

WELCOME!

The July 29, 2020 virtual meeting of the Buncombe County Tourism Development Authority will begin soon.

The agenda and meeting materials have been posted online.

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>**BOARD MEETINGS & DOCUMENTS**

>**UPCOMING BCTDA MEETINGS**

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Explore **ASHEVILLE**

CALL TO ORDER

Chairman Himanshu Karvir

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

MEETING AGENDA & DOCS

Chairman Himanshu Karvir

The agenda and meeting documents are available online.

Go to:

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The screenshot shows the Explore Asheville Convention & Visitors Bureau website. The header includes the logo and navigation links: About the BCTDA, Board Meetings & Documents, CVB 101, Research & Reports, Sales & Marketing, News & Events, Community Programs, Tourism Management & Investment Plan (TMIP), Stay Safe Pledge, and Contact Us. The main content area features a blue bar with the text "All Events" and a section titled "BCTDA Board Meeting – June 2020" for Wednesday, June 24, 9:00 am - 11:00 am. Below this, it states that the BCTDA meets monthly on the fourth or last Wednesday at 9:00 a.m. in the Boardroom. It also mentions that the June BCTDA meeting will be held electronically via Zoom Webinar due to COVID-19. A link to register for the meeting is provided: https://us02web.zoom.us/join/register?WN_BWUhp7xxSuGJmgimGysDIQ. The sidebar on the right contains "Quick Links" (Share Your Feedback, Grant Programs, Contact Us, Extranet Login, Request an Account) and "Upcoming Events" (BCTDA Board Meeting – June 2020). At the bottom, there is a "Search" bar and a social media section for Explore Asheville CVB.

BCTDA ROLL CALL

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- John Lockett (absent)
- John McKibbon (absent)
- Kathleen Mosher
- James Poole
- Buncombe County Commissioner Joe Belcher
- Asheville City Councilwoman Julie Mayfield

WELCOME CHRIS CAVANAUGH

Chairman Himanshu Karvir

Welcome Chris Cavanaugh
as Explore Asheville's
Interim Executive



THANKS TO GARY FROEBA

Chris Cavanaugh

Thanks to Outgoing
BCTDA Chairman
Gary Froeba



WELCOME HIMANSHU KARVIR

Chris Cavanaugh

Welcome Incoming
BCTDA Chairman
Himanshu Karvir



WINNERS CIRCLE AWARD

Wit Tuttell, Visit NC

Presentation of the Visit NC Winners Circle Award

The Winners Circle Award originated in 2004 to recognize communities, organizations, events and people in the tourism industry that have made significant and continuing contributions to the growth and success of North Carolina's tourism industry.

The award is given annually and is (usually) presented at the Visit NC 365 Conference on Tourism, the largest gathering of the state's tourism industry leaders, which would have been in Asheville this year.



ECONOMIC DEVELOPMENT PARTNERSHIP of
NORTH CAROLINA



WINNERS CIRCLE AWARD

Marla Tambellini

Explore Asheville's Deputy Director and
Vice President of Marketing & PR

Recipient of the
2020 Visit NC Winners Circle Award





START. GROW. THRIVE.

mountainbizworks.org

Buncombe County Tourism Jobs Recovery Fund Awards Update

July 29, 2020

Noah Wilson, Director of
Sector Development

- All Applications Fully Funded (all funds disbursed)
- Progress Reports due 12/31/20 and Final Reports Due 6/30/21
- Continued Monitoring: Keeping eye on the news for closings, following up if closures occur. Reminding recipients of their recordkeeping + reporting obligations.
- Leveraging other relief like NC Rapid Recovery, PPP
- Encouraging local sourcing to maximize multiplier effect
- Helping Beyond Dollars: Continuing to ask: What can we, as community and as service providers, do to support safe and successful reopening, continuing to stay open?

Example Media Stories:

Hundreds of small Asheville businesses get relief this week from TDA funding – Asheville Citizen Times, June 24, 2020

Nearly 400 Asheville businesses get grants funded by tourism money – WLOS, June 24

From basic survival to PPE purchasing, what business owners are doing with TDA grants – Asheville Citizen Times, July 2

Costs of COVID: Restaurant owners bear burdensome new operational costs – Asheville Citizen Times, July 3

Tourism businesses patch together local, federal funds in bid for survival – Mountain Xpress, July 17

GRANT RECIPIENTS BY NAICS CODE			
NAICS Code	Sector	# of Recipients	By Percentage
722511	Restaurant	98	25%
452319	Retail	84	21%
722515	Café, Confectionery, Ice Cream Parlor, Etc.	30	8%
722410	Bar	23	6%
312120	Brewery	16	4%
713990	Other Amusement and Recreation Industries	16	4%
561520	Tour Operators	16	4%
812199	Other Personal Care Service	14	4%
453920	Art Galleries	12	3%
711320	Event Promoter w/o Facilities	12	3%
561920	Event Venue	11	3%
711510	Independent/Studio Artists	10	3%
711310	Performing Arts Venue	10	3%
611610	Fine Arts Schools	9	2%

GRANT RECIPIENTS BY NAICS CODE			
NAICS Code	Sector	# of Recipients	By Percentage
712110	Museum	7	2%
722320	Catering	5	1%
312130	Wineries	5	1%
611699	Miscellaneous Schools and Instruction	3	1%
711110	Theater Companies	3	1%
312140	Distillery	2	1%
532289	All Other Consumer Goods Rental	1	0%
84220200	Arboretum and botanical garden	1	0%
311513	Cheese Maker	1	0%
453110	Florist	1	0%
512131	Motion Picture Theater	1	0%
711130	Musical Group	1	0%
713940	Sports Facilities	1	0%
711211	Sports Teams	1	0%

RECIPIENTS BY BUSINESS SIZE (Pre-Pandemic)

Num Employees	Count #	Count %	Value \$	Value %	Average \$
2 to 5	201	51%	1,297,077	26%	6,456
6 to 10	66	17%	958,687	19%	14,580
11 to 25	89	23%	1,871,687	37%	20,956
26 to 50	26	7%	633,990	13%	24,384
>50	12	3%	238,560	5%	19,880
Total	394	100%	5,000,000	100%	12,684

Actual

18%

Benchmark

10%

Awards to
Minority-Led
Businesses

55%

50%

Awards to
Women-Led
Businesses

85%

85%

Max % of Awards
to Asheville-based
businesses

394 Grants Awarded

\$ 16,150.05 Average Full Grant Amount

\$3,869.69 Average Micro-Grant Amount

\$12,690.36 Average grant amount (combined)

\$5m Total Dollars Distributed to Date to Grantees

0 Grant Recipients Non-Compliant with Program as of 7/27

Questions?

MINUTES

Chairman Himanshu Karvir

Consideration to Approve the Meeting Minutes from the **June 24, 2020** Regular BCTDA Meeting

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 24, 2020

Present (Voting):	Gary Froeba, Chair (attended in person); Himanshu Karvir, Vice Chair; Leah Ashburn, Andrew Celwyn, Chip Craig, John Luckett, John McKibbin, Kathleen Mosher, James Poole
Absent (Voting):	None
Present (Ex-Officio):	Asheville City Councilwoman Julie Mayfield
Absent (Ex-Officio):	Buncombe County Commissioner Joe Belcher
CVB Staff:	Stephanie Brown, Jonna Sampson, Daniel Bradley (all attended in person), Maria Tambellini, Dianna Pierce
BC Finance:	Don Warn, Buncombe County/BCTDA Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bisette (attended in person)
Advertising Agency:	Angie Arner, Ashley Keetle, Lauren Jennings; 360i
Online Attendees:	Glenn Cox, Pat Kappes, Jennifer Kass-Green, Kathi Petersen, Carli Adams, Kathryn Dewey, Connie Holliday, Sarah Lowery, Tina Porter, Glenn Ramey, Charlie Reed, Ritchie Rozzelle, Dodie Stephens, Jason Tarr, Landis Taylor; Explore Asheville Staff Matt Raker, Noah Wilson, Moriah Heaney; Mountain BizWorks Kelsey Ann Bassel, Meghan Jackson, Emery Morris, Nick Smart; 360i Chris Cavanaugh, Magellan Strategy Group Jim Muth, Asheville Buncombe Hotel Association Jane Anderson, Asheville Independent Restaurant Association Demp Bradford, Madison Davis; Asheville-Buncombe Regional Sports Commission John Ellis, John Winkenwerder; Past BCTDA Board Members Tina Kinsey, Asheville Regional Airport Sam Powers, Chris Corl; City of Asheville Sharon Tabor, Black Mountain/Swannanoa Chamber of Commerce Catherine Hamacher, PGAV Jason Sandford, Ashvegas Daniel Walton, Mountain Xpress Mark Barrett, AVL Watchdog Kim King, WLOS Brooke Randle, Self-Employed Sunshine Request

MINUTES - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the
Preliminary June 2020 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, 2020

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 19,358,035	\$ 383,235	\$ 14,408,766	\$ 4,949,269	74.4%	\$ 18,687,788	-22.9%
Investment income	-	255	953	(953)	-	3,440	-72.3%
Other income	167,000	-	130,164	36,836	77.9%	198,859	-34.5%
Total revenues	<u>19,525,035</u>	<u>383,490</u>	<u>14,539,882</u>	<u>4,985,153</u>	<u>74.5%</u>	<u>18,890,087</u>	<u>-23.0%</u>
Expenditures:							
Salaries and Benefits	2,765,929	262,009	2,235,516	530,413	80.8%		
Sales	1,021,975	6,139	681,174	340,801	66.7%		
Marketing	16,040,592	586,711	8,726,785	7,313,807	54.4%		
Public Affairs	82,270	2,325	20,377	61,893	24.8%		
Administration & Facilities	679,997	47,732	471,822	208,175	69.4%		
Events/Festivals/Sponsorships	296,848	-	295,348	1,500	99.5%		
Total expenditures	<u>20,887,611</u>	<u>904,915</u>	<u>12,431,021</u>	<u>8,456,590</u>	<u>59.5%</u>	<u>17,314,557</u>	<u>-28.2%</u>
Revenues over (under) expenditures	<u>(1,362,576)</u>	<u>(521,425)</u>	<u>2,108,861</u>			<u>\$ 1,575,530</u>	<u>33.9%</u>
Other Financing Sources:							
Carried over earned income	129,848	-	-				
Total other financing sources	<u>129,848</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (1,232,728)</u>	<u>\$ (521,425)</u>	<u>2,108,861</u>				
Fund balance, beginning of year			9,625,247				
Fund balance, end of month			<u>\$ 11,734,108</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,450,000 for FY20.

PG 2

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

Preliminary June 30, 2020

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	\$ 1,946,888	\$ 1,855,414	5%	\$ 1,946,888	\$ 1,855,414	5%	\$ 648,963	\$ 618,471	5%	\$ 648,963	\$ 618,471	5%
August	1,803,567	1,756,223	3%	3,750,455	3,611,637	4%	601,189	\$ 585,383	3%	1,250,152	1,203,854	4%
September	1,736,622	1,734,347	0%	5,487,077	5,345,983	3%	578,874	\$ 578,116	0%	1,829,026	1,781,969	3%
October	2,206,323	2,061,960	7%	7,693,400	7,407,943	4%	735,441	\$ 687,320	7%	2,564,467	2,469,289	4%
November	1,771,151	1,638,903	8%	9,464,551	9,046,846	5%	590,384	\$ 546,301	8%	3,154,850	3,015,590	5%
December	1,780,020	1,515,623	17%	11,244,571	10,562,469	6%	\$ 593,340	\$ 505,208	17%	3,748,190	3,520,798	6%
January	1,115,364	888,259	26%	12,359,935	11,450,728	8%	371,788	\$ 296,086	26%	4,119,978	3,816,884	8%
February	1,043,672	921,404	13%	13,403,607	12,372,133	8%	347,891	\$ 307,135	13%	4,467,869	4,124,019	8%
March	504,135	1,348,722	-63%	13,907,742	13,720,854	1%	168,045	\$ 449,574	-63%	4,635,914	4,573,593	1%
April	117,789	1,492,520	-92%	14,025,531	15,213,375	-8%	39,263	\$ 497,507	-92%	4,675,177	5,071,100	-8%
May	383,235	1,682,976	-77%	14,408,766	16,896,350	-15%	\$ 127,745	\$ 560,992	-77%	4,802,922	5,632,092	-15%
June	-	1,791,438	-	-	18,687,788	-	\$ -	\$ 597,146	-	-	6,229,238	-
Total revenues	<u>\$14,408,766</u>	<u>\$ 18,687,788</u>		<u>\$ 14,408,766</u>	<u>\$ 18,687,788</u>		<u>\$4,802,922</u>	<u>\$6,229,238</u>		<u>\$4,802,922</u>	<u>\$6,229,238</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

Preliminary June 30, 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 27,534,672	\$ 26,559,732	\$ 974,940	96.5%
Investment Income	-	1,226,391	(1,226,391)	0.0%
Total revenues	<u>27,534,672</u>	<u>27,786,123</u>	<u>(251,451)</u>	<u>100.9%</u>
Expenditures:				
Product development fund projects:				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ -	500,000	-
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%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversi	1,500,000	-	1,500,000	-
2016 Diana Wortham Theatre (The Wortham Center)	700,000	700,000	-	100.0%
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	-	800,000	-
2018 LEAF Community Arts (LEAF Global Arts Center)	705,000	705,000	-	100.0%
2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	905,000	149,325	755,675	16.5%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
Tourism Jobs Recovery Fund	5,000,000	5,000,000	-	100.0%
Total product development projects	<u>26,685,000</u>	<u>10,284,325</u>	<u>16,400,675</u>	<u>38.5%</u>
Product development fund administration	<u>849,672</u>	<u>643,124</u>	<u>206,548</u>	<u>75.7%</u>
Total product development fund	<u>\$ 27,534,672</u>	<u>\$ 10,927,449</u>	<u>\$ 16,607,223</u>	<u>39.7%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 16,858,674		
Less: Liabilities/Outstanding Grants		(16,400,675)		
Less: Unspent Admin Budget (Current Year)		(206,548)		
Current Product Development Amount Available		<u>\$ 251,451</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

Preliminary June 30, 2020

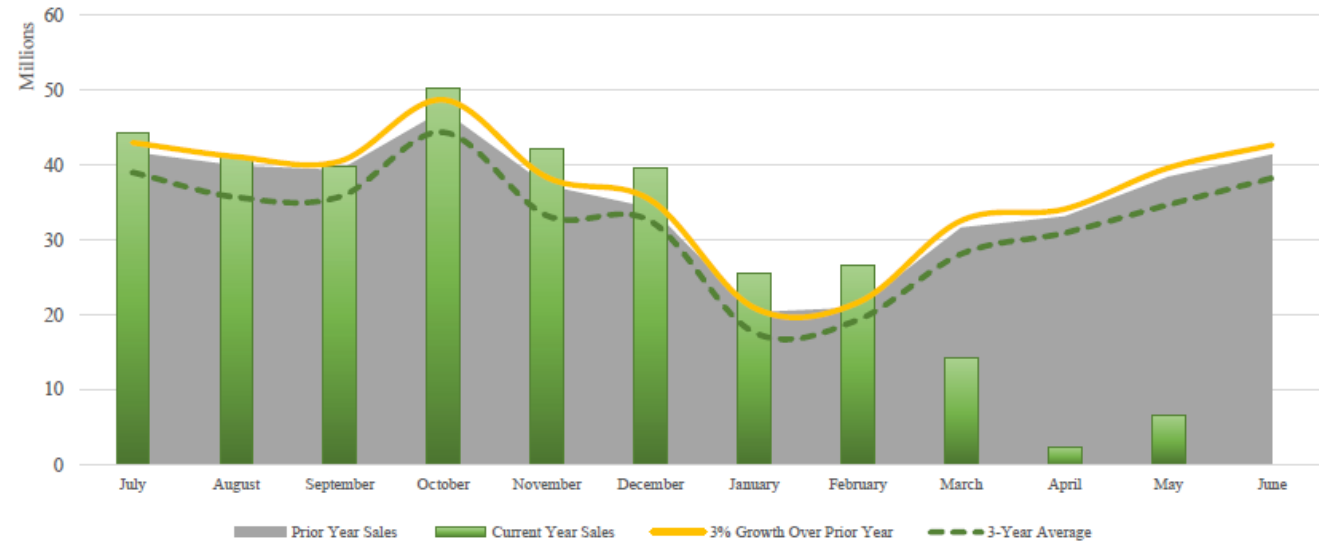
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 11,956,615	\$ 16,858,674	\$ 28,815,288
Receivables	-	-	-
Total current assets	<u>\$ 11,956,615</u>	<u>\$ 16,858,674</u>	<u>28,815,288</u>
Liabilities:			
Current liabilities:			
Accounts payable	\$ 106,957	\$ -	\$ 106,957
Future events payable	115,550	\$ 16,400,675	\$ 16,516,225
Total current liabilities	<u>222,507</u>	<u>\$ 16,400,675</u>	<u>\$ 16,623,182</u>
Fund Balances:			
Restricted for product development fund	-	457,999	457,999
Committed for event support program	11,038	-	11,038
State Required Contingency	1,548,643	-	1,548,643
Designated Contingency	4,943,442	-	4,943,442
Undesignated (cash flow)	5,230,984	-	5,230,984
Total fund balances	<u>11,734,108</u>	<u>457,999</u>	<u>12,192,107</u>
Total liabilities and fund balances	<u>\$11,956,615</u>	<u>\$ 16,858,674</u>	<u>\$ 28,815,288</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

Preliminary June 30, 2020



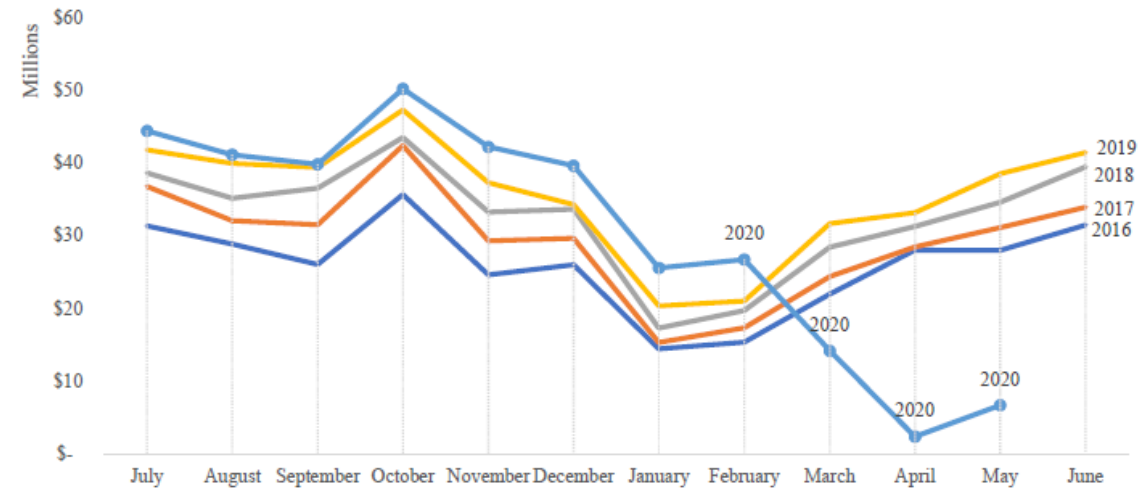
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of room sales:						
July	\$ 44,385,587	\$ 41,734,276	6%	6%	\$ 42,986,304	\$ 39,023,857
August	41,115,834	39,917,550	3%	5%	41,115,076	35,692,114
September	39,796,041	39,327,048	1%	4%	40,506,859	35,767,131
October	50,150,018	47,272,253	6%	4%	48,690,420	44,369,068
November	42,191,421	37,240,595	13%	6%	38,357,813	33,242,407
December	39,601,095	34,272,393	16%	7%	35,300,564	32,495,362
January	25,554,352	20,347,077	26%	9%	20,957,489	17,652,689
February	26,693,935	20,985,316	27%	10%	21,614,875	19,328,445
March	14,182,952	31,638,002	-55%	3%	32,587,143	28,132,457
April	2,402,903	33,141,034	-93%	-6%	34,135,265	30,942,179
May	6,701,995	38,464,050	-83%	-13%	39,617,971	34,707,130
June	-	41,413,153	-		42,655,547	38,251,015
Total revenues	<u>\$332,776,132</u>	<u>\$ 425,752,745</u>			<u>\$438,525,327</u>	<u>\$389,603,856</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

Preliminary June 30, 2020



Month of room sales:

	2016	2017	2018	2019	2020
July	\$ 31,320,024	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587
August	28,829,141	32,040,330	35,118,463	39,917,550	41,115,834
September	26,026,169	31,498,527	36,475,819	39,327,048	39,796,041
October	35,628,100	42,361,030	43,473,922	47,272,253	50,150,018
November	24,588,311	29,254,904	33,231,722	37,240,595	42,191,421
December	25,984,120	29,615,696	33,597,999	34,272,393	39,601,095
January	14,458,137	15,323,999	17,286,992	20,347,077	25,554,352
February	15,344,713	17,323,590	19,676,430	20,985,316	26,693,935
March	21,960,208	24,352,927	28,406,443	31,638,002	14,182,952
April	28,014,406	28,444,541	31,240,963	33,141,034	2,402,903
May	27,964,329	31,113,327	34,544,014	38,464,050	6,701,995
June	31,459,341	33,898,766	39,441,126	41,413,153	-
Total room sales	\$ 311,576,998	\$ 351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 332,776,132

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

Preliminary June 30, 2020

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	\$ 33,587,325	\$ 32,319,727	3.9%	3.9%	\$ 9,390,995	\$ 7,898,799	18.9%	18.9%	\$ 1,407,268	\$ 1,515,749	-7.2%	-7.2%	\$ 44,385,587	\$ 41,734,276	6.4%	6.4%
August	31,112,092	31,408,736	-0.9%	1.5%	8,736,879	7,204,351	21.3%	20.0%	1,266,863	1,304,462	-2.9%	-5.2%	41,115,834	39,917,550	3.0%	4.7%
September	29,886,060	31,894,380	-6.3%	-1.1%	8,600,095	6,034,199	42.5%	26.4%	1,309,887	1,398,468	-6.3%	-5.6%	39,796,041	39,327,048	1.2%	3.6%
October	39,606,607	38,669,945	2.4%	-0.1%	8,764,027	6,763,626	29.6%	27.2%	1,779,383	1,838,682	-3.2%	-4.9%	50,150,018	47,272,253	6.1%	4.3%
November	32,892,802	30,325,367	8.5%	1.5%	7,993,245	5,672,454	40.9%	29.5%	1,305,374	1,242,774	5.0%	-3.2%	42,191,421	37,240,595	13.3%	5.9%
December	30,545,959	28,343,914	7.8%	2.4%	7,916,287	4,919,694	60.9%	33.5%	1,138,848	1,008,785	12.9%	-1.2%	39,601,095	34,272,393	15.5%	7.3%
January	16,067,073	13,571,781	18.4%	3.5%	8,953,633	6,308,696	41.9%	34.7%	533,646	466,600	14.4%	-0.4%	25,554,352	20,347,077	25.6%	8.7%
February	17,832,201	14,704,950	21.3%	4.7%	8,247,369	5,748,821	43.5%	35.7%	614,365	531,545	15.6%	0.5%	26,693,935	20,985,316	27.2%	10.1%
March	11,867,918	23,572,451	-49.7%	-0.6%	1,903,759	7,240,544	-73.7%	22.0%	411,274	825,008	-50.1%	-3.6%	14,182,952	31,638,002	-55.2%	3.5%
April	2,109,902	25,306,187	-91.7%	-9.1%	287,861	6,784,068	-95.8%	9.6%	5,139	1,050,778	-99.5%	-12.6%	2,402,903	33,141,034	-92.7%	-5.7%
May	4,617,758	29,759,737	-84.5%	-16.6%	1,897,254	7,451,459	-74.5%	0.9%	186,983	1,252,854	-85.1%	-19.9%	6,701,995	38,464,050	-82.6%	-13.4%
June	-	31,305,914	-		-	8,782,591	-		-	1,324,648	-		-	41,413,153	-	
Total	\$ 250,125,699	\$ 331,183,089			\$ 72,691,404	\$ 80,809,303			\$ 9,959,030	\$ 13,760,353			\$ 332,776,132	\$ 425,752,745		

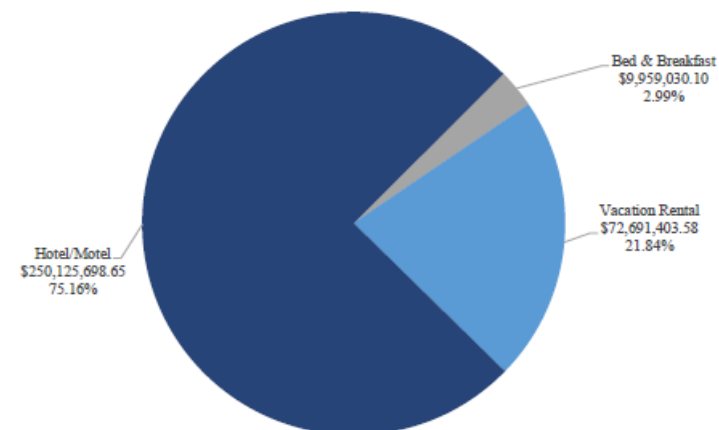
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category

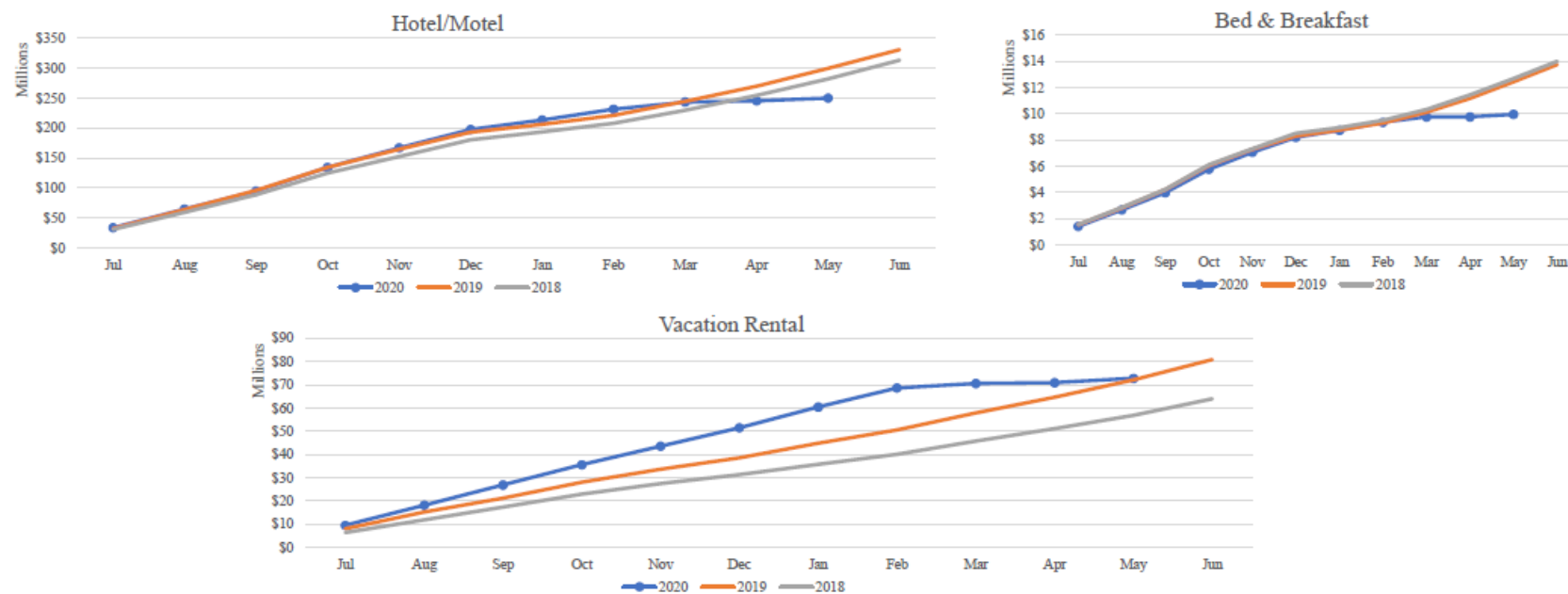
Shown by Month of Sale, Year-to-Date

Preliminary June 30, 2020

Total Room Sales by Category, Year-to-Date



Year-to-Date Room Sales by Individual Category, Compared to Prior Year



FINANCIAL STATEMENTS

Questions?

APPROVAL OF FINANCIALS

Chairman Himanshu Karvir

Consideration to Approve the Preliminary
June 2020 Financial Statements as
Presented

FINANCIALS - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

PENALTY WAIVER REQUESTS

- Penalties are incurred when a lodging property fails to submit an occupancy tax report and/or pay the occupancy tax amount due for the month of sales by the 20th day of the following month.
- By state statute, a 15% penalty is assessed by the Buncombe County Tax office - 5% for a late report and 10% for a late payment.
- Penalties received are directed to Buncombe County Schools and do not benefit the BCTDA.
- Waivers of penalties are occasionally requested by properties.
- Since Buncombe County implemented an online payment portal, there has been a significant decrease in waiver requests.
- When an official request is received, staff sends it to the board in advance of the meeting where it will be considered. The board reviews each one and makes a decision based on the reason for the lateness.

PENALTY WAIVER REQUESTS

- The board granted Explore Asheville's CEO the authority to make decisions on penalty waiver requests of \$500 or less, if it is the property's first late offense, without sending it to the BCTDA.
- Since this involves a county tax, if the BCTDA approves the waiver, it is then forwarded to the Buncombe County Commissioners for further and final consideration. If the BCTDA denies the waiver, the request does not move on and the penalty stands.
- Anticipating COVID-19's hardship on lodging properties, at the April 2 meeting of the BCTDA, the board approved payment of occupancy taxes due for the months of February and March sales, due in March and April, to be extended until September.
- The board also agreed to bulk approve associated penalty waiver requests for those two months, with plans to "make a decision about future months" at a later date. This never resurfaced because staff never received any waiver requests until now.

PENALTY WAIVER REQUEST #1

Holiday Inn Biltmore East

Chris Cavanaugh

Presentation of a Penalty
Waiver Request from the
Holiday Inn Biltmore East
in the amount of \$513.73

June 25, 2020

Buncombe County Tourism Development Authority
27 College Place, Suite 200
Asheville, NC 28801

Re: Holiday Inn Biltmore East
Establishment ID 177

To the members of the BCTDA:

I was on vacation and totally forgot to pay the occupancy tax for May before I left and was not able to pay it until 6/24/20. Since we always pay the tax on time, I am asking that you would forgive me of the late payment this time and waive the penalty amount of \$513.73.

In the future, I will make sure that it does not happen again.

Thank you for your consideration.

Sincerely,



Sharon McLaughlin
Accountant

PENALTY WAIVER REQUEST #1

Holiday Inn Biltmore East

Chairman Himanshu Karvir

Consideration to Approve the
Penalty Waiver Request from
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in the amount of \$513.73

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Sincerely,



Sharon McLaughlin
Accountant

WAIVER #1 - ROLL CALL VOTE

Holiday Inn Biltmore East

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

PENALTY WAIVER REQUEST #2

Hyatt Place Downtown Asheville

Chris Cavanaugh
Dhiran Patel, Parks Hospitality
Group

Presentation of a Penalty Waiver
Request from Hyatt Place Downtown
Asheville in the amount of \$8,381.74



ParksHospitalityGroup

July 21, 2020

Buncombe County Tourism Development Authority
70 Court Plaza
P O Box 7148
Asheville, NC 28802

Dear Members of the BCTDA,

In response to the COVID-19 pandemic, Gov Roy Cooper declared a State of Emergency mid-March. In result, there was an immediate reduction in our hotel occupancy at the Hyatt Place Downtown Asheville after this announcement was made. The stay-at-home order soon followed, which continued to show declines in hotel occupancy. With declining revenues and the need to manage payables accordingly, we were unable to make the Occupancy Tax payments timely, however have since brought our account back up to a current state.

Please accept this letter as a formal request to waive any penalties accrued on our account. As mentioned, we are current on all payments through June 2020, see enclosed Account Statement. We appreciate your consideration to our request and take note of our timely remittances prior to the COVID-19 pandemic.

Hotel Name: Hyatt Place Downtown Asheville

Establishment ID: 2050

Hotel Address: 199 Haywood St.

Should you have any questions, do not hesitate to contact Dhiran Patel via telephone at 919-861-2928 or email dhiran.patel@parkshotels.com.

Sincerely,

Dhiran Patel

Vice President of Finance

Enclosure: Account Statement

Hyatt Place Downtown Asheville


Sales Month	Due Date	Penalty Amount
Feb-20	3/20/2020	\$ 6,093.07
Mar-20	4/20/2020	\$ 1,776.20
Apr-20	5/20/2020	\$ 86.91
May-20	6/22/2020	\$ 425.56
Total Penalties:		\$ 8,381.74

PENALTY WAIVER REQUEST #2

Hyatt Place Asheville Downtown

Chairman Himanshu Karvir

Consideration to Approve the
Penalty Waiver Request from
Hyatt Place Downtown
Asheville in the amount of
\$8,381.74

 **ParksHospitalityGroup**

July 21, 2020

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P O Box 7148
Asheville, NC 28802

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Sincerely,


Dhiran Patel
Vice President of Finance

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Apr-20	5/20/2020	\$	86.91
May-20	6/22/2020	\$	425.56
Total Penalties:			\$ 8,381.74

4342 Six Forks Rd. Suite 1800 | Raleigh, North Carolina 27609 | ph 919.854.2797 | fx 919.854.2798

WAIVER #2 - ROLL CALL VOTE

Hyatt Place Downtown Asheville

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

STAFFING BUDGET AMENDMENT

Chris Cavanaugh

**\$8,000 Budget
Amendment for
Staffing Changes**

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY BUDGET AMENDMENT FUND 130 OPERATING FUND BOARD MEETING DATE: July 29, 2020					
Budget Amendment Item: Staffing and Salary Adjustments					
Background Information: 1 - Shifting previously budgeted amount for Interim Executive from Professional Services to Salaries and Benefits, due to decision to hire Interim Executive as employee rather than pay as contract worker. 2 - Due to loss of Public Affairs staff member, increasing Public Affairs budget for contract employee to temporarily cover job responsibilities, until position is rehired.					
Funding Source: Appropriated Fund Balance					
				Increase (Decrease)	
COST CENTER/DEPARTMENT	PROGRAM (IF APPLICABLE)	LEDGER ACCOUNT	REVENUE/SPEND CATEGORY	REVENUES	EXPENDITURES
Executive Office		6090:Contract and Professional Services	Professional Services		(85,000.00)
Executive Office		5000:Salaries and Wages	Salary		80,000.00
Executive Office		5000:Salaries and Wages	Travel		3,600.00
Executive Office		5030:Benefits	Payroll Taxes		1,400.00
General Revenues		4310:Appropriated Fund Balance		8,000.00	
Public Affairs		6090:Contract and Professional Services	Contracted Services		8,000.00
TOTAL				8,000.00	8,000.00
Attest:			APPROVED BY:		
Jonna Sampson, Executive Operations Manager			Himanshu Karvir, Chairman of the Board		
DATE			DATE		

STAFFING BUDGET AMENDMENT

Chairman Himanshu Karvir

Consideration to
Approve the
Staffing Budget
Amendment in the
amount of \$8,000
as Presented

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY BUDGET AMENDMENT FUND 130 OPERATING FUND BOARD MEETING DATE: July 29, 2020					
Budget Amendment Item: Staffing and Salary Adjustments					
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COST CENTER/DEPARTMENT	PROGRAM (IF APPLICABLE)	LEDGER ACCOUNT	REVENUE/SPEND CATEGORY	REVENUES	EXPENDITURES
Executive Office		6090:Contract and Professional Services	Professional Services		(85,000.00)
Executive Office		5000:Salaries and Wages	Salary		80,000.00
Executive Office		5000:Salaries and Wages	Travel		3,600.00
Executive Office		5030:Benefits	Payroll Taxes		1,400.00
General Revenues		4310:Appropriated Fund Balance		8,000.00	
Public Affairs		6090:Contract and Professional Services	Contracted Services		8,000.00
TOTAL				8,000.00	8,000.00
Attest:					
APPROVED BY:					
Jonna Sampson, Executive Operations Manager			DATE	Himanshu Karvir, Chairman of the Board	
			DATE		

AMENDMENT - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

BRAND REFRESH BUDGET AMENDMENT

Chris Cavanaugh

**\$56,000 Budget
Amendment to
move FY 20
unspent Sales
Brand Refresh
funds into FY 21**

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY					
BUDGET AMENDMENT					
FUND 130 OPERATING FUND					
BOARD MEETING DATE: July 29, 2020					
Budget Amendment Item: Brand Refresh					
Background Information: This was originally budgeted to be spent in FY20, but the work was not fully completed by June 30. Therefore, once the deliverables are completed this project will finalize the remaining payment of \$56,000 to be paid, now out of FY21.					
Funding Source: Appropriated Fund Balance					
				Increase (Decrease)	
COST CENTER/DEPARTMENT	PROGRAM (IF APPLICABLE)	LEDGER ACCOUNT	REVENUE/SPEND CATEGORY	REVENUES	EXPENDITURES
General Revenues		4310:Appropriated Fund Balance		56,000.00	
Sales	Sales Advertising	6150:Production	Ad Production		56,000.00
TOTAL				56,000.00	56,000.00
Attest:			APPROVED BY:		
Jonna Sampson, Executive Operations Manager			DATE	Himanshu Karvir, Chairman of the Board	
				DATE	

BRAND REFRESH BUDGET AMENDMENT

Chairman Himanshu Karvir

Consideration to
Approve the Sales
Brand Refresh
Budget Amendment
in the amount of
\$56,000 as Presented

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY BUDGET AMENDMENT FUND 130 OPERATING FUND BOARD MEETING DATE: July 29, 2020					
Budget Amendment Item: Brand Refresh					
Background Information: This was originally budgeted to be spent in FY20, but the work was not fully completed by June 30. Therefore, once the deliverables are completed this project will finalize the remaining payment of \$56,000 to be paid, now out of FY21.					
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Sales	Sales Advertising	6150:Production	Ad Production		56,000.00
TOTAL				56,000.00	56,000.00
Attest:					
APPROVED BY:					
Jonna Sampson, Executive Operations Manager			DATE	Himanshu Karvir, Chairman of the Board	
				DATE	

AMENDMENT - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

INTERIM EXECUTIVE'S REPORT

CHRIS CAVANAUGH
EXPLORE ASHEVILLE
INTERIM EXECUTIVE

Explore **ASHEVILLE**

PUBLIC SAFETY CAMPAIGN

**YOUR MASK PROTECTS ME
MY MASK PROTECTS YOU**



**WE MUST ALL WEAR A FACE COVERING
IN NORTH CAROLINA**

EXECUTIVE ORDER NO. 147

GO TO [BUNCOMBEREADY.ORG](https://buncombeready.org) FOR MORE INFORMATION ON COVID-19

ONEBUNCOMBE



PUBLIC SAFETY CAMPAIGN



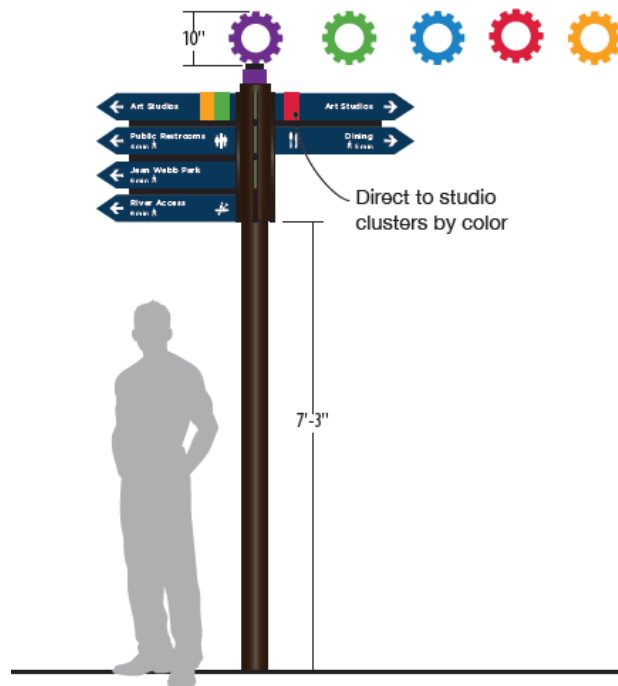
PUBLIC SAFETY CAMPAIGN



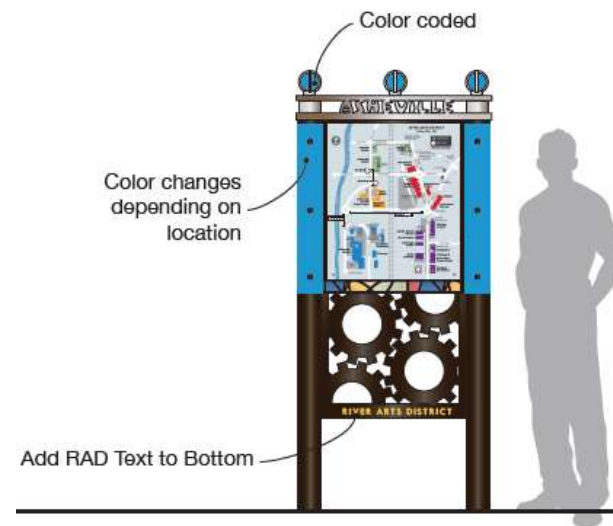
NEW WAYFINDING IN RAD



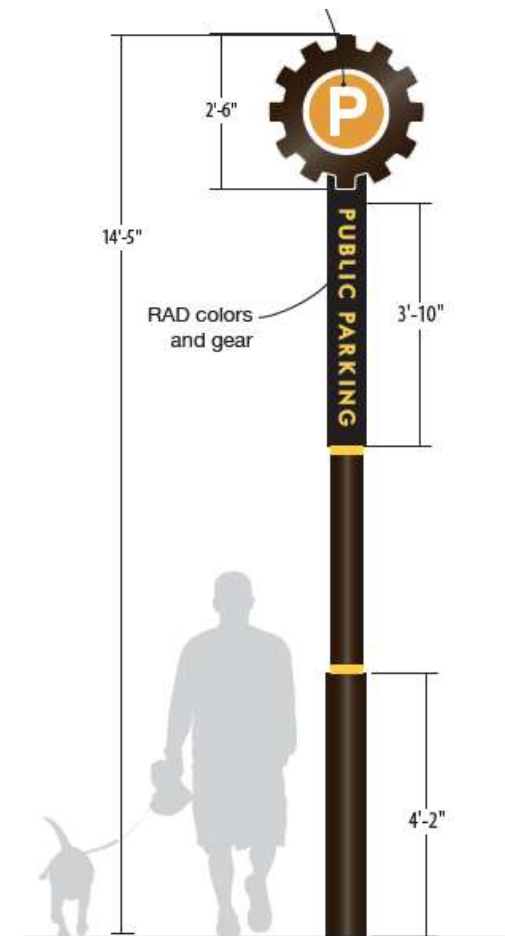
Vehicular
Directional



Pedestrian
Directional



Pedestrian
Kiosk



Parking Arrival

RIVER ARTS DISTRICT WAYFINDING

*Expected Installation of
Wayfinding in River Arts District*
AUG/SEPT 2020



3-D VIRTUAL TOURS OF MEETING SPACES



6 Days of On-Site Photography
12 Properties



NEW MARKETING PHOTOGRAPHY



STAY SAFE PLEDGE



U.S. TRAVEL
ASSOCIATION

ASHEVILLE CARES

STAY SAFE

Pledge



“Encourage the role of social responsibility to residents & guests to help ensure the health & safety of themselves & those around them.”

TOURISM JOBS RECOVERY FUND



“Thank you so much...I know you all worked relentlessly and the impact it will have on our community will be enormous. Thank you.”

– *Biscuit Head*

“Thank you for this incredible initiative to help ensure the independent businesses we love today are here tomorrow! We are deeply grateful for your support!”

– *Mora Designer Jewelry*

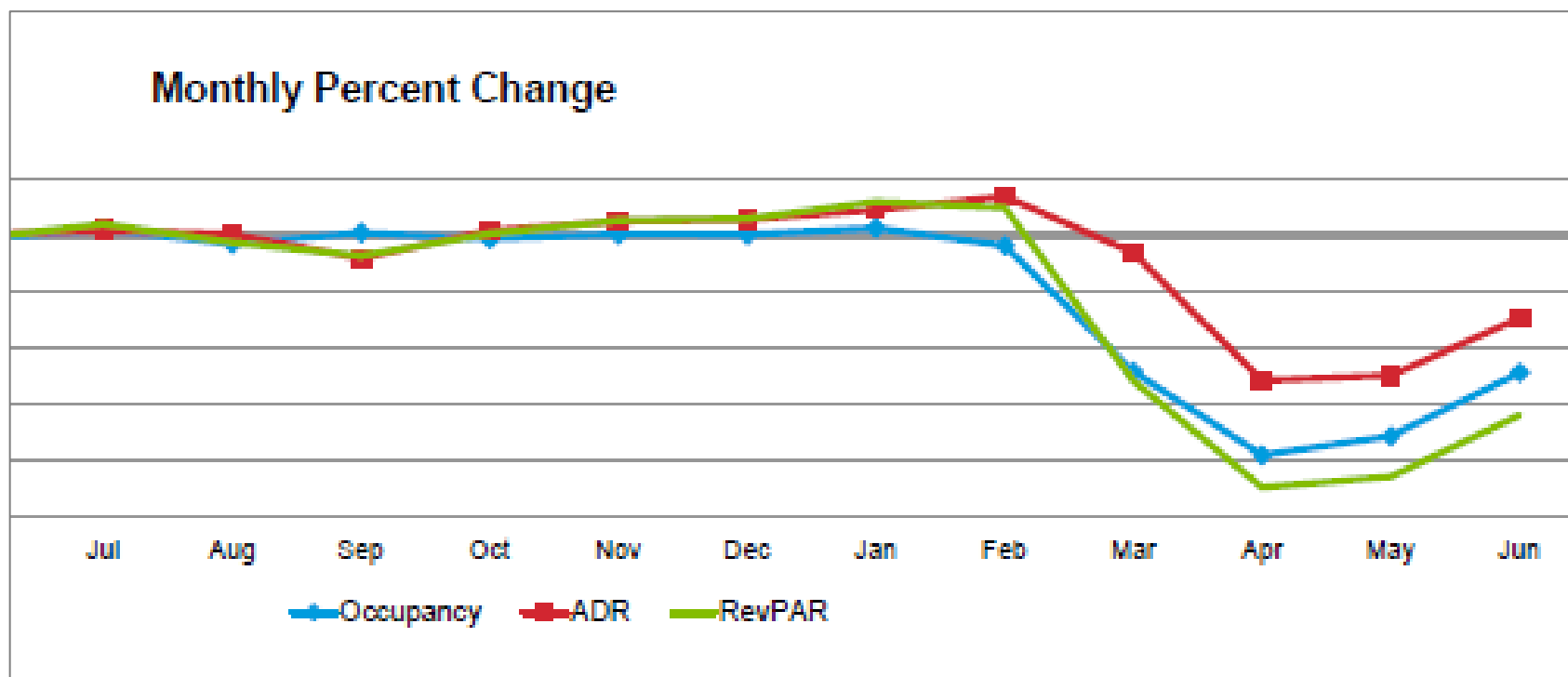
“Incredible work!!! Thank you for making this possible for so many businesses including ours!”

– *C&Co. Handcrafted Skincare
+ Natural Spa*

“Thank you all at the TDA!”

– *LaZoom Tours*

HOTEL METRICS REPORT



TMIP UPDATE

Tourism Management
& Investment Plan
Update



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

Explore **ASHEVILLE**



TOURISM SENTIMENT RESEARCH & ADVERTISING UPDATE

MARLA TAMBELLINI
EXPLORE ASHEVILLE
DEPUTY DIRECTOR & VP OF MARKETING

Explore **ASHEVILLE**

HOW WE FEEL ABOUT TRAVEL NOW



COVID TRAVEL SENTIMENT

U.S. Regions



Weekly tracking survey of a representative sample of adult American travelers in each of four regions of the U.S.

Designed to track traveler sentiment and understand when the tourism industry can expect demand to return

Week 19 data fielded July 17-19 with additional insights that were just updated yesterday

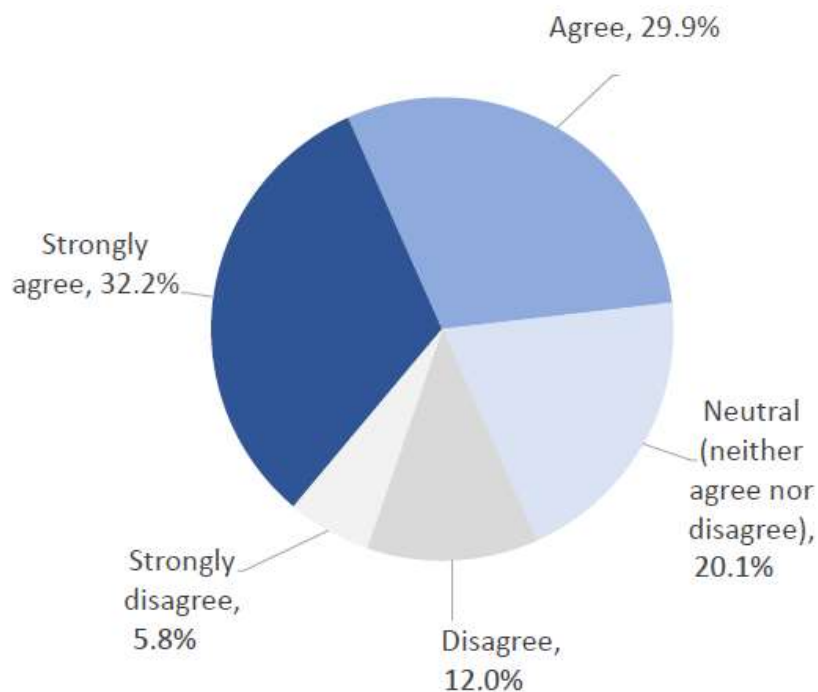
1,200+ fully completed surveys each wave

Confidence interval of +/- 2.8%

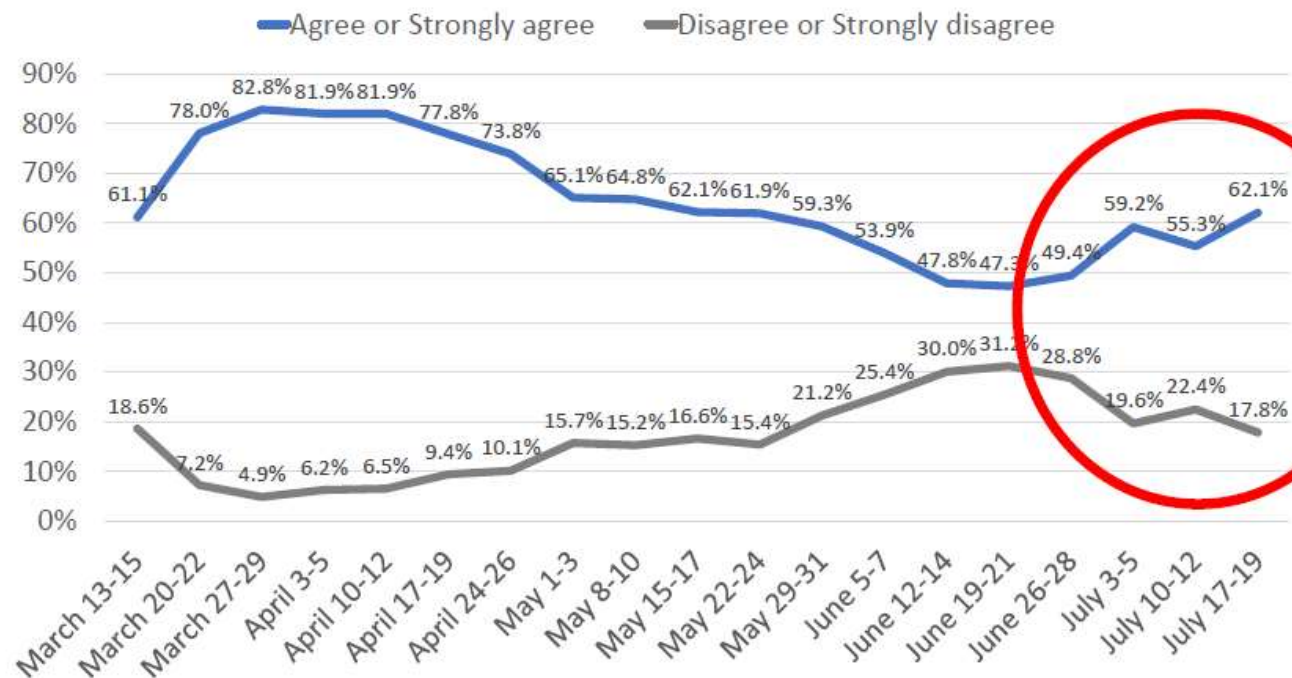
Data weighted to reflect actual populations of each region

AVOIDING TRAVEL FOR NOW

Statement: I'm planning to avoid all travel until the coronavirus situation blows over.



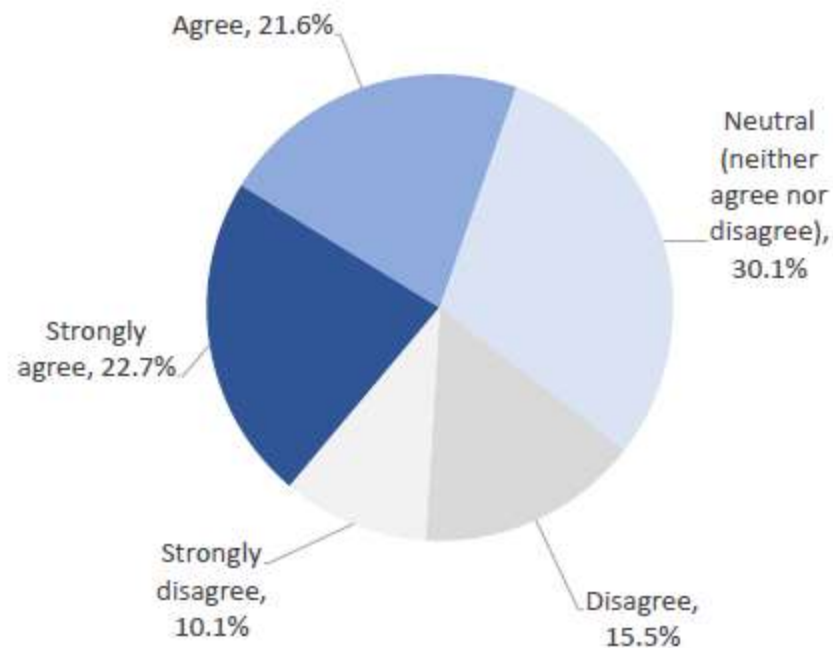
Historical data



WON'T TRAVEL W/O VACCINE

How much do you agree with the following statement?

Statement: I'm not traveling until there is a vaccine.



Historical data



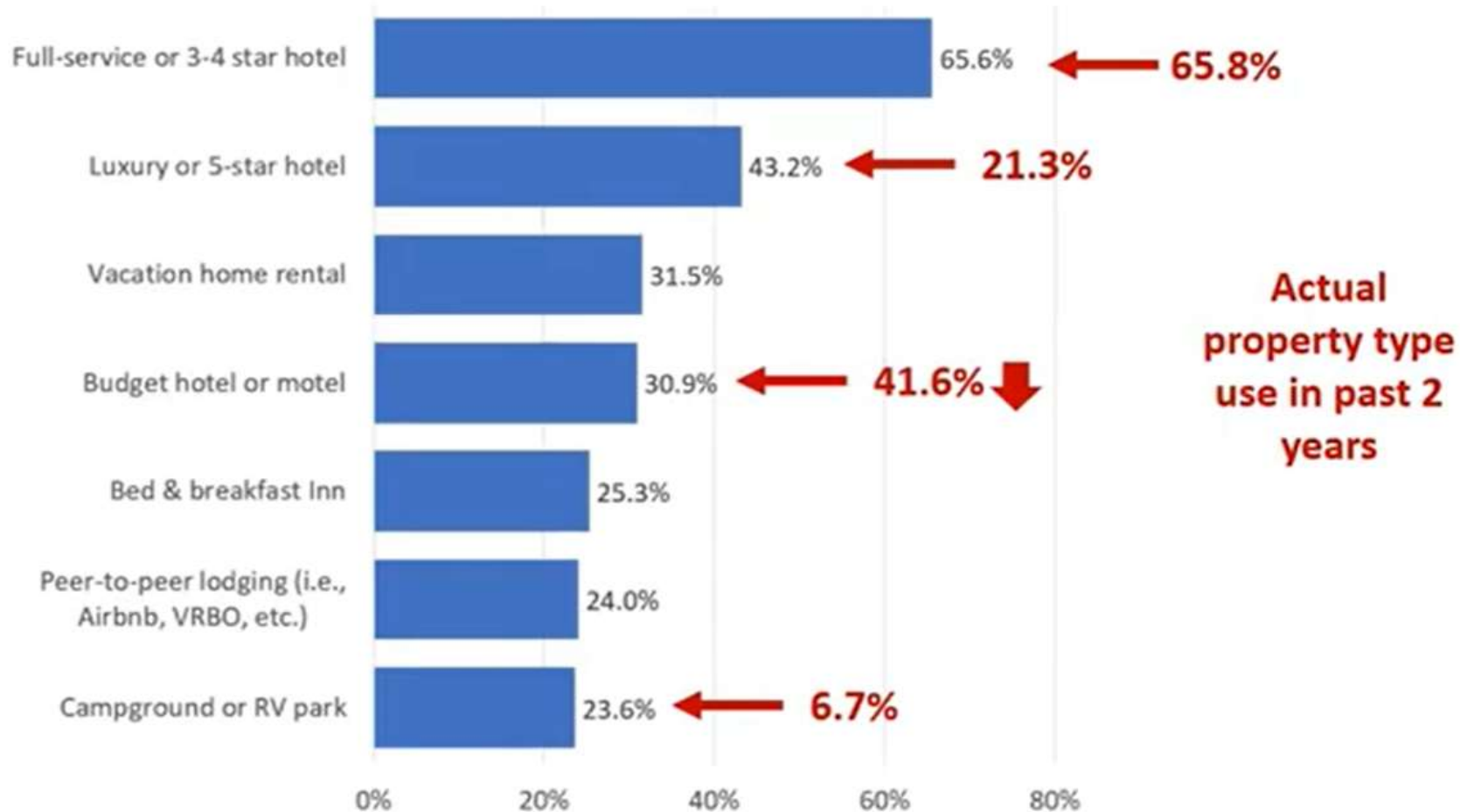
USE OF LODGING TYPES

Question: If you were to take a leisure trip in the NEXT SIX (6) MONTHS, what type of lodging would you most likely use?

PLEASE RANK UP TO THREE STARTING WITH THE ONE YOU WOULD BE MOST LIKELY TO USE

(Base: Wave 20 data. All respondents, 1,200 completed surveys. Data collected July 24-26, 2020)

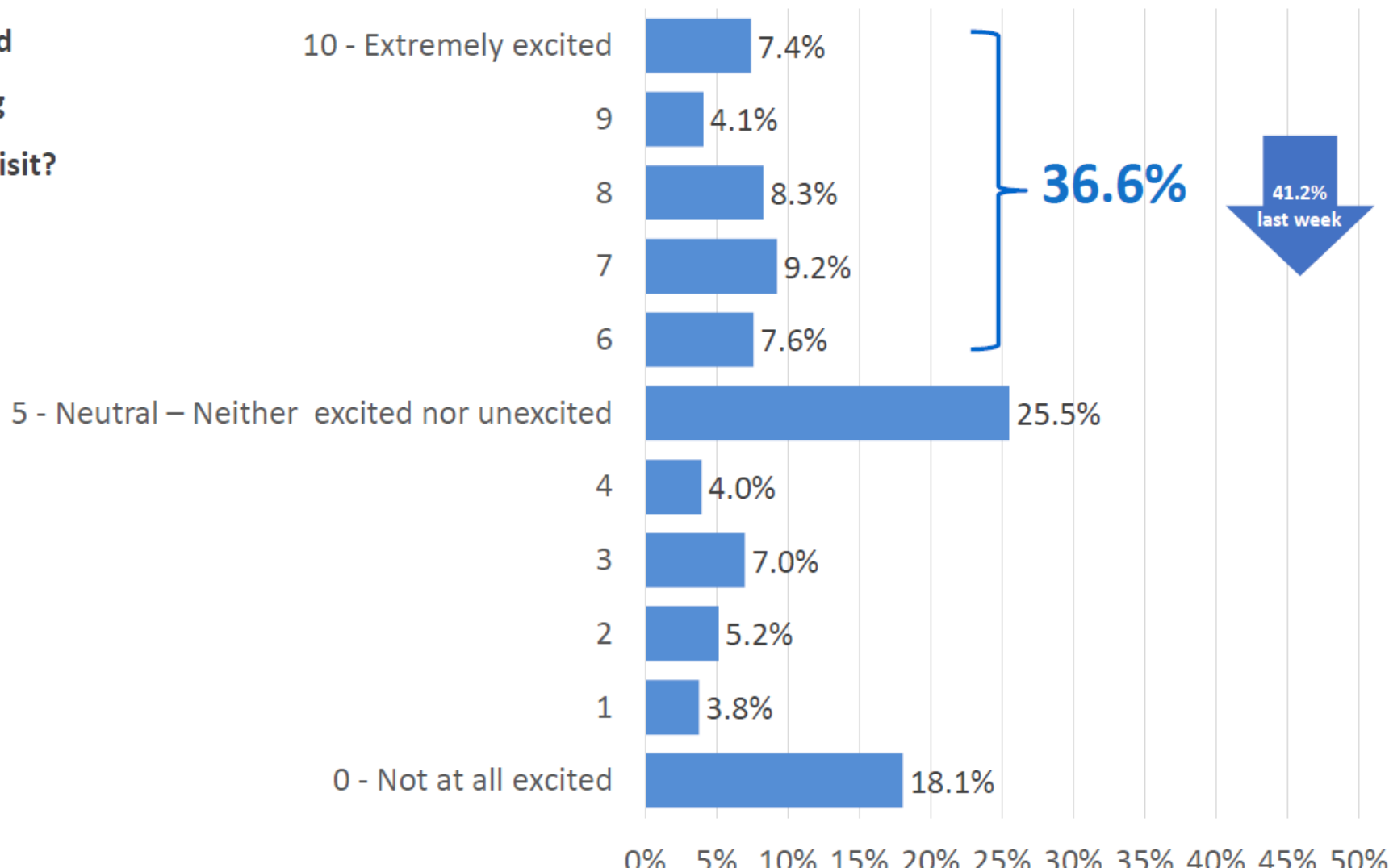
Percent selecting each as one of the top 3 lodging types



OPENNESS TO TRAVEL INFO

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 18 data. All respondents, 1,200 completed surveys. Data collected July 17-19, 2020)

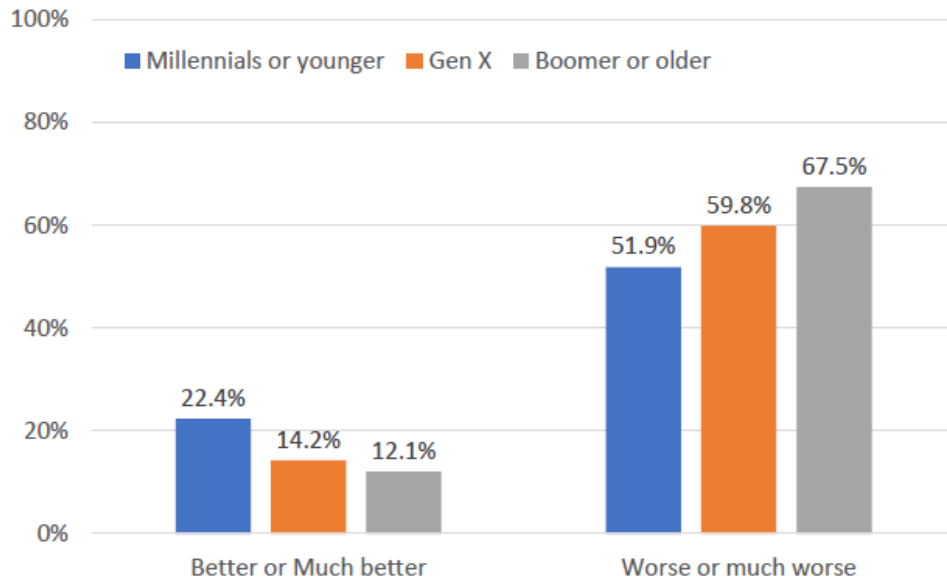




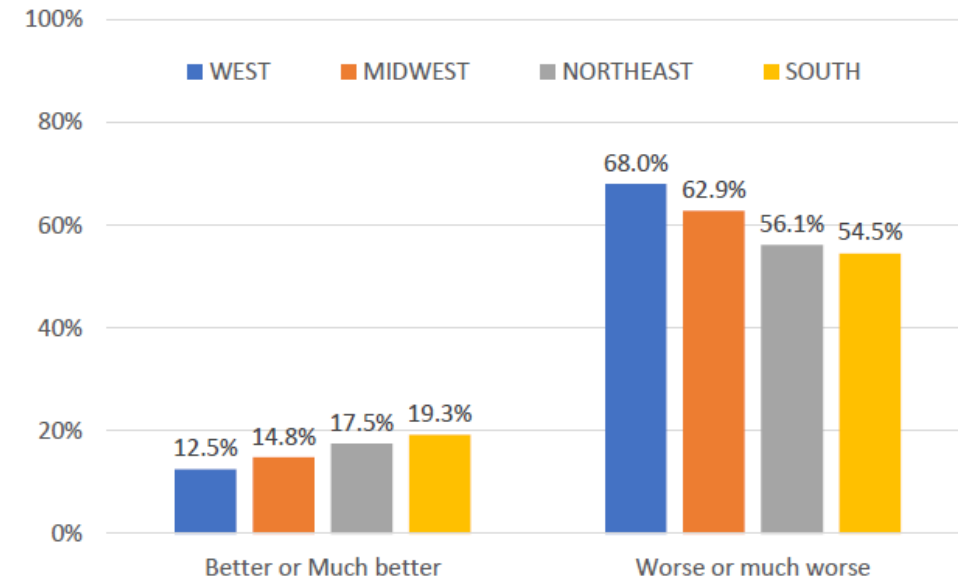
WHO ARE THE OPTIMISTIC ONES?

WHO IS OPTIMISTIC?

Millennials & Gen Z



The South & Northeast



Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)

In the next month the coronavirus situation will _____

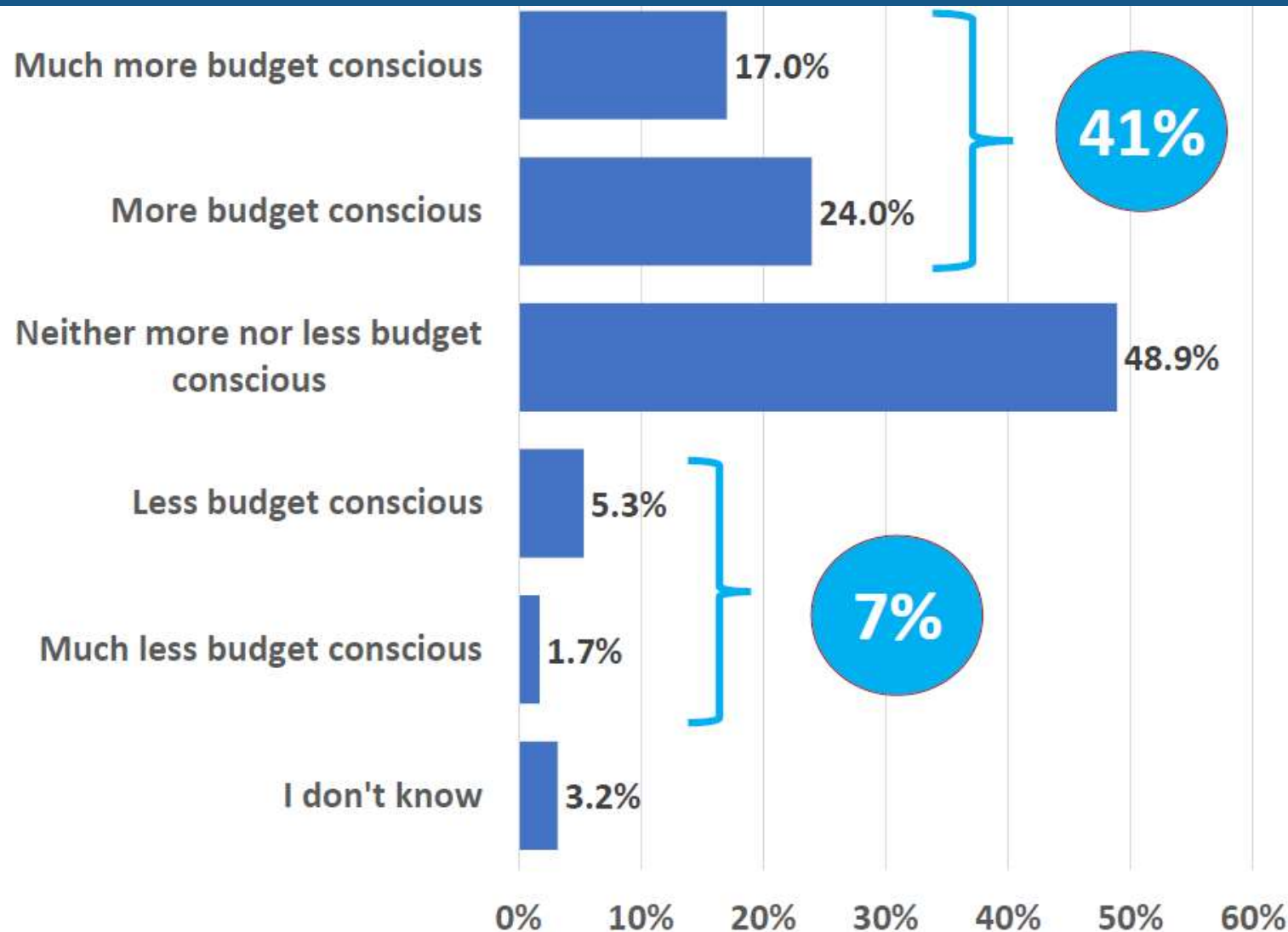
TRAVEL AS A BUDGET ITEM



IMPACT ON DISPOSABLE INCOME

Question: On your next leisure trip, do you expect to be more or less budget conscious than you were in the period before the Coronavirus situation?

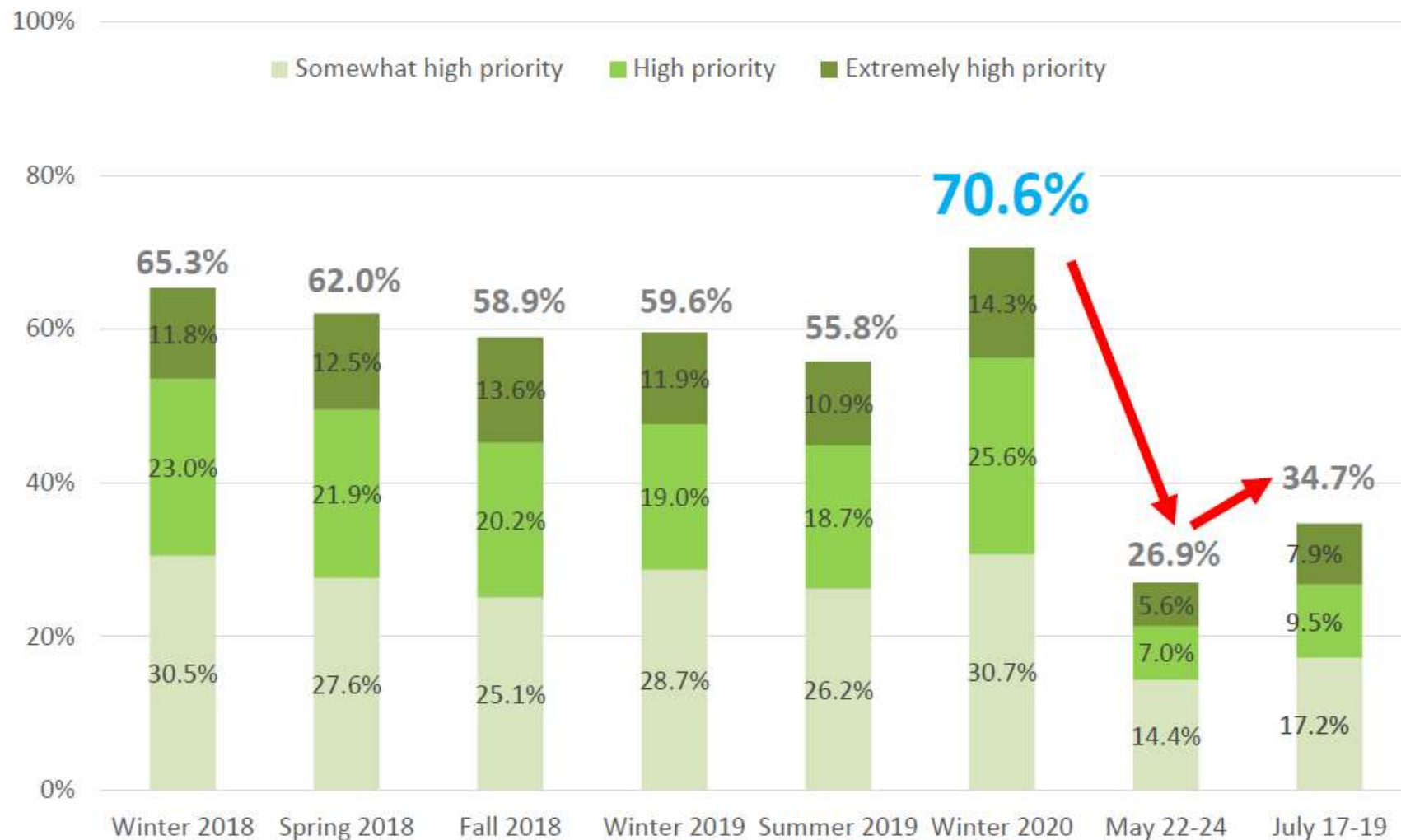
(Base: Wave 19 data. All respondents, 1,200 completed surveys. Data collected July 17-19, 2020)



TRAVEL AS BUDGET PRIORITY

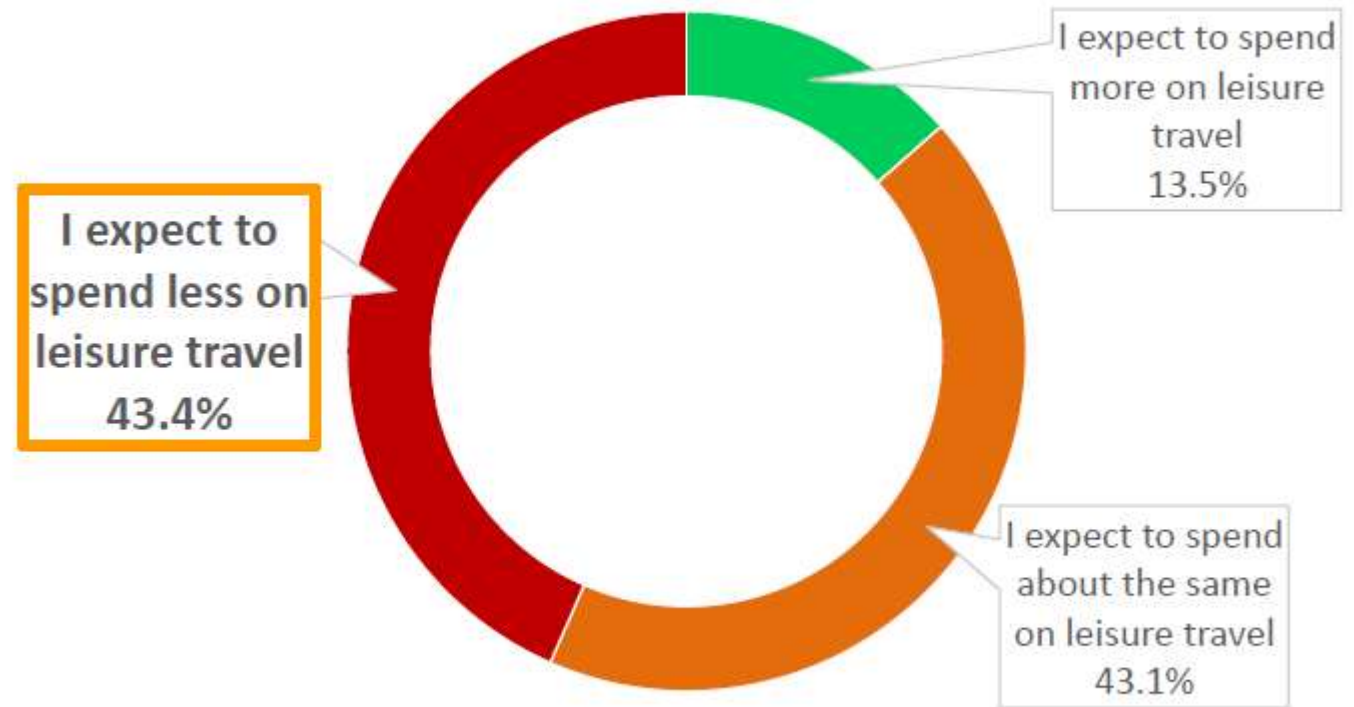
Question: Thinking carefully about how you expect to spend your income in the NEXT 12 MONTHS, please use the scale below to describe your spending priorities in next year.

(Base: All respondents, 1,223 and 1,200 completed surveys. Data collected May 22-24, and July 17-19, 2020)



LEISURE TRAVEL SPENDING

In the next 12 months, the majority of American travelers expect to spend less or about the same on leisure travel than the previous year.



TRAVELERS & MASKS

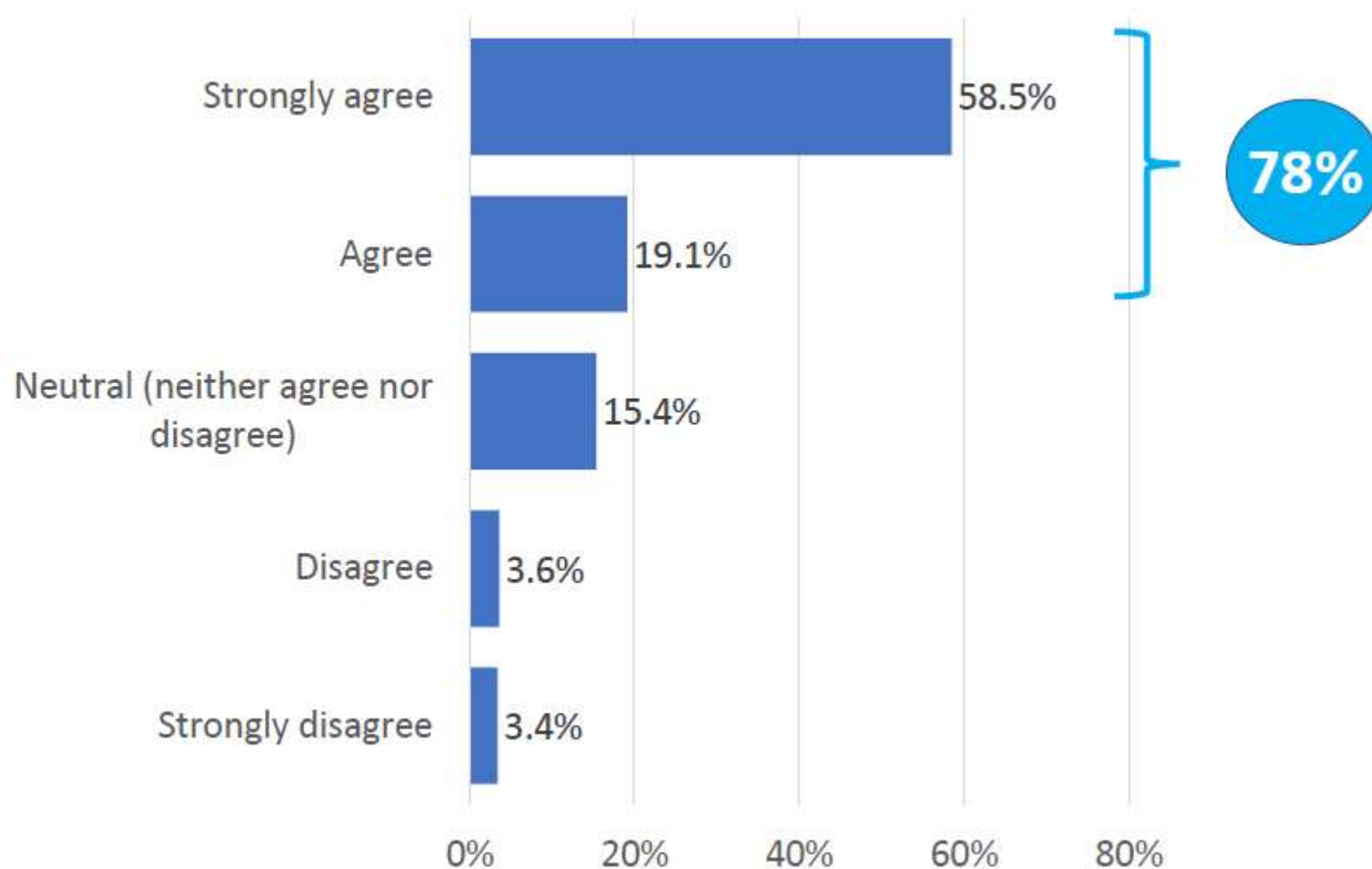


OPINIONS ABOUT MASKS

Question: In this environment,
people should wear face masks when
they are in public.

(Agreement scale)

(Base: Wave 19 data. All respondents, 1,200
completed surveys. Data collected July 17-
19, 2020)



Who is Unhappy with Masks

- **Significantly less concerned with personal safety and the safety of friends and family**
- **Less likely to know someone who has contracted the virus**
- **Twice as likely to believe the crisis will improve in the next month**

Demographics:

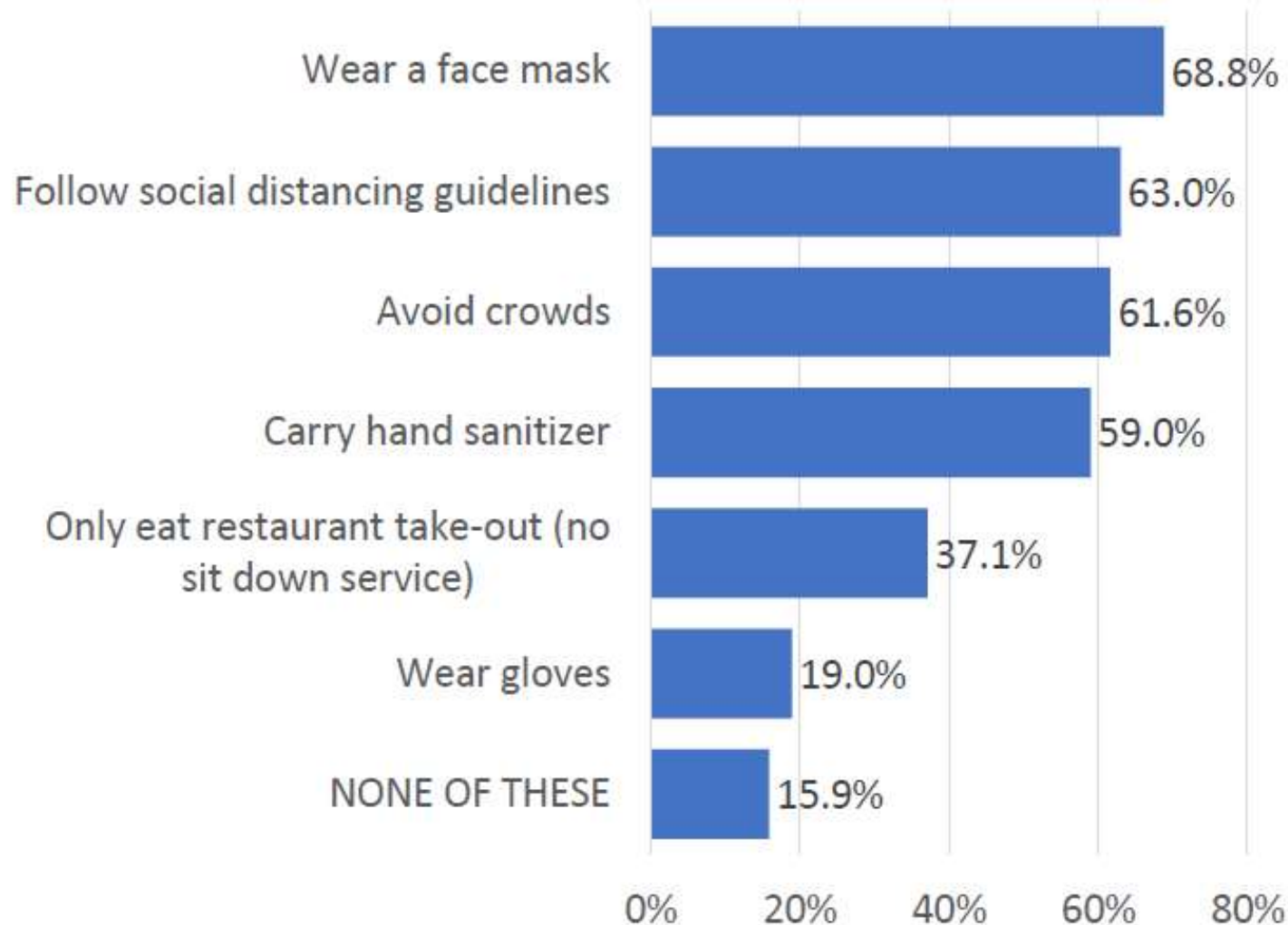
- **Skew Male**
- **Less Affluent**
- **Less likely to have higher education**
- **Less Diverse**
- **More likely to live in Rural areas**



TRAVELING & SAFETY

Question: If you were to take a trip in the next six months, which would you be likely to do? (Select all that apply)

(Base: Wave 19 data. All respondents, 1,200 completed surveys. Data collected July 17-19, 2020)



TRAVEL MORALE

PANDEMIC STRESS + TRAVEL MORALE



44.8% report higher degrees of daily stress right now



"If I were to travel now for leisure, I would not be able to fully enjoy it" **60.5%** agree or strongly agree



"I have lost my interest in/taste for traveling for the time being" **49.5%** agree or strongly agree

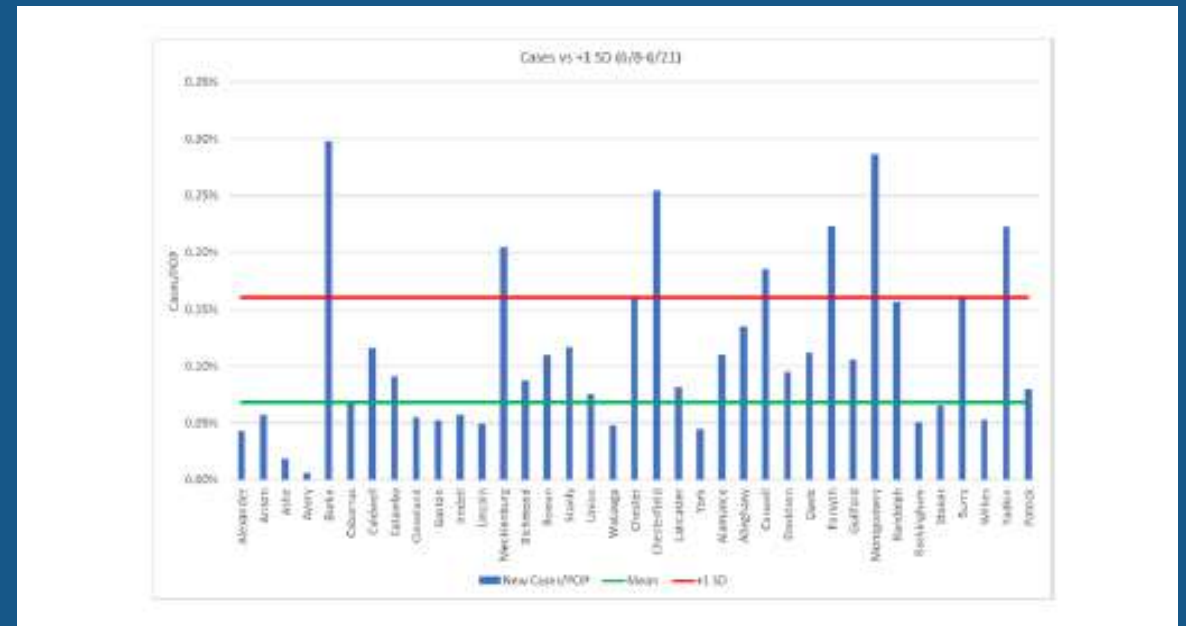


ADVERTISING STATUS

Explore **ASHEVILLE**

GEO TARGET METHODOLOGY

- Overlaid Johns Hopkins county-level Covid new case data
- Established mean number within 6.5-hour drive radius
- Determined standard deviation
- Excluded counties outside the standard deviation



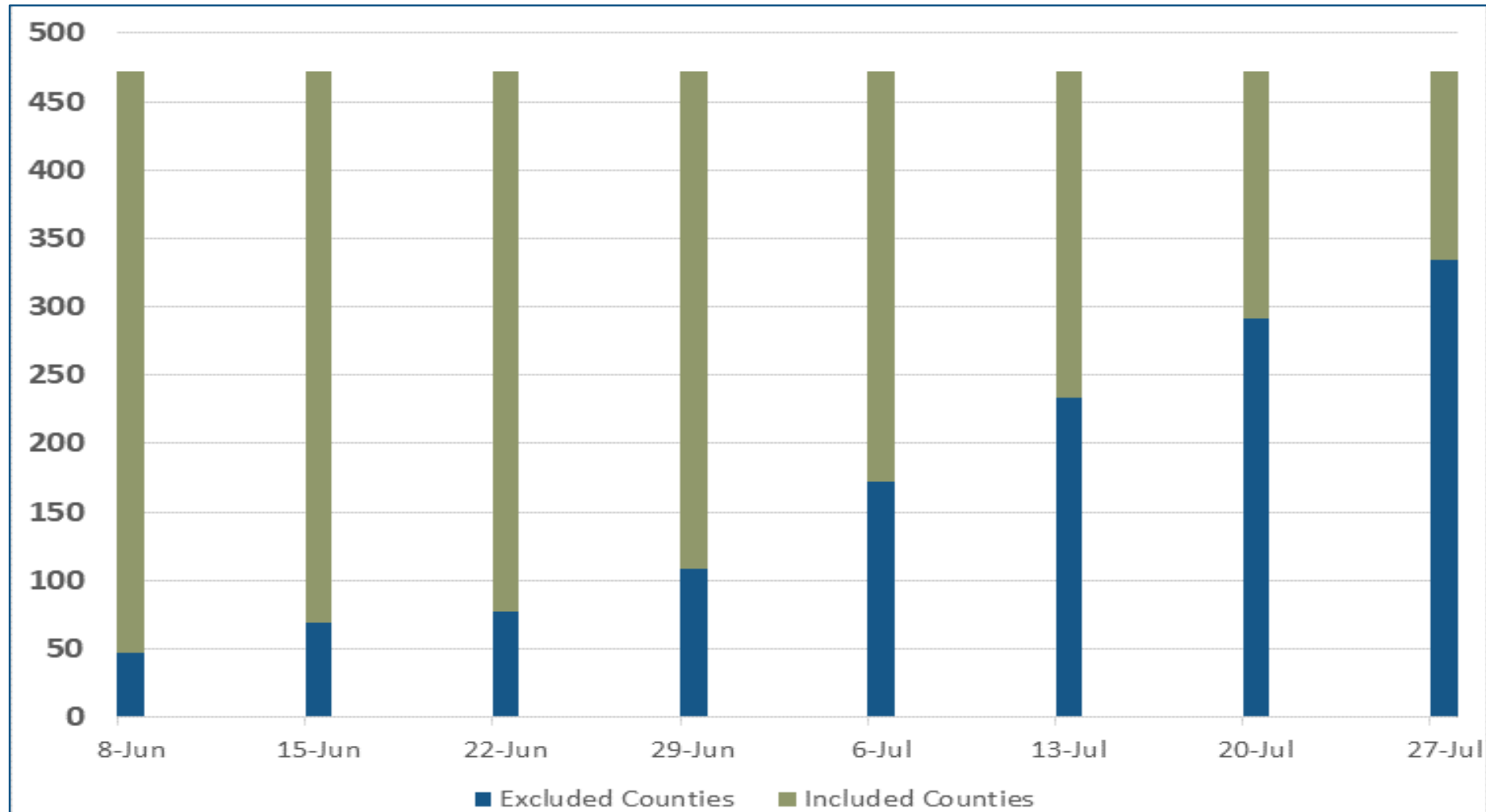
RESPONSIBLE TRAVELERS



Added behavioral characteristics to target audience to reach the most responsible travelers.

EXCLUDED COUNTIES

**Weekly
County
Exclusions
Exceed
80% of
Population**



CURRENTLY PAUSED

- Campaign paused at end of day July 14.
- Only ad channel = paid social (FB + Instagram)
- Low weight compared to previous years

	July
FY 20	16,337,512
FY 21	1,560,876

- SEM continues

ASHEVILLE

ICONIC
ASHEVILLE

THINGS
TO DO

TRIP
IDEAS

EVENT
CALENDAR

PLACES
TO STAY

FOOD &
DRINK

GREAT
OUTDOORS

PACKAGES
& DEALS

WELCOME BACK

We have information and updates to help you experience Asheville. From our expansive outdoor spaces to care-pledging shops, restaurants, and attractions:

[READ MORE](#)

our pledge



Asheville Cares Stay Safe Pledge

Masks are temporary, but vital to COVID-19 safety. Learn about the Asheville Cares Stay Safe Pledge, our shared commitment to keep each other safe.

open spaces & places



6 Off The Beaten Path Hikes

These lesser-known hikes offer a chance to get away on trails less traveled, near Asheville, N.C.

this weekend



Things To Do This Weekend

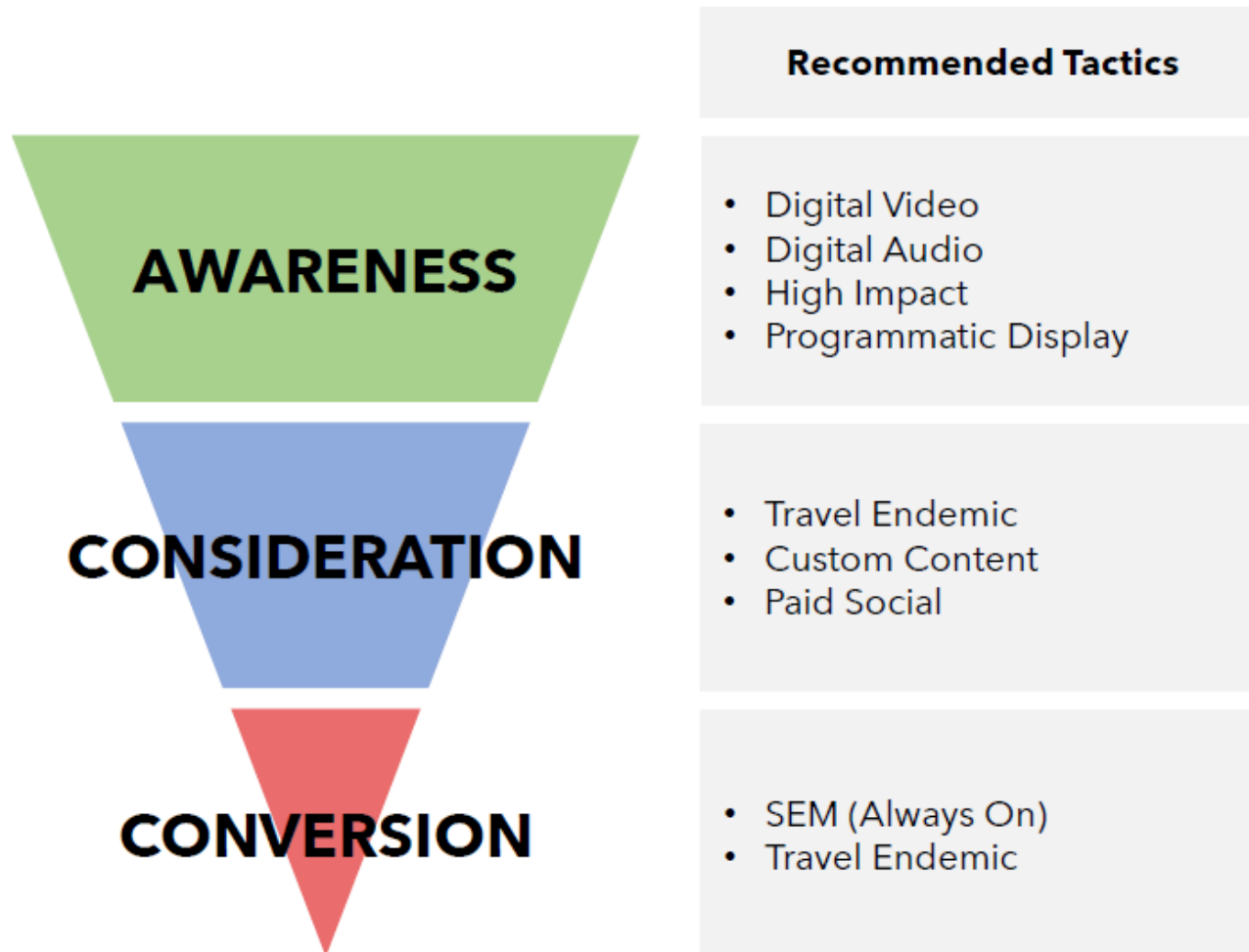
Welcome to this weekend in Asheville. The Asheville area is slowly and responsibly beginning to reopen. Many of your favorite shops, restaurants and attractions...



ADVERTISING PLAN

Explore **ASHEVILLE**

SCALE CAMPAIGN COSTS



- Resume advertising with planned cost of \$1.5 million
- Layer in additional channels based on key indicators, including Covid situation
- Slowly increase budget up to original planned \$3 million

ADVERTISING CHANNELS

- Prioritize channels that allow precise audience targeting and ease of switching on and off
 - All contracts come with standard 14 day NO PENALTY out-clause
 - Ability to pause and shift dollars
- Adjust investment/channels as Covid-19 trends fluctuate

**Streaming
Video**



Display



**Streaming
Audio**



**High
Impact**



**Travel
Endemic**



Social



Search



TV

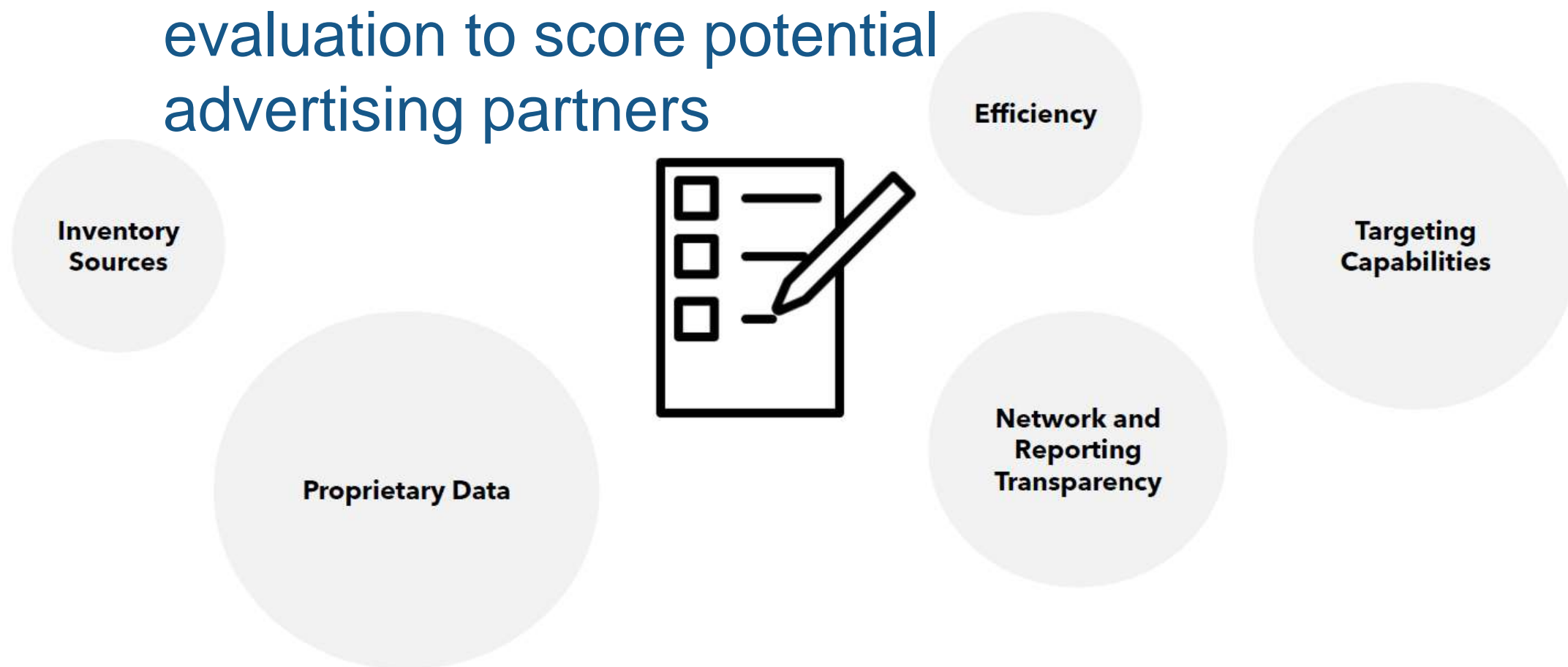


Radio





AD PARTNER CRITERIA


Weighted multi-point
evaluation to score potential
advertising partners



SAFETY & SERENITY

 **Visit Asheville** 

After a long hibernation, it's time to enjoy being back in a natural habitat.




Asheville, NC
Visit Asheville
ExploreAsheville.com

[Learn More](#)

 **Visit Asheville** 

Mask wearing is temporary, but our safety pledge is helping visitors get back to making memories that last forever.



Asheville, NC
Visit Asheville
ExploreAsheville.com

[Learn More](#)

SAFETY & SERENITY



Let Asheville rejuvenate your spirit. We invite you to pack your bags and masks, and safely experience our mountain oasis.

Lander:

<https://www.exploreasheville.com/summer-vacation/>



Let's Explore Again

[ExploreAsheville.com](https://www.exploreasheville.com)

[Learn More](#)



Ride Into Summer

[ExploreAsheville.com](https://www.exploreasheville.com)

[Learn More](#)



Visit Asheville

[ExploreAsheville.com](https://www.exploreasheville.com)

[Learn More](#)

ASHEVILLE

Ready to safely welcome you back to our vibrant mountain community!

Things to Do

Places to Stay



A shared commitment
to keep each other safe.
[Learn more.](#)

Please be aware: The Governor of
North Carolina has issued an
executive order requiring people,
with some exceptions, to wear face
coverings in public when social
distancing is not possible.

SEARCH LODGING

07/23/2020



07/24/2020



CHECK RATES











A scenic view of a mountain range at sunset or sunrise. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The mountains are layered, with the foreground showing dense green and brown foliage, including evergreen and deciduous trees. The word "QUESTIONS?" is overlaid in large, bold, blue capital letters in the center of the image.

QUESTIONS?

Explore **ASHEVILLE**

GROUP SALES & SERVICES UPDATE

DIANNA PIERCE
EXPLORE ASHEVILLE
VP OF SALES

Explore **ASHEVILLE**

PULSE SURVEY

THE FUTURE OF MEETINGS AND EVENTS IN THE ERA OF COVID-19

WEDNESDAY, JULY 15, 2020



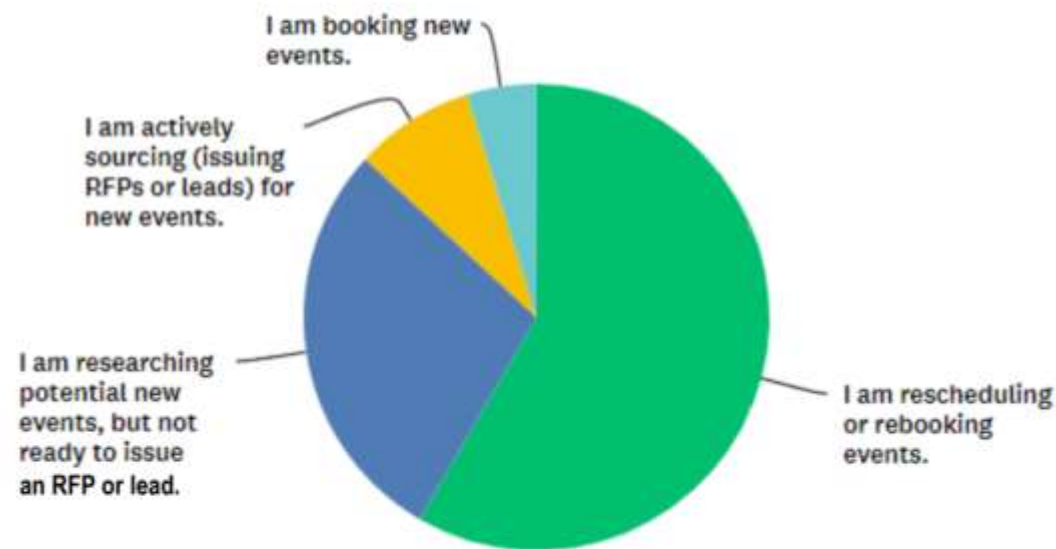
NORTHSTAR
MEETINGS GROUP

PLANNER ACTIVITIES

Rebooking is the Primary Focus “Déjà vu all over again” for planners rescheduling events

July 15 Responses

ANSWER CHOICES	RESPONSES
I am rescheduling or rebooking events.	59.64%
I am researching potential new events, but not ready to issue an RFP or lead.	27.46%
I am actively sourcing (issuing RFPs or leads) for new events.	8.05%
I am booking new events.	4.85%



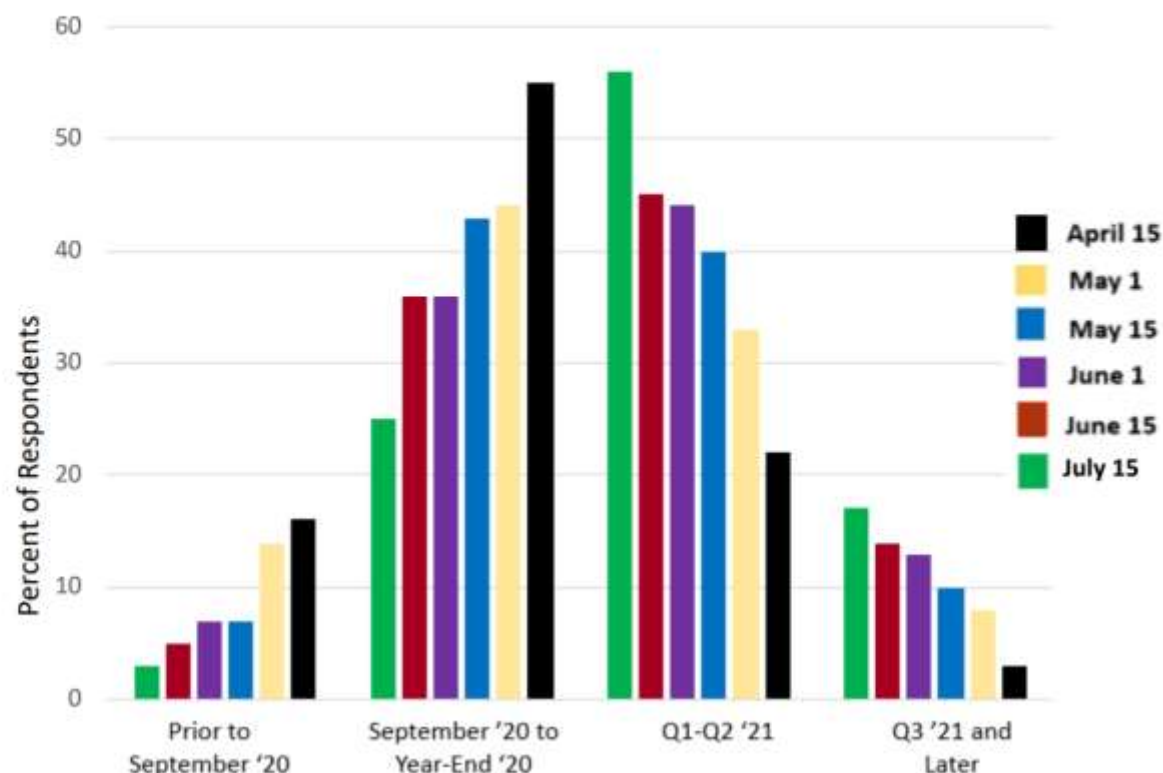
PLANNER ACTIVITIES

Expectations for Current Year Wane for Rescheduled Events Planners looking to reschedule events in '20 down 25% from previous month

When is the earliest you are scheduling
RESCHEDULED meetings and events?

June 15 Responses

ANSWER CHOICES	RESPONSES
Prior to September 2020	3.09%
September to Year-End 2020	24.60%
Q1 2021	30.91%
Q2 2021	24.73%
Q3 2021	8.87%
Q4 2021	2.82%
Q1 2022 and later	4.97%



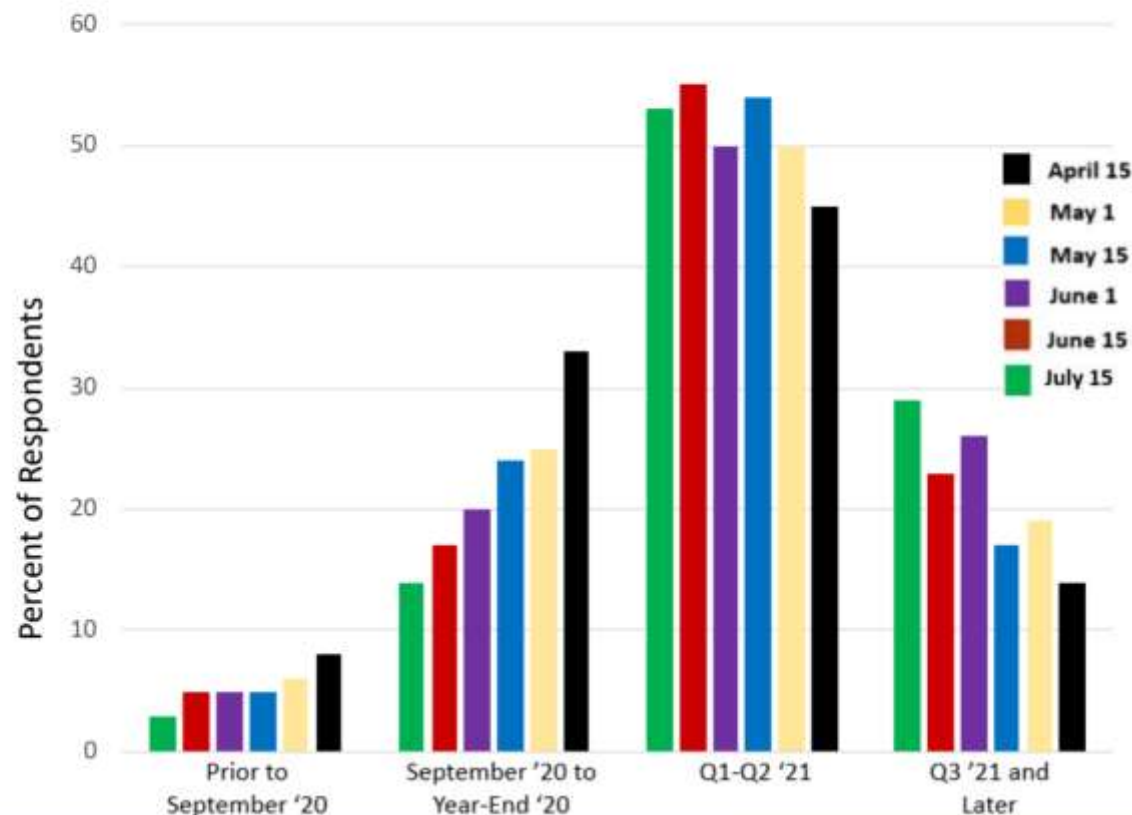
PLANNER ACTIVITIES

More Planners Now Looking a Year Out or More for New Events Interest in Q3 '21 and Later Grows Relative to the 1st Half of Next Year

When is the earliest you are scheduling
NEW meetings and events?

July 15 Responses

ANSWER CHOICES	RESPONSES
Prior to September 2020	3.28%
September to Year-End 2020	14.21%
Q1 2021	30.60%
Q2 2021	22.81%
Q3 2021	12.02%
Q4 2021	4.78%
Q1 2022 and later	12.30%

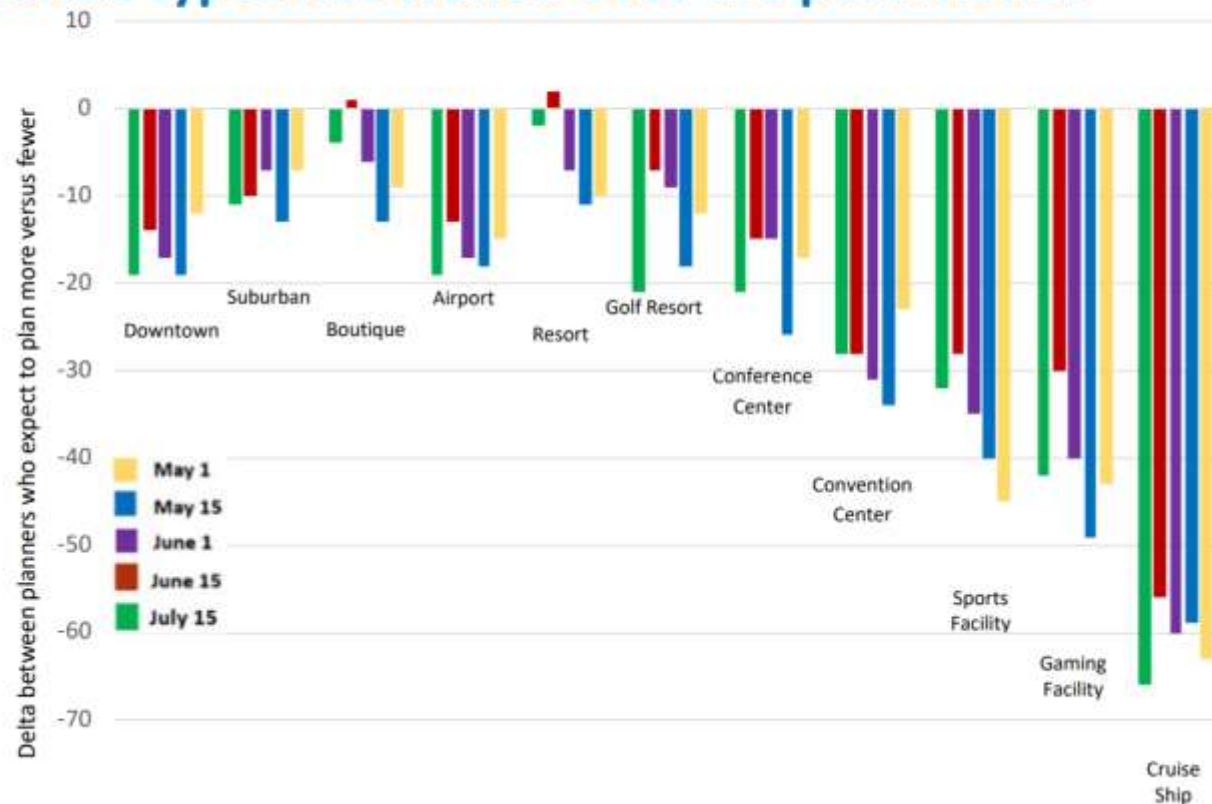


PLANNER ACTIVITIES

Regardless of clean building standards, confidence that had been gaining for several meeting venue types has waned over the past month

July 15 Responses

	MORE	FEWER
Downtown Hotel	4.37% 29	23.08% 153
Suburban Hotel	9.55% 51	20.79% 111
Boutique Hotel	15.99% 75	20.26% 95
Airport Hotel	10.54% 41	29.05% 113
Resort	13.81% 75	15.65% 85
Golf Resort	10.25% 37	21.61% 78
Conference Center	7.10% 36	28.40% 144
Convention Center	5.43% 24	33.03% 146
Sports Facility/Stadium/Arena	9.41% 19	41.58% 84
Gaming Facility	5.88% 10	48.24% 82
Cruise Ship	6.38% 9	73.05% 103



OTHER CONSIDERATIONS

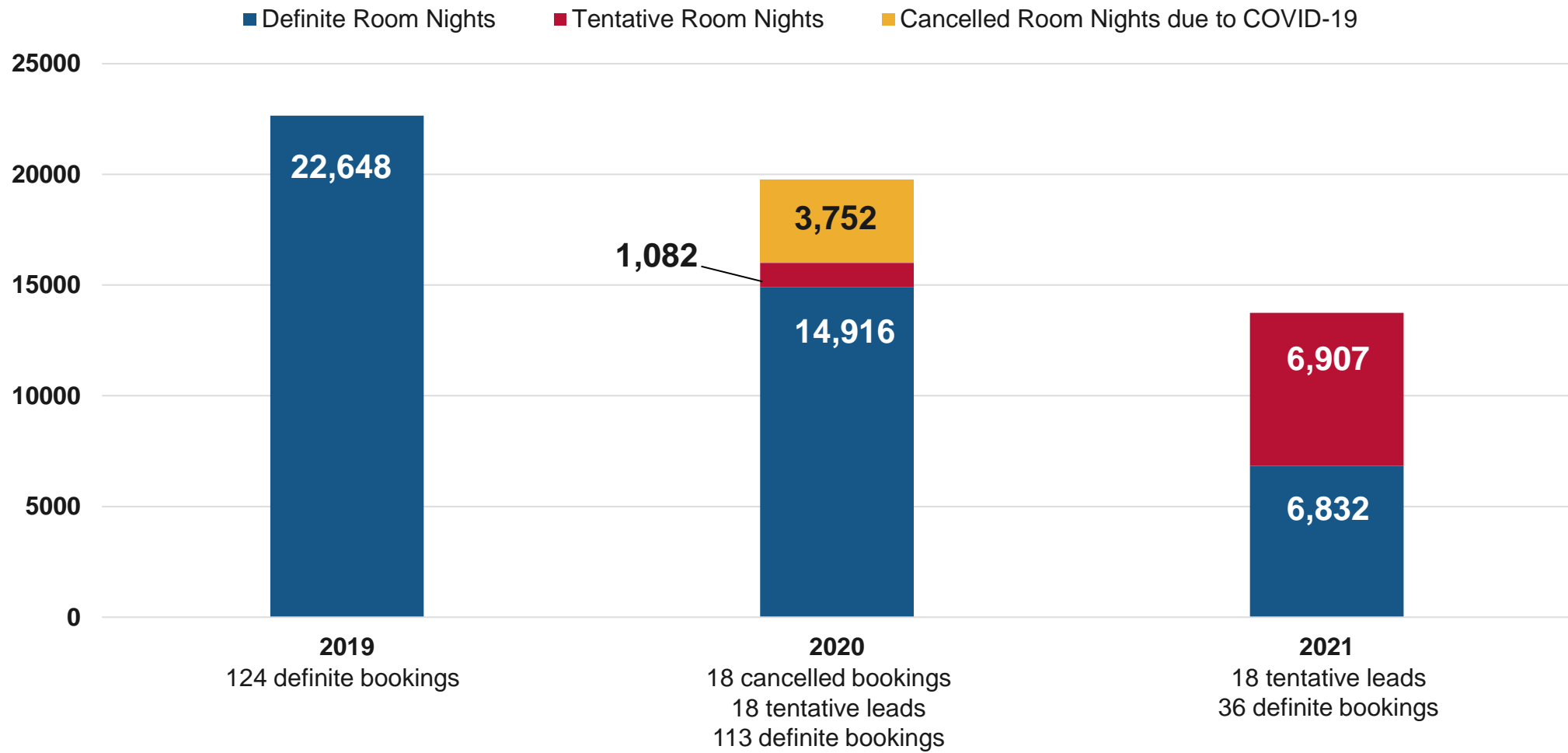
- Top planner concerns: Variability of cases by state/country, business travel restrictions, reduced budgets and reduced demand.
- Virtual events will continue to increase in the wake of COVID-19 (linked to virus trajectory and resurgence). Planners embrace it but reluctantly.
- Restrictions place on event sizes will continue to impact the speed of recovery for meetings.

PIPELINE STATS



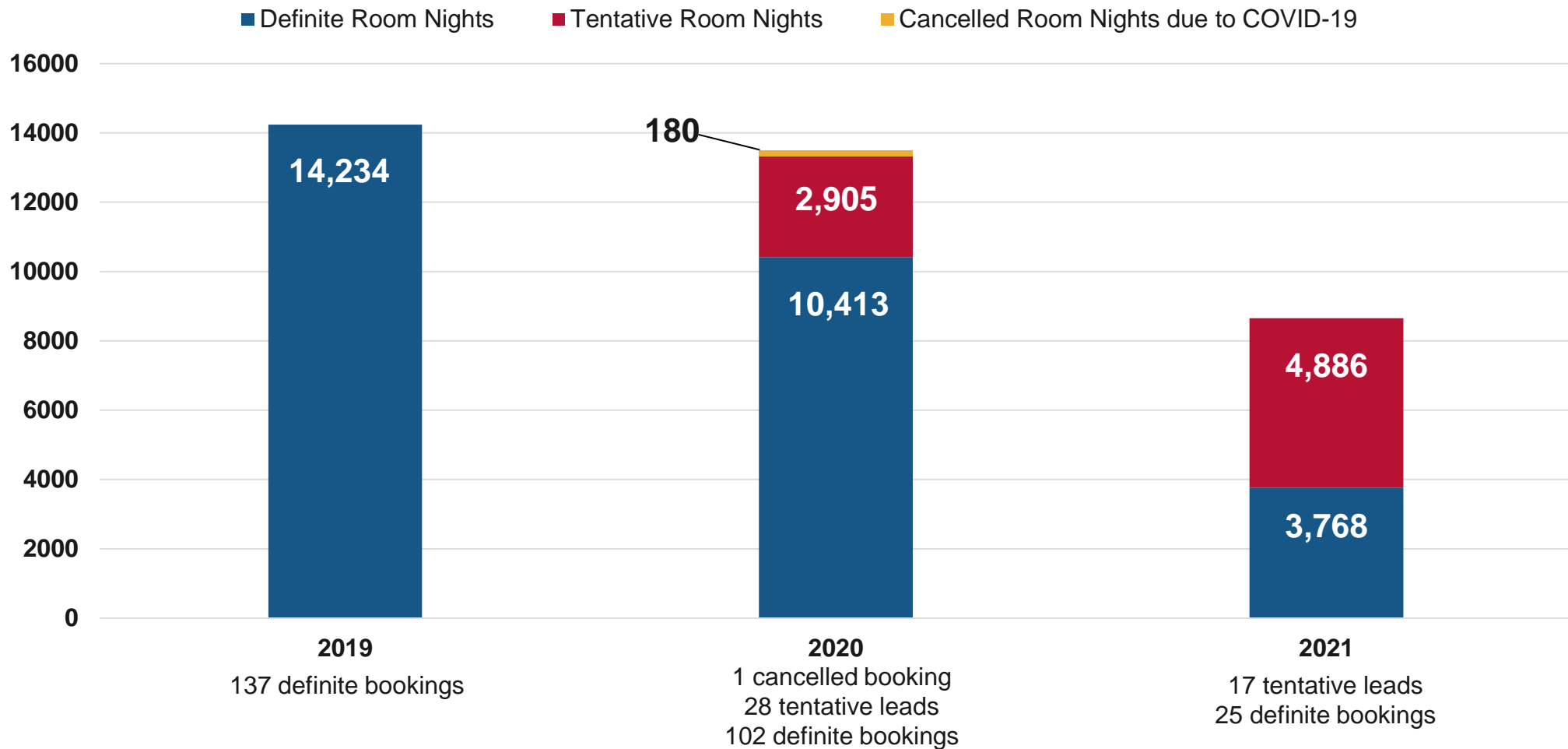
CALENDAR Q3 ROOM NIGHTS

July 1 – September 30



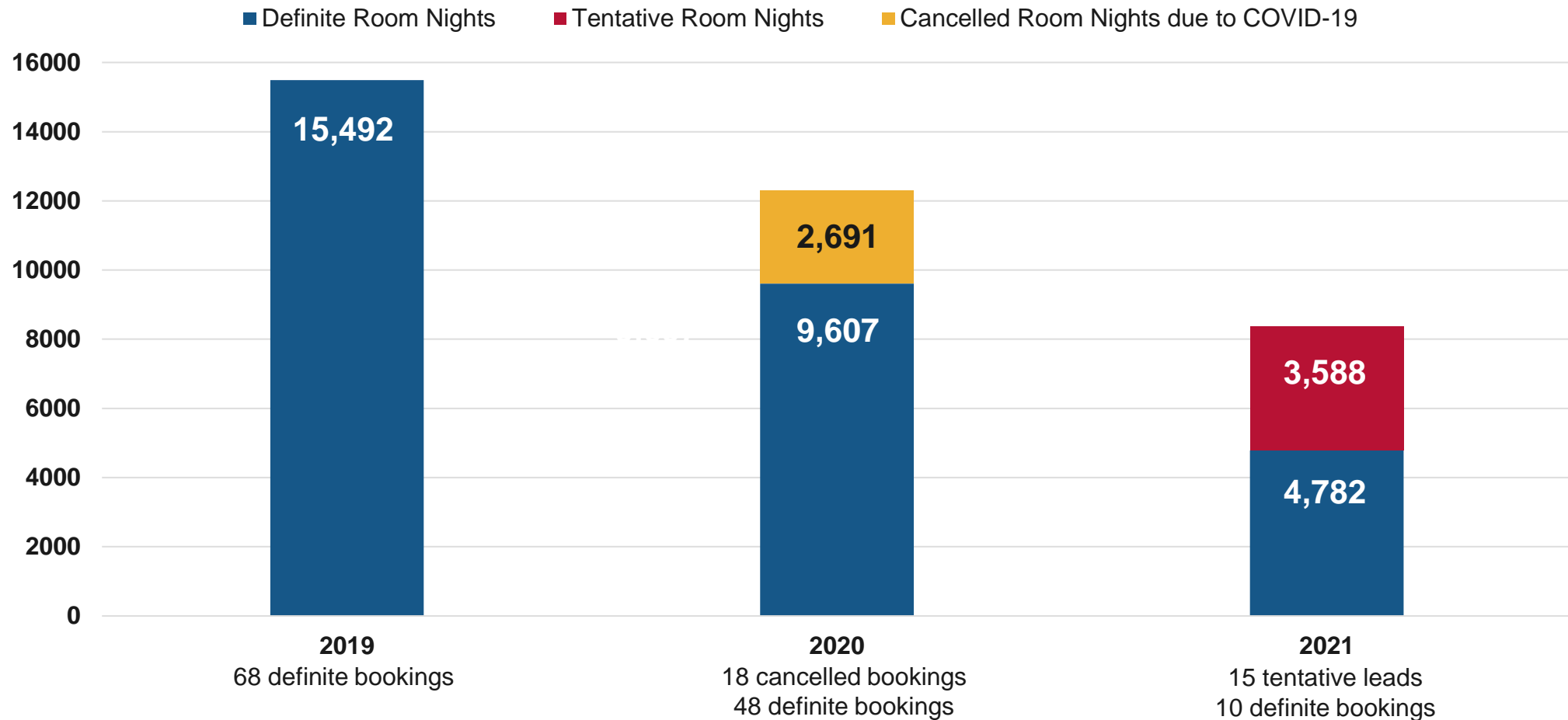
CALENDAR Q4 ROOM NIGHTS

October 1 – December 31



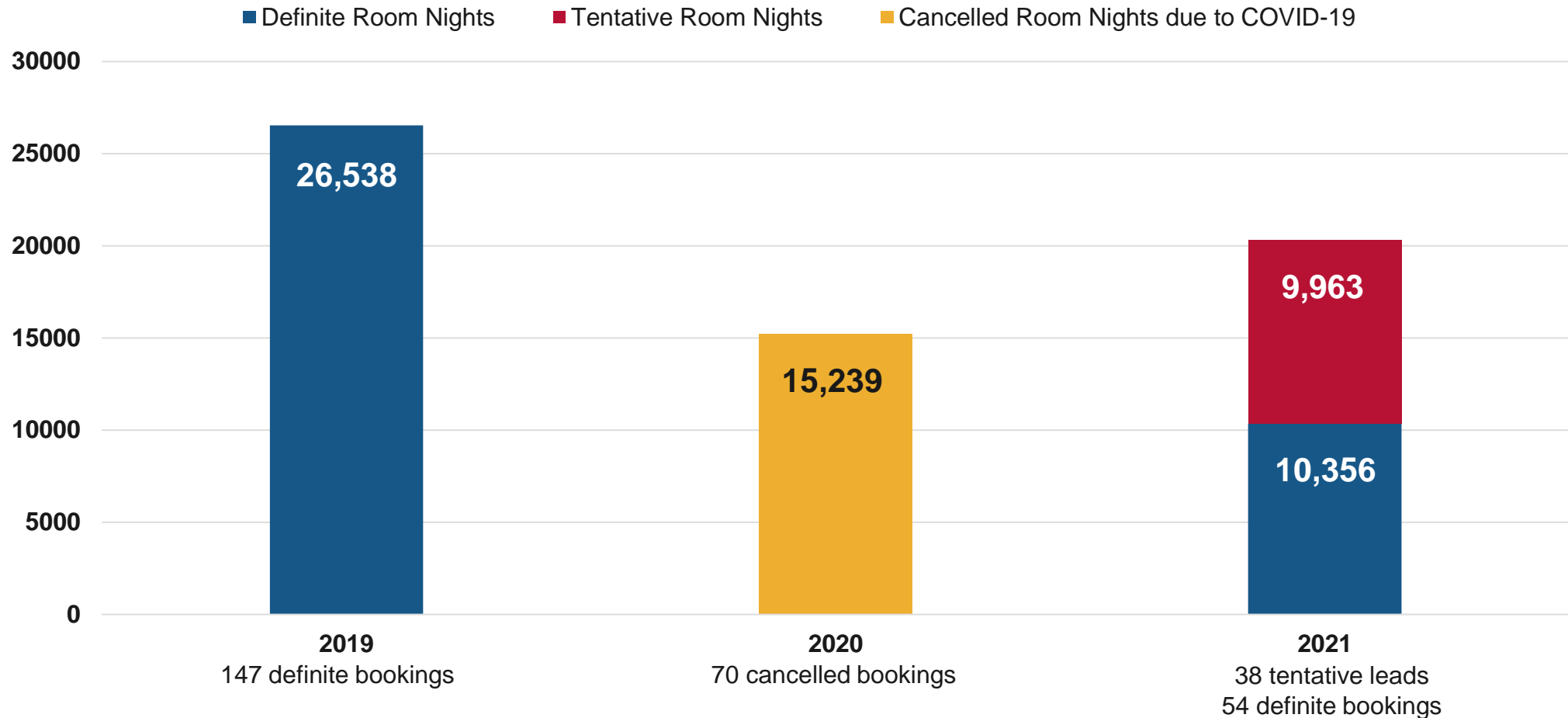
CALENDAR Q1 ROOM NIGHTS

January 1 – March 31



CALENDAR Q2 ROOM NIGHTS

April 1 – June 30



PIVOT TO VIRTUAL



3D VIRTUAL TOURS

14 Hotel tours completed
Asset for use by hotel sales department, CVB and available to planners on ExploreAsheville.com (protected content).

CURRENT VERSION OF CITYWIDE VIRTUAL

224 Registrants to date.

NEXT VERSION OF CITYWIDE VIRTUAL

Planning has commenced. Expected launch date is September.

“Thanks Connie! That’s a great video. I’m really impressed with Asheville’s response to the meeting planner community and the CVB’s ability to stay engaged and helpful during these times.” Amanda from SEEIA

PIVOT TO VIRTUAL



Welcome to your weekly source for all things MPI Georgia



NICHE INVITATIONS TO PROMOTE VIDEO VIEWING

HPN Global has shared the virtual with their global sales teams. We're targeting other large 3rd party buyers to do the same.

EMAIL BLAST TO SUPPORT VIDEO VIEWING

Partnered with Convention Plan IT to push out email to 33,000+ buyers across all markets.

EXHIBIT AT VIRTUAL EVENT & PLACEMENT IN AN SAFETY PROTOCOL HANDBOOK

Meetings Today will send a 50,000 eblast to promote the eHandBook. We receive a copy of all registrants.

SPONSOR VIRTUAL EVENTS IF RIGHT OPPORTUNITY

Hosted Georgia MPI Tech Summit and sponsored the June 20th Smart Meetings Medical Meeting Compliance With 1,000+ in attendance

PIVOT

WE CARE

STAY SAFE

Pledge



DEVELOP A PLEDGE FOR MEETINGS

Sufficient content is now available to develop a baseline set of standards applicable to the events segment.

EXHIBIT AT VIRTUAL EVENT & PLACEMENT IN AN SAFETY PROTOCOL HANDBOOK

Meetings Today will send a 50,000 eblast to promote the eHandBook. We receive a copy of all registrants.

MARKET REVIEW

More regional. More monied industries. More affinity style groups.

MOVING FORWARD

“We have to prepare for an entirely new way of holding events in a world where rational people are afraid to even go to a movie theater, much less a large event like a conference. The old models of event planning are simply not feasible in the new world we’re facing. We have to be prepared to leave them in the past.”

NorthStar Survey



QUESTIONS?

TPDF AMENDMENT REQUEST #1

The North Carolina Arboretum



Pat Kappes

NC Arboretum

- Awarded \$905,000 in 2018 for Garden Lighting & Parking Enhancements
- Construction completion required by May 1, 2020
- Requesting an extension to September 1, 2020

TPDF AMENDMENT REQUEST #1

The North Carolina Arboretum

Chairman Himanshu Karvir

Motion for Consideration:

Extend the North Carolina Arboretum's Tourism Product Development Fund Contract construction completion deadline to September 1, 2020.

AMENDMENT ROLL CALL VOTE

The North Carolina Arboretum

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

TPDF AMENDMENT REQUEST #2

US Cellular Center/Harrah's Cherokee Center Asheville



Pat Kappes

City of Asheville/Harrah's Cherokee Center Asheville

- Awarded \$1.5 million in 2016 for Theater Creation & Meeting Room Conversion
- Project completed January 2020 with exception of punch list item
- Requesting full disbursement

TPDF AMENDMENT REQUEST #2

US Cellular Center/Harrah's Cherokee Center Asheville

Chairman Himanshu Karvir

Motion for Consideration:

Disburse the City of Asheville's US Cellular Center/Harrah's Cherokee Center Asheville's Tourism Product Development Fund full grant award based on receipt of the Certificate of Occupancy.

AMENDMENT ROLL CALL VOTE

US Cellular Center/Harrah's Cherokee Center Asheville

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

CEO SEARCH UPDATE

Vice Chairman Gary Froeba

Update on the CEO Search

CITY COUNCIL UPDATE

Councilmember Julie Mayfield

Asheville City Council Update

BC COMMISSION UPDATE

Commissioner Joe Belcher

Buncombe County Commission Update

MISCELLANEOUS BUSINESS

Chairman Himanshu Karvir

Miscellaneous Business

PUBLIC COMMENTS

Chairman Himanshu Karvir

Members of the General Public were invited to submit comments via email through 4:00 p.m. on Tuesday, July 28, 2020.

One comment was received and was provided to the board in advance of the meeting.

ADJOURNMENT

Chairman Himanshu Karvir

Motion to Adjourn the July 29, 2020
Regular Meeting of the BCTDA

ADJOURNMENT - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chair Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Chip Craig
- Kathleen Mosher
- James Poole

NEXT BCTDA MEETING

Thanks for attending!

The next BCTDA meeting is on
Wednesday, August 26, 2020,
at 9:00 a.m.