

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

Wednesday, August 25, 2021 | 9:00 a.m.

Via Zoom Webinar due to NC Covid-19 State of Emergency – [Attending Public – Register Here](#)

Agenda

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of 07.28.21 Meeting Minutes	Kathleen Mosher
9:10 a.m.	July 2021 Financial Reports	Don Warn, BC Finance
9:15 a.m.	President & CEO Report <ul style="list-style-type: none">a. Board Member Appointment Statusb. Upcoming Events – BCTDA Annual Meetingc. Other Updates	Vic Isley
9:25 a.m.	BCTDA Tourism Jobs Recovery Fund Update <ul style="list-style-type: none">a. 12-Month Progress Reportb. Impact on Individual Local Businesses	Noah Wilson, Mountain BizWorks Grant Recipients
10:00 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:05 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:10 a.m.	Miscellaneous Business	Kathleen Mosher
10:15 a.m.	Comments from the General Public	Kathleen Mosher
10:25 a.m.	Thanks to Outgoing BCTDA Board Members Gary Froeba, Himanshu Karvir, John Lockett, John McKibbin, James Poole	Vic Isley
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA meeting is on **Wednesday, September 29, 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 or 828.258.6111 with questions.

Save the Dates!

[Festivals & Cultural Events Grant Program Information Session](#) | Wednesday, September 1 | 3:30 – 5:00 p.m. | EA Board Room

[BCTDA Annual Meeting, “The Heart of Hospitality”](#) | Wednesday, September 15 | 3:00 – 6:00 p.m. | Thomas Wolfe Auditorium

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

Explore Asheville Convention & Visitors Bureau – 27 College Place, Asheville

Board Meeting Minutes Wednesday, July 28, 2021

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Gary Froeba, Himanshu Karvir, John Luckett
- Absent (Voting):** Leah Ashburn, Andrew Celwyn, John McKibbon
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
Buncombe County Commissioner Robert Pressley
- Absent (Ex-Officio):** None
- CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Jonna Sampson, Daniel Bradley, Hannah Dosa, Kathi Petersen, Tina Porter
- BC Finance:** None
- Legal Counsel:** Richard Kort, McGuire, Wood & Bissette
- In-Person Attendees:** Clark Duncan, Economic Coalition for Asheville-Buncombe County
Colleen Swanson, Meetings Database Institute
Jane Anderson, Asheville Independent Restaurant Association
Chip Craig, John Ellis; Past BCTDA Board Members
Ruth Summers, Grove Arcade Public Market
Jim Kammann, Dining Innovations
Nnweyna Smith, Sankofa Market/Helpmate
Jason Sandford, Ashvegas
- Online Attendees:** Andrew Celwyn, John McKibbon; BCTDA Board Members
Glenn Cox, Carli Adams, Kathryn Dewey, Holly Oakley, Glenn Ramey,
Charlie Reed, Nicole Will; Explore Asheville Staff
Jim Muth, Past BCTDA Board Member
Kit Cramer, Asheville Area Chamber of Commerce
Robert Michel, Asheville Homestay Network
Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce
Sophia Ungert, UNC Asheville
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 meeting online.

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the in-person joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- Ms. Isley presented outgoing BCTDA Chairman Himanshu Karvir with a plaque in recognition of his service on the board. She also welcomed incoming Chair, Kathleen Mosher.
- Minutes from the June 30, 2021, BCTDA regular monthly meeting were approved with a 5-0 vote.
- The revised Rules of Decorum and Processes and Protocols for Public Comments During Regular Monthly Meetings document relevant for in-person meetings was approved with a 5-0 vote.
- The preliminary June 2021 financial statements were approved with a 5-0 vote.
- In her President & CEO report, Ms. Isley reviewed recent lodging metrics, shared the board member vacancy appointment process, and reviewed the Festivals & Cultural Events Support Fund and Sponsorships plan and timeline.
- A Group Sales Strategy presentation was shared by Ms. Isley, Mr. Hilliard, Colleen Swanson with MDI, and Clark Duncan with the Economic Development Coalition of Asheville-Buncombe County.
- Updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley were heard.
- Under Comments from the General Public, Chairwoman Mosher reported there were no requests to speak received from members of the public - either via call-in or in-person.
- With a 5-0 vote, the BCTDA meeting adjourned at 10:27 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher called the in-person joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m. For people watching the livestream online, she said meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com) and the recording will be posted after the meeting.

Introductions were made around the room.

Thanks to Outgoing BCTDA Chair Himanshu Karvir

Ms. Isley said Mr. Karvir was recognized last month for his contributions as outgoing BCTDA Chair and she presented him with a plaque for his long-standing service on the board.

Welcome Incoming BCTDA Chair Kathleen Mosher

Ms. Isley welcomed Kathleen Mosher to her first board meeting as Chair and said she looks forward to her working with her in this new leadership role.

Approval of Meeting Minutes

Mr. Lockett made a motion to approve the June 30, 2021, regular meeting minutes as presented. Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor, the motion carried 5-0.

Adoption of Rules of Decorum and Processes and Protocols for Public Comments During Regular Monthly Meetings

Chairwoman Mosher said that in February, the board adopted Rules of Decorum and Processes and Protocols for receiving public comments at virtual meetings. She said now that the BCTDA has resumed in-person meetings, the protocols have been revised to allow members of the public who are viewing the meeting via the livestream to continue to have the ability to call in and make comments. Additionally, the document outlines the steps people attending the meeting in-person will follow to request to speak for up to three minutes.

Chairwoman Mosher said board members received the revised proposed protocols to review prior to today's meeting and she invited questions or comments. Seeing none, she called for action.

Mr. Karvir made a motion to adopt the revised Rules of Decorum, Processes and Protocols for Public Comments during Regular Monthly BCTDA Meetings as presented. Mr. Froeba seconded the motion. There was no discussion and with all in favor, the motion carried 5-0.

Ms. Isley added that at last month's meeting, a discussion took place with board members suggesting that as we work towards planning to resume in-person BCTDA meetings, to consider continuing to offer the increased transparency and online accessibility that have been available to the public via virtual meetings. She said the team worked internally on the operational logistics of that directive and she is pleased that these protocols go above and beyond the requirements to allow opportunities for public access and engagement at in-person BCTDA meetings.

The revised Rules of Decorum and Processes and Protocols for Public Comments document is on file with the Explore Asheville Convention & Visitors Bureau and is posted on [AshevilleCVB.com](https://www.exploreasheville.com/AshevilleCVB.com).

Financial Reports

Preliminary June 2021 Financial Reports

Ms. Kass-Green reviewed the preliminary June 2021 financial reports. She said the final June reports will be presented in the fall in conjunction with the annual audit and will include an additional month of revenue and expenses received after June 30.

In response to Mr. Froeba's question asking how many short-term rental units there are in the area, Ms. Isley said she believes the number was approximately 3,800 when she shared a report on STRs at a recent meeting.

Mr. Luckett made a motion to approve the preliminary June 2021 financial reports as presented. Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor, the motion carried 5-0.

President & CEO Report

Lodging Metrics

Ms. Isley shared a PowerPoint presentation in which she provided recent lodging occupancy metrics.

Board Member Appointment Status

Ms. Isley said the city and county are currently in application cycles to fill five vacancies on the BCTDA board. She said Mr. Froeba and Mr. McKibbon are completing their terms as the county's appointees, and applications for those seats close on July 30, with discussion and interviews scheduled by the Buncombe County Board of Commissioners on August 24.

The city's appointees terming off the board are Mr. Karvir and Mr. Lockett, and Mr. Poole resigned from his seat in July due to a change in employment. She said the application deadline for these three seats is August 9 and interviews and appointments by Asheville City Council will be scheduled on September 14.

Festivals & Cultural Events Support Fund

Ms. Isley shared details about the Festival & Cultural Events grant program designed to provide financial support for events that serve both the residents of Buncombe County and the visitors who travel to the Asheville area. Highlights of plan are:

- Funds for this program are from the Earned Revenue Fund, generated by advertising on the ExploreAsheville.com website that are not subject to occupancy tax restrictions.
- Grant cycles are held annually, and the 2021 grant application process is valid for festivals and cultural events occurring in calendar year 2022.
- [Information is on the website](#) and applications are currently open with a September 29, 2021, deadline. A five-member grant committee will review the applications and funding recommendations will be presented to the BCTDA for approval at the October 27, 2021, board meeting.
- Grants range from \$1,000 to \$5,000, with the funding level not exceeding 50% of the total event budget.
- The number of grant awards is limited by the amount of available funds, which vary from year-to-year. Funds do not have to be fully appropriated.
- Funds are disbursed as a reimbursement after the events take place.

Sponsorship Funding

Ms. Isley said the BCTDA also offers Sponsorship Funding from Earned Revenue to Buncombe County-based nonprofits providing professional and community development opportunities that serve the local community. She said funding requests will be reviewed on a quarterly basis and sponsorships ranging from \$500 to \$10,000 are awarded at the discretion of Explore Asheville's president & CEO. Additional information and applications forms are available on [AshevilleCVB.com](#).

Upcoming Events

Ms. Isley shared information on two upcoming events happening on Tuesday, August 3. From 10:00 to 11:15 a.m., Explore Asheville will host a [Responsible Travel & Sustainability in Tourism webinar](#). Later that day, from 4:00 to 6:00 p.m., a Summer Social & Sustainability Resource Fair will take place at Highland Brewing Company.

Other Updates

Ms. Isley said the CVB Staff Recap, Destination Dashboard, and Quick List are posted on [AshevilleCVB.com](#).

Group Sales Strategy

Introduction

Ms. Isley introduced the speakers for the Group Sales Strategy presentation and provided an overview of Explore Asheville's four strategic imperatives. She also shared the group room night production history and further defined the strategic imperatives as they specifically relate to Group Sales efforts:

- Deliver Balanced Recovery & Sustainable Growth
 - Accelerate proactive sales efforts to increase net new business to the destination.
 - Create a local referral group of influencers in economic development sectors and community assets.
 - Deploy the sales team in alignment with broader economic development sectors.
 - Drive revenue in need periods through an 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.

MDI Data Analysis

Colleen Swanson with Meetings Database Institute (MDI), a strategic data management and solutions firm specializing in the hospitality and meetings marketplace, provided an overview of the recently completed sales program analysis for Explore Asheville. She shared the goals, approach, segments, industries, account feeders, peak rooms, arrival months, lead time, and priorities, and summarized how the data will be utilized in sales strategies to attract the types of group business that is desirable for the Asheville area.

Economic Development Sectors

Clark Duncan with the Economic Development Coalition for Asheville-Buncombe County (EDC), said the EDC and BCTDA boards have long-shared a vision of expanding economic activity, and out of that vision came a partnership with an understanding that the hospitality industry has the potential to lift and grow other sectors of the economy. Mr. Duncan shared the AVL 5X5 2025 strategies for promoting cluster growth in five key industries: advanced manufacturing, life sciences, climate and environmental tech, outdoor products and recreation tech, and office and technology. He highlighted local businesses and organizations that are represented in each cluster.

Deployment

Marshall Hilliard, VP of Sales for Explore Asheville, shared the following “Guiding Principles for Sales,” and provided an overview of how they align with the economic development sectors and Explore Asheville’s strategic pillars and community assets:

- 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 Explore Asheville’s strategic pillars, economic development sectors, and community assets.

Next, Mr. Hilliard shared how Explore Asheville’s sales managers will be deployed, with markets and segments assigned based on the data provided by Ms. Swanson and economic development clusters shared by Mr. Duncan, in alignment with the strategic pillars.

Mr. Hilliard provided an overview of the sales strategies behind the upcoming Outdoor Retailers Show in Colorado and a local influencer initiative that will be convening in the fall.

Wrap-Up

Ms. Isley concluded the presentation by stating that this sales strategy will help in the effort to bring balanced recovery and growth to the area and can help to diversify the local and regional economy. Ms. Isley, Mr. Hilliard, Ms. Swanson, and Mr. Duncan answered all related questions.

The PowerPoint presentation is on file with the Explore Asheville Convention & Visitors Bureau and is posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Asheville City Council Update

Councilmember Kilgore provided an update on city-related business, including approval of the noise ordinance, upcoming board and commission appointments, and a recent work session on American Rescue Plan funding.

Buncombe County Commission Update

Commissioner Pressley provided an update on county-related business, including approval of funding for a low-income homeowners’ program, a recent cycling event, and progress on the American Rescue Plan application process.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Live Virtual Public Comments

Chairwoman Mosher said members of the public were invited to sign-up to virtually share live comments during today’s in-person BCTDA meeting. She noted that as of yesterday’s 12:00 p.m. registration deadline, no requests to speak had been received.

In-Person Public Comments

Chairwoman Mosher said upon arrival, members of the public attending today's in-person meeting were invited to register to share public comments, however, no one signed-up to speak.

Adjournment

Mr. Karvir moved to adjourn the meeting and Mr. Froeba seconded the motion. There was no discussion and with all in favor, the motion carried 5-0 and the meeting ended at 10:27 a.m.

The full meeting PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

The next joint BCTDA meeting will be held virtually on Wednesday, August 25, 2021, beginning at 9:00 a.m., via Zoom.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Fund, Budget and Actual

July 31, 2021

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 20,369,690	\$ -	\$ -	\$ 20,369,690	0.0%	\$ -	-
Investment income	-	-	-	-	-	66	-100.0%
Other income	-	-	-	-	-	343	-100.0%
Earned revenue	150,000	-	-	150,000	0.0%	-	-
Total revenues	20,519,690	-	-	20,519,690	0.0%	409	-100.0%
Expenditures:							
Salaries and Benefits	2,889,976	204,447	204,447	2,685,529	7.1%	126,901	61.1%
Sales	1,236,063	69,471	69,471	1,166,592	5.6%	95,702	-27.4%
Marketing	15,321,893	585,365	585,365	14,736,528	3.8%	272,571	114.8%
Community Engagement	123,178	2,728	2,728	120,450	2.2%	(150)	-1918.9%
Administration & Facilities	798,580	67,275	67,275	731,305	8.4%	48,955	37.4%
Earned Revenue	200,564	-	-	200,564	0.0%	373	-100.0%
Total expenditures	20,570,254	929,286	929,286	19,640,968	4.5%	544,352	70.7%
Revenues over (under) expenditures	(50,564)	(929,286)	(929,286)			\$ (543,943)	70.8%
Other Financing Sources:							
Carried over earned income	50,564	-	-				
Total other financing sources	50,564	-	-				
Net change in fund balance	\$ -	\$ (929,286)	(929,286)				
Fund balance, beginning of year			17,765,544				
Fund balance, end of month			\$ 16,836,258				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

July 31, 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	-	\$ -	\$ 1,390,343	-	\$ -	\$ 463,448	-	\$ -	\$ 463,448	-
August	-	1,576,516	-	-	2,966,859	-	-	\$ 525,505	-	-	988,953	-
September	-	1,598,161	-	-	4,565,021	-	-	\$ 532,720	-	-	1,521,674	-
October	-	2,329,272	-	-	6,894,292	-	-	\$ 776,424	-	-	2,298,097	-
November	-	1,557,487	-	-	8,451,779	-	-	\$ 519,162	-	-	2,817,260	-
December	-	1,517,197	-	-	9,968,976	-	-	\$ 505,732	-	-	3,322,992	-
January	-	1,095,262	-	-	11,064,238	-	-	\$ 365,087	-	-	3,688,079	-
February	-	1,044,459	-	-	12,108,697	-	-	\$ 348,153	-	-	4,036,232	-
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	\$ -	\$ 20,125,048		\$ -	\$ 20,125,048		\$ -	\$6,708,349		\$ -	\$6,708,349	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

July 31, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 27,670,000	\$ 23,628,412	\$ 4,041,588	85.4%
Investment Income	-	1,231,411	(1,231,411)	0.0%
Total revenues	<u>27,670,000</u>	<u>24,859,823</u>	<u>2,810,177</u>	<u>89.8%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	11,593	488,407	2.3%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	-	45,000	-
Total product development projects	<u>17,920,000</u>	<u>3,784,456</u>	<u>14,135,544</u>	<u>21.1%</u>
Product development fund administration	<u>440,000</u>	<u>-</u>	<u>440,000</u>	<u>0.0%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 3,784,456</u>	<u>\$ 14,575,544</u>	<u>20.6%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 19,861,052		
Less: Liabilities/Outstanding Grants		(14,135,544)		
Less: Unspent Admin Budget (Current Year)		(440,000)		
Current Product Development Amount Available		<u>\$ 5,285,507</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

July 31, 2021

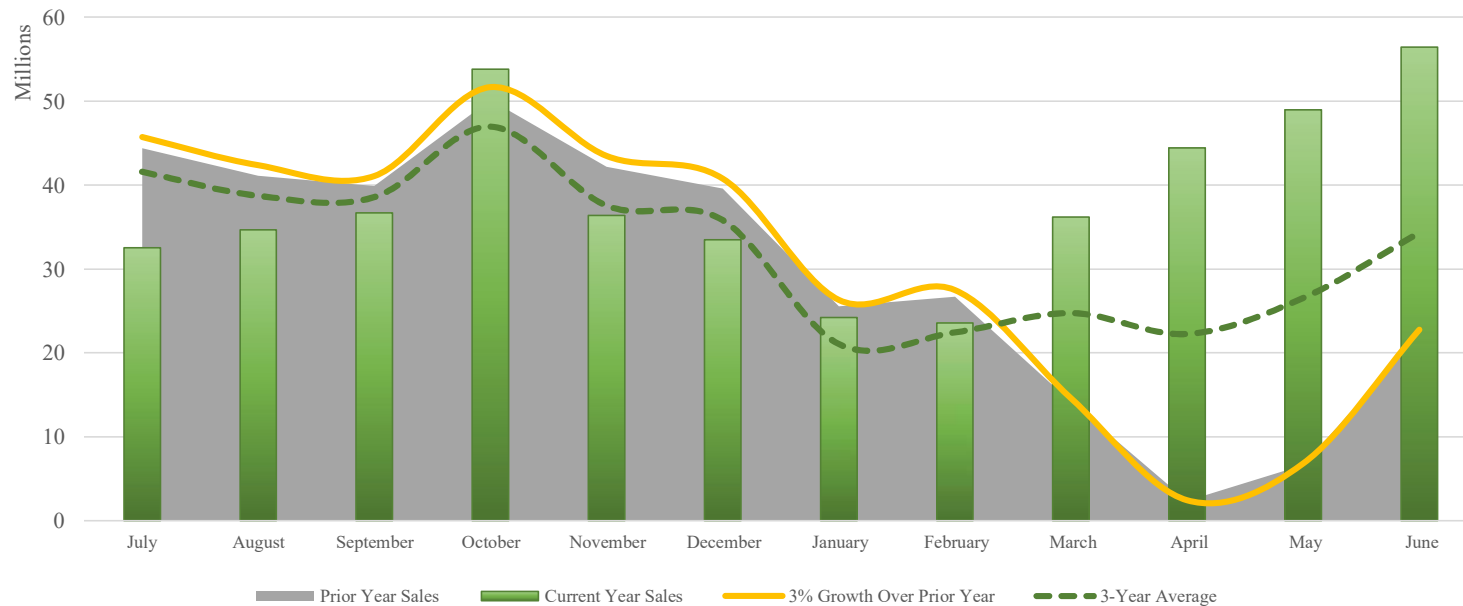
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 16,910,229	\$ 19,861,052	\$ 36,771,281
Receivables	-	-	-
Total current assets	<u>\$ 16,910,229</u>	<u>\$ 19,861,052</u>	<u>36,771,281</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 42,271	\$ -	\$ 42,271
Future events payable	31,700	\$ 14,135,544	\$ 14,167,244
Total current liabilities	<u>73,971</u>	<u>\$ 14,135,544</u>	<u>\$ 14,209,515</u>
			-
Fund Balances:			-
Restricted for product development fund	-	5,725,507	5,725,507
Earned Revenue	106,385	-	106,385
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	4,915,453	-	4,915,453
Total fund balances	<u>16,836,258</u>	<u>5,725,507</u>	<u>22,561,766</u>
 Total liabilities and fund balances	<u>\$ 16,910,229</u>	<u>\$ 19,861,052</u>	<u>\$ 36,771,281</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

July 31, 2021



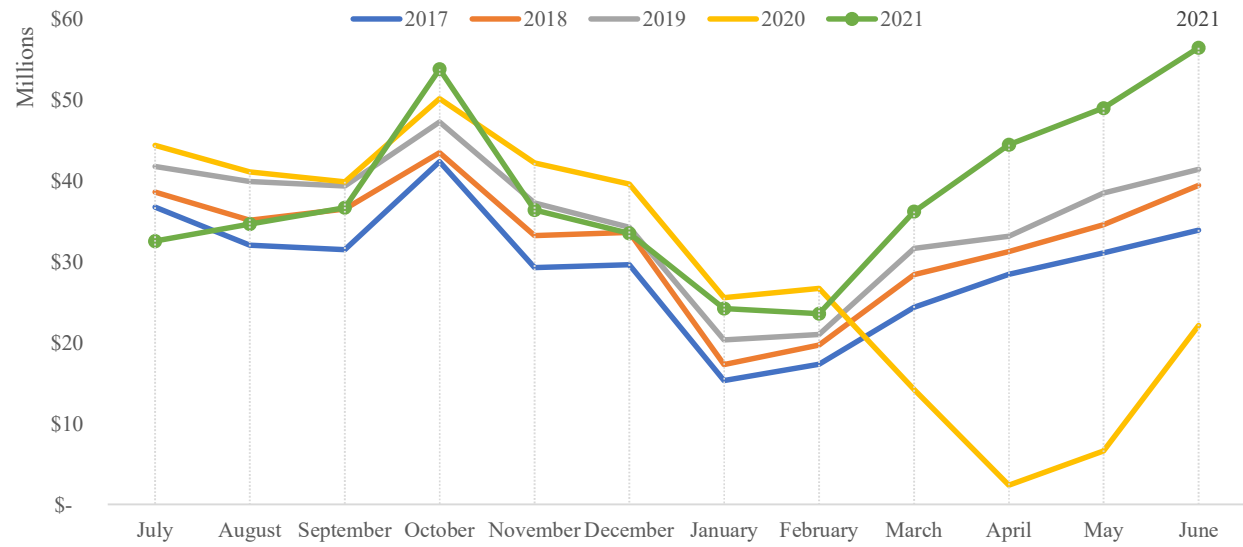
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 32,547,111	\$ 44,385,965	-27%	-27%	\$ 45,717,544	\$ 41,574,284
August	34,663,339	41,113,655	-16%	-21%	42,347,065	38,716,556
September	36,683,164	39,869,174	-8%	-17%	41,065,249	38,557,347
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	48,972,418	6,624,541	639%	22%	6,823,277	26,544,259
June	56,425,689	22,108,839	155%	30%	22,772,104	34,321,056
Total revenues	<u>\$461,407,341</u>	<u>\$ 354,904,866</u>	<u>30%</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

July 31, 2021



Month of lodging sales:

	2017	2018	2019	2020	2021
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111
August	32,040,330	35,118,463	39,917,550	41,113,655	34,663,339
September	31,498,527	36,475,819	39,327,048	39,869,174	36,683,164
October	42,361,030	43,473,922	47,272,253	50,148,618	53,816,499
November	29,254,904	33,231,722	37,240,595	42,190,154	36,384,853
December	29,615,696	33,597,999	34,272,393	39,595,569	33,492,133
January	15,323,999	17,286,992	20,347,077	25,561,453	24,213,034
February	17,323,590	19,676,430	20,985,316	26,696,319	23,577,360
March	24,352,927	28,406,443	31,638,002	14,208,120	36,200,146
April	28,444,541	31,240,963	33,141,034	2,402,461	44,431,592
May	31,113,327	34,544,014	38,464,222	6,624,541	48,972,418
June	33,898,766	39,441,126	41,413,202	22,108,839	56,425,689
Total lodging sales	\$ 351,962,319	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 461,407,341

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

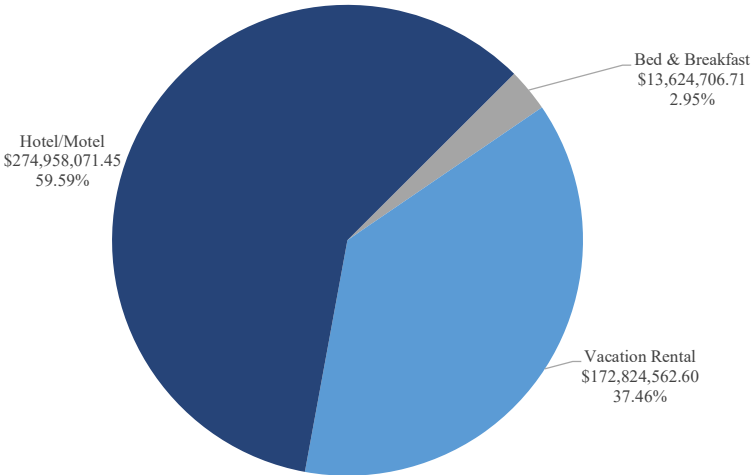
July 31, 2021

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%	18,711,983	1,925,692	871.7%	109.9%	1,440,144	174,869	723.6%	19.0%	48,972,418	6,624,541	639.3%	21.7%
June	34,380,904	11,770,482	192.1%	5.0%	20,592,938	9,657,143	113.2%	110.3%	1,451,848	681,214	113.1%	24.9%	56,425,689	22,108,839	155.2%	30.0%
Total	\$ 274,958,071	\$ 261,801,781	5.0%		\$ 172,824,563	\$ 82,193,662	110.3%		\$ 13,624,707	\$ 10,909,423	24.9%		\$ 461,407,341	\$ 354,904,866	30.0%	

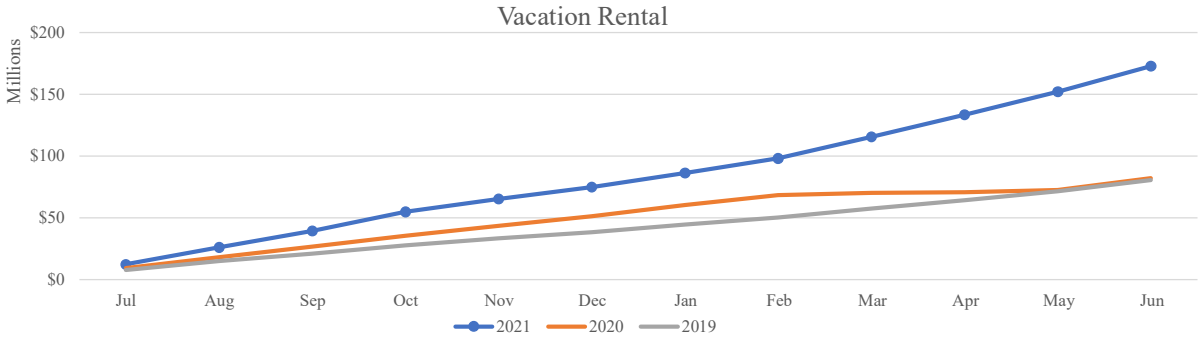
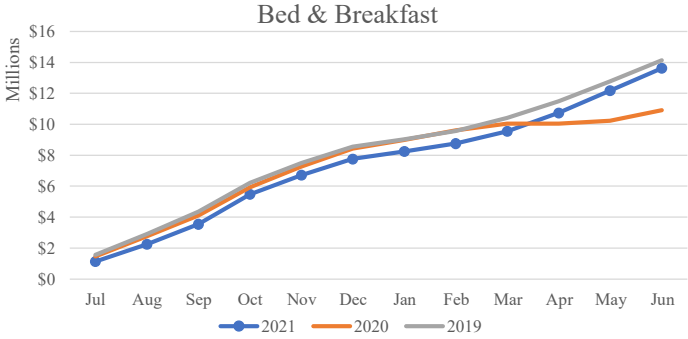
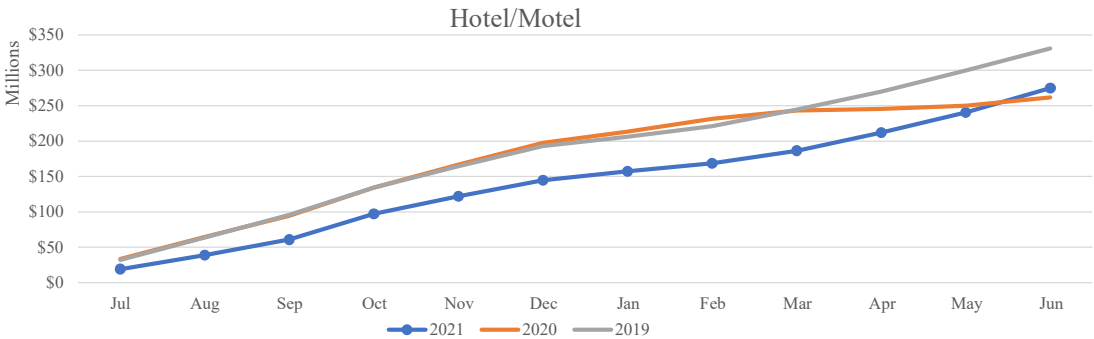
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
July 31, 2021

Total Lodging Sales by Type, Year-to-Date



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



August 25, 2021

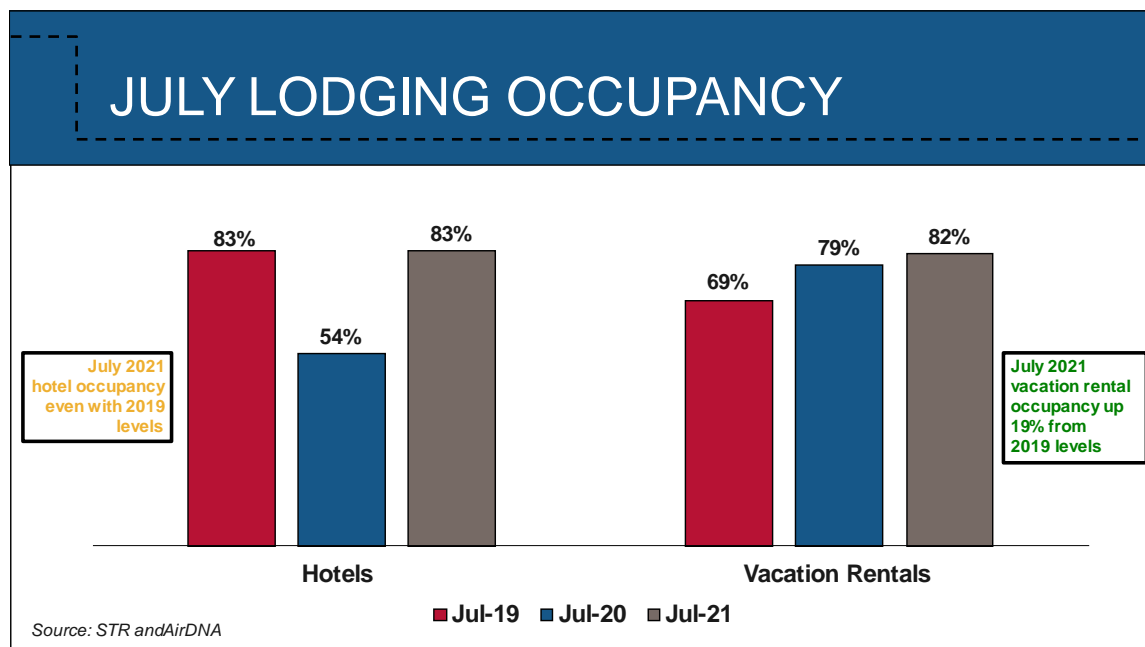
To: Buncombe County Tourism Development Authority
From: Vic Isley
Subject: President & CEO's Report of July 2021 Activities

Starting with this month, the monthly Recap will be categorized by our strategic pillars:

- **D**eliver Balanced Recovery & Sustainable Growth
- **E**ncourage Safe & Responsible Travel
- **E**ngage & Invite More Diverse Audiences
- **P**romote & Support Asheville's Creative Spirit
- **R**un a Healthy & Efficient Organization

Hotel occupancy for the month of July 2021 reached 83%, nearly double that of July 2020, and on par with July 2019 levels.

Short-term vacation rentals reached 82% in July 2021, up 19% from the benchmark year of 2019. This continues to be good news for local residents owning vacation rentals and earning more and benefiting from the return of visitors to our community. It marks the third month since the pandemic that hotel occupancy eclipsed vacation rental occupancy.



JULY BY THE NUMBERS

- During July, the sales team posted 717 personal contacts (down 12%). July sales activities generated 80 sales leads (up 158%) and 31 convention bookings (up 11%), representing 4,124 rooms (up 115%). One month into the fiscal year, year-to-date bookings are down 21 percent and room nights represented are down 25 percent.
- CVB sales leads generated 32 group events in July (up 191%), with corresponding revenue of \$634,828 (up 269%). The services team assisted 32 groups (up 191%).
- The PR team landed 23 significant placements in July (down 12%), with 46 media touchpoints (up 84%). The publicity value of print and broadcast placements totaled \$1.1 million with reach of over 5.2 million (up 263%). Online placements added \$2.4 million in value and reach of more than 1.3 billion (up 152%).
- ExploreAsheville.com attracted 947,689 visits (up 140%), including 709,652 to the mobile site (up 159%). Our Facebook fan base total is 303,477 (up 2%) and video views totaled 87,016 (up 54%).
- In July 2021, there were 2,554 Asheville Visitor Guide requests compared to 2,058 the previous year.
- Online hotel reservations totaled 57 room nights (up 36%) with total room revenue of \$11,312 (up 50%).
- The Asheville Visitor Center welcomed 20,887 visitors (up 361%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 5,579 visitors (up 108%).

LODGING & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$56,425,903 in June (up 155%).
- Smith Travel Research reported hotel occupancy of 81 percent during June (up 93%). The average daily room rate was \$178.28 (up 55%), and RevPAR (revenue per available room) was \$144.40 (up 200%). Room demand increased 103 percent with 212,728 rooms sold.
- AirDNA reported short term rental occupancy of 74 percent (up 17%), ADR of \$113.98 (up 20%), and RevPAR of \$84.30 (up 40%). Total demand for short term rentals increased 41 percent to total 154,940 rooms sold.
- Passengers at the Asheville Regional Airport increased 290 percent to total 154,749 in June.

Deliver Balanced Recovery & Sustainable Growth

President & CEO

- Meetings & Tours w/ Elected Officials: In July, Vic met with five local elected officials and went on tours of Asheville to learn about challenges and opportunities from their perspectives.

Community Engagement

- BCTDA Annual Meeting: Planning is underway for the event to be held on September 15; the agenda will focus on the theme “The Heart of Hospitality.”

- Earned Revenue Events Funding: The Festivals & Cultural Events Support Fund Grant Cycle will be offered this fall for events taking place in the 2022 calendar year; applications are due September 29, 2021, and grants will be announced October 27, 2021. An Information Session will be held at Explore Asheville on September 1. Sponsorship funding also available for community events in alignment with the strategic pillars; applications accepted year-round but will be reviewed on a quarterly basis.

Sales Activities

- 48-Hour FAM: Planning began in earnest for the November 16 – 19, 2021 Asheville 48-Hour Experience, or 48-Hour FAM. Due to the pandemic, this will be the first FAM hosted since November 2019.
 - Host Hotel: Renaissance Asheville Hotel committed to hosting the FAM.
 - Attendees: 10 meeting planners from across the country are confirmed attending so far.
 - 2022 Dates: Three FAMs are slated for 2022 and applications are now open.
- Tradeshows: Sales staff attended the following tradeshows in July.
 - Association Executives of North Carolina (AENC): Kathryn attended the Annual Meeting in Wilmington.
 - Sponsorship: Explore Asheville was a Silver Sponsor with an exhibitor table and donated a silent auction Asheville Basket.
 - Industry Partner Attendance: Partners that attended were Biltmore Farms and Crowne Plaza.
 - Spotlight on the Southeast: Beth attended this regional group travel show where she met with 20 tour companies through a mini-tradeshow and itinerary planning sessions.
 - Destination Southeast: Connie attended the tradeshow and networked with 70 planners in Marco Island, Florida.
 - Sponsorship: Explore Asheville sponsored the opening luncheon during the tradeshow, where Connie gave a presentation on Asheville, gifted Asheville branded cutting boards to attendees, and presented a piece from the NC Glass Center as the Bright Spot Award to a top meeting planner in recognition of the number of RFPs they've sent to Asheville.
 - RFPs: Five RFPs have been received so far as a result.
- Industry Meetings and Events: Sales staff attended the following industry meetings and events in July.
 - Meeting Professionals International – Carolinas Chapter (MPI-CC): Kathryn and Connie attended this industry meeting at Crowne Plaza in Asheville.
 - Sponsorship: Explore Asheville sponsored a breakfast where Kathryn welcomed the group and spoke about Explore Asheville partnership opportunities.
- Site Visit: Conducted a site visit with Mid-American Research Chemical (MARC) Incentive Trip September 2022 for 188 rooms. Toured five hotels and Biltmore.
- Client Meetings: Sales staff engaged with clients to discuss future events and partnerships.
 - Goodwill Industries: Met with Goodwill Industries of NW NC about 2022 MAGIC Conference with attendees from SC, NC, VA, GA, KY, WV, and MD.
 - iDaph Events: Meeting with iDaph Events owner (a local sports planner) to discuss future sports events and future partnerships.
 - Southern Conference: Attended Southern Conference (SoCon) Media Day Luncheon at Biltmore.
 - North Carolina Ultrasound Society: Met with North Carolina Ultrasound Society. They are looking at 2023 in Asheville. The Have More Fun on Us Meeting Development Fund is a game changer for them and their ability to return to the area. They have not met here since 2017.
- Planner Engagement: Asheville gift boxes were prepared to be sent in partnership with the Omni Grove Park Inn's Asheville campaign targeting 16 Omni National Sales Managers throughout the US.

- Partner Meeting: The hotel meeting space Directors of Sales were invited to a presentation by Meetings Database Institute (MDI) highlighting the data being used to guide sales prospecting efforts.
- Convention Service Highlights: Major services executed for groups in July.
 - Group Deliveries: Visitor information, attendee giveaways, and VIP welcome amenities were delivered to the NC Association of Zoning Officials conference, Southern Conference Football Media Day, Golf Course Builders Association of America, and Marcus Anderson Jazz AND Coffee Escape.
 - Microsite: The microsite for the 2021 Asheville Championship was drafted.

Advertising

- MMGY: Began onboarding process and transitioning campaign components to the MMGY team.
- Nonstop Flights: Paid social campaign to drive awareness for nonstop flights generated 50 million impressions and reach of 9.3 million from May 1 – July 31.
- August/September Campaign: Worked with MMGY to refine a media plan for August/September (built on the base plan from spring/summer campaign) that reflects campaign optimizations based on performance of March – June media.
- Visitor Guide: Hosted content kick off meeting to begin content planning with SagaCity for the 2022 edition. Story lineup will be finalized in mid-August. Finalized media kit for advertising sales launch in early August.

Content/Web

- Social: Finalized content playbook from Destination Think for social media audit and strategy project.
- Neighborhoods/Towns Dispersal: Finalizing new interactive map for EA.com homepage to direct visitors to interior Neighborhoods/Towns pages on website.
 - River Arts District Microsite: Goal is to develop new microsite for RAD by end of Q1 that will incorporate new promo video of the district.

Public Information

- Local Media:
 - WLOS-TV: [Get ready: People will be pouring into Asheville this weekend](#) (Marla interviewed)
 - Asheville Citizen Times: [Airbnb's most hospitable host: Asheville woman receives more than 600 perfect reviews](#) (Vic quoted)
 - [Press release](#) sent on the relaunched BCTDA Festivals & Cultural Events Fund highlighting past grant recipients mentions support of Sourwood Festival in Black Mountain and Eliada Corn Maze in west Buncombe (dispersal). News coverage included: [WLOS-TV](#), [AVL Today](#), [Capital at Play](#)
 - *Mountain Xpress*: [BCTDA approves \\$15.3 million for tourism marketing](#). Picked up by several other media outlets and the Asheville Area Chamber of Commerce newsletter; also drew letters to editor
 - *Asheville Citizen Times*: [Buncombe TDA adopts \\$20M budget; \\$15M for marketing spurs calls for change](#)
 - *Asheville Citizen Times*: [Asheville Tourists seek millions for McCormick Field upgrades; MLB driving some requirements](#) (Vic interviewed re: TPDF); follow up sent by a readers to [‘Answer Man’](#).
 - *Mountain Xpress*: [Canton and Maggie Valley consider additional occupancy tax](#) (comments and info provided by Vic)
 - *Asheville Citizen Times* (opinion column): [Yes, it's time to tamp down — and redirect — Asheville tourism spending](#) (BCTDA mentioned). Picked up by *Business NC's* daily newsletter, [Daily Digest](#)

Public Relations

- Media Site Visit Support
 - *Sophisticated Living* via Bridget Williams seeking info for a fit travel angle, including recommendations on hikes and ways to stay active while in Asheville. Multi-pillar support insights provided from all four pillars.
 - *The Gentleman Racer* via Michael Satterfield information and local contacts for a road-trip piece and potential site visit.
- Story Support
 - *Afar* via Tanvi Chheda query re: family travel adventures. Drafted pitch in support of dispersal featuring family adventures in Black Mountain - story below.
 - Photo Support : *North Georgia Living* covering Blue Ridge Parkway.
- Recent Clips
 - *Shape* | [Summer Adventures Await!](#) #CVBClip
 - *Afar.com* | [9 Last-Minute Summer Family Getaway in the U.S.](#) #CVBClip
 - *The Sophisticated Life* | [The Ultimate Guide of Things to Do in Asheville](#) #CVBClip
 - *U.S. News & World Report* | [23 Top Things to Do in North Carolina](#) #CVBClip

Research

- Experian: Reviewed initial findings of audience analysis and provided input for additional modeling.

Encourage Safe & Responsible Travel

Community Engagement

- Partner Webinar: Planning continues for sustainability-focused webinar from 10-11:15am on Tuesday, August 3, from 10-11:15am. Webinar agenda to feature a presentation by Jessica Flores from Tourism Cares, an update from Explore Asheville's sales and marketing teams, and a panel discussion showcasing tourism community partners leading by example with sustainability efforts. Confirmed panelists include Jessie Dean of Asheville Tea Company, Shelton Steele of Wrong Way River Lodge & Cabins, J Smilanic of WNC Photo Tours, Leah Ashburn of Highland Brewing, and Peter Pollay of Mandara Hospitality Group (Posana, Bargello, and District 42).
- Summer Social: Planning continues for 2021 Summer Social on Tuesday, August 3. The event will take place at Highland Brewing Company from 4-6pm and will also serve as an environmental sustainability resource fair for tourism community partners. Confirmed organizations participating in the resource fair include Asheville Greenworks, Pisgah Area SORBA, Conserving Carolina, Friends of the Smokies, Blue Ridge Parkway Foundation, and Blue Horizons Project.

Sales Activities

- Educational Conference: Tina attended Professional Convention Management Association (PCMA) EduCon in Phoenix, Arizona.
 - Conference Content: Conference content highlighted how to hold safe meetings by utilizing hybrid formats, amongst other topics.
- COVID Resources for Groups: COVID testing and healthcare facilities resources were updated by the convention service team and shared with meeting planners with upcoming events in Asheville.

Leave No Trace

- Content: Launched new Leave No Trace landing page on EA.com as part of statewide campaign with VisitNC, Leave No Trace and NC Outdoor Recreation Industry Office.
 - Created new video highlighting Leave No Trace principles.
 - Created two new blog stories focused on dispersal and responsible recreation tips for novice hikers.
- Park2Park: Worked with production company to finalize shoot locations for each episode. Oversaw production July 27-30. Episodes will launch on October 3 and 17 on Outside TV.

Public Information

- Publicity for “Responsible Travel and Sustainability in Tourism” webinar and Summer Social & Sustainability Resource Fair included several e-alerts and CVB and BCTDA monthly newsletters (details under last pillar, below), posting on social media and CVB website; also picked up by *Capital at Play* weekly newsletter.

Public Relations

- Media Site Visit Support: Freelancer Cortney Fries (*Chicago Parent*, *AAA Go*, *SATW*) accommodation and local insight support. Provided partner sustainability insights.

Engage & Invite More Diverse Audiences

Community Engagement

- African American Heritage Trail: Plans underway for a round of community input sessions to be held out the YMI’s Community Impact Center (corner space formerly known as The Block off Biltmore), kicking off during Goombay Festival on the weekend of September 3. Working with Aisha Adams of Equity Over Everything to develop an advisory committee to help shape the project.
- Black Wall Street: Planning underway with J Hackett and Bruce Waller for a meet & greet with the business members of Black Wall Street.

Sales Activities

- Educational Conference: Tina attended Professional Convention Management Association (PCMA) EduCon in Phoenix, Arizona.
 - Conference Content: The conference featured many discussions about diversity, equity, and inclusion, including a keynote from Janet Stovall with the NeuroLeadership Institute.

Content/Web

- Black Businesses in Asheville: Updated “Celebrating Black-owned Businesses in Asheville” blog story on EA.com with the addition of From the Ashes LLC.

Public Information

- Local Media:
 - *Mountain Xpress*: Interviewed for [Black Wall Street 2.0: New Black owned businesses populate The Block](#) Article also picked up by AVL Today.
 - *Asheville Citizen Times*: [Asheville segregation-era refuge for Black residents struggles with millions in repairs](#) (BCTDA mentioned as financial supporter of YMI)
 - [Press release](#) sent on the relaunched BCTDA Festivals & Cultural Events Fund highlighting past grant recipients mentions support of Blue Ridge Pride Festival, Hola Asheville and Goombay.

Public Relations

- Media Site Visit Support: Supported writer Lindsey Danis with LGBTQ+ beat (outlets include *CNT*, *Time*, *Eater* and *TripSavvy*).
- Story Support:
 - *Thrillist* via freelancer Matt Kirouac covering Best Drag Brunches.
 - *O Magazine* for fall color story.
 - Freelancer Caroline Eubanks (*Medium*, *Lonely Planet*, *T+L*, *SATW*): Shared update on the timing of the SoundSpace @ Rabbit's restaurant for potential future story.
- Media FAM Support: Cambria FAM: Supported Cambria PR team on itinerary development, contacts, and newsy insight as well as welcome gifts for media fam including Mariette Williams (*Essence*, *T+L*, *Vice*) and Ed Salvato (*Business Insider*, *USA Today*, *Huffpost*, LGBTQ+ focus).
- Media Strategy: Meeting with IGLTIA Conference VP of Communications LoAnn Halden to discuss media FAM opportunities associated with September event. Exploring a curated LGBTQ+ FAM outside of conference when Explore Asheville PR team can fully leverage.
- Influencer/Creator Connections: Follow up with Black Travel Alliance contacts from content and PR team marketplace attendance.
- Recent Clips
 - *Travel With Annita* | [Asheville Summer Vacation, One-Tank Destinations](#) #CVBClip
 - *Thrillist* | [Get Out, Drink Up and Celebrate in These Gay-Friendly Honeymoon Destinations](#) #CVBClip

Promote & Support Asheville's Creative Spirit

Community Engagement

- Partner Updates: Two new partners were added: Ryan Ashley the Poet and Ukiah Japanese Smokehouse. Two accounts were cancelled: 2 on Crescent and Contemporary Ikebana.
- One-on-One Wednesdays: Eight sessions were held, seven with existing partners and one with a potential new partner.
- Listing Updates: 246 calendar event listings were processed, and 109 partner listings were updated including 30 Attractions, 22 Food & Drink, 44 Lodging, 9 Retail, 3 Venue, and 1 Wedding Service.
- Visitor Guides: Distribution included 2,554 Individual Out-of-Market requests fulfilled; and 2,640 books or 60 cases of In-Market delivered to 15 industry partners; and 6,908 books or 157 cases of Out-of-Market delivered to 40 welcome centers/AAA offices/etc.
- Wayfinding: As part of the current effort to update interpretive content and maps on the kiosks, information on busking will be added in support of the Asheville Buskers Collective.

Procurement

- Local Vendor: After exploring local coffee options, Explore Asheville staff will now use [Bean Werks](#) coffee in the office and for partner events and meetings.

Sales Activities

- Partner Engagement: Sales staff reached out to Mountain Metalworks Asheville to learn more about their group offerings and potential for group business, taking a tour of their jewelry making studio.

Web/Content

- South Slope Mural Trail: Finalizing content/imagery for new South Slope Mural Trail hosted on EA.com in partnership with Asheville Downtown Association and South Slope Neighborhood Association. Trail features 17 different murals/stops.
 - Shot new imagery of the murals and finalizing logo with graphic designer.
 - Digital trail should be finalized in August.

Public Information

- Pre- and post-publicity for “Optimize Your Presence on ExploreAsheville.com” partner salon included several e-alerts and CVB monthly newsletter (details under last pillar, below).

Public Relations

- Story Support:
 - Good Morning America: Assisting with insight, contacts and video footage for *Good Morning America* ahead of scheduled filming in Asheville in September for their “Rise and Shine” series. The planned segment will be touching on the recovery of Asheville’s wedding market and featuring Biltmore, among other “N.C. returns to travel” storylines.
 - Additional support for *Upstate Lake Living* (covering Fringe Arts, Local Cloth, No Taste Like Home, others).
- Site Visit Support:
 - *Travel + Leisure* via Alisha Prakash personal trip enhancement with local connections including Biltmore, culinary news, and Blue Ridge Parkway insights.
 - *Sophisticated Living* via writer Bridget Williams covering fit travel angle.
 - *The Point Guy* via Tracy Block covering dog friendly getaways and road trips.
 - Photo/Asset Requests: *TravelAwaits*, story below.
- Media Materials: Refreshed press sheet on Asheville’s art scene and creative spirit.
- Media FAM Support: Supported Cambria PR team on itinerary development and local insight as well as media welcome gifts for Sarah Lyon (*Apartment Therapy*, *Arch Digest*, *Country Living*) and Tamara Gane (*Readers Digest*, *WaPo*). Other attendees featured in diversity pillar.
- Recent Clips
 - *Oprah Daily* [20 Breathtaking Places to See Fall Foliage](#) #CVBClip
 - *Thrillist* | [The Right 2021 Destination for Every Type of Traveler](#) #CVBClip
 - *TravelAwaits* | [5 Fantastic Restaurants to Try in Asheville](#) #CVBClip

Run a Healthy & Efficient Organization

Exec Office

- Return to the Office: The Explore Asheville team fully returned to the office on July 6, 2021, following 16 months of most staff members primarily working remotely since March 2020.
- BCTDA Board Meeting: At the July 28 in-person BCTDA meeting, incoming Chair Kathleen Mosher was welcomed, outgoing Chair Himanshu Karvir was recognized with a print/plaque, a group sales strategy presentation was shared by Vic, Marshall, Colleen Swanson with MDI, and Clark Duncan with the EDC, and new public comment protocols were adopted. The meeting was streamed via Zoom and a video is posted on [AshevilleCVB.com](#).
- Public Comments at BCTDA Meetings: In advance of the first in-person BCTDA meeting since February 2020, staff developed new [Rules of Decorum and Processes & Protocols for Public Comments](#) for in-person BCTDA meetings, allowing members of the public the ability to sign up to call into live meetings, and also provide public comment when attending meetings in-person.

- Building the Team: Recruitment continues for six Explore Asheville staff positions. Hiring managers are in various stages to fill these roles: Administrative Assistant, Group Sales & Services Coordinator, PR Manager, PR Coordinator, Research Analyst, and Partner Support Coordinator. Onboarding planning is underway to include restructuring the orientation process and ordering technology.
- ABRSC MOU: Progress is being made on establishing an MOU between the Asheville Buncombe Regional Sports Commission and the BCTDA/Explore Asheville.
- Staff Retreat: Plans are underway for a facilitated all-team retreat scheduled in October. Pre-retreat work will begin in August.
- Budget: The new FY22 budget became effective on July 1, 2021.

Sales & Service Recognition

- Award: Explore Asheville is in the running for Best CVB/DMO in the Southeast Region in the Stella Awards, an awards program in the meetings industry that combines public, planner voting and third-party, objective planner judging. In order to be considered an initial award entry, an additional finalist entry was submitted by staff.

Public Information

- Communications re: BCTDA Board (in addition to Tourism Community Update – see below) included a media advisory on new public comment protocols. Resulting coverage included Mountain Xpress ([BCTDA to allow remote public comment, prepares for board changes](#)) and AVL Today.
- CVB/BCTDA Newsletters/Event Alerts
 - [Monthly CVB Newsletter sent on August 11](#) (stats at ~ 24 hours in: delivered to 1,834; open rate 30.6% or 562 unique opens). Lead story on Festivals & Cultural Events grant program. Content addressed all four pillars with specific mentions of Pillar 2. Newsletter also posted on CVB website and social media.
 - July Analysis: 11,866 emails delivered with average open rate of 35.6%. *Key: CVB = CVB Monthly Newsletter; TCU = Tourism Community Update (BCTDA); EA = Event Alert; CVA = Covid Alert; O = Other*

Message Subject [Pillar(s) Addressed]	Date Sent	Deliveries	Unique Opens	Total Opens	Unique Open Rate
EA: Coming July 21: Explore Asheville's First In-Person Partner Event! [#4]	07/01/21	1,354	542	1,151	40.03%
EA: You're Invited: Explore Asheville's First In-Person Partner Event! [#4]	07/07/21	1,352	522	1,087	38.61%
CVB: In-Person & Online Events Coming Up - Make Plans Now! [all]	07/15/21	1,829	590	1,192	32.26%
EA: Last-Minute Reminder: Explore Asheville's First In-Person Partner Event! [#4]	07/19/21	1,832	579	1,167	31.60%
EA: Coming Aug 3: Sustainability & Responsible Travel: Webinar + Summer Social & Sustainability Resource Fair [#2]	07/23/21	1,826	570	1,251	31.22%
EA: Summer Social! Join Explore Asheville & Fellow Partners at Highland Brewing on August 3 [#2]	07/26/21	1,837	576	1,585	31.36%
TCU: Introducing a New Chair for Buncombe County TDA & Meetings Return to In-Person [all]	07/28/21	1,836	813	1,563	44.28%
		11,866			Avg 35.6%



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.

Destination Performance Report



Lodging & Visitor Overview - July 2021

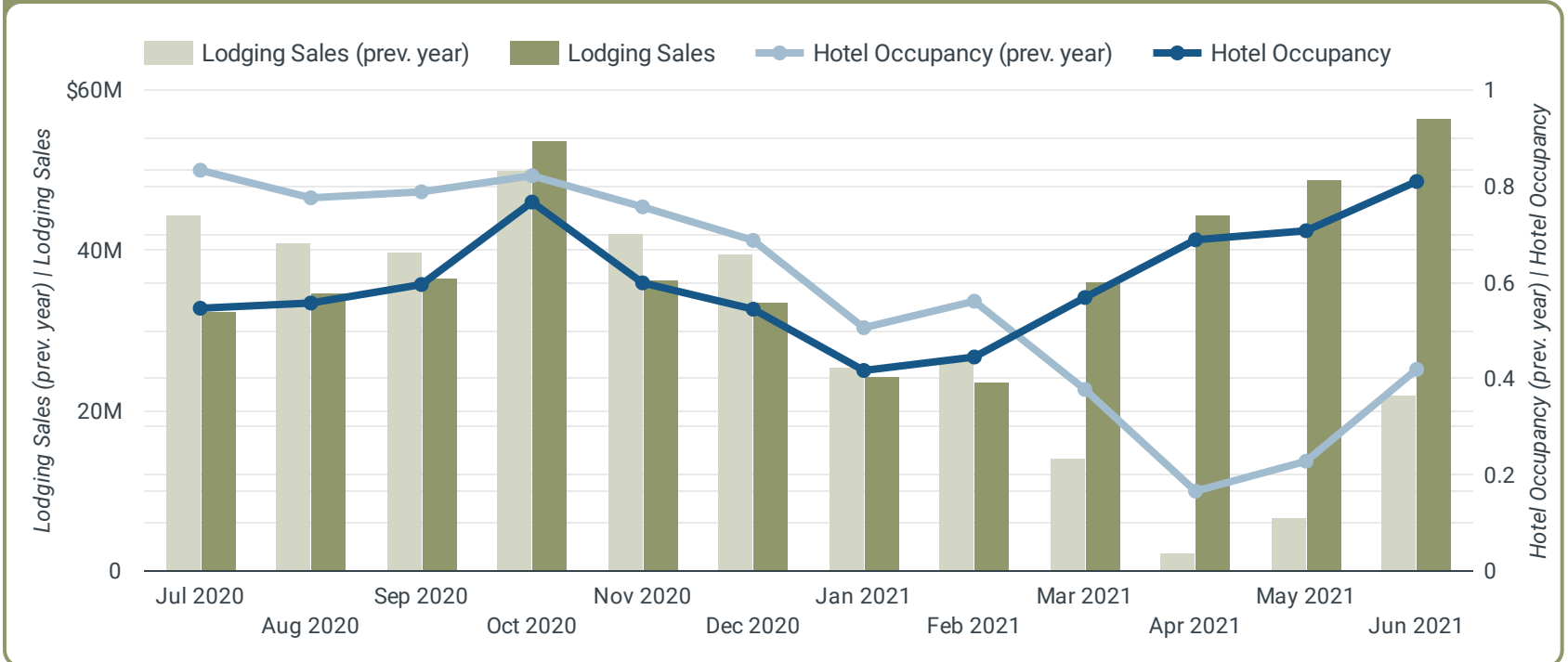
Lodging Sales \$56,425,903 (June) ↑ 155.2%	Hotel Occupancy* 81.0% (June) ↑ 93.2%	Hotel Demand* 212,728 (June) ↑ 102.9%	Hotel ADR* \$178.28 (June) ↑ 55.3%	Hotel RevPAR* \$144.40 (June) ↑ 200.1%
Airport Passengers 154,749 (June) ↑ 290.1%	Asheville Visitor Center 20,887 ↑ 360.9%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 5,579 ↑ 107.9%	Travel Guide Requests 2,554 ↑ 24.1%

Lodging & Visitor Overview - Fiscal Year 20-21

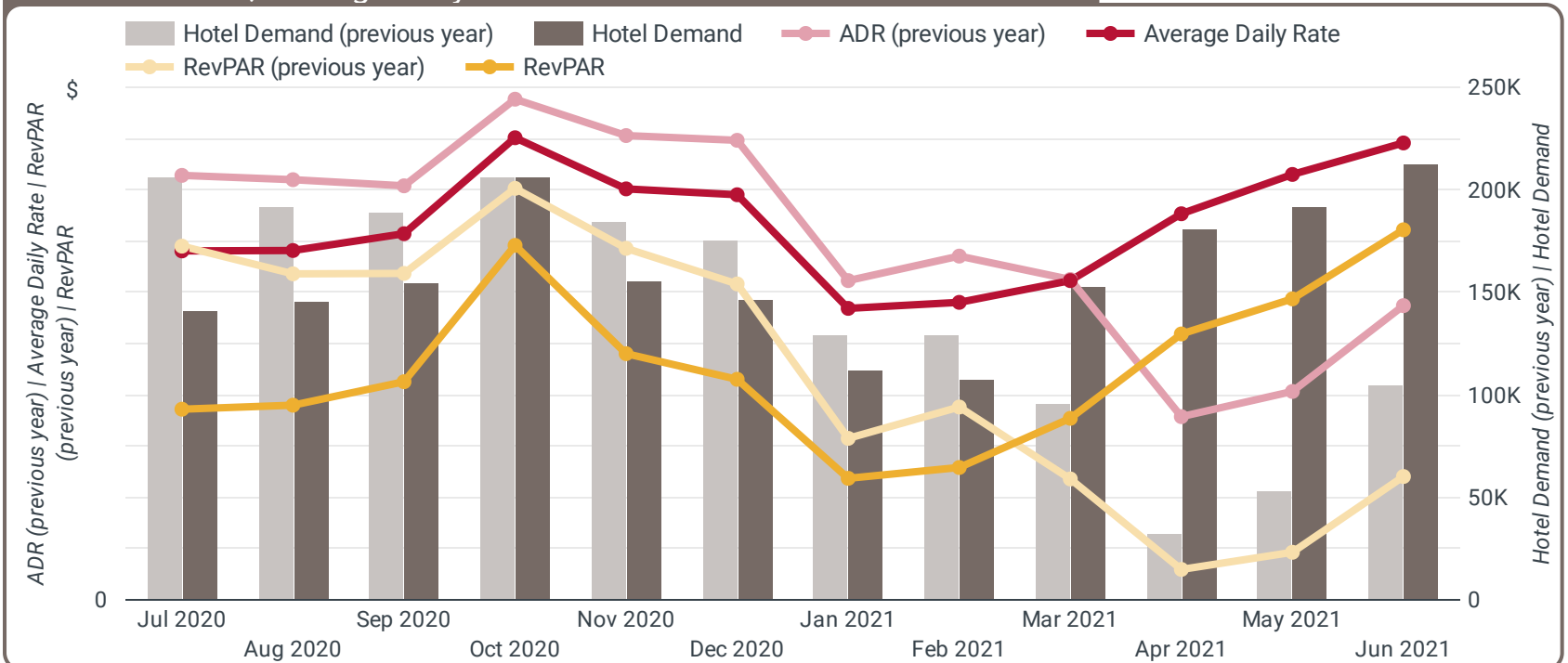
Lodging Sales \$461,407,552 ↑ 30.0%	Hotel Occupancy* 60.5% ↑ 3.5%	Hotel Demand* 1,909,986 ↑ 12.4%	Hotel ADR* \$150.82 ↓ -3.5%	Hotel RevPAR* \$91.25 ↓ -0.1%
Airport Passengers 908,965 ↓ -26.6%	Asheville Visitor Center 103,778 ↓ -31.0%	Pack Sq Visitor Center 0 ↓ -100.0%	Black Mtn Visitor Center 33,910 ↑ 63.9%	Travel Guide Requests 28,144 ↑ 4.4%

Lodging Sales and Hotel Occupancy*

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



Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*



Destination Performance Report



Short Term Rental Data - June 2021

Occupancy	ADR	RevPAR	Demand
74.0%	\$113.98	\$84.30	154,940
↑ 16.8%	↑ 19.6%	↑ 39.7%	↑ 41.2%

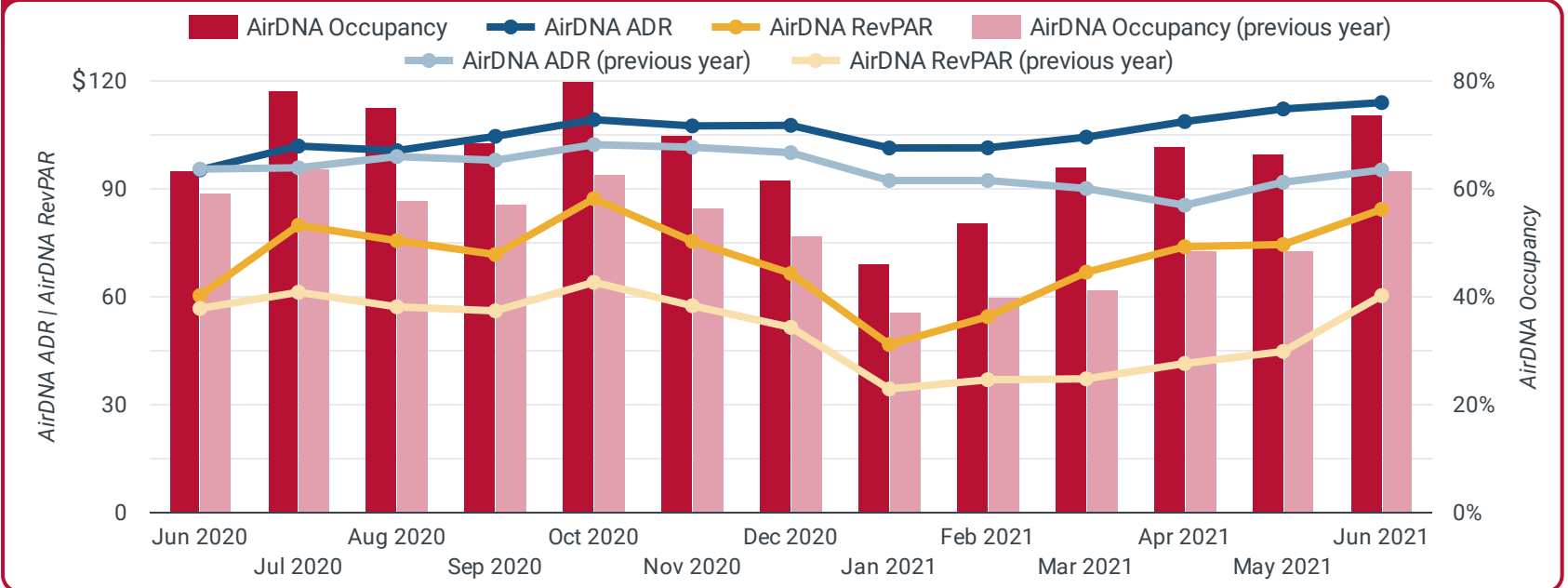
Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
67.5%	\$106.64	\$71.96	1,491,151
↑ 27.8%	↑ 10.6%	↑ 41.3%	↑ 28.8%

AirDNA ADR, RevPAR and Occupancy

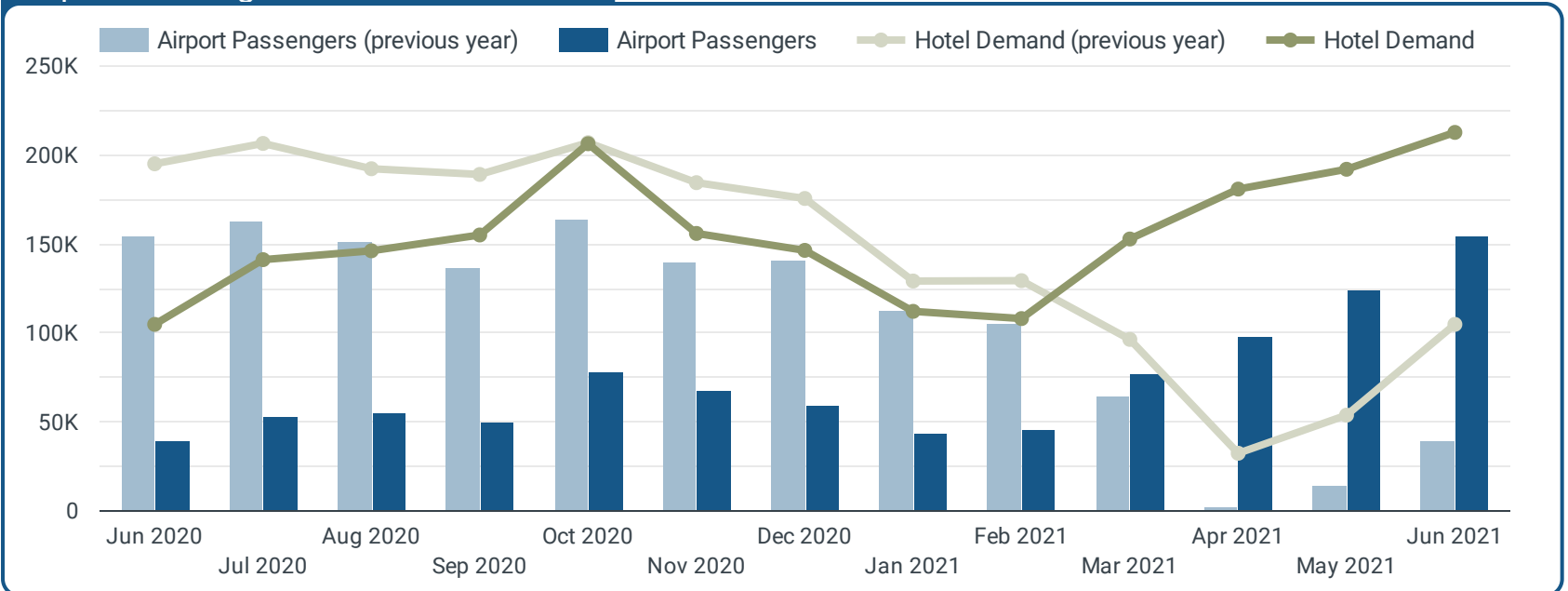
* Short Term Rental Data Source: AirDNA

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

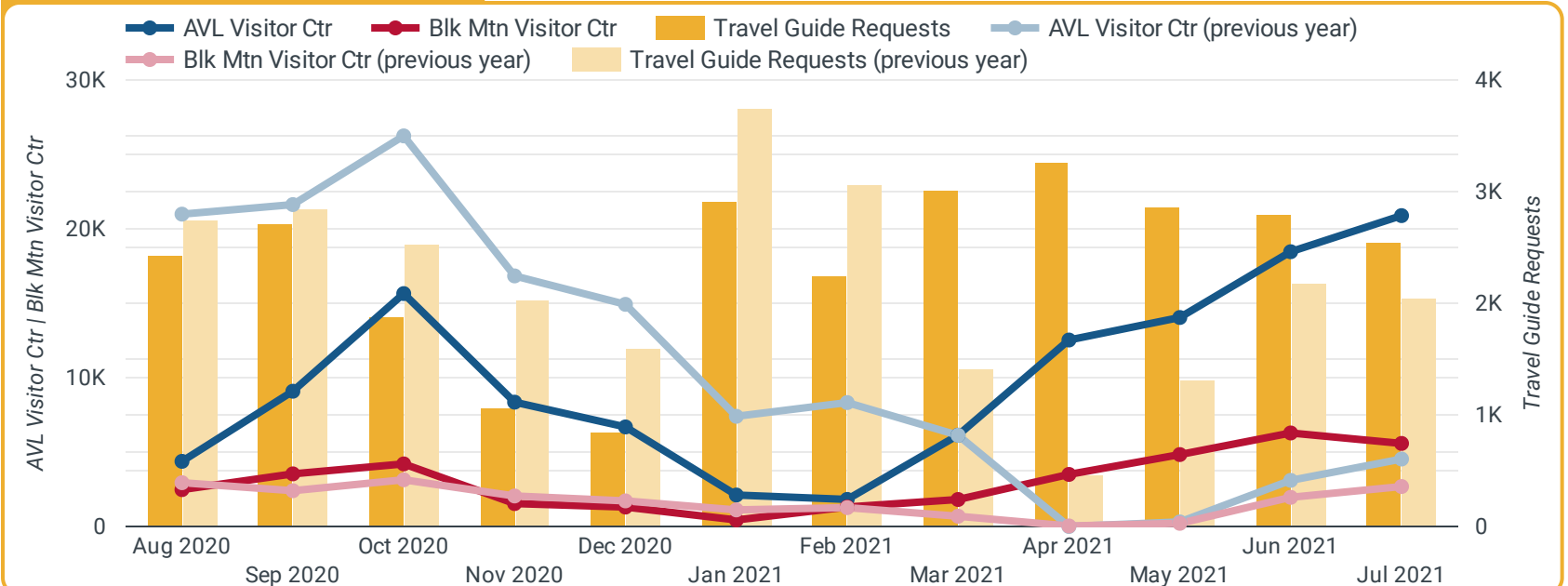


Airport Passengers vs. Hotel Demand*

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



Visitor Center & Travel Guide



Sales Department Performance Report



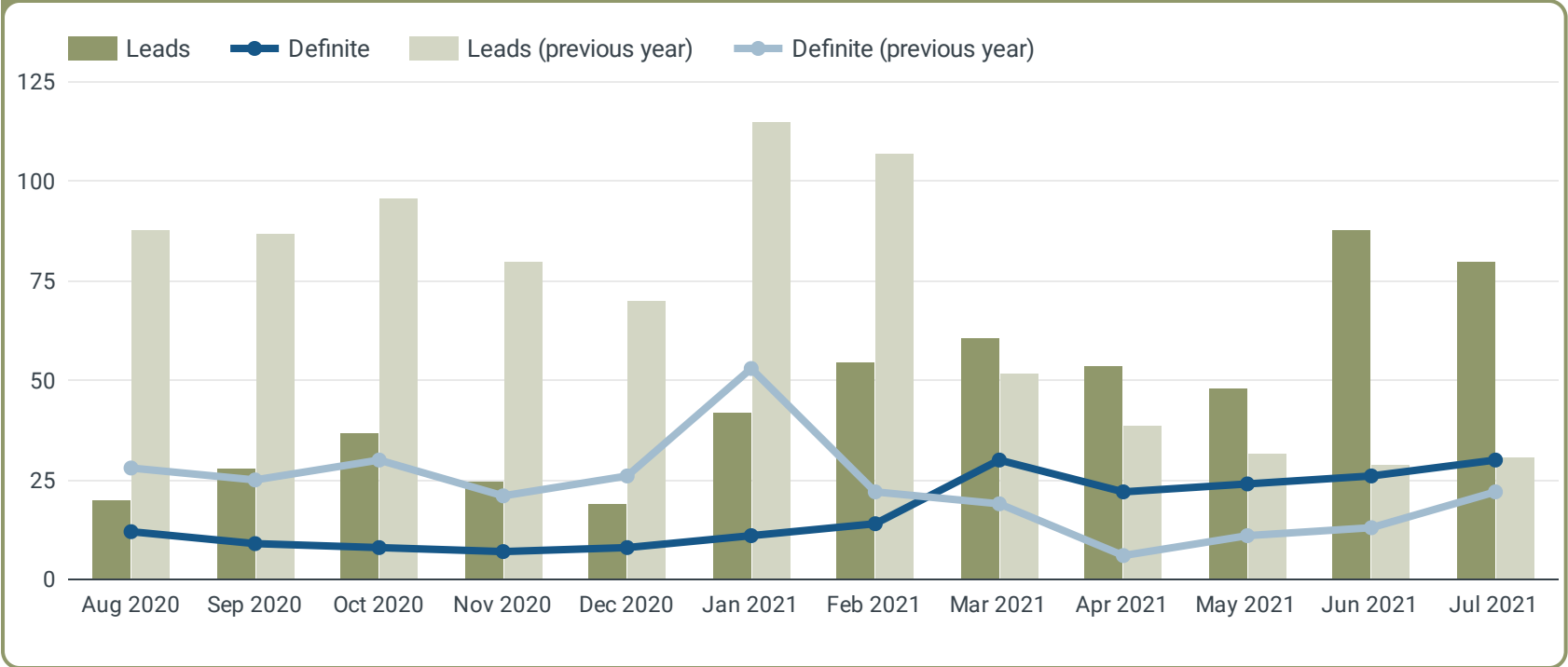
Sales Leads and Outreach - July 2021

Sales Leads Issued 80 ↑ 158.1%	Room Nights (Leads) 14,761 ↑ 83.5%	Leads Turned Definite 31 ↑ 10.7%	Room Nights (Definite) 4,124 ↑ 115.4%	Estimated Revenue \$1,005,643 ↑ 171.8%	
P2P Outreach 717 ↓ -11.5%	Indirect Outreach 0 ↓ -100.0%	Group Events 32 ↑ 190.9%	Room Nights Generated 2,195 ↑ 82.0%	Actualized Revenue \$634,828 ↑ 269.1%	Groups Served 32 ↑ 190.9%

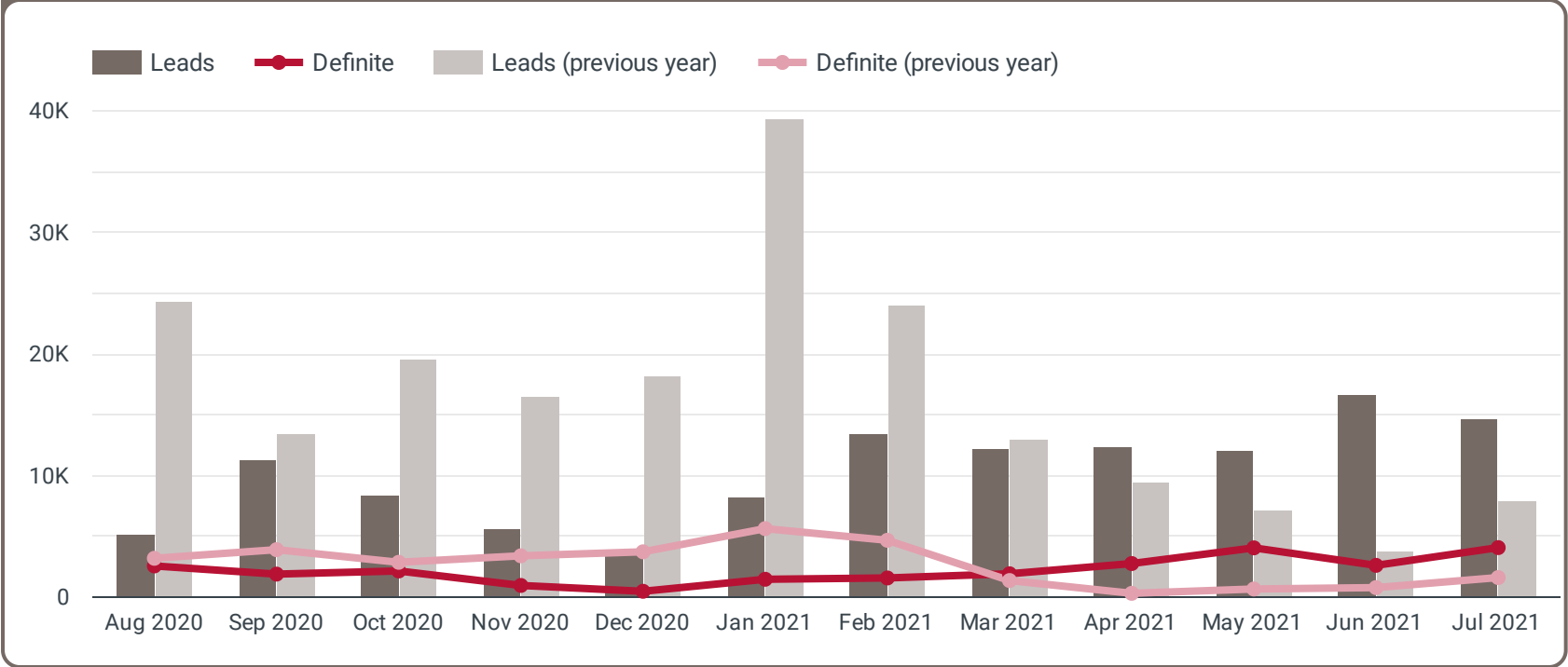
Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued 588 ↓ -35.6%	Room Nights (Leads) 132,874 ↓ -39.4%	Leads Turned Definite 261 ↓ -21.1%	Room Nights (Definite) 31,294 ↓ -24.7%	Estimated Total Revenue \$7,839,396 ↓ -28.8%	
P2P Outreach 10,266 ↓ -14.1%	Indirect Outreach 134,791 ↓ -6.4%	Group Events 170 ↓ -47.0%	Room Nights Generated 22,248 ↓ -71.1%	Actualized Revenue \$5,245,347 ↓ -77.4%	Groups Served 233 ↓ -26.0%

Sales Leads vs. Definite



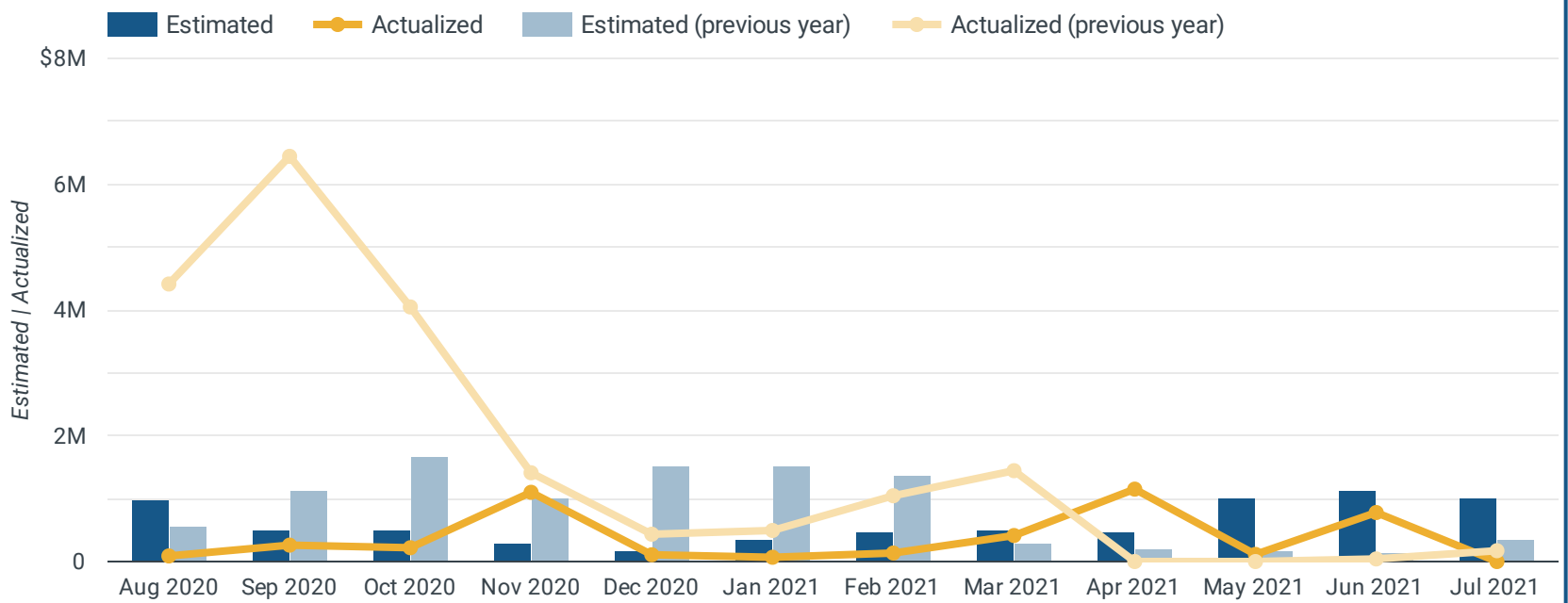
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Jul 2021	717		-11.5%	0		-100.0%
2.	Jun 2021	1,047		122.3%	266		-97.0%
3.	May 2021	562		-39.4%	12,663		1.6%
4.	Apr 2021	732		7.3%	0		-100.0%
5.	Mar 2021	875		11.7%	26,983		2.1%
6.	Feb 2021	996		9.8%	12,628		149.5%
7.	Jan 2021	856		-1.9%	23,467		77.3%
8.	Dec 2020	734		-25.7%	12,759		118.7%
9.	Nov 2020	757		-30.9%	17,150		4,637.6%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Jul 2021	32		190.9%	2,195		341.6%
2.	Jun 2021	24		null	2,203		null
3.	May 2021	11		null	355		null
4.	Apr 2021	21		null	1,709		null
5.	Mar 2021	7		-58.8%	1,474		-61.1%
6.	Feb 2021	3		-83.3%	670		-71.9%
7.	Jan 2021	1		-90.9%	124		-92.1%
8.	Dec 2020	6		-75.0%	232		-76.7%
9.	Nov 2020	10		-75.6%	2,129		-23.9%

Marketing Department Performance Report



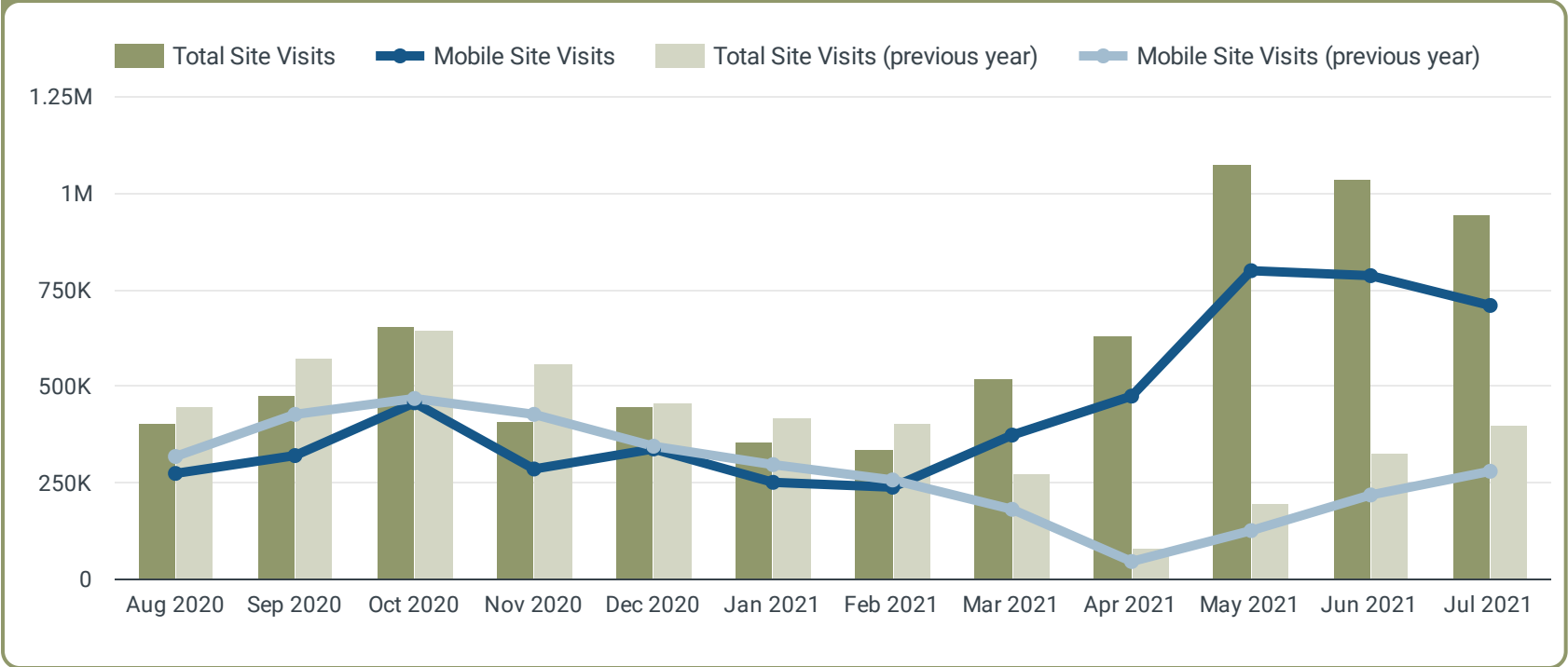
Marketing Metrics Overview - July 2021

Website Visits 947,689 ↑ 139.8%	Mobile Site Visits 709,652 ↑ 158.7%	aRes - Room Nights 57 ↑ 35.7%	aRes - Room Revenue \$11,312 ↑ 49.7%	Total Facebook Fans 303,477 ↑ 1.9%
PR Publicity Value \$3,608,206 ↑ 45.7%	PR Estimated Impressions 1,352,524,160 ↑ 152.1%	Significant Placements 23 ↓ -11.5%	Media Touchpoints 46 ↑ 84.0%	Video Views 87,016 ↑ 53.7%

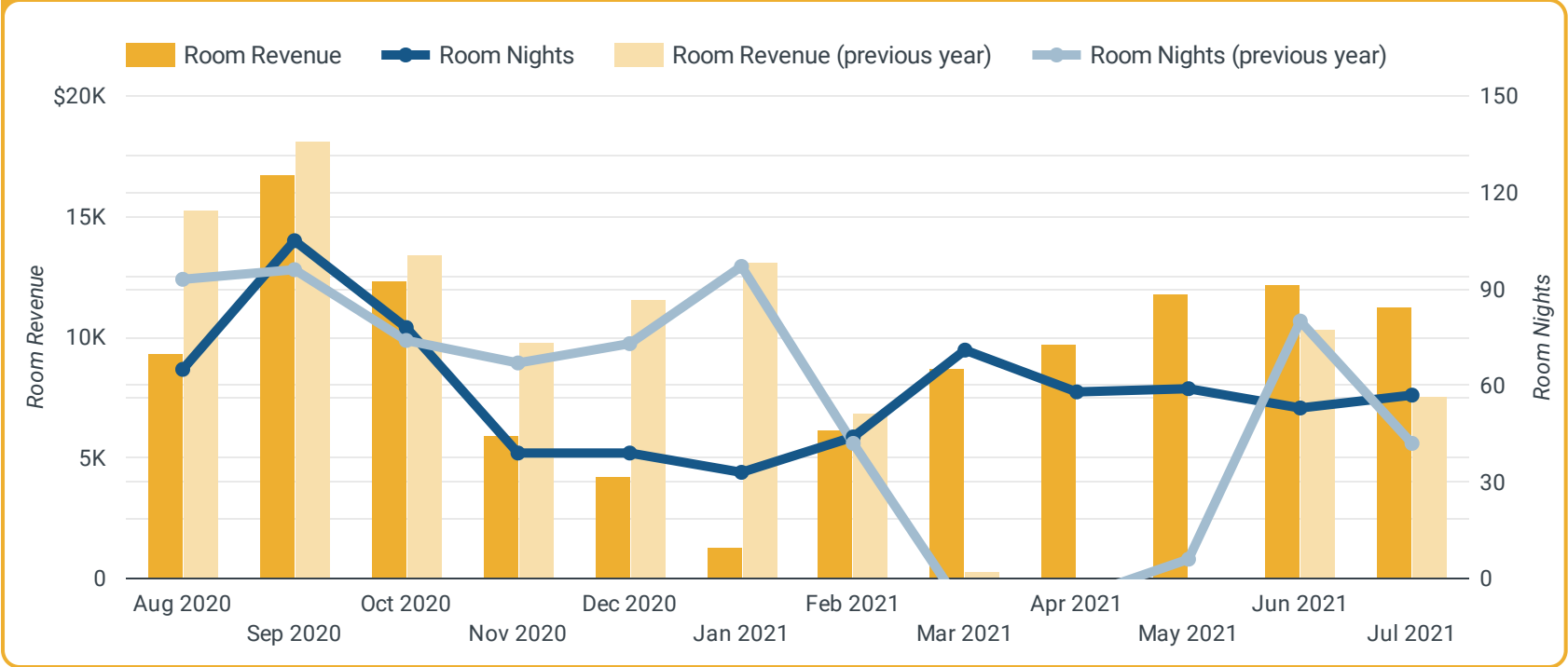
Marketing Metrics Overview - Fiscal Year 20-21

Website Visits 7,711,578 ↑ 46.6%	Mobile Site Visits 5,589,971 ↑ 49.8%	aRes - Room Nights 743 ↓ -0.9%	aRes - Room Revenue \$117,533 ↓ -2.0%	Avg. Total Facebook Fans 300,106 ↑ 1.5%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 553,647 ↓ -30.8%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Marketing Department Performance Report



Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Jul 2021	\$1,075,305	-27%	5,244,648	262.88%
2.	Jun 2021	\$1,344,568	89%	2,136,176	38.2%
3.	May 2021	\$632,434	-68%	6,004,725	71.81%
4.	Apr 2021	\$606,066	602%	2,693,412	566.28%
5.	Mar 2021	\$168,396	132%	2,126,617	925.76%
6.	Feb 2021	\$1,864,896	-15%	8,406,237	206.22%
7.	Jan 2021	\$172,581	-98%	8,873,652	14.77%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jul 2021	\$2,532,901	152%	1,347,279,512	152.14%
2.	Jun 2021	\$1,340,802	113%	728,212,472	117.49%
3.	May 2021	\$844,156	83%	471,312,176	91.58%
4.	Apr 2021	\$671,684	-36%	372,298,752	-32.88%
5.	Mar 2021	\$1,692,840	53%	900,829,988	52.95%
6.	Feb 2021	\$1,426,820	2,234%	761,356,074	286.24%
7.	Jan 2021	\$1,405,853	490%	747,794,055	556.23%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jul 2021	46	84.0%	23	-11.5%
2.	Jun 2021	31	-32.6%	22	0.0%
3.	May 2021	71	294.4%	16	-23.8%
4.	Apr 2021	54	86.2%	29	-6.5%
5.	Mar 2021	30	-58.3%	41	46.4%
6.	Feb 2021	77	97.4%	29	38.1%
7.	Jan 2021	53	-31.2%	22	-40.5%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jul 2021	303,477	1.9%	87,016	53.7%
2.	Jun 2021	303,362	1.9%	46,223	-10.0%
3.	May 2021	302,949	1.9%	35,868	-66.9%
4.	Apr 2021	300,297	1.1%	22,709	-79.8%
5.	Mar 2021	300,023	1.0%	22,627	-40.4%
6.	Feb 2021	299,753	0.9%	33,048	-29.2%
7.	Jan 2021	300,544	1.3%	40,088	-40.1%

Destination Performance Report - Glossary



Destination Performance Metrics

Lodging Sales - Total lodging sales for all property types reported for the previous month. Data is provided by the Buncombe County Finance Department.

Hotel Occupancy - Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research.

Hotel Average Daily Rate (ADR) - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

Hotel Demand - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

Hotel Revenue Per Available Room (RevPAR) - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

Total Airport Passengers - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

Asheville Visitor Center - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Pack Square Park Visitor Center - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Black Mountain Visitor Center - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

Travel Guide Requests - The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

AirDNA Listing room nights - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

AirDNA Occupancy - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

AirDNA ADR (Average Daily Rate) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights booked in a given month. ADR includes cleaning fees but not other AirDNA service fees or taxes. Data is provided by AirDNA.

AirDNA RevPAR (Revenue Per Available Room) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

Sales Performance Metrics

Sales Leads Issued - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

Room Nights (Leads) - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

Leads Turned Definite - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

Room Nights (Definite) - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

Estimated Revenue - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

P2P Outreach - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

Indirect Outreach - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

Group Events - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

Room Nights Generated - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

Actualized Revenue - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

Groups Serviced - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.

Marketing Performance Metrics

Website Visits - Number of monthly website sessions to ExploreAsheville.com. Data is provided by Google Analytics.

Mobile Site Visits - Number of monthly website sessions from mobile and tablet devices to ExploreAsheville.com. Data is provided by Google Analytics.

aRes - Room Nights - Number of monthly room nights booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data is provided by aRes Travel.

aRes - Room Revenue - Total monthly room revenue for rooms booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data excludes cancellations and is provided by aRes Travel.

Total Facebook Fans - Total number of Facebook fans for the Visit Asheville Facebook page reported monthly. Data is provided by Facebook.

PR Publicity Value – Estimated ad equivalency cost of clips secured across multiple mediums. Data is provided by Cision.

PR Estimated Impressions – The circulation of the publication and the estimated gross impressions for broadcast and digital articles by the placements reported for the previous month. Data is provided by Cision.

Significant Placements – Clips from online, print or broadcast media that Explore Asheville had a hand in securing or that feature Asheville predominantly and have a reach of certain threshold. Reported for the previous month. Data is provided by Cision.

Media Touchpoints – Monthly contact that members of the PR team had with various media outlets or journalists. Data is provided by Explore Asheville PR Team.

Video Views (All Platforms) - Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Facebook, and Instagram and does not include advertising campaign views.

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

**** AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations. During periods of unusually high cancellations, AIRDNA may overestimate room night demand for short term rentals.

BCTDA
July 2021 Quick List

- Source: Smith Travel Research, Monthly Report

	July	Running 12 Months
Occupancy	83.2% (52.3%)	62.9% (12.3%)
ADR	\$194.26 (42.6%)	\$156.78 (2.2%)
RevPAR	\$161.57 (117.2%)	\$98.64 (14.8%)
Supply	271,405 (5%)	3,169,951 (8.6%)
Demand	225,773 (59.9%)	1,994,542 (21.9%)
Revenue	\$43,851,764 (128.1%)	\$312,696,025 (24.6%)

Running 28 Days, Ending August 14, 2021

- Source: Smith Travel Research, Weekly Report

	Weekday	Weekend	Total
Occupancy	77.7% (48.4%)	89.9% (19.5%)	81.2% (37.8%)
ADR	\$162.60 (32.4%)	\$247.17 (52.1%)	\$189.37 (37.9%)
RevPAR	\$126.27 (96.5%)	\$222.22 (81.7%)	\$153.68 (90.1%)

July 2021 AIRDNA

- Source: AIRDNA, Monthly Report

	Hotel Comparable	All Short Term Rentals
Occupancy	81.60% (3.3%)	81.00% (2.4%)
ADR	\$152.34 (16.5%)	\$260.10 (16.7%)
RevPAR	\$124.26 (20.2%)	\$210.69 (19.5%)
Room Nights Booked	32,085(20.6%)	177,065 (23.8%)

AIRDNA Cancellation Accuracy - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations.

TPDF Funded Projects
July 2021

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

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

² Contract does not include a completion deadline date.

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

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

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

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

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

COMPLETED PROJECTS

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

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