WELCOME!

The August 25, 2021 virtual meeting of the Buncombe County Tourism Development Authority will begin shortly.
Call to Order the Virtual Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Board Meeting
Wednesday, 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
Chair Kathleen Mosher

9:05 a.m. Approval of 072021 Meeting Minutes
Chair Kathleen Mosher

9:10 a.m. July 2021 Financial Reports
Don Ware, BC Finance

9:15 a.m. President & CEO Report
a. Board Member Appointment Status
b. Upcoming Events - BCTDA Annual Meeting
Chair Kathleen Mosher
Vic Isley

9:25 a.m. BCTDA Tourism Jobs Recovery Fund Update
a. 12-Month Progress Report
b. Impact on Individual Local Businesses
Chair Kathleen Mosher
Matt Raker, Noah Wilson
Vic Isley

10:00 a.m. Asheville City Council Update
Councilmember Sandra Kilgore

10:05 a.m. Buncombe County Commission Updates
Commissioner Robert Plessley

10:15 a.m. Miscellaneous Business
Chair Kathleen Mosher

10:15 a.m. Comments from the General Public
Chair Kathleen Mosher

10:25 a.m. Thanks to Outgoing BCTDA Board Members Gary Freeda,
Ming Hue Kao, John Stubbbs, John McMillan, James Poole
Chair Kathleen Mosher
Vic Isley

10:30 a.m. Adjournment
Chair 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 John Sampson at jsampson@exploreasheville.com or 828-258-0111 with questions.

Save the Dates!

- Festival & Cultural Event Grant Program Information Session | Wednesday, September 1 | 2:30 – 5:00 p.m. | BA Board Room
- BCTDA Annual Meeting | Wednesday, September 15 | 3:00 – 5:00 p.m. | Harrell’s Chophouse Center Asheville

BCTDA Mission Statement
To be a leader in the economic development of Buncombe County by attracting and serving visitors, generating income, jobs, and tax revenue which make the community a better place to live and visit.
Chair Kathleen Mosher

The agenda and meeting documents are available online.

Go to:
>AshevilleCVB.com
>About the Buncombe County TDA
>Find out about upcoming BCTDA meetings
Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Gary Froeba
- Himanshu Karvir
- John Luckett

- John McKibbon
- Asheville City Councilmember Sandra Kilgore
- Buncombe County Commissioner Robert Pressley
- Chair Kathleen Mosher
MINUTES

Chair Kathleen Mosher

July 28, 2021 Regular BCTDA Meeting Minutes

- Questions/Comments
- Motion to Approve
- Motion Second
- Discussion
Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Gary Froeba
- Himanshu Karvir
- John Luckett
- John McKibbon
- Chair Kathleen Mosher
Buncombe County Finance Director
Don Warn

Presentation of the July 2021 Financial Reports
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

<table>
<thead>
<tr>
<th></th>
<th>Current Budget</th>
<th>Current Month Actual</th>
<th>Year to Date Actual</th>
<th>Budget Remaining</th>
<th>Budget Used</th>
<th>Year to Date Actual</th>
<th>(% Change from Prior Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupancy tax, net</td>
<td>$20,369,690</td>
<td></td>
<td>$20,369,690</td>
<td>$20,369,690</td>
<td>0.0%</td>
<td>$20,369,690</td>
<td>-100.0%</td>
</tr>
<tr>
<td>Investment income</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Other income</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Earned revenue</td>
<td>150,000</td>
<td>-</td>
<td>150,000</td>
<td>-</td>
<td>0.0%</td>
<td>-</td>
<td>-100.0%</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>$20,519,690</td>
<td>-</td>
<td>$20,519,690</td>
<td>-</td>
<td>0.0%</td>
<td>-66</td>
<td>-100.0%</td>
</tr>
</tbody>
</table>

| **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     | 565,365             | 565,365             | 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  | 929,296             | 929,296             | 19,640,968       | 4.5%        | 544,352             | 70.7%                     |
| Revenues over (under) expenditures | $(50,564) | $(929,296) | $(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            | -                | -100.0%     | -                   | -100.0%                   |

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 $8,799,397 for FY22.
# Buncombe County Tourism Development Authority

## Monthly Revenue Summary

*July 31, 2021*

<table>
<thead>
<tr>
<th>Month of room sales</th>
<th>Operating Fund</th>
<th></th>
<th></th>
<th>Product Development Fund</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>By Month</td>
<td>Cumulative Year-to-Date</td>
<td>By Month</td>
<td>Cumulative Year-to-Date</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Current Year</td>
<td>Prior Year   (% )</td>
<td>Current Year</td>
<td>Prior Year   (% )</td>
<td>Change</td>
<td>Current Year</td>
</tr>
<tr>
<td>July</td>
<td>$ -</td>
<td>$1,390,343</td>
<td>-</td>
<td>$1,390,343</td>
<td>-</td>
<td>$ -</td>
</tr>
<tr>
<td>August</td>
<td>-</td>
<td>$1,576,516</td>
<td>-</td>
<td>$2,966,859</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>September</td>
<td>-</td>
<td>$1,588,161</td>
<td>-</td>
<td>$4,565,021</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>October</td>
<td>-</td>
<td>$2,329,272</td>
<td>-</td>
<td>$6,894,292</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>November</td>
<td>-</td>
<td>$1,557,487</td>
<td>-</td>
<td>$8,451,779</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>December</td>
<td>-</td>
<td>$1,517,197</td>
<td>-</td>
<td>$9,560,976</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>January</td>
<td>-</td>
<td>$1,055,262</td>
<td>-</td>
<td>$11,064,238</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>February</td>
<td>-</td>
<td>$1,044,459</td>
<td>-</td>
<td>$12,108,697</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>March</td>
<td>-</td>
<td>$1,559,694</td>
<td>-</td>
<td>$13,660,391</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>April</td>
<td>-</td>
<td>$1,888,355</td>
<td>-</td>
<td>$15,566,745</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>May</td>
<td>-</td>
<td>$2,119,721</td>
<td>-</td>
<td>$17,686,467</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>June</td>
<td>-</td>
<td>$2,438,581</td>
<td>-</td>
<td>$20,125,048</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total revenues</td>
<td>$ -</td>
<td>$20,125,048</td>
<td>$ -</td>
<td>$20,125,048</td>
<td>$  -</td>
<td>$ -</td>
</tr>
</tbody>
</table>
# Buncombe County Tourism Development Authority

## Monthly Product Development Fund Summary

**July 31, 2021**

### Revenues:

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Life to Date</th>
<th>Remaining</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy Tax</td>
<td>$27,670,000</td>
<td>$23,628,412</td>
<td>$4,041,588</td>
<td>85.4%</td>
</tr>
<tr>
<td>Investment Income</td>
<td>-</td>
<td>1,231,411</td>
<td>(1,231,411)</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td><strong>27,670,000</strong></td>
<td><strong>24,859,823</strong></td>
<td><strong>2,810,177</strong></td>
<td><strong>89.8%</strong></td>
</tr>
</tbody>
</table>

### Expenditures:

#### Product development fund projects:

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Budget</th>
<th>Life to Date</th>
<th>Remaining</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Montford Park Players (Welcome Facility &amp; Amphitheatre Renovations)</td>
<td>125,000</td>
<td>-</td>
<td>125,000</td>
<td>-</td>
</tr>
<tr>
<td>2014 City of Asheville (Riverfront Destination Development 1.0)</td>
<td>7,100,000</td>
<td>3,300,000</td>
<td>3,800,000</td>
<td>46.5%</td>
</tr>
<tr>
<td>2016 Asheville Community Theatre (Theatre Expansion &amp; Renovation)</td>
<td>1,000,000</td>
<td>430,000</td>
<td>570,000</td>
<td>43.0%</td>
</tr>
<tr>
<td>2017 Buncombe County Government (Woodfin Greenway &amp; Bluelway)</td>
<td>2,250,000</td>
<td>-</td>
<td>2,250,000</td>
<td>-</td>
</tr>
<tr>
<td>2018 Buncombe County Government (Enka Recreation Destination)</td>
<td>6,000,000</td>
<td>-</td>
<td>6,000,000</td>
<td>-</td>
</tr>
<tr>
<td>2018 Eagle Market Streets Dev. Corp. (VMI Cultural Center Improvements)</td>
<td>800,000</td>
<td>42,863</td>
<td>757,137</td>
<td>5.4%</td>
</tr>
<tr>
<td>2018 Riverfront Development Group (African-American Heritage Museum at Stephens-L)</td>
<td>100,000</td>
<td>-</td>
<td>100,000</td>
<td>-</td>
</tr>
<tr>
<td>2021 African American Heritage Trail</td>
<td>500,000</td>
<td>11,583</td>
<td>488,417</td>
<td>2.3%</td>
</tr>
<tr>
<td>2021 Wortham Center for the Performing Arts (Air Ionization System)</td>
<td>45,000</td>
<td>-</td>
<td>45,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total product development projects</strong></td>
<td><strong>17,920,000</strong></td>
<td><strong>3,784,456</strong></td>
<td><strong>14,135,544</strong></td>
<td><strong>21.1%</strong></td>
</tr>
</tbody>
</table>

#### Product development fund administration

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Life to Date</th>
<th>Remaining</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>440,000</td>
<td>-</td>
<td>440,000</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Total product development fund**

|                        | $18,360,000 | $3,784,456 | $14,575,544 | 20.6%     |

### Product Development Funds Available for Future Grants

<table>
<thead>
<tr>
<th>Description</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Net Assets</td>
<td>$19,861,052</td>
</tr>
<tr>
<td>Less: Liabilities/Outstanding Grants</td>
<td>(14,135,544)</td>
</tr>
<tr>
<td>Less: Unspent Admin Budget (Current Year)</td>
<td>(440,000)</td>
</tr>
<tr>
<td><strong>Current Product Development Amount Available</strong></td>
<td><strong>$5,285,507</strong></td>
</tr>
<tr>
<td>BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Monthly Balance Sheet</td>
<td></td>
</tr>
<tr>
<td>Governmental Funds</td>
<td></td>
</tr>
<tr>
<td>July 31, 2021</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operating and Earned Revenue Funds</th>
<th>Product Development Fund</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and investments</td>
<td>$16,910,229</td>
<td>$19,861,052</td>
</tr>
<tr>
<td>Receivables</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total current assets</td>
<td>$16,910,229</td>
<td>$19,861,052</td>
</tr>
</tbody>
</table>

| Liabilities:                      |                         |       |
| Current liabilities:             |                         |       |
| Accounts payable                 | $42,271                  | $1     | $42,271      |
| Future events payable            | $31,700                  | $14,135,544 | $14,167,244 |
| Total current liabilities        | $73,971                  | $14,135,544 | $14,209,515 |

| 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           | $10,184,645              | -       | 10,184,645   |
| Undesignated (cash flow)         | $4,915,453               | -       | 4,915,453    |
| Total fund balances              | $16,836,258              | $5,725,507 | $22,561,766 |

| Total liabilities and fund balances |                         |       |
|                                   | $16,910,229              | $19,861,052 | $36,771,281 |
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

![Chart showing sales history by month]

**Month of lodging sales:**

<table>
<thead>
<tr>
<th>Month</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>$36,734,684</td>
<td>$38,602,612</td>
<td>$41,734,276</td>
<td>$44,380,965</td>
<td>$32,547,111</td>
</tr>
<tr>
<td>August</td>
<td>$32,040,390</td>
<td>$35,118,463</td>
<td>$38,817,550</td>
<td>$41,113,655</td>
<td>$34,663,339</td>
</tr>
<tr>
<td>September</td>
<td>$31,498,527</td>
<td>$36,475,819</td>
<td>$39,337,048</td>
<td>$39,889,174</td>
<td>$36,883,164</td>
</tr>
<tr>
<td>October</td>
<td>$42,361,080</td>
<td>$43,473,522</td>
<td>$47,272,253</td>
<td>$50,146,618</td>
<td>$53,816,499</td>
</tr>
<tr>
<td>November</td>
<td>$29,254,904</td>
<td>$33,231,722</td>
<td>$37,240,596</td>
<td>$42,190,154</td>
<td>$38,384,835</td>
</tr>
<tr>
<td>December</td>
<td>$29,615,896</td>
<td>$35,697,959</td>
<td>$34,272,393</td>
<td>$39,586,669</td>
<td>$33,492,133</td>
</tr>
<tr>
<td>January</td>
<td>$15,323,599</td>
<td>$17,208,952</td>
<td>$20,547,077</td>
<td>$25,561,453</td>
<td>$24,213,034</td>
</tr>
<tr>
<td>February</td>
<td>$17,323,590</td>
<td>$19,676,430</td>
<td>$20,665,316</td>
<td>$25,696,319</td>
<td>$23,577,360</td>
</tr>
<tr>
<td>March</td>
<td>$24,352,927</td>
<td>$28,406,443</td>
<td>$31,688,002</td>
<td>$14,200,120</td>
<td>$36,200,146</td>
</tr>
<tr>
<td>April</td>
<td>$28,444,541</td>
<td>$31,240,953</td>
<td>$33,141,034</td>
<td>$2,402,461</td>
<td>$44,431,592</td>
</tr>
<tr>
<td>May</td>
<td>$31,113,327</td>
<td>$34,544,014</td>
<td>$36,464,222</td>
<td>$6,624,541</td>
<td>$48,972,418</td>
</tr>
<tr>
<td>June</td>
<td>$33,886,766</td>
<td>$39,441,126</td>
<td>$41,413,202</td>
<td>$22,100,839</td>
<td>$56,425,689</td>
</tr>
</tbody>
</table>

**Total lodging sales:**

- 2017: $351,962,319
- 2018: $391,066,506
- 2019: $425,752,967
- 2020: $354,904,666
- 2021: $461,407,341
# Buncombe County Tourism Development Authority

## Total Lodging Sales by Type

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

**July 31, 2021**

<table>
<thead>
<tr>
<th>Month of room sales:</th>
<th>Hotel/Motel</th>
<th>Vacation Rentals</th>
<th>Bed &amp; Breakfast</th>
<th>Grand Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Current Year</td>
<td>Prior Year</td>
<td>% Change</td>
<td>Current Year</td>
</tr>
<tr>
<td>July</td>
<td>$19,132,318</td>
<td>$33,587,325</td>
<td>-43.0%</td>
<td>$12,282,469</td>
</tr>
<tr>
<td>August</td>
<td>$18,815,648</td>
<td>$31,112,022</td>
<td>-39.5%</td>
<td>$13,723,074</td>
</tr>
<tr>
<td>September</td>
<td>$20,012,507</td>
<td>$30,888,080</td>
<td>-36.3%</td>
<td>$13,374,885</td>
</tr>
<tr>
<td>October</td>
<td>$20,494,280</td>
<td>$30,806,027</td>
<td>-33.4%</td>
<td>$15,421,678</td>
</tr>
<tr>
<td>November</td>
<td>$24,830,800</td>
<td>$32,802,822</td>
<td>-23.4%</td>
<td>$10,514,318</td>
</tr>
<tr>
<td>December</td>
<td>$22,071,061</td>
<td>$30,545,659</td>
<td>-27.4%</td>
<td>$9,576,815</td>
</tr>
<tr>
<td>January</td>
<td>$12,224,328</td>
<td>$10,007,073</td>
<td>-21.6%</td>
<td>$11,498,861</td>
</tr>
<tr>
<td>February</td>
<td>$11,350,051</td>
<td>$17,832,201</td>
<td>-36.3%</td>
<td>$11,721,484</td>
</tr>
<tr>
<td>March</td>
<td>$17,863,947</td>
<td>$11,897,918</td>
<td>51.0%</td>
<td>$17,421,163</td>
</tr>
<tr>
<td>April</td>
<td>$20,263,739</td>
<td>$2,136,282</td>
<td>1007.1%</td>
<td>$17,879,627</td>
</tr>
<tr>
<td>May</td>
<td>$28,800,261</td>
<td>$4,823,883</td>
<td>497.1%</td>
<td>$18,711,863</td>
</tr>
<tr>
<td>June</td>
<td>$34,960,004</td>
<td>$11,770,402</td>
<td>190.1%</td>
<td>$20,550,938</td>
</tr>
</tbody>
</table>
| **Total**           | **$234,968,871** | **$261,900,781** | **5.0%** | **$172,834,583** | **$82,102,862** | **110.5%** | **$13,624,707** | **$10,600,423** | **34.0%** | **$451,407,341** | **$354,904,886** | **30.0%**
Questions/Discussion
Suggested Motion:

Motion to approve the July 2021 Financial Reports as presented.

Motion Second

Discussion
FINANCIALS - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Gary Froeba
- Himanshu Karvir
- John Luckett
- John McKibbon
- Chair Kathleen Mosher
Commissioner Robert Pressley

Buncombe County Commission Update
July 2021 hotel occupancy even with 2019 levels

July 2021 vacation rental occupancy up 19% from 2019 levels

Source: STR and AirDNA
With new county-wide mask mandate, shared information via owned channels including social media, website, etc.

- Redistributing the 3Ws artwork to local businesses for their use inside stores, restaurants, buildings
BOARD MEMBER APPOINTMENTS
County applications closed July 30

County Commissioners to interview applicants in their September 7 meeting (rescheduled from August 17) and make their appointments

<table>
<thead>
<tr>
<th>Board Member</th>
<th>Representation</th>
<th>Term Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gary Froeba</td>
<td>Lodging 101+ Rooms</td>
<td>8/31/21*</td>
</tr>
<tr>
<td>John McKibbon</td>
<td>Lodging &lt;101 Rooms</td>
<td>8/31/21*</td>
</tr>
</tbody>
</table>

* Or until someone is appointed to replace the position
City application process closed August 9 for two (2) seats - Lodging 101+ Rooms and one (1) Lodging <100 Rooms seat

City Council plans discussion/interviews with applicants during their September 14 meeting

<table>
<thead>
<tr>
<th>Board Member</th>
<th>Representation</th>
<th>Term Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Himanshu Karvir</td>
<td>Lodging 101+ Rooms</td>
<td>8/31/21*</td>
</tr>
<tr>
<td>John Luckett</td>
<td>Lodging 101+ Rooms</td>
<td>8/31/21*</td>
</tr>
<tr>
<td>James Poole</td>
<td>Lodging &lt;100 Rooms</td>
<td>8/31/22 Resigned July 2021</td>
</tr>
</tbody>
</table>

* Or until someone is appointed to replace the position
Local Occupancy Tax

- Local occupancy tax bills passed in the house remain sitting in the Senate.
- Asheville area hotel leaders continue to advocate for Buncombe County legislation to be changed from 75/25 to two-thirds marketing, one-third product investment through requesting an amendment to legislation to be introduced and passed before the end of this session.

State Marketing Budget

- House budget includes additional $30 million over 3 years for state tourism promotion (as part of the ARPA stimulus)
$3 billion in American Rescue Plan (ARPA) funding available

Travel, Tourism, & Outdoor Recreation: Assist communities that have suffered economic injury because of job losses in the travel, tourism or outdoor recreation sectors state grants ($510M) and competitive grants ($240M)

- North Carolina to receive $6.4 million in direct allocation with Governor’s office determining investment

- $24.8 million available in competitive grants for the Southeast through the Atlanta regional office
  - Organizations applying need to bring in 20 percent in non-federal funds to support their project though this may change depending on the grant proposal. Competitive Tourism Grants are awarded on a rolling basis. The grant applications opened on July 23, 2021, and applicants are encouraged to apply by March 31, 2022. Funds will be obligated by September 30, 2022, and the award period of performance ends on May 31, 2027.

- Eligible uses include recovery project implementation, including construction that supports travel, tourism, and recreation sectors
<table>
<thead>
<tr>
<th>Funding Categories</th>
<th>Description</th>
<th>Total American Rescue Plan funding: $3B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Statewide Planning, Research, &amp; Networks</td>
<td>Invest in economic plans, research to assess the effectiveness of EDA's programs, and support for stakeholder communities around key EDA initiatives</td>
<td>$90M</td>
</tr>
<tr>
<td>2 Build Back Better Regional Challenge</td>
<td>Transform 20-30 economically distressed regions through substantial investment through groups of 3-8 projects, totaling ~$25-75M per region; open to proposals up to $100M</td>
<td>$1B</td>
</tr>
<tr>
<td>3 Travel, Tourism, &amp; Outdoor Recreation</td>
<td>Accelerate communities impacted by COVID-related travel and tourism decline through state grants ($510M) and competitive grants ($240M)</td>
<td>$750M</td>
</tr>
<tr>
<td>4 Economic Adjustment Assistance</td>
<td>Invest in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants available to every community</td>
<td>$500M</td>
</tr>
<tr>
<td>5 Indigenous Communities</td>
<td>Additional Economic Adjustment Assistance funds to specifically support Indigenous communities</td>
<td>$100M</td>
</tr>
<tr>
<td>6 Good Jobs Challenge</td>
<td>Establish or strengthen regional systems to train workers with in-demand skills through employer-driven training, supporting participants with wrap-around services and employer commitments to hire</td>
<td>$500M</td>
</tr>
</tbody>
</table>
UPCOMING EVENTS

Annual Festivals & Cultural Events Grants Program: Information Session

- Wednesday, September 1
- 3:30 – 5:00 p.m.
- Explore Asheville Board Room, 1st Floor
- 27 College Place, Asheville

Register at AshevilleCVB.com
UPCOMING EVENTS

African American Heritage Trail: Community Input Sessions

- Drop-in sessions throughout September starting with the Goombay Festival on September 4 & 5
- YMI’s Community Impact Center
39 S Market Street, Asheville

Learn more at: AshevilleCVB.com/AAHT
BCTDA Annual Meeting 2021

- Wednesday, September 15
- 3:00 – 6:00 p.m.
- Thomas Wolfe Auditorium

Register at AshevilleCVB.com
• CVB Staff Recap
• Destination Dashboard
• Quick List
• Questions?
Buncombe County Tourism Jobs Recovery Fund won a Destiny Award in the category of Community Building at US Travel Association’s ESTO Conference in Los Angeles earlier this month.

The Destiny Awards recognize U.S. Travel destination members for excellence and creative accomplishment in destination marketing and promotion at the local and regional level; and foster the development of imaginative and innovative destination marketing promotion programs and activities.

Judges’ comments: “The pandemic year brought significant hardships and the Buncombe County Tourism clearly highlighted the specific industries in great need…clearly explained the process, who benefitted, and the results were outstanding. The spirit was definitely felt.”
Senate Bill 704 enabled the Buncombe County Tourism Development Authority to establish a one-time fund for emergency grants of up to $50,000, available for businesses that provide a direct visitor experience including:

- Restaurants, retail establishments, studios and galleries, attractions, tours and activities, entertainment and event venues, and breweries, wineries, cideries and distilleries, among others
- Lodging businesses were not eligible

Funding Source: $5 million was allocated from TPDF revenue collected and not yet awarded, from lodging occupancy taxes paid by visitors to the County

Mission of Fund: To preserve and safely reopen the region’s unique and diverse small business ecosystem and protect tourism-related jobs
TIMELINE

Bill signed into law at state level
May 4

BCTDA designated Mountain BizWorks to administer fund
May 8

Applications closed with 444 applications requesting $13.5M
May 31

Final funding slate approved; awardees notified
June 19

6 month reports due from all 394 grantees
Dec 31

Program announced
May 5

Applications opened
May 15

All applications were reviewed and scored
June 10

All awards executed and funded
June 30

Final (12 mo) reports due from all grantees
June 2021

Buncombe County TDA’s Tourism Jobs Recovery Fund
Buncombe County Tourism Development Authority • Mountain BizWorks
$5 Million Grant Funding
for local tourism-related small businesses

394 Grants Awarded
between $2,000 and $30,000/entity

283 Full Grants
111 Micro Grants
# AWARDS BY THE NUMBERS

<table>
<thead>
<tr>
<th>Actual</th>
<th>18%</th>
<th>Benchmark</th>
<th>10%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards to Minority-Led Businesses</td>
<td></td>
<td>Awards to Women-Led Businesses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Buncombe County TDA’s Tourism Jobs Recovery Fund
Buncombe County Tourism Development Authority • Mountain BizWorks
81%

12-Month Report completion rate
319 of 394 have been received

6-Month Report: 394/394 (100%) Received
“Thanks to the grants that were made available to our business, we were able to remain open, adhere to normal business hours, and provide thriving wages.”

97% of respondents were open as of 6/30/21

Of the 9 respondents that were closed as of 6/30/21:

- 5 closed permanently
- 1 sold to a new operator
- 1 is undergoing renovations
- 1 is seeking a new space

*Based on data from 319 Respondents*
JOBS IMPACTS

- **Jobs Lost**: 2,972
- **Job Openings**: 1,980
- **Jobs Recovered**: 2,763

Key:
- **Job Openings**
- **Current FTEs**

- **March 10, 2020**: Gov’s Emergency Order
- **May 1, 2020**: Grant Application
- **December 31, 2020**: 6 Month Report
- **June 30, 2021**: Final Report

Dec 2020: 394 Respondents; Jun 2021: 319 Respondents
**BUSINESS REVENUES**

**Buncombe County TDA's Tourism Jobs Recovery Fund**

**Buncombe County Tourism Development Authority • Mountain BizWorks**

<table>
<thead>
<tr>
<th>Current Revenue Compared to Pre-Pandemic Levels</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsure</td>
<td>6.8%</td>
</tr>
<tr>
<td>Closed</td>
<td>2.8%</td>
</tr>
<tr>
<td>Less than 80% of pre-pandemic levels</td>
<td>28.8%</td>
</tr>
<tr>
<td>Between 80% and 100% of pre-pandemic levels</td>
<td>28.1%</td>
</tr>
<tr>
<td>Between 101% and 120% of pre-pandemic levels</td>
<td>24.2%</td>
</tr>
<tr>
<td>Greater than 120% of pre-pandemic levels</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

*Based on data from 281 Respondents*
FINANCIAL STATUS OVER TIME

Financial Status as of 12/31/2020
- Very Financially Sound: 3%
- Financially Sound: 15%
- Slightly Concerned: 42%
- Financially Challenged: 22%
- Very Financially Challenged: 18%

Financial Status as of 06/30/2021
- Very Financially Sound: 29.1%
- Fairly Sound: 36.9%
- In Between: 18.4%
- Somewhat Challenged: 9.6%
- Very Financially Challenged: 4.6%
- N/A or Closed: 2.8%

Dec 2020: 394 Respondents; Jun 2021: 248 Respondents
TOURISM BUSINESSES’ COMMITMENT TO COMMUNITY

Community Impacts of Tourism Businesses

- My business implements environmentally sustainable practices (e.g. energy efficiency/renewable energy, historic building preservation/re-use, sustainable sourcing, etc.)
- My business has a local procurement practice or policy, (we seek to work with local vendors when possible)
- My business has taken additional action to make sure inclusion and equity practices are upheld in the business environment (i.e. changed/implemented new policies and/or practices)
- My business strives to employ, train, or otherwise create, economic opportunities for individuals who have historically lacked them (e.g. low-income, people of color, veterans, LGBTQ+, ex-offender, etc.)
- My business has a social and/or environmental mission at its core (e.g. triple bottom line business practices, etc.)
INDIVIDUAL BUSINESS IMPACTS

Testimonials by Grant Recipients
INDIVIDUAL BUSINESS IMPACTS

Torin Kexel
The Flying Bike
South Slope Downtown
Grant Award: $8,625
Cristina Hall Ackley

Ginger’s Revenge

North Asheville/Woodfin area
near UNC Asheville

Grant Award: $19,780
INDIVIDUAL BUSINESS IMPACTS

Tim Green
Sole82
The Block Downtown
Micro-Grant Award: $5,000

**Photo by Renato Rotolo, Courtesy The Urban News**
INDIVIDUAL BUSINESS IMPACTS

Rich Cundiff
Rocky’s Hot Chicken Shack
West Asheville
Arden
Grant Award: $22,500
6-month report

- Need for marketing assistance and shared messaging
- Challenging operating environment (including occupancy restrictions)
- Need help and guidance, including assistance for artists, performers, and staff

12-month report

CITY-SPECIFIC
- Public safety in downtown
- Homelessness and mental health
- Downtown parking for workers

COUNTY-WIDE
- Rising rents for workers and businesses
- Artists and entertainment/events industry struggling
- Workforce challenges

Buncombe County TDA’s Tourism Jobs Recovery Fund
Buncombe County Tourism Development Authority • Mountain BizWorks
MARKETING & COLLECTIVE VOICE
- Promote artists, support arts organizations
- Lift up revitalized restaurant scene
- Emphasize what makes this place special
- Attract labor back into the market

BUSINESS SUPPORT
- Capital needs for growth/expansion
- Help businesses acquire their buildings
WHAT’S NEXT

- Help get through Delta
- Continue COVID-inspired innovations that work (e.g. expanded outdoor seating)
- Collective marketing + promotion
- Address capital needs
**CORE FACTS & FINDINGS**

<table>
<thead>
<tr>
<th>Fund Size</th>
<th>Fund Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5m</td>
<td>97%</td>
</tr>
<tr>
<td>local grants made</td>
<td>grantees still in operation</td>
</tr>
<tr>
<td>394 recipients</td>
<td>3,979 jobs retained and re-hired (including open positions)</td>
</tr>
</tbody>
</table>

Buncombe County TDA’s Tourism Jobs Recovery Fund

Buncombe County Tourism Development Authority • Mountain BizWorks
Questions/Discussion
CITY COUNCIL UPDATE

Councilmember Sandra Kilgore

Asheville City Council Update
Chair Kathleen Mosher
Members of the Public were invited to sign-up to verbally share live comments during today’s virtual BCTDA meeting.

As of the 12:00 p.m. deadline on Tuesday, August 24, no requests to speak had been received.
Chair Kathleen Mosher

Members of the Public were invited to submit comments via email to reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, August 24.

There were no written public comments received by the deadline.
THANKS TO OUR OUTGOING BCTDA BOARD MEMBERS

VIC ISLEY
PRESIDENT & CEO
THANKS TO JAMES POOLE!

Thanks to Outgoing BCTDA Board Member

James Poole

For Serving on the Buncombe County Tourism Development Authority

September 2019–July 2021
THANKS TO JOHN LUCKETT!

Thanks to Outgoing
BCTDA Board Member

John Luckett

For Serving on the
Buncombe County Tourism Development Authority

October 2015–August 2021
THANKS TO JOHN McKIBBON!

Thanks to Outgoing
BCTDA Board Member
John McKibbon

For Serving on the
Buncombe County Tourism Development Authority
September 2013–August 2021
THANKS TO HIMANSHU KARVIR!

Thanks to Outgoing
BCTDA Board Member
Himanshu Karvir
For Serving on the
Buncombe County Tourism Development Authority
October 2015–August 2021
Chair of the Board 2020–2021
Vice Chair of the Board 2019–2020
THANKS TO GARY FROEBA!

Thanks to Outgoing
BCTDA Board Member

Gary Froeba
For Serving on the
Buncombe County Tourism Development Authority
November 2015–August 2021
Chair of the Board  2019–2020
Vice Chair of the Board  2017–2019 & 2020–2021
BCTDA Annual Meeting 2021

- Wednesday, September 15
- 3:00 – 6:00 p.m.
- Thomas Wolfe Auditorium

Register at AshevilleCVB.com
Chair Kathleen Mosher

- Suggested Motion:
  Motion to adjourn the BCTDA meeting
- Motion Second
- Discussion
Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Gary Froeba
- Himanshu Karvir
- John Luckett
- John McKibbon
- Chair Kathleen Mosher
Thanks for attending!
The next BCTDA meeting will be on
Wednesday, September 29, 2021 | 9:00 a.m.
Location: In-Person or Virtual - TBD