



# WELCOME!

The August 25, 2021 virtual meeting of the  
Buncombe County Tourism Development Authority  
will begin shortly.

Explore **ASHEVILLE**



# CALL TO ORDER

**Chair Kathleen Mosher**

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	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"><li>a. Board Member Appointment Status</li><li>b. Upcoming Events – BCTDA Annual Meeting</li><li>c. Other Updates</li></ul>	Vic Isley
9:25 a.m.	BCTDA Tourism Jobs Recovery Fund Update <ul style="list-style-type: none"><li>a. 12-Month Progress Report</li><li>b. Impact on Individual Local Businesses</li></ul>	Matt Raker, 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 Luckett, 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](mailto:jsampson@ExploreAsheville.com) or 828.258.8111 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](#) | Wednesday, September 15 | 3:00 – 6:00 p.m. | Harrah's Cherokee Center Asheville

***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.*

# MEETING AGENDA & DOCS

## 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

Explore Asheville  
Convention & Visitors Bureau

About Buncombe County TDA Visitor Information Partner Login

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

### About the Buncombe County TDA

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

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

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

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

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

### Quick Links

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

### Upcoming Events

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

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

One-on-One Wednesdays with Explore Asheville

# BCTDA ROLL CALL

## **Chair Kathleen Mosher**

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

### 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

<b>Present (Voting):</b>	Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Gary Froeba, Himanshu Karvir, John Luckett
<b>Absent (Voting):</b>	Leah Ashburn, Andrew Celwyn, John McKibbin
<b>Present (Ex-Officio):</b>	Asheville City Councilmember Sandra Kilgore Buncombe County Commissioner Robert Pressley
<b>Absent (Ex-Officio):</b>	None
<b>CVB Staff:</b>	Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Jonna Sampson, Daniel Bradley, Hannah Dosa, Kathi Petersen, Tina Porter
<b>BC Finance:</b>	None
<b>Legal Counsel:</b>	Richard Kort, McGuire, Wood & Bissette
<b>In-Person Attendees:</b>	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
<b>Online Attendees:</b>	Andrew Celwyn, John McKibbin; 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.

# MINUTES - ROLL CALL VOTE

## **Chair Kathleen Mosher**

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Gary Froeba
- Himanshu Karvir
- John Lockett
- John McKibbon
- Chair Kathleen Mosher

# FINANCIAL REPORTS

**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

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 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%
<b>Expenditures:</b>							
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%
<b>Other Financing Sources:</b>							
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.



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## 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
<b>Revenues:</b>				
Occupancy Tax	\$ 27,670,000	\$ 23,628,412	\$ 4,041,588	85.4%
Investment Income	-	1,231,411	(1,231,411)	0.0%
<b>Total revenues</b>	<u>27,670,000</u>	<u>24,859,823</u>	<u>2,810,177</u>	<u>89.8%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	11,593	488,407	2.3%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	-	45,000	-
Total product development projects	<u>17,920,000</u>	<u>3,784,456</u>	<u>14,135,544</u>	<u>21.1%</u>
Product development fund administration	<u>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>
<b>Product Development Funds Available for Future Grants</b>				
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
<b>Assets:</b>			
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>
<b>Liabilities:</b>			
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>
			-
<b>Fund Balances:</b>			-
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
<b>Month of lodging sales:</b>						
July	\$ 32,547,111	\$ 44,385,965	-27%	-27%	\$ 45,717,544	\$ 41,574,284
August	34,663,339	41,113,655	-16%	-21%	42,347,065	38,716,556
September	36,683,164	39,869,174	-8%	-17%	41,065,249	38,557,347
October	53,816,499	50,148,618	7%	-10%	51,653,076	46,964,931
November	36,384,853	42,190,154	-14%	-11%	43,455,858	37,554,157
December	33,492,133	39,595,569	-15%	-12%	40,783,436	35,821,987
January	24,213,034	25,561,453	-5%	-11%	26,328,296	21,065,174
February	23,577,360	26,696,319	-12%	-11%	27,497,208	22,452,688
March	36,200,146	14,208,120	155%	-4%	14,634,363	24,750,855
April	44,431,592	2,402,461	1749%	9%	2,474,535	22,261,486
May	48,972,418	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>

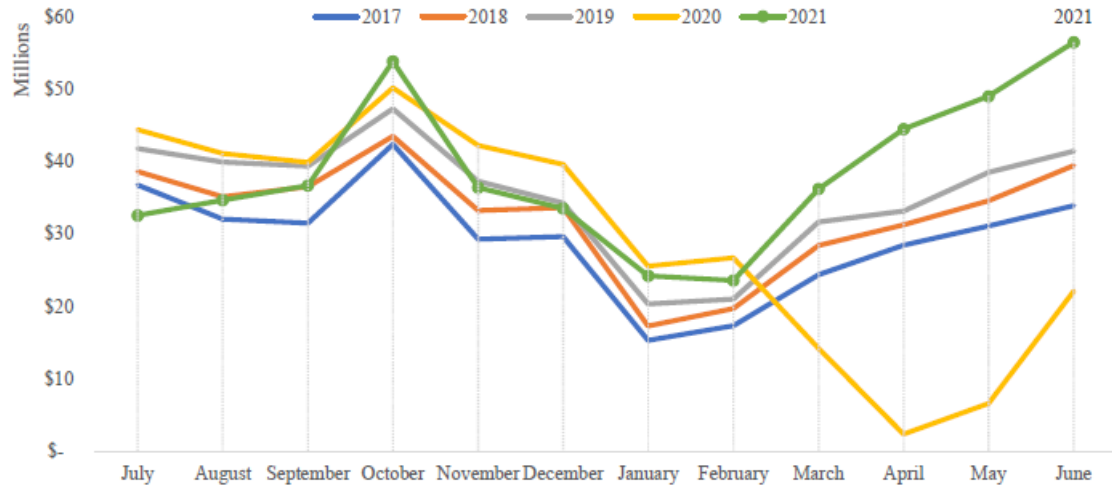


## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

*History of Total Sales by Month*

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

July 31, 2021



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

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## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

### Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

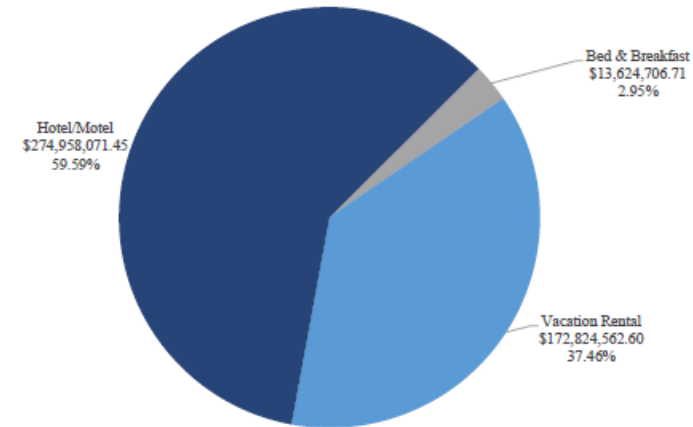
July 31, 2021

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%	\$ 12,282,648	\$ 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%	

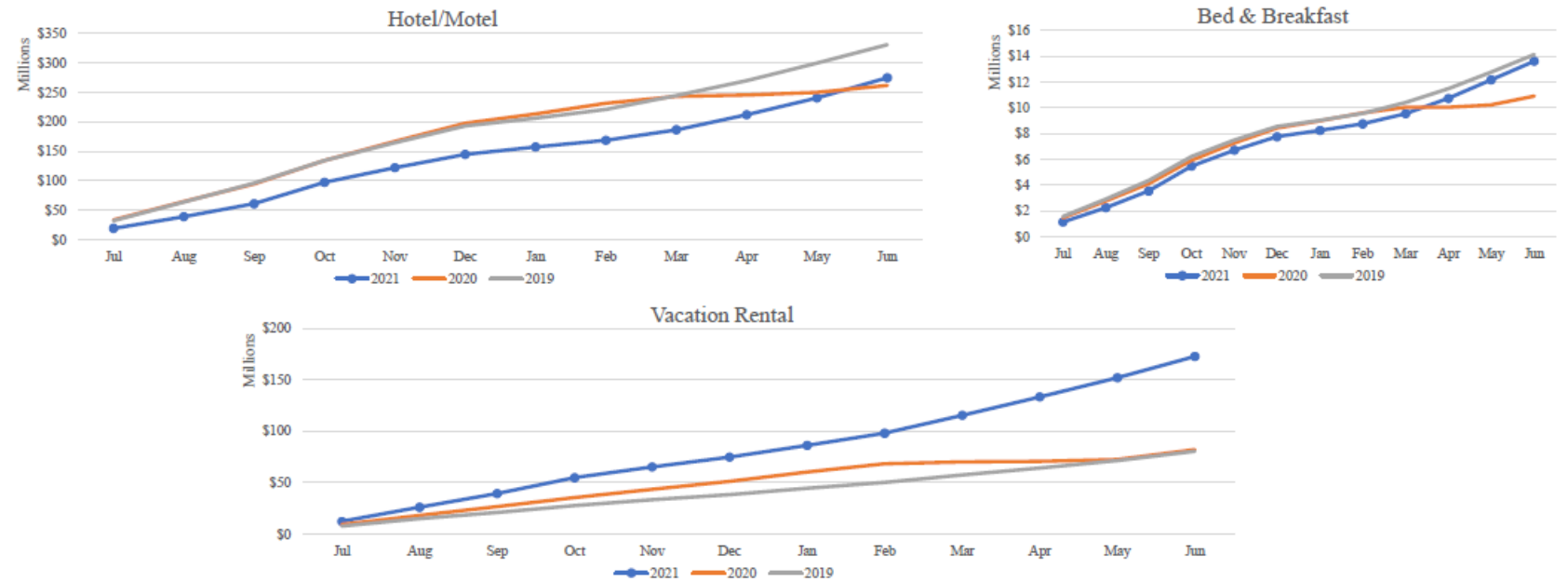
## BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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



# FINANCIAL REPORTS

**Questions/Discussion**



# FINANCIAL REPORTS

## **Chair Kathleen Mosher**

- 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 Lockett
- John McKibbon
- Chair Kathleen Mosher

# BC COMMISSION UPDATE

**Commissioner Robert Pressley**

Buncombe County Commission Update

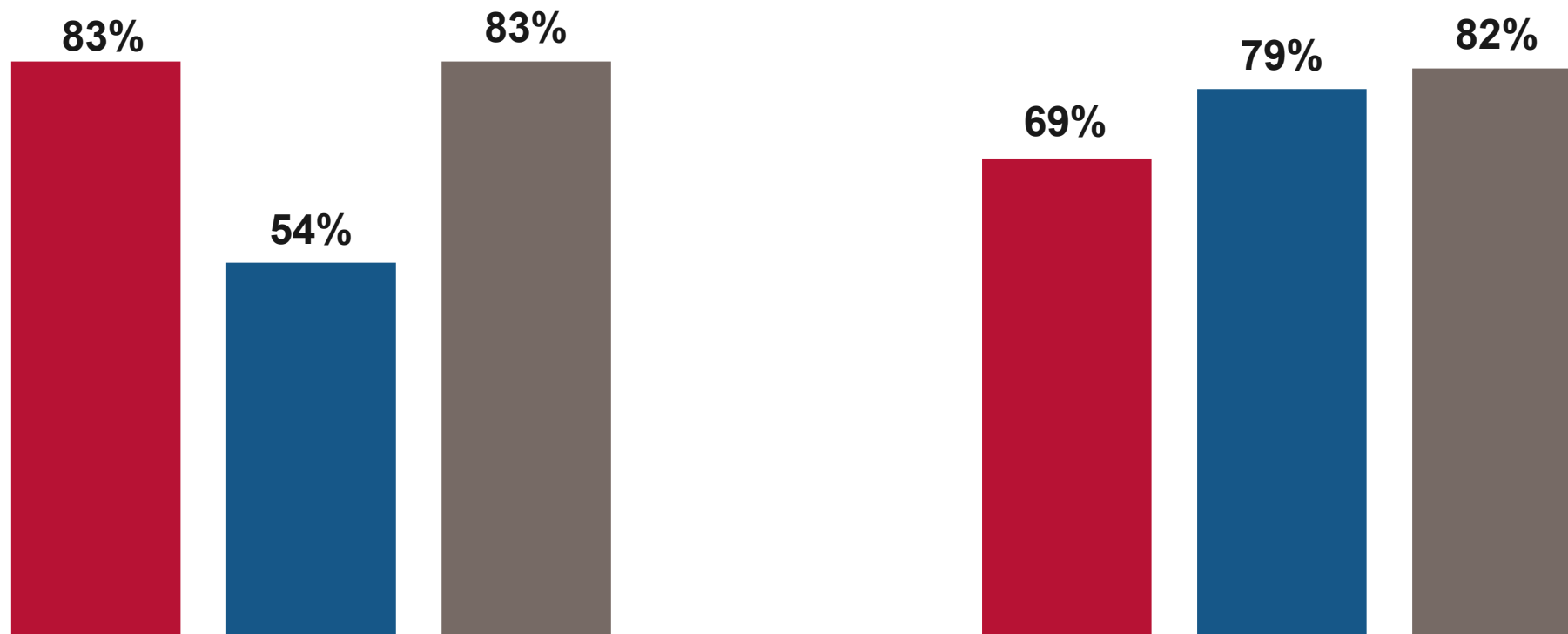
# PRESIDENT & CEO REPORT

VIC ISLEY  
PRESIDENT & CEO

Explore **ASHEVILLE**



# JULY LODGING OCCUPANCY



July 2021  
hotel occupancy  
even with 2019  
levels

July 2021  
vacation rental  
occupancy up  
19% from  
2019 levels

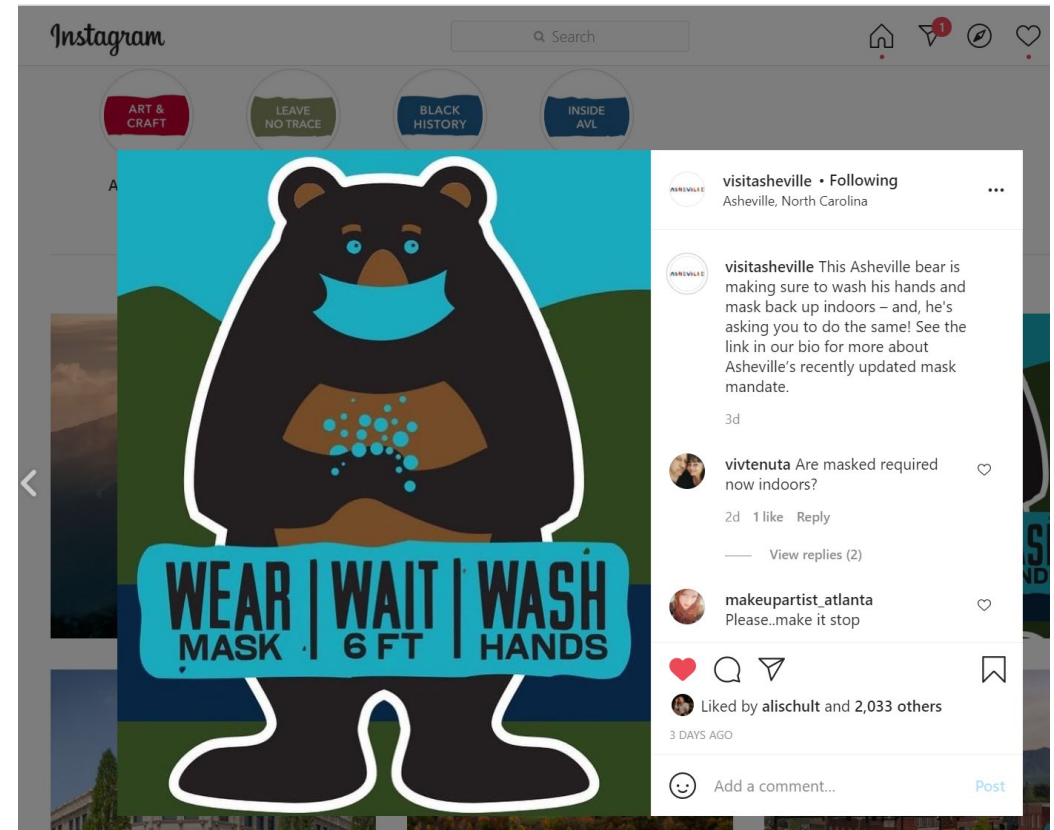
Hotels

Vacation Rentals

■ Jul-19 ■ Jul-20 ■ Jul-21

# ENCOURAGE SAFE & RESPONSIBLE TRAVEL

- 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

# BOARD MEMBERS COUNTY APPOINTMENTS

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

\* Or until someone is appointed to replace the position

- County applications closed July 30
- County Commissioners to interview applicants in their September 7 meeting (rescheduled from August 17) and make their appointments



# BOARD MEMBERS

## CITY APPOINTMENTS

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

\* Or until someone is appointed to replace the position

- 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

# NC LEGISLATIVE UPDATES

## DESTINATION PROMOTION STATUS

### 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)

# FEDERAL ECONOMIC DEVELOPMENT ADMINISTRATION (EDA)

## **\$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

## Funding Categories

## Description

**Total American Rescue Plan funding: \$3B**

1	<b>Statewide Planning, Research, &amp; Networks</b>	<b>\$90M</b>	Invest in economic plans, research to assess the effectiveness of EDA's programs, and support for stakeholder communities around key EDA initiatives
2	<b>Build Back Better Regional Challenge</b>	<b>\$1B</b>	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
3	<b>Travel, Tourism, &amp; Outdoor Recreation</b>	<b>\$750M</b>	Accelerate communities impacted by COVID-related travel and tourism decline through state grants (\$510M) and competitive grants (\$240M)
4	<b>Economic Adjustment Assistance</b>	<b>\$500M</b>	Invest in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants available to every community
5	<b>Indigenous Communities</b>	<b>\$100M</b>	Additional Economic Adjustment Assistance funds to specifically support Indigenous communities
6	<b>Good Jobs Challenge</b>	<b>\$500M</b>	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



# UPCOMING EVENTS



## Annual Festivals & Cultural Events Grants Program: Information Session

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



**Register at**  
**[AshevilleCVB.com](https://www.AshevilleCVB.com)**



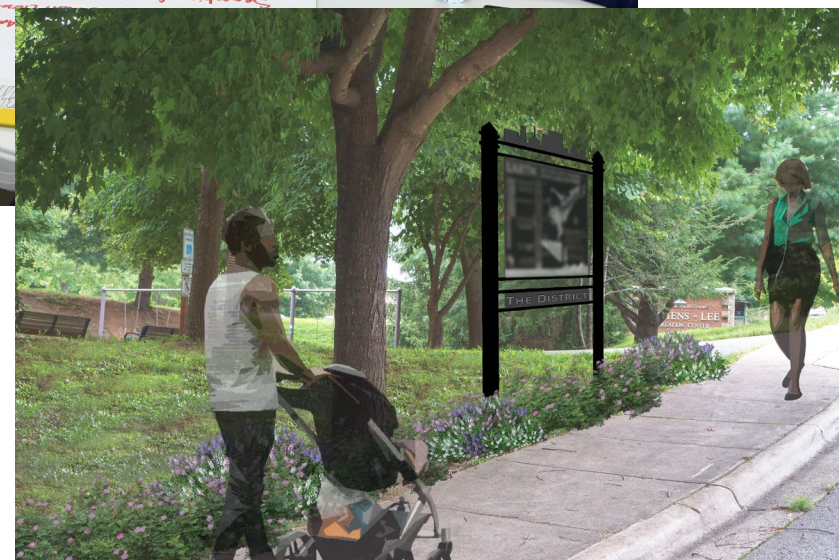
# UPCOMING EVENTS

## 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](https://AshevilleCVB.com/AAHT)



# BCTDA Annual Meeting 2021

- 

**Register at  
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Explore **ASHEVILLE**  
 Buncombe County Tourism Development Authority

2021 Annual Meeting

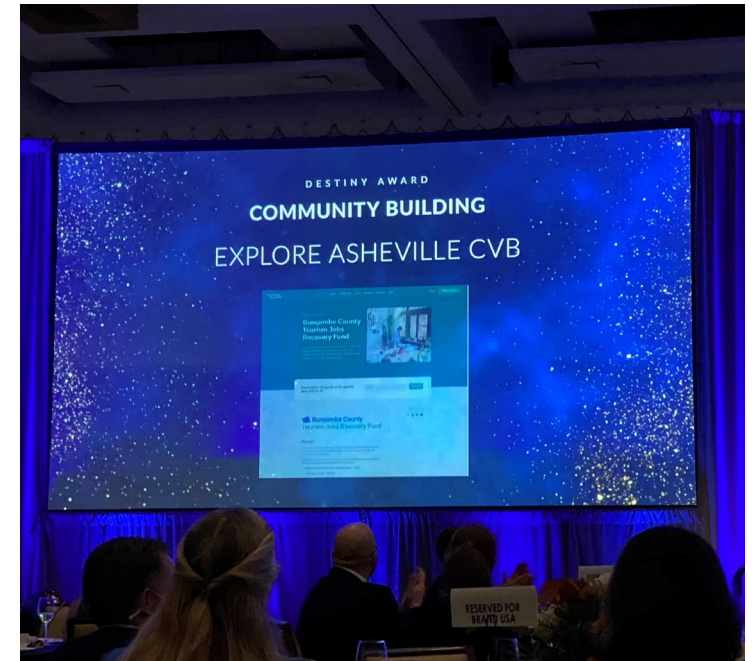


- 
- **CVB Staff Recap**
  - **Destination Dashboard**
  - **Quick List**
  - **Questions?**

Explore **ASHEVILLE**

# TOURISM JOBS RECOVERY FUND LOCAL IMPACT RECOGNIZED NATIONALLY

- 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."





# BUNCOMBE COUNTY TDA TOURISM JOBS RECOVERY FUND

BACKGROUND & 12 MONTH REPORT  
NOAH WILSON, DIRECTOR OF SECTOR DEVELOPMENT  
MOUNTAIN BIZWORKS

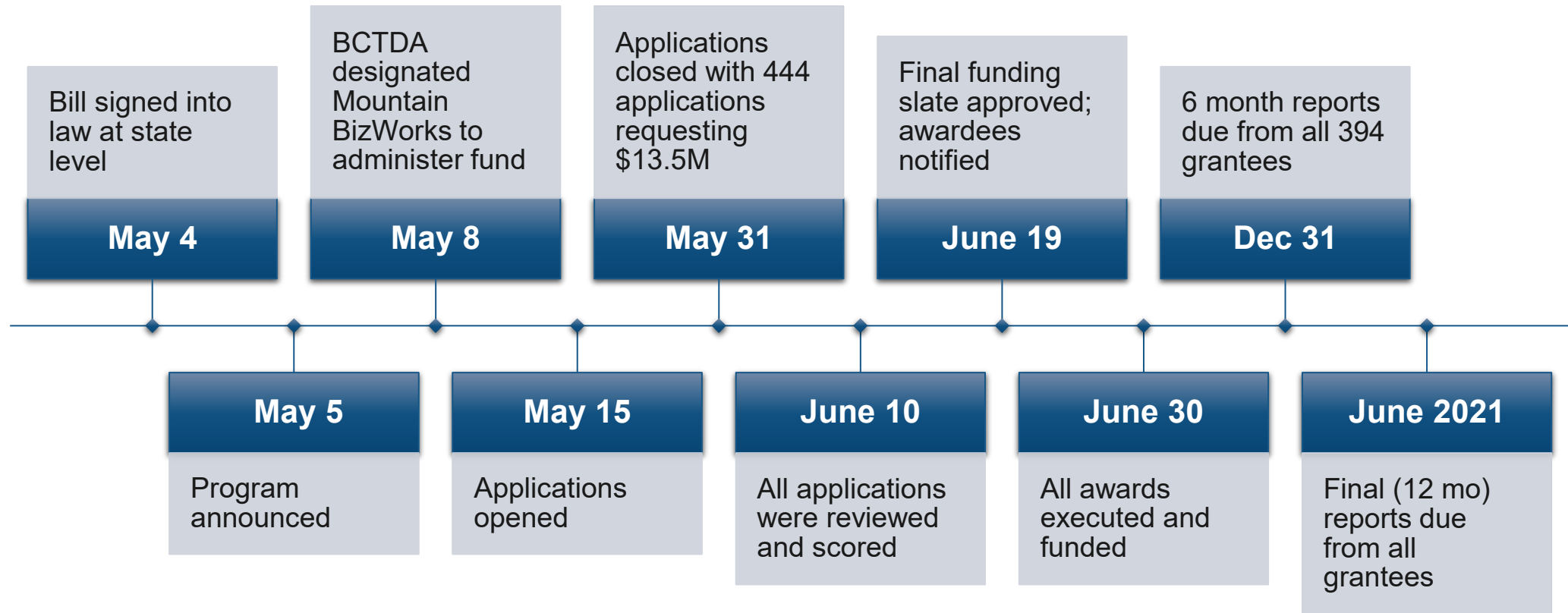
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# BACKGROUND

- 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



# AWARDS BY THE NUMBERS

**\$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

**Actual**

**18%**

Benchmark

10%

Awards to Minority-  
Led Businesses

**55%**

50%

Awards to  
Women-Led  
Businesses

# REPORTING COMPLIANCE

**81%**

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

*6-Month Report: 394/394 (100%) Received*



# BUSINESS STATUS

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

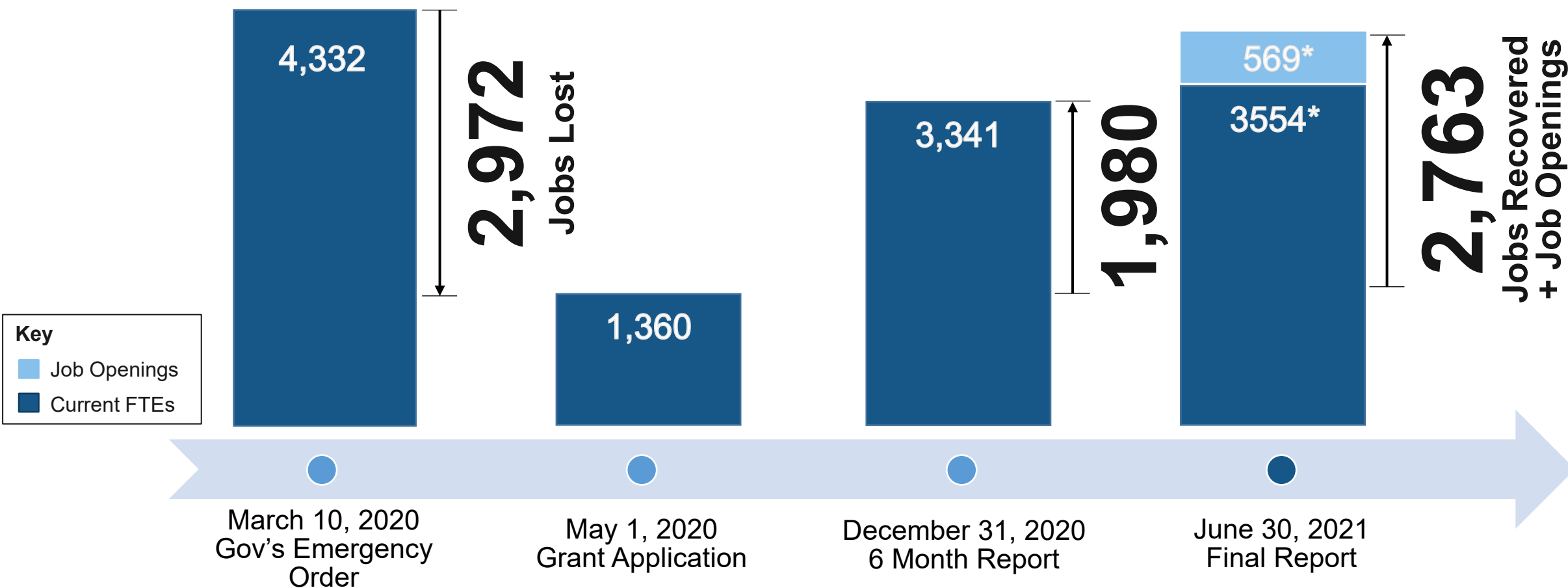
Of the 9 respondents that were closed as of 6/30/21:

- 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*

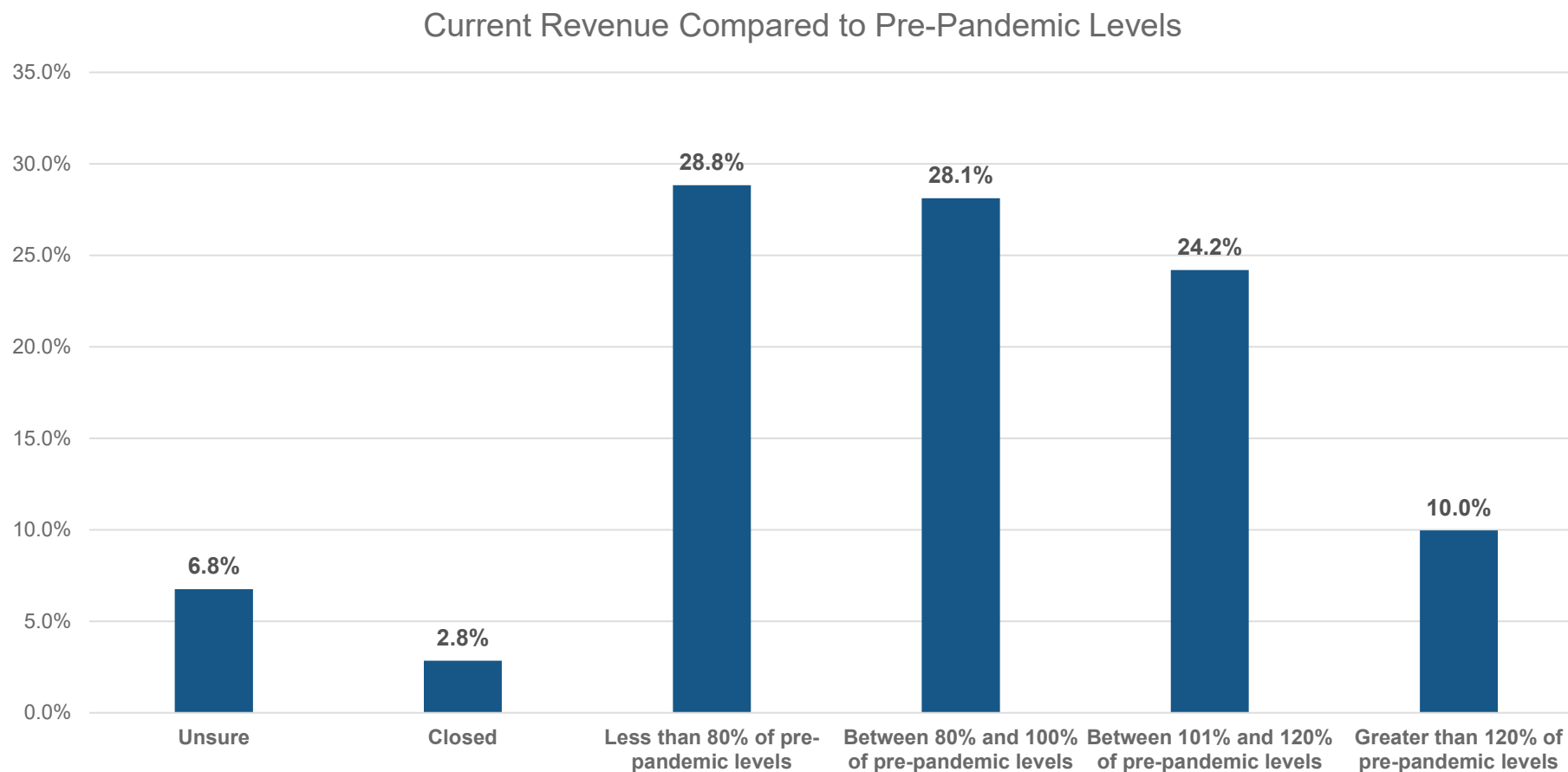
**“Thanks to the grants that were made available to our business, we were able to remain open, adhere to normal business hours, and provide thriving wages.”**

# JOBS IMPACTS



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

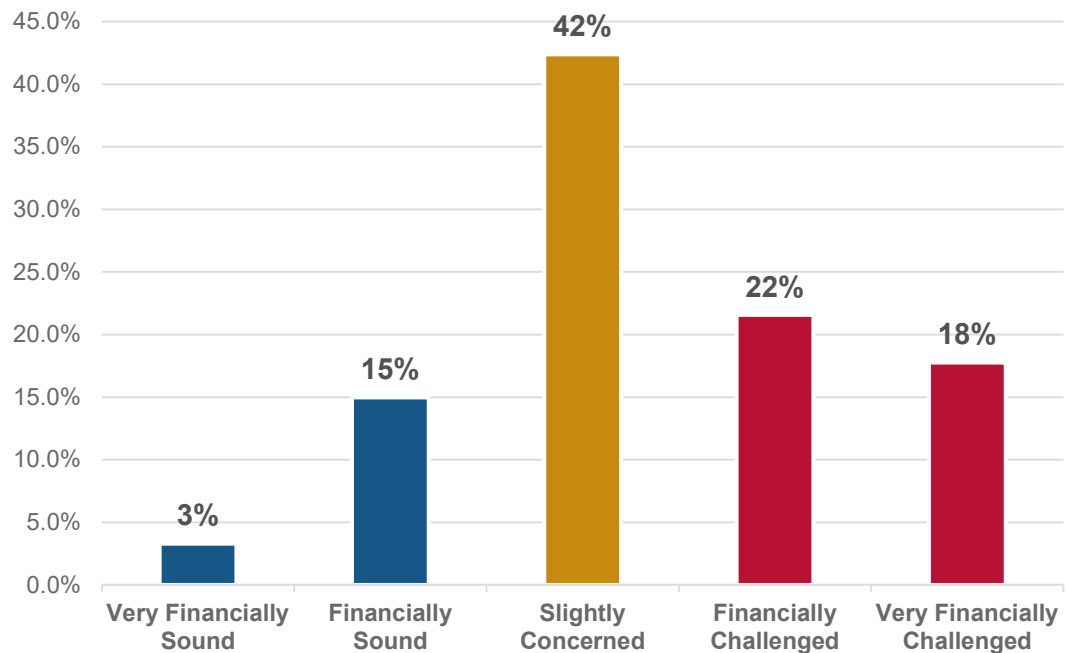
# BUSINESS REVENUES



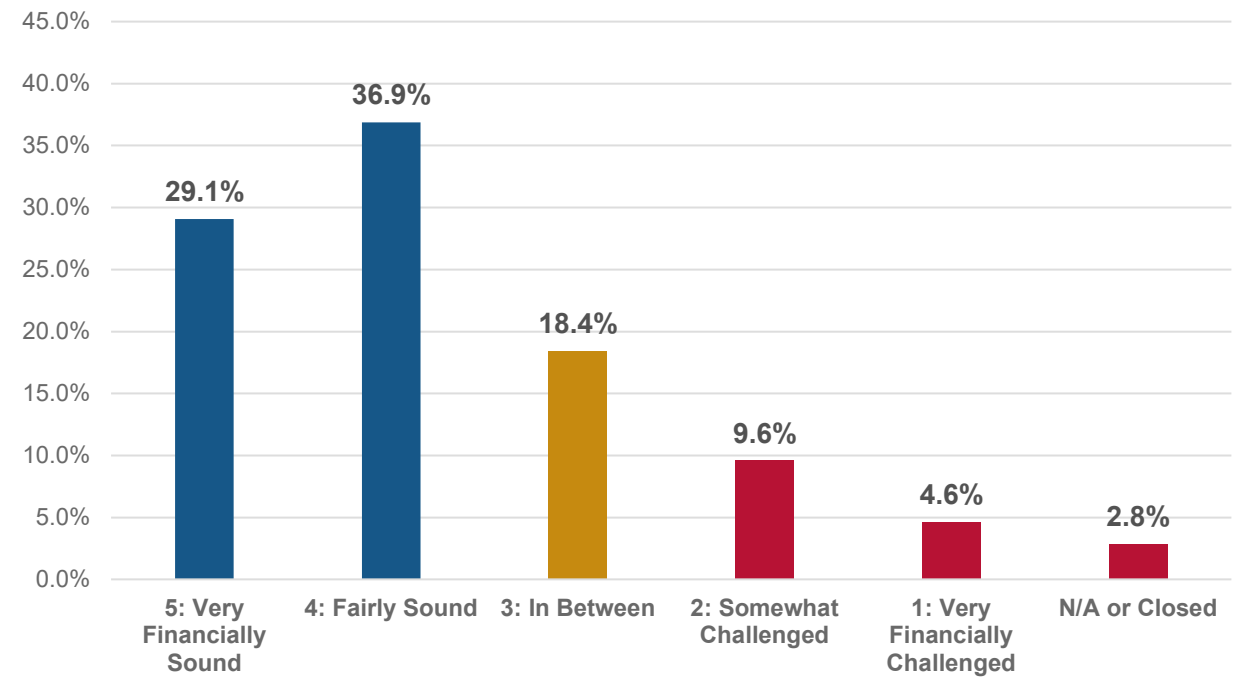
*Based on data from 281 Respondents*

# FINANCIAL STATUS OVER TIME

Financial Status as of 12/31/2020



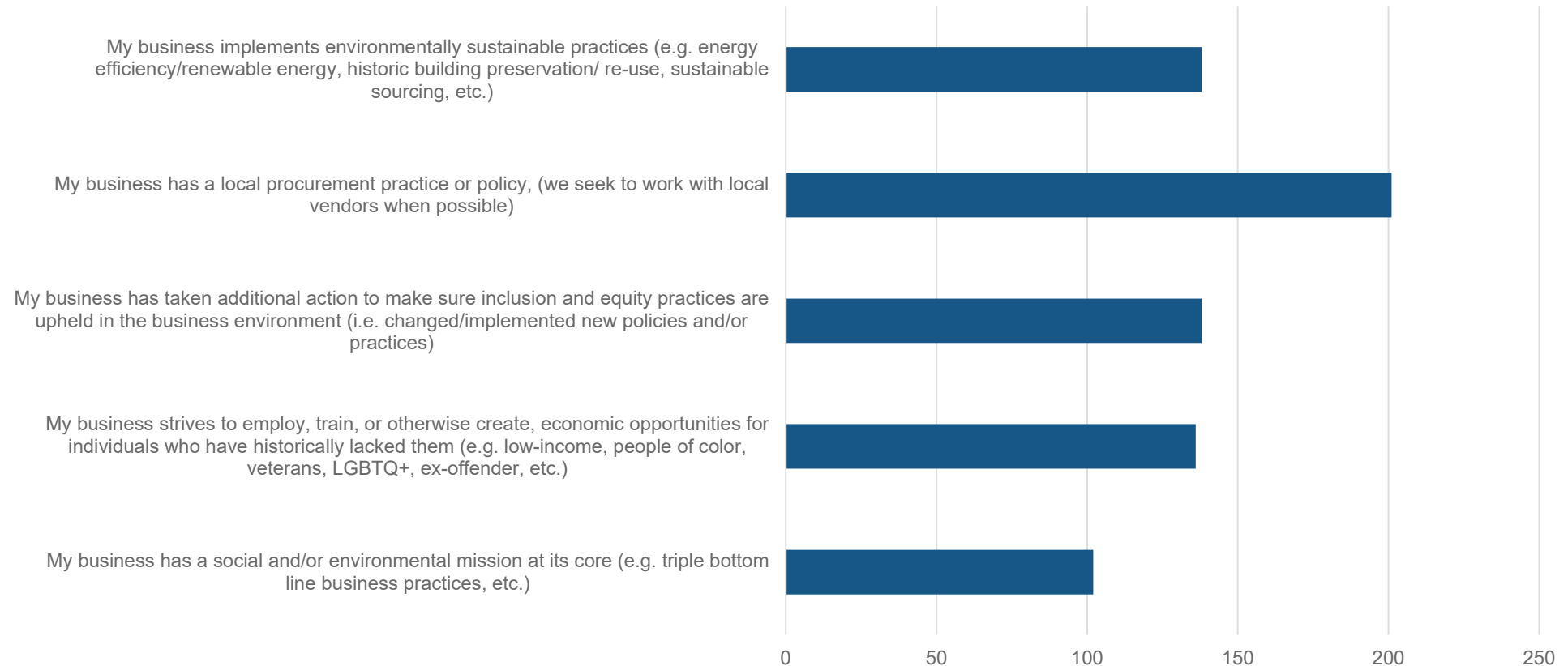
Financial Status as of 06/30/2021



*Dec 2020: 394 Respondents; Jun 2021: 248 Respondents*

# TOURISM BUSINESSES' COMMITMENT TO COMMUNITY

Community Impacts of Tourism Businesses





# INDIVIDUAL BUSINESS IMPACTS

“

**Testimonials by  
Grant Recipients**

”

# INDIVIDUAL BUSINESS IMPACTS



**Torin Kexel**

**The Flying Bike**

South Slope Downtown

*Grant Award: \$8,625*

# INDIVIDUAL BUSINESS IMPACTS



**Cristina Hall Ackley**

**Ginger's Revenge**

North Asheville/Woodfin area

near UNC Asheville

*Grant Award: \$19,780*



# INDIVIDUAL BUSINESS IMPACTS



*\*\*Photo by Renato Rotolo, Courtesy The Urban News*

**Tim Green**

**Sole82**

The Block Downtown

*Micro-Grant Award: \$5,000*

# INDIVIDUAL BUSINESS IMPACTS



## **Rich Cundiff**

### **Rocky's Hot Chicken Shack**

West Asheville

Arden

*Grant Award: \$22,500*

# REPORTED CHALLENGES

## 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



# SHARED OPPORTUNITIES

## 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

## Fund Size

**\$5m**

local grants  
made

**394**

recipients

## Fund Impacts

**97%**

grantees still in  
operation

**3,979**

jobs retained and  
re-hired (including  
open positions)

# TOURISM JOBS RECOVERY FUND

## Questions/Discussion

# CITY COUNCIL UPDATE

**Councilmember Sandra Kilgore**

Asheville City Council Update

# MISCELLANEOUS BUSINESS

**Chair Kathleen Mosher**



# LIVE PUBLIC COMMENTS

## **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.

# WRITTEN PUBLIC COMMENTS

## **Chair Kathleen Mosher**

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

There were no written public comments received by the deadline.

# THANKS TO OUR OUTGOING BCTDA BOARD MEMBERS

VIC ISLEY  
PRESIDENT & CEO

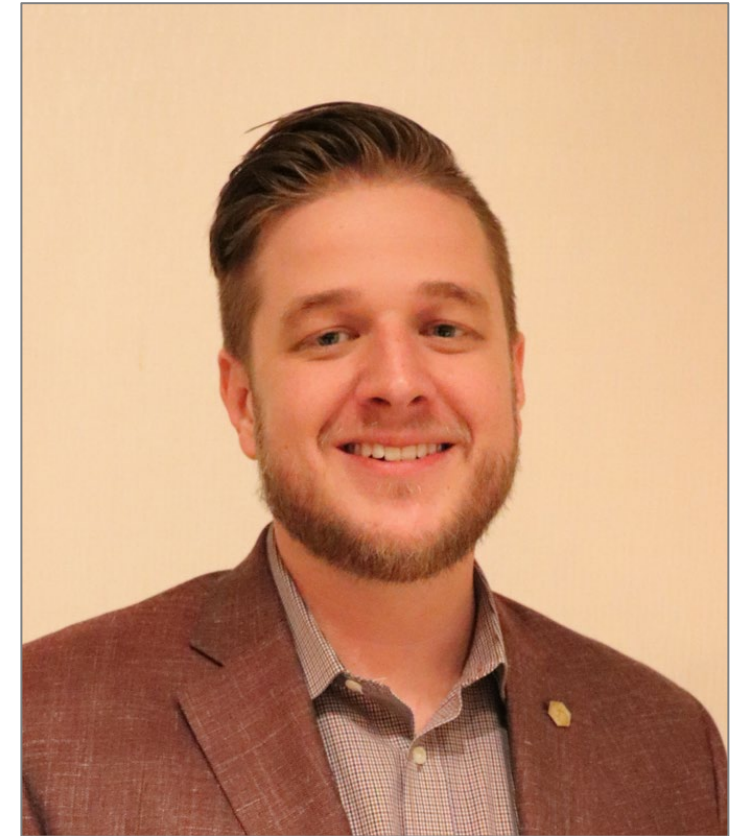
Explore **ASHEVILLE**

# 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



# ANNUAL MEETING REMINDER

# BCTDA Annual Meeting 2021

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



**Register at**  
**[AshevilleCVB.com](https://www.ashevillecvb.com)**

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2021 Annual Meeting

# ADJOURNMENT

## **Chair Kathleen Mosher**

- Suggested Motion:

Motion to adjourn the BCTDA meeting

- Motion Second

- Discussion

# ADJOURN - 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

# NEXT BCTDA MEETING



*Thanks for attending!*

The next BCTDA meeting will be on  
**Wednesday, September 29, 2021 | 9:00 a.m.**

Location: In-Person or Virtual - TBD