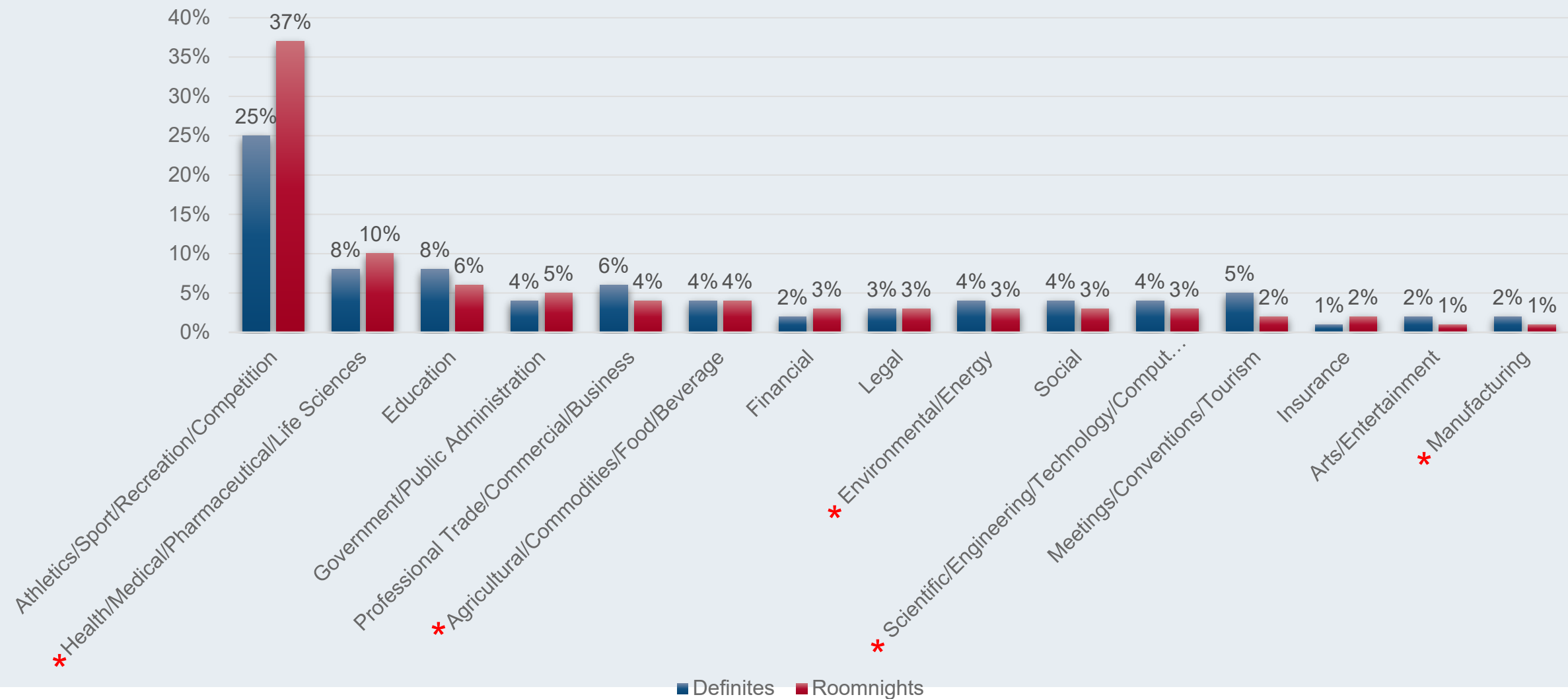


% of Definites (# of Events)

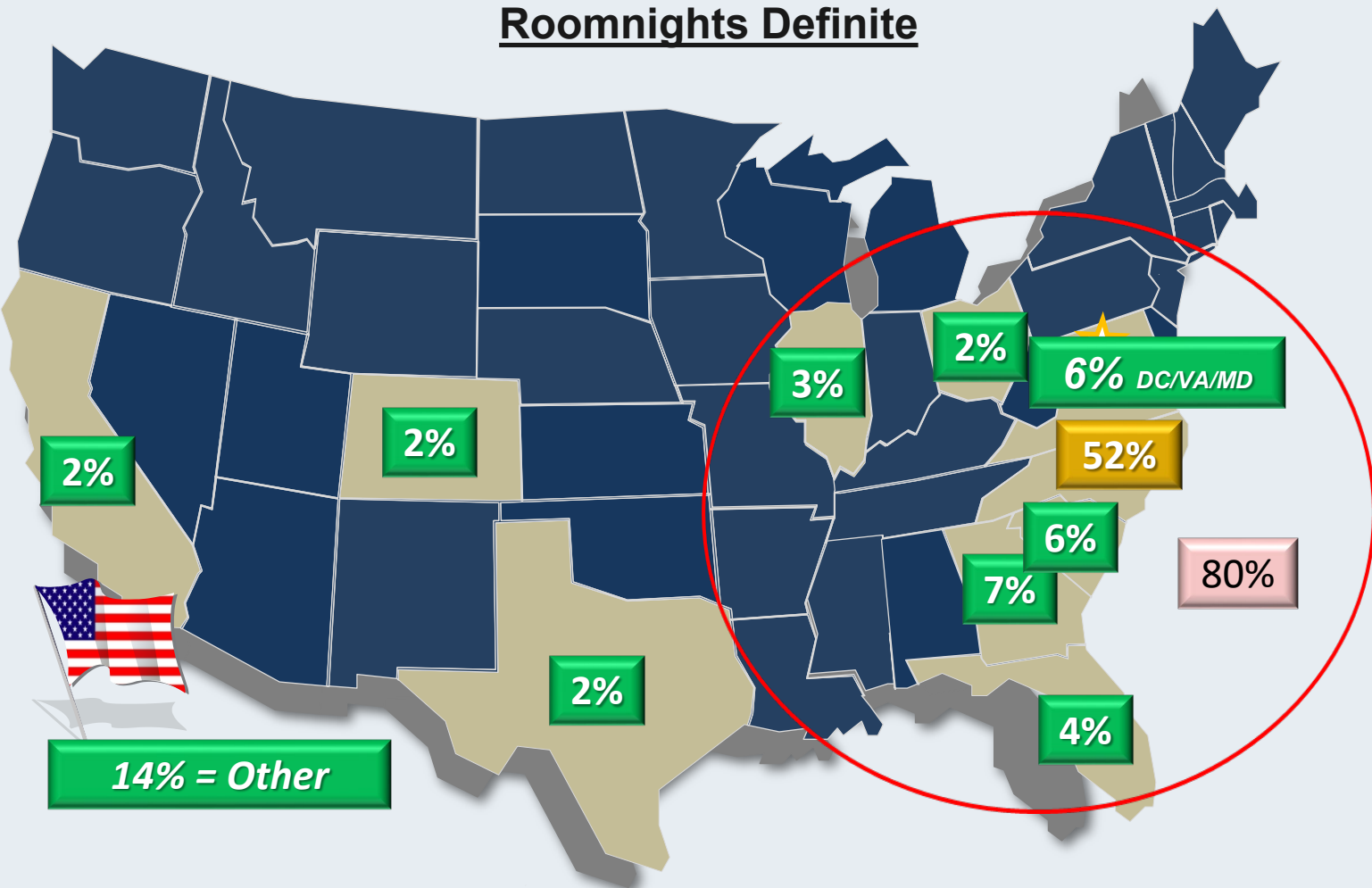
- Associations: 31%
- Sports/Athletics: 24%
- Corporate: 30%
- SMERF: 12%
- Government: 2%

Conversions- Segments (Lead Level)	Definites Conversions	Roomnights Definite Conversions
Association	32%	21%
Sports/Athletics/Competitions	64%	46%
Corporate	27%	12%
Social, Military, Education, Religious, Fraternal	37%	14%
Government	34%	22%

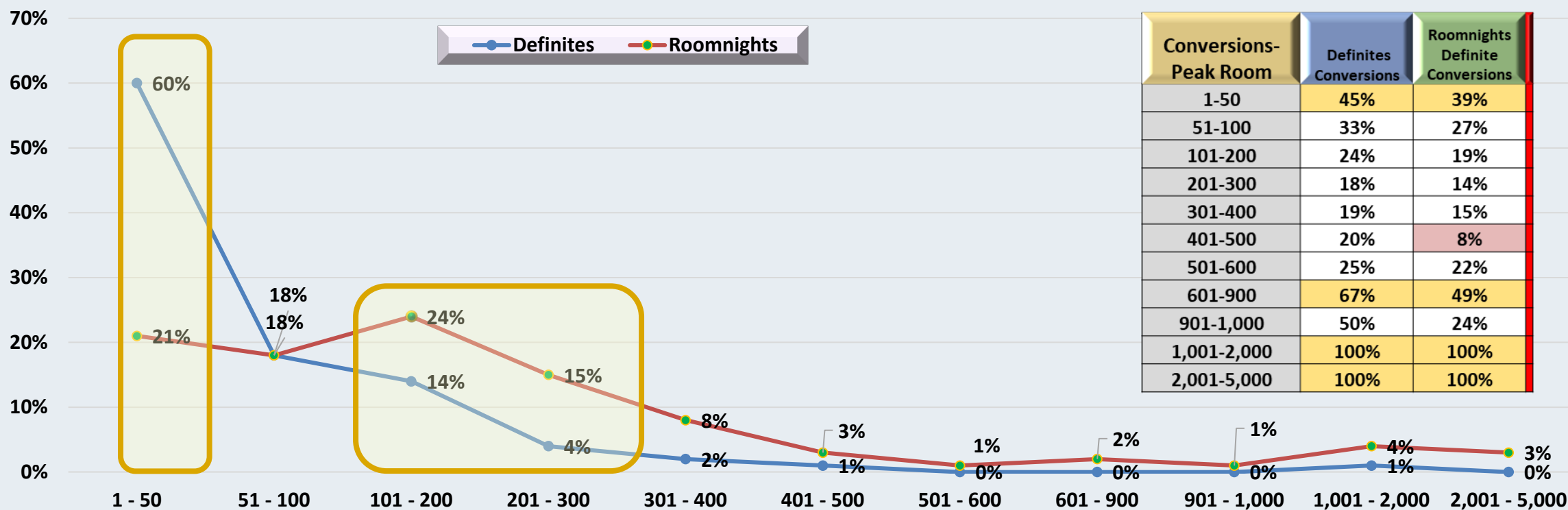
# INDUSTRIES



# ACCOUNT FEEDERS

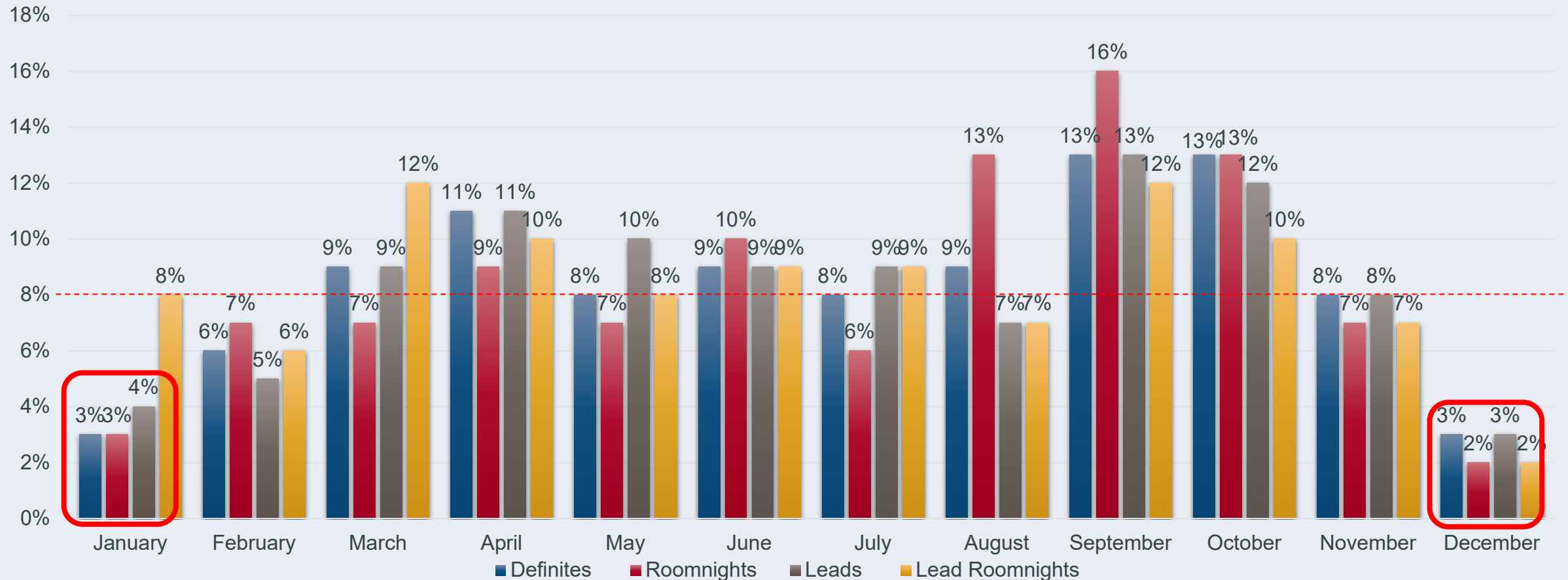


# PEAK ROOMS



Conversions-Peak Room	Definites Conversions	Roomnights Definite Conversions
1-50	45%	39%
51-100	33%	27%
101-200	24%	19%
201-300	18%	14%
301-400	19%	15%
401-500	20%	8%
501-600	25%	22%
601-900	67%	49%
901-1,000	50%	24%
1,001-2,000	100%	100%
2,001-5,000	100%	100%

# ARRIVAL MONTHS

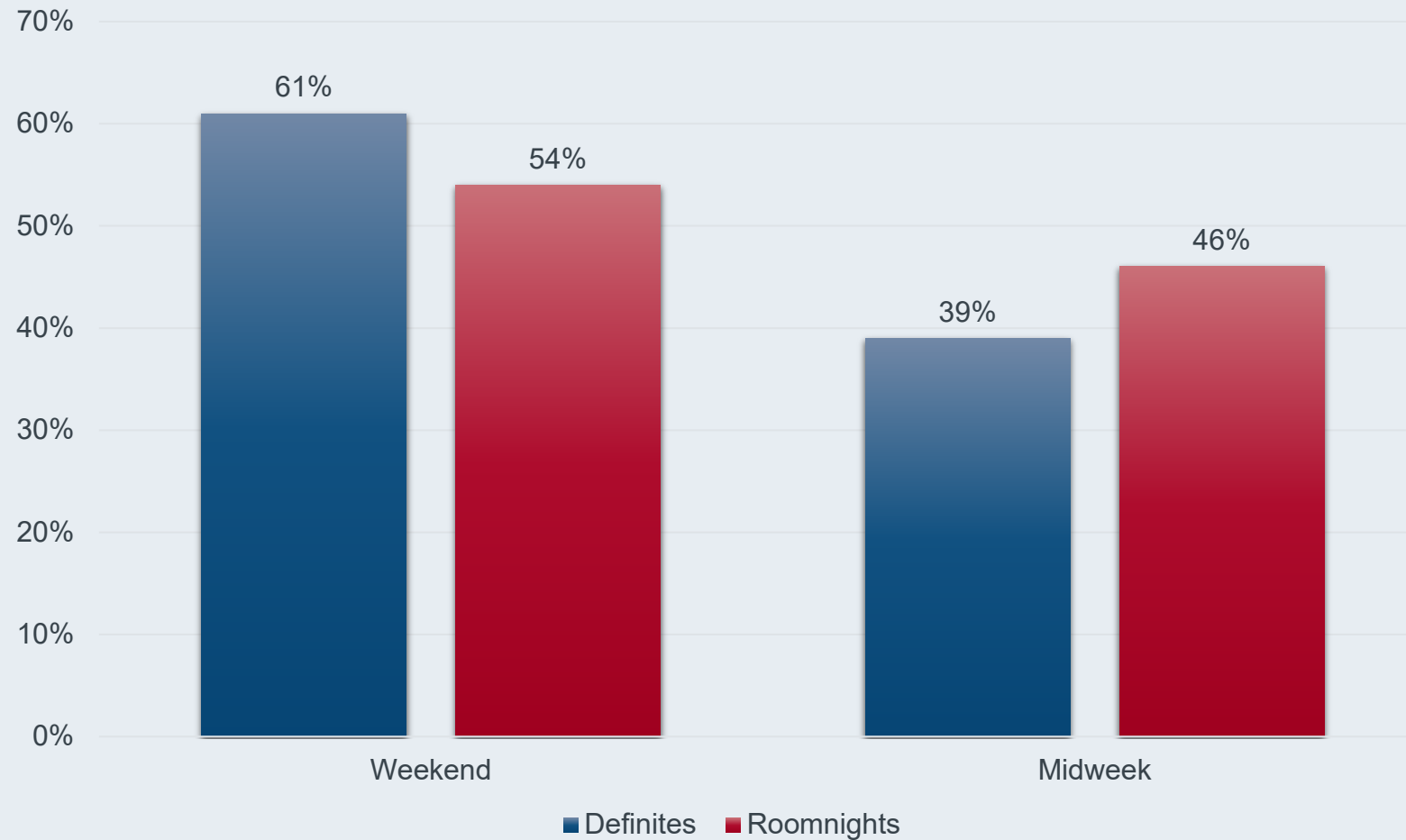


Jan. Conversions	Feb. Conversions	Mar. Conversions	Apr. Conversions	May Conversions	Jun. Conversions	Jul. Conversions	Aug. Conversions	Sep. Conversions	Oct. Conversions	Nov. Conversions	Dec. Conversions
Definites = 30%	Definites = 36%	Definites = 34%	Definites = 36%	Definites = 29%	Definites = 35%	Definites = 31%	Definites = 42%	Definites = 34%	Definites = 37%	Definites = 39%	Definites = 43%
Roomnights = 7%	Roomnights = 26%	Roomnights = 12%	Roomnights = 17%	Roomnights = 18%	Roomnights = 23%	Roomnights = 13%	Roomnights = 40%	Roomnights = 29%	Roomnights = 27%	Roomnights = 20%	Roomnights = 18%

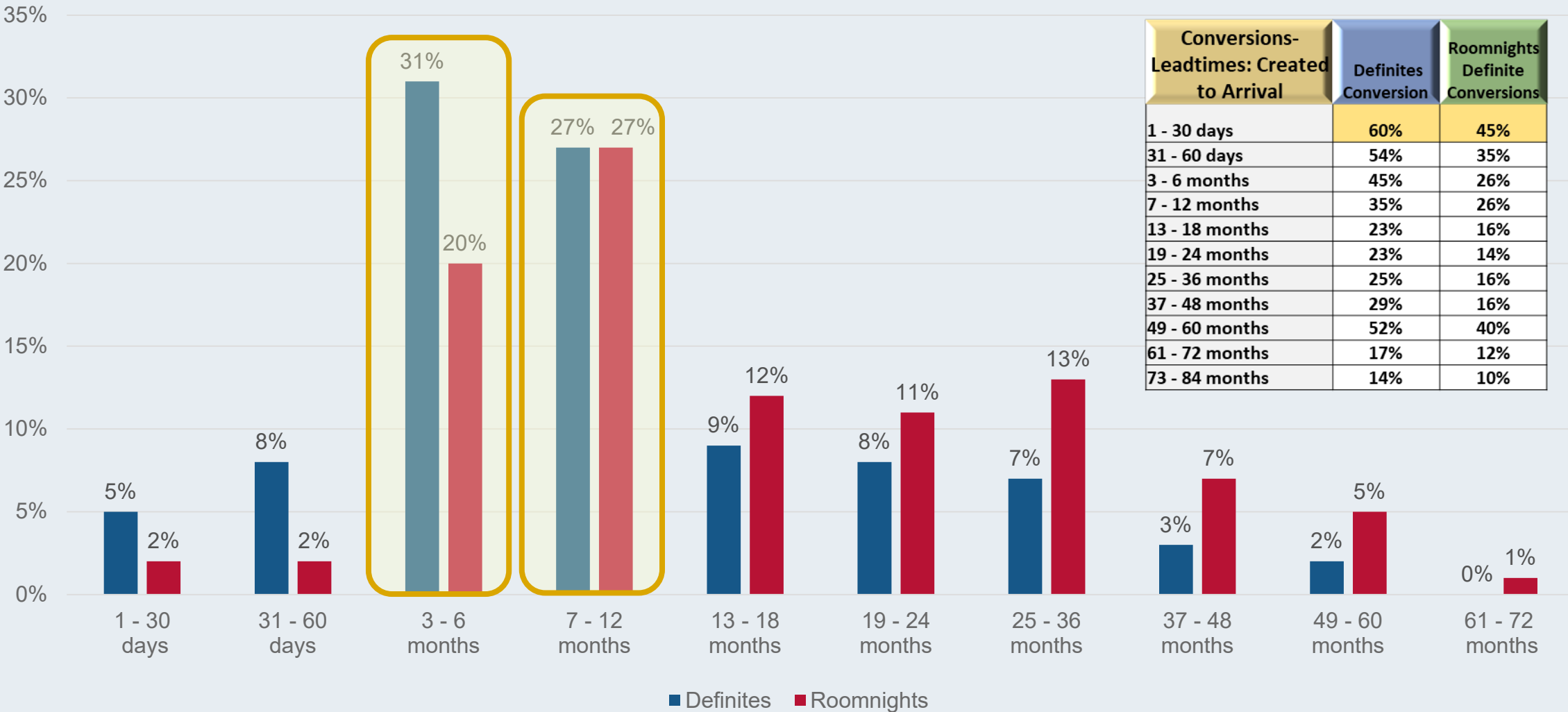


2017+ Leads Created that have turned definite  
*Including Weddings*

# WEEKEND / MIDWEEK



# LEAD-TIME CREATED TO ARRIVAL



# RFR SCORING

*RFR is designed to gain a greater understanding of your customers (definites) based on logic reasoning and empirical evidence of customer behavior across a 3-dimentional value set.*

- **R = Recency** – When did they last buy from you.
- **F = Frequency** – How often do they buy from you.
- **R = Roomnights** – How many roomnights did they bring to your property or destination – Lifetime Value (LTV).

- Each category is rated between 5 (highest) to 1 (lowest).
- Based on these *combined* variables , we can determine which accounts warrant your time and energy for pursuit.
  - 13-15 = Highest Lifetime Value
  - 10-12 = 2<sup>nd</sup> Highest Lifetime Value
  - 7-9 = 2<sup>nd</sup> Lowest Lifetime Value
  - 3-6 = Lowest Lifetime Value

# BUCKETS - PRIORITIZE

## Asheville Bucket Criteria

Bucket	Criteria
Pursue Aggressively	2015+ - account and/or 2017+ lead edited, astatus = DEF (AND)
	13-15 RFR (OR)
	Pareto - top 20% Roomnight producing groups (OR)
	101+ Peak (OR)
	51+ Peak December, January, February, March (OR)
	51+ Peak April thru November and peak night = midweek (OR)
	51+ Peak - Top Markets
Develop Aggressively	2015+ - account and/or 2017+ lead edited (AND)
	10-12 RFR (OR)
	101+ Peak (OR)
	51+ Peak and December, January, February, March (OR)
	51+ Peak and April thru November and peak night = midweek (OR)
	51+ Peak and Top Markets
Maintain	2015+ - account and/or 2017+ lead edited (AND)
	7+ RFR
	25+ peak
Low Touch	Remaining

industries
Advertising/Publishing/Media
Athletics/Sports/Recreation
Education
Environmental/Energy
Government/Public Administration
Health/Medical
Insurance
Manufacturing
Pharmaceutical
Professional Trade/Commercial/Business
Scientific/Engineering
Technology/Computers

**Pursue Aggressively:** top performing customers based on data variables that drive success to your destination.

**Develop:** accounts that have leads matching your top performing customers. These accounts should be targeted for development.

**Maintain:** lower performing accounts that do not necessarily merit sales resources as a priority.

**Marketing Only/Low Touch:** lowest performing accounts and account with no lead productivity.

**Pursue Aggressively**

**and**

**Develop Bucket:**

**10% of Accounts**

**92% of Definite Roomnights**

**94% of Lead Roomnights**



# DATA TO ACTION

**Industries** – Enhanced Key Business with specific Industries for understanding and targeting

**Account Listing** Enhanced and Prioritized for Proactive Targeting:

- Overall Lead and Turned Definite Production - # of Events and Roomnights
- Sourcing Timeframes – Monthly and Quarterly
- RFR Scores (3-15) and each category detail
- Months Meetings are held - # of Events each month
- Peak Room Size Categories
- Average Size of Leads
- Segments
- Industries
- Midweek Business Flag
- Account Conversion Rates
- Profile Detail

**Deployment** – Key Industries – Year over Year Analysis

**Chicago Targets** - Luncheon

**Need Periods Targets** – 1<sup>st</sup> Quarter and Midweek April

# THANK YOU!



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

2800 S. River Road, Chicago, IL. 60018  
(847) 803-6341



# ECONOMIC DEVELOPMENT SECTORS

## CLARK DUNCAN, EDC

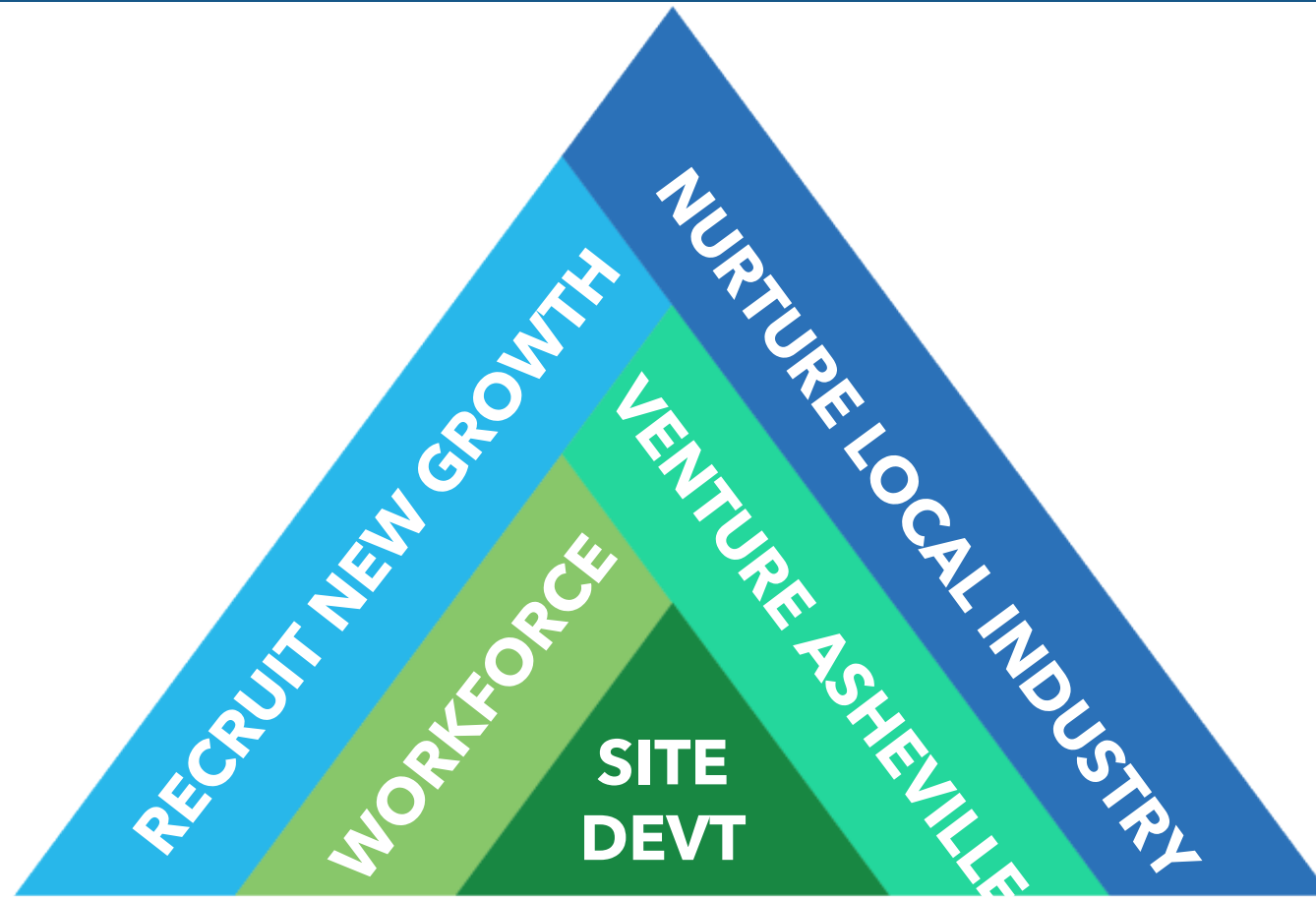
# EDC & EXPLORE ASHEVILLE PARTNERSHIP



CLARK DUNCAN, EXECUTIVE DIRECTOR








# THE AVL 5X5 2025 - 5 STRATEGIES



**AVL 5X5**  
2025

# THE AVL 5X5 2025

## 5 TARGET INDUSTRIES

TARGET	2018 JOBS	2013-2018 % CHANGE	AVERAGE EARNINGS	WORKFORCE STRENGTH	NUMBER OF BUSINESSES
ADVANCED MFG	18,088	 25	\$68K	38x avg	321
LIFE SCIENCES	645	 71	\$64K	2x avg	13
CLIMATE & ENVIRONMENT	1,171	 22	\$73K	3x avg	385
OUTDOOR PRODUCTS	624	 3	\$57K	18x avg	21
OFFICE & TECHNOLOGY	11,708	 15	\$73K	5x avg	2,592

# THE AVL 5X5 2025 PROMOTING CLUSTER GROWTH

ELECTRONICS, TECH &  
COMMUNICATIONS



## ADVANCED MANUFACTURING

FOOD & BEVERAGE



PURE YEAST &  
FERMENTATION



AUTOMOTIVE &  
AEROSPACE



# THE AVL 5X5 2025 PROMOTING CLUSTER GROWTH

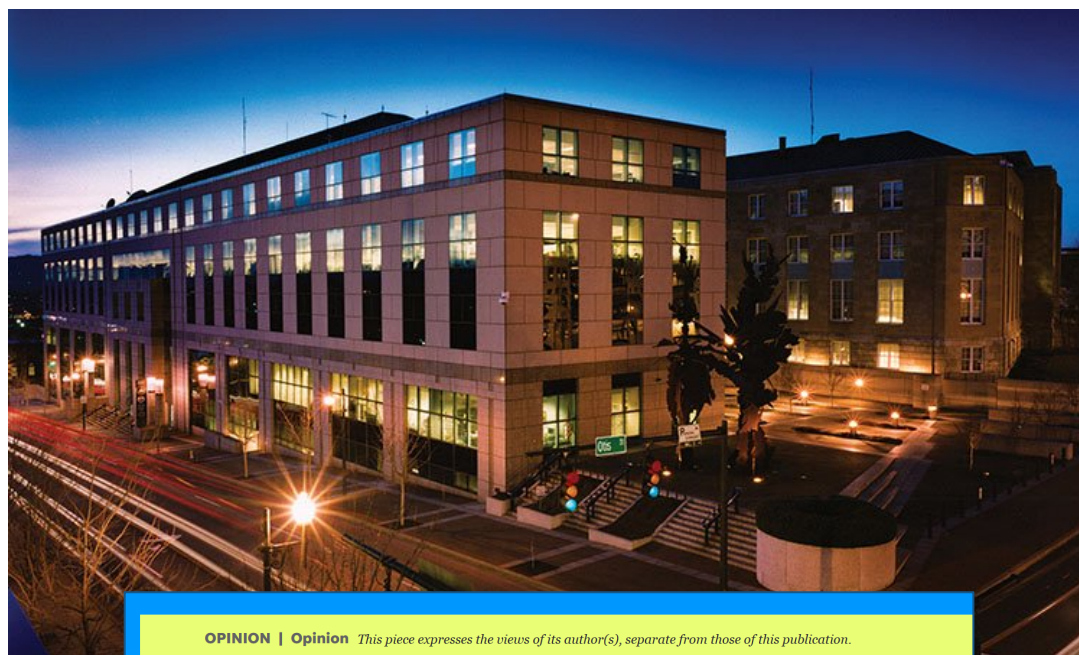
## LIFE SCIENCES



# THE AVL 5X5 2025 PROMOTING CLUSTER GROWTH



## CLIMATE & ENVIRONMENTAL TECH



OPINION | Opinion This piece expresses the views of its author(s), separate from those of this publication.

**Our view: Asheville continues rise as climate science powerhouse**

Published 11:38 a.m. ET Jul 14, 2016



**National Centers for  
Environmental  
Information**



# THE AVL 5X5 2025 PROMOTING CLUSTER GROWTH



## OUTDOOR PRODUCTS & RECREATION TECH



# THE AVL 5X5 2025 PROMOTING CLUSTER GROWTH

## OFFICE & TECHNOLOGY *THE PURPOSE DRIVEN COMPANY*





DEPLOYMENT  
MARSHALL HILLIARD, EXPLORE ASHEVILLE

# GUIDING PRINCIPLES FOR SALES

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



# ECONOMIC DEVELOPMENT SECTORS

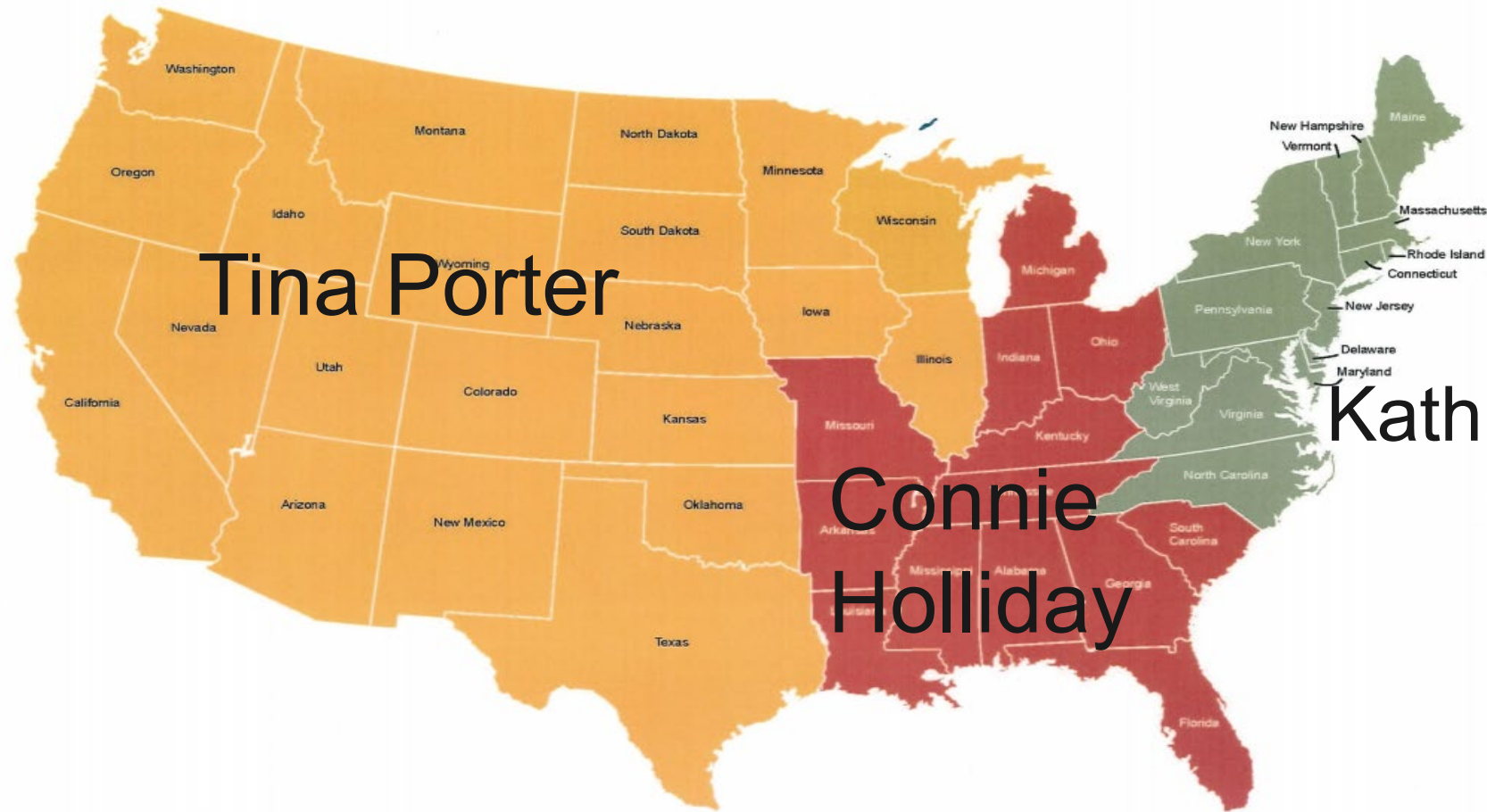
- Advanced Manufacturing
- Life Sciences
- Climate Technology and Environment
- Outdoor Products and Industries
- Technology



# STRATEGIC PILLARS & COMMUNITY ASSETS

- Diversity, Equity, Inclusion
- Culinary, Food and Beverage
- Music Industries
- Wellness
- Adventure Travel

# HISTORICAL GEOGRAPHY



Tina Porter

Connie  
Holliday

Kathryn Dewey

# DEPLOYMENT

- Life Sciences / Medical / Pharmaceutical
  - 11% of 4-year lead average
  - Majority volume NC, PA, NJ, DC
- Climate and Environmental
  - 3% of 4-year lead average
  - Majority Volume NC



**Kathryn Dewey**

# DEPLOYMENT

- Technology
  - 4% of 4-year lead average
  - Majority volume FL, SC, TN
- Manufacturing
  - 3% of 4-year lead average
  - Majority Volume SC, GA
- Food and Beverage
  - 5% 4-year lead average
  - Majority volume GA, FL
- Diversity, Equity, Inclusion



**Connie Holliday**

# DEPLOYMENT

- Sports
  - 14% of 4-year lead average
- Health and Wellness
- Outdoor Products and Industries

**Tina Porter**





# DEPLOYMENT

- Adventure Travel
- Weddings
- Group Tour
- Reunions
- SMERF (rooms only 20 peak and under)



**Beth McKinney**

# DEPLOYMENT

- Major 3<sup>rd</sup> Parties – Relationships
  - (Conference Direct. Helms Briscoe. HPN)
- Music Industry Related Events
- Events requiring major investments from Explore Asheville & Community

**Marshall Hilliard**

# OUTDOOR RETAILER SHOW

Outdoor Retailer Show – Denver, CO (August 10-12, 2021)

Attendee List and Exhibitor List – Targets

352 Exhibitors

2,000+ Attendees – includes state in list supplied by show

**Strategy/Execution:** Target Key Feeder States: NC, SC, GA, FL, TN, DC/VA, IL, OH, TX, CA, CO

Conducting internet research against the Exhibitor and Attendee list as well as proactive prospecting against a number of companies that matched a data cross-check against MDI data sources.

To date we have Identified about a dozen companies that show they hold meetings and should be targeted at show.

Using QR Code technology to build a contact list from exhibitors.

Geo-fencing marketing; Asheville messaging on the devices of those in attendance.

# LOCAL INFLUENCER INITIATIVE

Group of local leaders in the economic development and community asset sectors

Convening initially this Fall

*Strategy/Execution:* Seek the assistance of local leaders to encourage the solicitation of meetings in their hometown. Educate on the resources available to recruit meetings.

Currently developing a list of influencers in each sector.

Next steps are to find a suitable date and venue followed by save the date and invitations.

# GROUP SALES STRATEGY QUESTIONS

**VIC ISLEY** | EXPLORE ASHEVILLE

**COLLEEN SWANSON** | MEETINGS DATABASE INSTITUTE

**CLARK DUNCAN** | ECONOMIC DEVELOPMENT COALITION OF  
ASHEVILLE-BUNCOMBE COUNTY

**MARSHALL HILLIARD** | EXPLORE ASHEVILLE

Explore **ASHEVILLE**



# CITY COUNCIL UPDATE

**Councilmember Sandra Kilgore**

Asheville City Council Update

# BC COMMISSION UPDATE

**Commissioner Robert Pressley**

Buncombe County Commission Update

# MISCELLANEOUS BUSINESS

**Chair Kathleen Mosher**

# LIVE VIRTUAL PUBLIC COMMENTS

## **Chair Kathleen Mosher**

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

As of the 12:00 p.m. registration deadline on Tuesday, July 27, no requests to speak had been received.

# IN-PERSON PUBLIC COMMENTS

## **Chair Kathleen Mosher**

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



# RULES OF DECORUM FOR PUBLIC 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.

# ADJOURNMENT

## **Chair Kathleen Mosher**

- Suggested Motion:

Motion to adjourn the BCTDA meeting

- Motion Second

- Discussion

- Vote

# NEXT BCTDA MEETING



*Thanks for attending!*

The next BCTDA meeting will be on  
**Wednesday, August 25, 2021 | 9:00 a.m.**

**Explore Asheville Board Room**

**27 College Place | Asheville**