

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

Wednesday, August 26, 2020 | 9:00 a.m.

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

Agenda

9:00 a.m.	Call to Order the Joint Virtual Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Himanshu Karvir
9:05 a.m.	Approval of 07.29.20 Meeting Minutes	Himanshu Karvir
9:10 a.m.	Financial Reports <ul style="list-style-type: none">a. July 2020 Financial Reportsb. Occupancy Tax Penalties Related to COVID-19c. Penalty Waiver Request from Blue Star Hospitality	Don Warn Chris Cavanaugh Jessica Green
9:25 a.m.	Interim Executive's Report <ul style="list-style-type: none">a. CVB Staff Recapb. Destination Dashboardc. Quick Listd. Other Updates	Chris Cavanaugh
9:35 a.m.	Coronavirus Response Strategic Plan	Chris Cavanaugh
9:55 a.m.	Virtual Hotel Site Tours	Dianna Pierce, Daniel Bradley
10:05 a.m.	Web Refresh Update	Marla Tambellini, Ritchie Rozzelle, Josh Jones
10:15 a.m.	Public Affairs Update	Pat Kappes
10:30 a.m.	CEO Search Update	Gary Froeba
10:35 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
10:40 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
10:45 a.m.	Miscellaneous Business	Himanshu Karvir
10:50 a.m.	Comments from the General Public	Himanshu Karvir
10:55 a.m.	Thanks to Outgoing Board Member Chip Craig	Himanshu Karvir
11:00 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, September 30, 2020**, at 9:00 a.m. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

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

Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

Virtual Board Meeting Minutes

Wednesday, July 29, 2020

- Present (Voting):** Himanshu Karvir, Chair; Gary Froeba, Vice Chair;
Leah Ashburn, Andrew Celwyn, Chip Craig, Kathleen Mosher,
James Poole
- Absent (Voting):** John Luckett, John McKibbin
- Present (Ex-Officio):** Asheville City Councilmember Julie Mayfield
Buncombe County Commissioner Joe Belcher
- Absent (Ex-Officio):** None
- CVB Staff:** Chris Cavanaugh, Marla Tambellini, Dianna Pierce, Pat Kappes,
Jonna Sampson, Daniel Bradley
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette
- Online Attendees:** Glenn Cox, Jennifer Kass-Green, Kathi Petersen, Carli Adams,
Kathryn Dewey, Connie Holliday, Sarah Lowery, Tina Porter,
Charlie Reed, Dodie Stephens, Landis Taylor; Explore
Asheville Staff
Noah Wilson, Mountain BizWorks
Wit Tuttell, Visit NC
Kit Cramer, Asheville Area Chamber of Commerce
Dhiran Patel, Parks Hospitality Group
Kelsey Ann Bassel, Meghan Jackson, Lauren Jennings,
Ashley Keetle; 360i
Jim Muth, Asheville Buncombe Hotel Association
Jane Anderson, Asheville Independent Restaurant Association
Demp Bradford, Asheville-Buncombe Regional Sports
Commission
John Ellis, Past BCTDA Board Member
Chris Corl, City of Asheville
Sharon Tabor, Black Mountain/Swannanoa Chamber
Jackson Tierney, Bob Michel; Asheville Homestay Network
Mackenzie Wicker, Asheville Citizen-Times
Jason Sandford, Ashvegas
Daniel Walton, Mountain Xpress
Sunshine Request

Members of the public and additional tourism industry partners registered in advance and attended the online meeting.

Executive Summary of Meeting Minutes

- Chairman Karvir called the joint virtual meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- Chairman Karvir introduced and welcomed Explore Asheville's Interim Executive, Chris Cavanaugh, who will serve in this role until a new CEO is hired.
- Mr. Cavanaugh thanked outgoing BCTDA Chairman Gary Froeba for serving during a tumultuous year, and welcomed FY 21's new BCTDA Chairman, Himanshu Karvir.
- Visit NC's Wit Tuttell presented Explore Asheville's Deputy Director and VP of Marketing, Marla Tambellini, with the 2020 Winners Circle Award.
- Noah Wilson of Mountain BizWorks provided an update on the Tourism Jobs Recovery Fund.
- Minutes from the June 24, 2020 BCTDA regular monthly meeting were approved with a 7-0 vote.
- The preliminary June 2020 financial statements were approved with a 7-0 vote.
- Two penalty waiver requests were approved in separate 7-0 votes.
- A budget amendment for staffing changes was approved with a 7-0 vote.
- A budget amendment to move funds from FY 20 to FY 21 for the sales brand refresh project was approved with a 7-0 vote.
- In his Interim Executive's Report, Mr. Cavanaugh reviewed recent Explore Asheville initiatives and activities, and industry metrics.
- Ms. Tambellini provided a research and advertising agency update.
- Ms. Pierce provided a group sales departmental update.
- Two TPDF project amendment requests were approved in separate 7-0 votes.
- Vice Chairman Froeba provided an update on the CEO search.
- Brief updates from Asheville City Councilmember Julie Mayfield and Buncombe County Commissioner Joe Belcher were provided.
- Chairman Karvir reported that one public comment was received via email by yesterday's deadline and it was provided to the board.
- With a 7-0 vote, the meeting adjourned at 11:14 a.m.

Call of the Joint BCTDA Meeting to Order

Chairman Karvir called the virtual joint meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m. He welcomed the board and members of the public attending online.

Meeting Materials: Chairman Karvir said meeting materials were provided to the public on the [AshevilleCVB.com](https://www.ashevillecvb.com) industry website and emailed to registered attendees.

Board Member Roll Call: Board members responded as Chairman Karvir called roll verifying all BCTDA members were virtually in attendance, except for Mr. McKibbin and Mr. Luckett, who were absent.

Chairman Karvir introduced and welcomed Chris Cavanaugh as Explore Asheville's interim executive. He noted Mr. Cavanaugh is a 25-year resident of Asheville, was a former BCTDA Chair, and has his own consulting business, which he has suspended during his time working with the Explore Asheville team.

Mr. Cavanaugh thanked Chairman Karvir and said he is looking forward to serving in this capacity until a new CEO is found. He added he appreciates the support of the board and the community partners he has met with during his first four weeks on the job.

Thanks to Outgoing BCTDA Chairman Gary Froeba

Mr. Cavanaugh commended Gary Froeba for his leadership and commitment in serving as chairman of the BCTDA during FY 20. He noted the effects of the COVID-19 global pandemic on the hospitality industry, including the temporary closure of The Omni Grove Park Inn, and the resignation of Explore Asheville's CEO, made for a challenging year. Mr. Cavanaugh also thanked Mr. Froeba for continuing to serve as Vice Chairman of the board and for leading the search committee to find a new CEO.

Vice Chairman Froeba agreed it certainly was a challenging year and thanked the BCTDA board and Explore Asheville staff for their support.

Welcome Incoming BCTDA Chairman Himanshu Karvir

Mr. Cavanaugh welcomed Himanshu Karvir as incoming board chairman for FY 21, noting that in addition to serving on the BCTDA, he has been involved with a number of non-profits in the area and will be a strong and steady influence for the organization in the challenging months to come.

Presentation of NC Winners Circle Award to Marla Tambellini

Mr. Cavanaugh introduced Wit Tuttell, executive director of Visit NC, joining the meeting from Raleigh for a surprise presentation.

Mr. Tuttell presented Explore Asheville's Deputy Director and Vice President of Marketing, Marla Tambellini, with the 2020 Winners Circle Award. He said the award originated in 2004 to recognize people in the tourism industry that have made significant and continuing contributions to the growth and success of North Carolina's tourism industry. He noted this is the state's highest tourism award and is normally presented at the annual Visit NC 365 Conference on Tourism, the largest gathering of industry leaders, which would have been held in Asheville this year, however, was canceled due to COVID-19.

Mr. Tuttell reviewed Ms. Tambellini's extensive background and list of achievements, noting she has been instrumental in developing and growing the Asheville area tourism brand for 25 years, overseeing the destination's strategic marketing, advertising, social and public relations efforts. Before joining the CVB in 1995, she helped launch an in-house PR department at Biltmore. Through the years, Ms. Tambellini has served as a voice and strategist to develop tourism in Western North Carolina, has led significant website, branding, PR and advertising efforts, and is highly respected across the state and nation as a leader and tourism expert.

Ms. Tambellini thanked Mr. Tuttell and said she has treasured her time working on behalf of the Asheville area and the State of North Carolina. She gave credit to the talented staff, colleagues, and board members she has worked with through the years.

Mr. Cavanaugh said last week marked Ms. Tambellini's 25-year anniversary with Explore Asheville and thanked her for her contributions to the team and the destination.

Congratulatory remarks were extended by members of the board. Additional information related to this award may be found on AshevilleCVB.com.

Tourism Jobs Recovery Fund Update

Noah Wilson of Mountain BizWorks shared a PowerPoint presentation providing an update on the Tourism Jobs Recovery Fund. He reported all funds have been disbursed, and reviewed progress report due dates, monitoring efforts, other relief opportunities, additional assistance that is needed, media stories, and listed grant recipient numbers by sector, size, and diversity.

Following the presentation, Mr. Wilson answered all related questions. Commissioner Belcher commended the BCTDA and Mountain BizWorks for creating and executing this significant fund to help businesses reopen safely during the global pandemic.

Chairman Karvir thanked Mr. Wilson for the update.

Approval of Meeting Minutes

Vice Chairman Froeba made a motion to approve the June 24, 2020 regular meeting minutes as presented. Mr. Craig seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 7-0.

Financial Reports

Preliminary June 2020 Financial Reports

Mr. Warn reviewed the preliminary June 2020 financial reports. He said the final June reports will be presented in October in conjunction with the audit and will include an additional month of revenue and expenses received after June 30. There were no questions.

Mr. Craig made a motion to approve the preliminary June 2020 financial statements as presented. Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 7-0.

Penalty Waiver Request Overview

Mr. Cavanaugh said two penalty waiver requests are being presented for consideration today and he provided a brief overview of the waiver request process.

Penalty Waiver Request from the Holiday Inn Biltmore East

Mr. Cavanaugh presented a penalty waiver request from the Holiday Inn Biltmore East in the amount of \$513.73. He said the letter from the accountant indicated she went on vacation and forgot to pay the amount due before she left. The penalty was incurred for May receipts due June 22, which was received on June 24. Per the Buncombe County Tax Department, this is the property's first late offense.

Discussion included Mr. Craig stating he has concerns that approving this waiver due to forgetfulness may set a precedent, with Chairman Karvir agreeing that when he has not paid on time in the past, he has paid the penalty. Mr. Poole said these are extraordinarily difficult times and as a first-time mistake, he feels the request should be approved.

When the discussion ended, Mr. Poole made a motion to approve the penalty waiver request from the Holiday Inn Biltmore East in the amount of \$513.73 as presented. Ms. Ashburn seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 7-0.

Penalty Waiver Request from the Hyatt Place Downtown Asheville

Dhiran Patel with Parks Hospitality Group presented a penalty waiver request in the amount of \$8,381.74, which was assessed for the months of February through May sales, due in March through June. He said the penalties were incurred due to the near closure of the hotel during the COVID-19 pandemic. Mr. Patel said reports were filed on time, however, it was necessary to use the taxes for cash flow purposes and that all arrearages are now paid in full. He asked the board to consider waiving the penalties. Mr. Cavanaugh confirmed that this is the property's first late offense.

Mr. Cavanaugh reminded the board that during the BCTDA meeting on April 2, the board approved the automatic approval of COVID-related penalties due in March and April, and said they would consider extending that at a later date, if warranted.

Mr. Patel and Mr. Cavanaugh answered all related questions. Mr. Cavanaugh clarified that the penalties for payments due in March and April, totaling \$7,869.27, would be included in the blanket approval from the BCTDA's meeting on April 2, and penalties incurred for payments due in May and June, totaling \$512.47, are the ones not automatically waived.

Chairman Karvir said approval today is the first step in the waiver process, as the BCTDA's recommendation will be sent to the Buncombe County Board of Commissioners for further and final consideration.

Mr. Craig made a motion to approve the penalty waiver request from Hyatt Place Downtown Asheville in the amount of \$8,381.74. Mr. Poole seconded the motion. There was no further discussion and with all in favor, the motion carried 7-0.

Chairman Karvir thanked Mr. Patel for being on the call.

Budget Amendment for Staffing Changes

Mr. Cavanaugh presented a budget amendment, in the amount of \$8,000, to the board. He said the first part of the amendment is an accounting adjustment to move funds budgeted for his services from the professional services spend category to salary-related spend categories, based on advice from the BCTDA's attorney that he should be hired as an employee instead of a contractor. The \$8,000 from Fund Balance is for contracted services to hire extra help during a staff vacancy in the Public Affairs department.

Vice Chairman Froeba made a motion to approve the budget amendment as presented, transferring \$8,000 from Appropriated Fund Balance to Contracted Services. Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 7-0.

Budget Amendment for Sales Brand Refresh

Mr. Cavanaugh presented a budget amendment, in the amount of \$56,000, to move unspent FY 20 funds for the sales brand refresh project into FY 21. He said the project is behind schedule and is anticipated to be completed within the next few months.

Ms. Ashburn made a motion to approve the budget amendment as presented, transferring \$56,000 from Appropriated Fund Balance to Sales/Ad Production.

Ms. Mosher seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 7-0.

Interim Executive's Report

Mr. Cavanaugh reported on recent Explore Asheville and industry activities and initiatives. He spoke about his directive to staff to always put safety first in everything they do, the data-driven decision to stop advertising in July, the importance of anyone visiting Asheville to wear a mask, and needs small businesses have beyond receiving grants from the \$5 million Tourism Jobs Recovery Fund.

Mr. Cavanaugh said that, seeing the need, he recently announced he is donating half of his Interim Executive salary to local organizations that will support recovery from the COVID-19 pandemic and equity and inclusion initiatives. He encouraged everyone in the community to support local nonprofits as much as possible, and to wear a mask.

Next, Mr. Cavanaugh shared a PowerPoint presentation focusing on mask-related signage being added to kiosks, usage of the Asheville Cares Safety Pledge, wayfinding elements in the River Arts District, virtual site visits, new photography, and notes of gratitude received from local businesses related to the Tourism Jobs Recovery Fund.

Hotel Metrics Report

Mr. Cavanaugh gave a brief review of recent hotel and short-term rental metrics.

Tourism Management & Investment Plan Update

Mr. Cavanaugh said staff continues to work with PGAV on the Tourism Management and Investment Plan, which will be presented at a future board meeting.

Destination Dashboard, Quick List & CVB Staff Recap

Mr. Cavanaugh concluded his report by encouraging everyone to read the reports provided in advance of the meeting and posted on the website.

CVB Staff Recaps, Destination Dashboards, Quick Lists, financial statements, board meeting minutes, agendas, and research reports can be found on [AshevilleCVB.com](https://www.ashevillecvb.com).

Research & Advertising Agency Update

Ms. Tambellini shared a PowerPoint presentation focusing on recent COVID pandemic research received, including traveler sentiment, leisure travel spending, opinions about face coverings, and travel morale. Next, Ms. Tambellini reviewed the data behind the decision to stop advertising in mid-July and plans to start advertising again with a safety and serenity message when the time is right. Ms. Tambellini concluded her report by

sharing some outdoor, socially distanced pictures from a photo shoot that took place earlier this week.

Following her presentation, Ms. Tambellini answered all related questions. A discussion took place centering on future advertising metrics, regular communications with local health and government officials, safety messaging, mask wearing, the need to increase pedestrian space, and parklets being used by restaurants.

Chairman Karvir thanked Ms. Tambellini for her report.

Group Sales Update

Ms. Pierce shared a PowerPoint presentation highlighting recent Group Sales & Services departmental initiatives and metrics. She focused on recent meeting planner surveys, efforts to shift and rebook group business, meeting planner concerns, and restrictions related to the COVID-19 pandemic. Next, Ms. Pierce reviewed graphs highlighting three years of room night comparisons. She shared how her team is using video and 3-D technology to develop virtual site visits and tours and efforts to incorporate the Asheville Cares Safety Pledge into meetings-related messaging.

In response to Ms. Ashburn's comment that she is amazed by the amount of business that has been retained through the remainder of the year, Ms. Pierce expressed gratitude to the Asheville area accommodations partners who are being flexible and working closely with planners to make it easier to retain the business.

Chairman Karvir thanked Ms. Pierce for the update.

TPDF Project Amendment Requests

Ms. Kappes said she will be presenting two Tourism Product Development Fund (TPDF) project amendment requests to the board for consideration.

The North Carolina Arboretum

Ms. Kappes said The North Carolina Arboretum was awarded a \$905,000 TPDF grant in 2018 for garden lighting and parking enhancements. She said the contract has a required completion date of May 1, 2020, and project representatives are requesting an extension to September 1, 2020, due to weather and COVID-related delays.

Vice Chairman Froeba made a motion to extend the North Carolina Arboretum's TPDF contract construction completion deadline to September 1, 2020. Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 7-0.

US Cellular Center/Harrah's Cherokee Center Asheville

Ms. Kappes said the City of Asheville was awarded \$1.5 million in 2016 for a theater creation and meeting room conversion project at the US Cellular Center (now Harrah's Cherokee Center Asheville). She said the project was completed in January 2020, however, one punch list item not related to the grant scope remains, and the contract requires all punch list items to be completed before final disbursement of funds. Ms. Kappes said a Certificate of Occupancy was issued earlier in the year and the request

being made is to allow disbursement of the funds based on receipt of the CO. She then answered all related questions.

Ms. Ashburn made a motion to disburse the City of Asheville's US Cellular Center/Harrah's Cherokee Center Asheville's TPDF full grant award based on receipt of the Certificate of Occupancy. Mr. Craig seconded the motion. A vote was taken and with all in favor via a roll call vote, the motion carried 7-0.

CEO Search Committee Update

Vice Chairman Froeba provided a brief update on the CEO search process, noting stakeholder interviews were conducted in June by SearchWide Global and preliminary candidate vetting is currently underway. He added in-person interviews will take place in mid-September and he is hopeful a new CEO will be named by early October.

Asheville City Council Update

In the interest of time, Councilmember Mayfield briefly reported on the City of Asheville's extended budget timeline. There were no questions.

Buncombe County Commission Update

Commissioner Belcher reported on county-related business, including passage of the budget, an amendment for schools, a master plan for A-B Tech's Enka-Candler campus, turf for the Buncombe County Sports Park, and \$10.3 million in funding approved to install solar on 47 buildings in the county and city.

Chairman Karvir thanked both Councilmember Mayfield and Commissioner Belcher for their dedicated service and community support, noting it is not the easiest of times to be in public service.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Chairman Karvir said members of the general public were invited to submit comments via email to reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, July 28, 2020. He reported that one comment was received and was sent via email to board members.

Adjournment

Vice Chairman Froeba moved to adjourn the meeting and Ms. Ashburn and Mr. Celwyn simultaneously seconded the motion. A vote was taken and with all in favor via a roll call vote, the motion carried 7-0 and the meeting adjourned at 11:14 a.m. The BCTDA will next meet on Wednesday, August 26, 2020, at 9:00 a.m.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating Fund, Budget and Actual

July 31, 2020

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year	
						Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 11,135,293	\$ -	\$ -	\$ 11,135,293	0.0%	\$ -	-
Investment income	-	66	66	(66)	-	382	-82.6%
Other income	-	-	-	-	-	-	-
Total revenues	11,135,293	66	66	11,135,227	0.0%	382	-82.6%
Expenditures:							
Salaries and Benefits	2,460,163	126,901	126,901	2,333,262	5.2%		
Sales	881,277	95,702	95,702	785,575	10.9%		
Marketing	11,390,551	272,571	272,571	11,117,980	2.4%		
Public Affairs	80,519	1,200	1,200	79,319	1.5%		
Administration & Facilities	755,684	48,955	48,955	706,729	6.5%		
Events/Festivals/Sponsorships	-	-	-	-	-		
Total expenditures	15,568,194	545,329	545,329	15,022,865	3.5%	676,519	-19.4%
Revenues over (under) expenditures	(4,432,901)	(545,262)	(545,262)			\$ (676,137)	-19.4%
Other Financing Sources:							
Carried over earned income	0	-	-				
Total other financing sources	0	-	-				
Net change in fund balance	\$ (4,432,901)	\$ (545,262)	(545,262)				
Fund balance, beginning of year			12,452,256				
Fund balance, end of month			<u>\$ 11,906,994</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$3,711,764 for FY21.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

July 31, 2020

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ -	\$ 1,946,888	-	\$ -	\$ 1,946,888	-	\$ -	\$ 648,963	-	\$ -	\$ 648,963	-
August	-	1,803,567	-	-	3,750,455	-	-	\$ 601,189	-	-	1,250,152	-
September	-	1,736,622	-	-	5,487,077	-	-	\$ 578,874	-	-	1,829,026	-
October	-	2,206,323	-	-	7,693,400	-	-	\$ 687,320	-	-	2,516,346	-
November	-	1,771,151	-	-	9,464,551	-	-	\$ 590,384	-	-	3,106,729	-
December	-	1,780,020	-	-	11,244,571	-	-	\$ 593,340	-	-	3,700,069	-
January	-	1,115,364	-	-	12,359,935	-	-	\$ 371,788	-	-	4,071,857	-
February	-	1,043,672	-	-	13,403,607	-	-	\$ 347,891	-	-	4,419,748	-
March	-	504,135	-	-	13,907,742	-	-	\$ 168,045	-	-	4,587,793	-
April	-	117,789	-	-	14,025,531	-	-	\$ 39,263	-	-	4,627,056	-
May	-	383,235	-	-	14,408,766	-	-	\$ 127,745	-	-	4,754,801	-
June	-	943,662	-	-	15,352,428	-	-	\$ 314,554	-	-	5,069,355	-
Total revenues	\$ -	\$ 15,352,428		\$ -	\$ 15,352,428		\$ -	\$5,069,355		\$ -	\$5,069,355	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

July 31, 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 27,203,000	\$ 26,874,286	\$ 328,714	98.8%
Investment Income	-	1,227,818	(1,227,818)	0.0%
Total revenues	<u>27,203,000</u>	<u>28,102,104</u>	<u>(899,104)</u>	<u>103.3%</u>
Expenditures:				
Product development fund projects:				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ -	500,000	-
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversi	1,500,000	-	1,500,000	-
2016 Diana Wortham Theatre (The Wortham Center)	700,000	700,000	-	100.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	-	800,000	-
2018 LEAF Community Arts (LEAF Global Arts Center)	705,000	705,000	-	100.0%
2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	905,000	149,325	755,675	16.5%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
Tourism Jobs Recovery Fund	5,000,000	5,000,000	-	100.0%
Total product development projects	<u>26,685,000</u>	<u>10,284,325</u>	<u>16,400,675</u>	<u>38.5%</u>
Product development fund administration	<u>518,000</u>	<u>100,000</u>	<u>418,000</u>	<u>19.3%</u>
Total product development fund	<u>\$ 27,203,000</u>	<u>\$ 10,384,325</u>	<u>\$ 16,818,675</u>	<u>38.2%</u>

Product Development Funds Available for Future Grants

Total Net Assets	\$ 17,089,910
Less: Liabilities/Outstanding Grants	(16,400,675)
Less: Unspent Admin Budget (Current Year)	(418,000)
Current Product Development Amount Available	<u>\$ 271,235</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

July 31, 2020

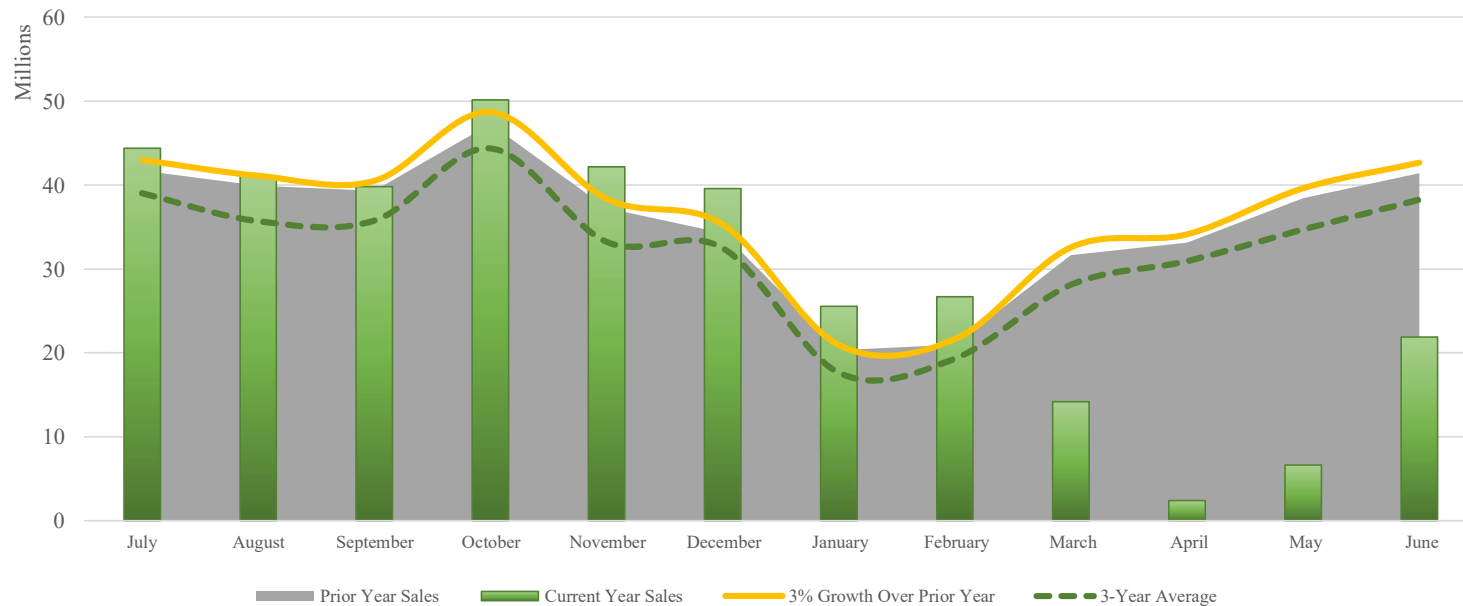
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 12,240,607	\$ 17,089,910	\$ 29,330,517
Receivables	-	-	-
Total current assets	<u>\$ 12,240,607</u>	<u>\$ 17,089,910</u>	<u>29,330,517</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 238,563	\$ 16,364	\$ 254,927
Future events payable	95,050	\$ 16,400,675	\$ 16,495,725
Total current liabilities	<u>333,613</u>	<u>\$ 16,417,039</u>	<u>\$ 16,750,652</u>
Fund Balances:			-
Restricted for product development fund	-	672,871	672,871
Committed for event support program	11,007	-	11,007
State Required Contingency	890,823	-	890,823
Designated Contingency	4,190,057	-	4,190,057
Undesignated (cash flow)	6,815,107	-	6,815,107
Total fund balances	<u>11,906,994</u>	<u>672,871</u>	<u>12,579,866</u>
 Total liabilities and fund balances	<u>\$12,240,607</u>	<u>\$ 17,089,910</u>	<u>\$ 29,330,517</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

July 31, 2020



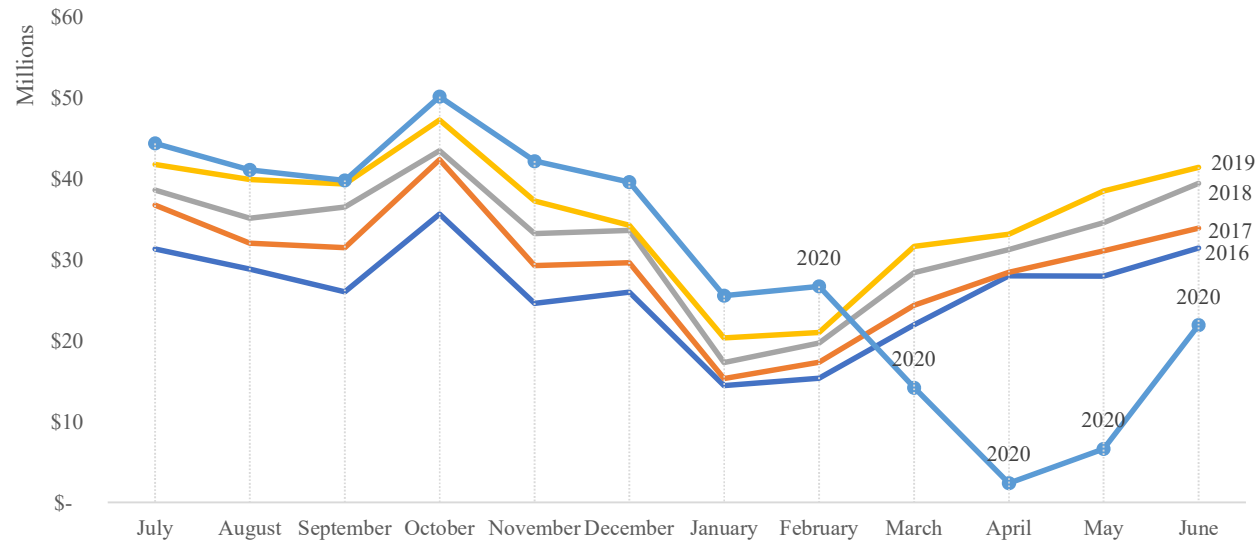
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of room sales:						
July	\$ 44,385,587	\$ 41,734,276	6%	6%	\$ 42,986,304	\$ 39,023,857
August	41,115,834	39,917,550	3%	5%	41,115,076	35,692,114
September	39,796,041	39,327,048	1%	4%	40,506,859	35,767,131
October	50,150,018	47,272,253	6%	4%	48,690,420	44,369,068
November	42,191,421	37,240,595	13%	6%	38,357,813	33,242,407
December	39,601,095	34,272,393	16%	7%	35,300,564	32,495,362
January	25,559,883	20,347,077	26%	9%	20,957,489	17,652,689
February	26,696,605	20,985,316	27%	10%	21,614,875	19,328,445
March	14,185,287	31,638,002	-55%	4%	32,587,143	28,132,457
April	2,402,461	33,141,034	-93%	-6%	34,135,265	30,942,179
May	6,639,388	38,464,050	-83%	-13%	39,617,971	34,707,130
June	21,909,885	41,413,153	-47%	-17%	42,655,547	38,251,015
Total revenues	<u>\$354,633,504</u>	<u>\$ 425,752,745</u>	<u>-17%</u>		<u>\$438,525,327</u>	<u>\$389,603,856</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

July 31, 2020



Month of room sales:

	2016	2017	2018	2019	2020
July	\$ 31,320,024	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587
August	28,829,141	32,040,330	35,118,463	39,917,550	41,115,834
September	26,026,169	31,498,527	36,475,819	39,327,048	39,796,041
October	35,628,100	42,361,030	43,473,922	47,272,253	50,150,018
November	24,588,311	29,254,904	33,231,722	37,240,595	42,191,421
December	25,984,120	29,615,696	33,597,999	34,272,393	39,601,095
January	14,458,137	15,323,999	17,286,992	20,347,077	25,559,883
February	15,344,713	17,323,590	19,676,430	20,985,316	26,696,605
March	21,960,208	24,352,927	28,406,443	31,638,002	14,185,287
April	28,014,406	28,444,541	31,240,963	33,141,034	2,402,461
May	27,964,329	31,113,327	34,544,014	38,464,050	6,639,388
June	31,459,341	33,898,766	39,441,126	41,413,153	21,909,885
Total room sales	\$ 311,576,998	\$ 351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,633,504

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

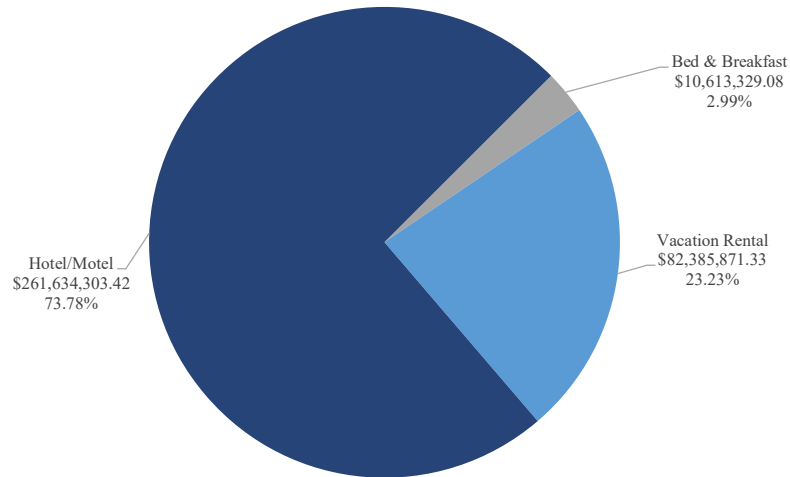
July 31, 2020

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 33,587,325	\$ 32,319,727	3.9%	3.9%	\$ 9,390,995	\$ 7,898,799	18.9%	18.9%	\$ 1,407,268	\$ 1,515,749	-7.2%	-7.2%	\$ 44,385,587	\$ 41,734,276	6.4%	6.4%
August	31,112,092	31,408,736	-0.9%	1.5%	8,736,879	7,204,351	21.3%	20.0%	1,266,863	1,304,462	-2.9%	-5.2%	41,115,834	39,917,550	3.0%	4.7%
September	29,886,060	31,894,380	-6.3%	-1.1%	8,600,095	6,034,199	42.5%	26.4%	1,309,887	1,398,468	-6.3%	-5.6%	39,796,041	39,327,048	1.2%	3.6%
October	39,606,607	38,669,945	2.4%	-0.1%	8,764,027	6,763,626	29.6%	27.2%	1,779,383	1,838,682	-3.2%	-4.9%	50,150,018	47,272,253	6.1%	4.3%
November	32,892,802	30,325,367	8.5%	1.5%	7,993,245	5,672,454	40.9%	29.5%	1,305,374	1,242,774	5.0%	-3.2%	42,191,421	37,240,595	13.3%	5.9%
December	30,545,959	28,343,914	7.8%	2.4%	7,916,287	4,919,694	60.9%	33.5%	1,138,848	1,008,785	12.9%	-1.2%	39,601,095	34,272,393	15.5%	7.3%
January	16,067,073	13,571,781	18.4%	3.5%	8,959,164	6,308,696	42.0%	34.7%	533,646	466,600	14.4%	-0.4%	25,559,883	20,347,077	25.6%	8.7%
February	17,832,201	14,704,950	21.3%	4.7%	8,250,039	5,748,821	43.5%	35.7%	614,365	531,545	15.6%	0.5%	26,696,605	20,985,316	27.2%	10.1%
March	11,867,918	23,572,451	-49.7%	-0.6%	1,906,094	7,240,544	-73.7%	22.0%	411,274	825,008	-50.1%	-3.6%	14,185,287	31,638,002	-55.2%	3.5%
April	2,109,282	25,306,187	-91.7%	-9.1%	288,041	6,784,068	-95.8%	9.6%	5,139	1,050,778	-99.5%	-12.6%	2,402,461	33,141,034	-92.8%	-5.7%
May	4,523,980	29,759,737	-84.8%	-16.6%	1,928,425	7,451,459	-74.1%	1.0%	186,983	1,252,854	-85.1%	-19.9%	6,639,388	38,464,050	-82.7%	-13.4%
June	11,603,004	31,305,914	-62.9%	-21.0%	9,652,582	8,782,591	9.9%	2.0%	654,299	1,324,648	-50.6%	-22.9%	21,909,885	41,413,153	-47.1%	-16.7%
Total	\$ 261,634,303	\$ 331,183,089	-21.0%		\$ 82,385,871	\$ 80,809,303	2.0%		\$ 10,613,329	\$ 13,760,353	-22.9%		\$ 354,633,504	\$ 425,752,745	-16.7%	

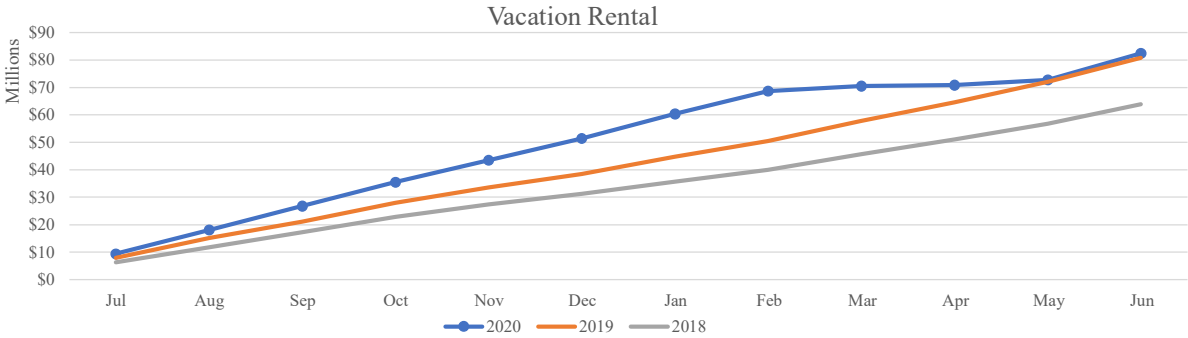
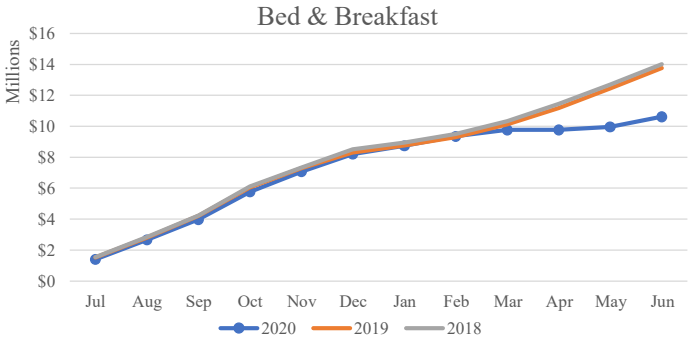
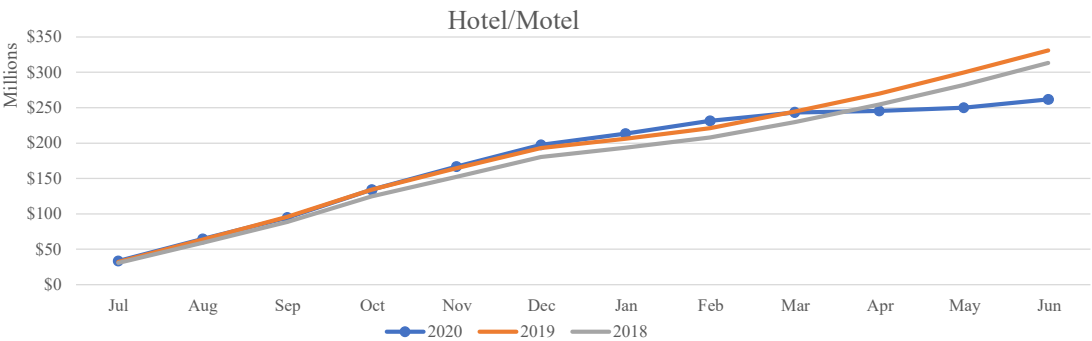
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category
Shown by Month of Sale, Year-to-Date
July 31,2020

Total Room Sales by Category, Year-to-Date



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



August 26, 2020

To: Buncombe County Tourism Development Authority

From: Chris Cavanaugh

Subject: Interim Executive's Report of July 2020 Activities

Following a rough start to the month in terms of coronavirus spread and consumer sentiment regarding intent to travel, July ended on a more positive note as transmission of the virus simmered down once again and travel picked back up. However, the southeastern U.S. continues to experience COVID spread that is above the national average, and we have not resumed destination advertising other than the search engine marketing we use to direct travelers to the Explore Asheville website where they can find current safety information.

Area lodging occupancy began to improve in late July and early August. Hotel occupancy lags that of entire-place short-term rentals, a trend that has been observed regionally and nationally as well. Travel consumers are expressing preference for whole-home rentals as a way to gather with friends and family and as a means of avoiding crowds.

Locally, hotel occupancy is strongest in the Tunnel Road and Biltmore Village submarkets and weakest downtown and along I-26 in the southern half of the county. Asheville's hotel occupancy for the month of July was comparable to that in Charleston, Savannah, and Myrtle Beach, although beach rentals make up a significant portion of the lodging market in South Carolina.

The entire team is responding to the new challenges of this time by focusing upon both short-term needs of the community and partners, and the long-term selling of the destination. We unfortunately continue to see the closure of some tourism-related businesses in Buncombe County, demonstrating the need for continued aid from Washington and Raleigh and for Americans to engage in responsible behavior when out in public to reduce the spread of the virus.

JULY BY THE NUMBERS

- During July, the sales team posted 810 personal contacts (down 24%). July sales activities generated 31 sales leads (down 64%) and 30 convention bookings (up 36%), representing 1,978 rooms (down 49%). In the first month of the fiscal year, year-to-date bookings are up 36 percent and room nights represented are down 49 percent.
- CVB sales leads generated 11 group events in July (down 72%), with corresponding revenue of \$78,563 (down 95%). The services team assisted 11 groups (down 70%).

- The PR team landed 26 significant placements in July (down 38%), with 25 media touchpoints (down 44%). The publicity value of print and broadcast placements totaled \$1,471,138, with reach of over 1.4 million. Online placements added \$1,005,758 in value and reach of nearly 545 million.
- ExploreAsheville.com attracted 395,228 visits (down 14%), including 274,363 to the mobile site (down 18%). Our Facebook fan base total is 297,890 (up 3%) and video views totaled 56,609 (up 15%).
- Online hotel reservations totaled 40 room nights (down 58%) with total room revenue of \$7,214 (down 51%).
- The Asheville Visitor Center welcomed 4,532 visitors (down 82%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 2,684 visitors (down 15%).

LODGING & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$21,909,885 in June (down 47%).
- Smith Travel Research reported hotel occupancy of 41.8 percent during June (down 49%). The average daily room rate was \$115.01 (down 29%), and RevPAR (revenue per available room) was \$48.10 (down 64%). Room demand decreased 46 percent with 104,237 rooms sold.
- AirDNA reported short term rental occupancy of 63 percent (up 6%), ADR of \$95.58 (down 1%), and RevPAR of \$60.23 (up 5%). Total demand for short term rentals increased 1 percent to total 114,321 rooms sold.
- Passengers at the Asheville Regional Airport decreased 74 percent to total 39,669 in June.

Interim Executive – Chris Cavanaugh

Project Updates:

- Met individually with most BCTDA board members to discuss short-term priorities.
- Convened a meeting of representatives of local tourism-related organizations, including Asheville Grown, ASAP, Homestay Network, Asheville Bed and Breakfast Association, Asheville Buncombe Hotel Association, Asheville Independent Restaurants, Asheville Regional Airport, Asheville Downtown Association, Asheville Brewers Alliance, and Asheville Area Chamber of Commerce to introduce myself and to listen to their business overviews. These will continue in future weeks.
- Also met with Cathy Ball, Stephanie Monson-Dahl, and Dana Frankel of the City of Asheville.
- Participated in the county's semi-weekly COVID conference calls and worked with representatives of the county to identify improvements in communication of safety mandates to visitors.
- Met with representatives of 360i to review destination advertising plans and data platform for pausing and restarting advertising in drive markets, and to discuss the agency's contract.

MARKETING & PUBLIC RELATIONS – Marla Tambellini & Team

Project Updates:

- In paid media, an analysis of the Covid market exclusion data and insights from recent research prompted a suspension of all paid media, with the exception of SEO.
- SEM: Paid search generated 55k site visits with average time on site at three minutes and 3.2 pageviews per visit. Clickthrough rate (CTR) up 9.5% for July and 12% year-over-year.
- Production: Shot new images that capture mountaintop yoga, couples, picnics against the backdrop of sunrises and sunsets that showcased the layers of mountains.
- The PR team logged 25 media touchpoints, initiated two targeted pitches, and hosted four media on the ground in Asheville in July. In preparation for fall outreach the PR team initiated a call for partner news and update of seasonal destination information.
- The PR team, with support from the sales team, worked to research industry best practices around media and meeting planning site visits during the pandemic. The PR team drafted a white paper with recommendations and a waiver for leadership and legal review.
- ExploreAsheville.com logged 395,228 user session in July versus 480,060 the previous year, a decrease of 17.6 %.
- Final edits were underway to the design refresh for ExploreAsheville.com.
- There were 2,058 requests for the Official Asheville Visitor Guide in July compared to 2,975 the previous year.

Future Updates:

- Agency to finalize creative for other media partners and revise the media plan buy based on \$1.5 million in net media versus original allocated \$3 million. Additional media buys will be added based on metrics and current situation.
- Explore inclusion in US Travel “Let’s Go There” campaign based on plan now, book later theme.
- Launch refresh of ExploreAsheville.com.
- Integrate new Act-On marketing automation platform for marketing promotions.
- Develop a mask contest for social media.
- National distribution and targeted pitch effort around fall travel story ideas and destination news.
- Provided story support for media that will manifest in the future including *Readers Digest*, *MSN*, *US News*, *Southern Living*, *Atlanta Magazine*, *American Way*, *Fodor’s Travel*, *Conde Nast Travel*, *Taste of the South* and *Outside*.
- Finalize Marketing Recovery Plan.

GROUP SALES & SERVICES – Dianna Pierce & Team

Project Updates:

- Aerial drone footage, coupled with 3D Matterport virtual imaging, was filmed of 13 meetings properties to share with area meeting properties for use in facilitating sales when no on-site visits are occurring. Once completed and distributed, the next step will be to add the tours to a gated page on the EA meeting pages of the web.
- The current virtual site visit with details on the destination’s accessibility, meeting and hotel properties, cultural resources, and Explore Asheville continues to be viewed with 37 additional registrants in July, bringing the total registrants from the time of launch to 237. Follow up was conducted by the sales managers as well as a follow up mailer.
- Site visit inquiries are trickling in. Two sites were hosted in July including: 360 Adventure Collective (24 rooms for September 2020) and Bob Mann Tours (future interest).

- Sponsored advertorial in a gated eBook by Meetings Today “A Guide to Face-to-Face Meetings and Events After the Pandemic Shutdown” targeting the meetings industry. We will receive contact information on all planners who download the guide.
- Connie attended a TNSAE event, which included eight senior association executives, where she was the single supplier.
- The team made connections with HPN Global and Experient regarding use of the current virtual tour to educate their global sales teams. HPN circulated a custom link to their global network of sales associates of our virtual tour.
- Staff has collected updated meeting room layouts, current site visit protocols and other key sales information from area meeting and event locations to stay abreast of current conditions as planners inquire about current and future events.
- Critiqued and edited brand refresh deliverables including trade show banners, fact sheets, advertorial, digital ads, and other elements.
- In preparation for the next iteration of a virtual tour (with live presentations by area hotel DOSs) we have met with four providers of virtual tradeshow/FAM platforms. A provider decision will be made in early August and final product launched in September.
- Final details are being worked out to implement a monthly Economic Impact Calculation “EIC” for all groups meeting in Asheville. The EIC is the gold standard in evaluation the total impact of group business on a community and will be presented as part of the sales monthly recap beginning in August.
- Staff attended key industry sponsored webinars assessing the current COVID-19 stats and understand best current practices in sales and communications messaging as we move forward.
- Dianna attended Advancing Racial Equity 101 produced by the City of Asheville by virtue of sitting on the Civic Center Commission.
- Glenn researched and updated the corporate social responsibility program available for future use by planners. Many incentive planners require this as part of their agendas.
- LinkedIn posts captured 1305 views.
- Staff continues to contact planners with future events confirmed or tentative that are scheduled through 2021.
- Microsites were completed for three sporting events: GameOn August, GameOn September and GameOn October.

Future Updates:

- Attend Meeting Focus’ virtual trade show with one-to-one appointments with independent meeting planners.
- Launch the opening meeting for a potential Stay Safe Pledge to be developed for the meetings and events segment of our industry.
- Full implementation of the ACT-ON Dashboard.
- Execute programs mentioned above to support hotel/planner interaction during COVID-19
- Being unable to attend the annual MPI Sunshine Summit due to COVID, we will be attending the conference virtually. An entry level sponsorship will allow us to do a pre-conference mailer, post-conference mailer and have all contact information for future use. This meeting normally has 300 attendees and is put on by the four FL MPI chapters.

PUBLIC AFFAIRS – Pat Kappes & Team

Project Updates:

- 111 partner records were updated in July (9 Accommodation, 33 Attraction/Retail/Venue, and 69 Food & Beverage businesses) and 120 events were processed.
- Three new partners were added in July: Asheville Picnic Company, Geraldine's Bakery, and Patricia Cotterill Art Studio. Four partner accounts were cancelled due to closures: 828 Family Pizzeria – South, Asheville's Fun Depot, Intown Motor Lodge, and The BLOCK off Biltmore.
- The NC Arboretum submitted a TPDF contract amendment request to extend the completion deadline to September 2020, and the City of Asheville requested a full grant disbursement for the US Cellular Center Theater and Meeting Room Conversion Project which received a Certificate of Occupancy in early 2020 but has been delayed due to a minor punch list item. The BCTDA approved both requests at the July board meeting.
- In support of Buncombe County's effort to encourage the use of masks, the County's graphic was installed on nine Wayfinding kiosks throughout downtown, Black Mountain and Biltmore Village.
- The Community Engagement Phase I Report of the African American heritage trail project has been completed and posted to AshevilleCVB.com. Pat is exploring local resources to aid in the next phase of research and story development.
- Pat presented at the July meeting of the African American Business Association to share information on how businesses can work with Explore Asheville.
- Pat participated in two virtual meetings with Assistant City Manager Richard White, City Parks Department staff, and River Front Development Group (RFDG) to continue working through the museum at Stephens-Lee Recreation Center project to inform the MOU between the City, RFDG, Stephens-Lee Alumni and East End Valley Neighborhood Association.
- Pat continues to work with the team on transitioning from Distribion to the new Act-On email management platform.
- Pat and Glenn met in the River Arts District with MERJE, Geograph and staff from the City of Asheville to walk-through the new Wayfinding signage system to confirm locations and ensure there are no traffic or utility conflicts. Pat hosted a Community Update meeting on August 11 with partners in RAD to share the final designs, locations, and messages. Additionally, Pat is managing a process for updating the content on all kiosks throughout the county which have not been refreshed since original installation more than 10 years ago.
- Pat attended a meeting at Center for Craft for an update on the Broadway Cultural Gateway and parklet design development.

Future Updates:

- Staff is developing a series of Partner Forum webinars to provide business education and resources for partners. Plans include coordinating a free webinar "Our Changed World – Things Your Tourism Business Can Do to Pivot & Adapt" presented by Yelp's Senior Field Marketing Manager and Small Business Expert on August 20.
- The new Wayfinding signage in RAD is on track for installation in late September, possibly early October.
- Local author and photographer Andrea Clarke is in the process of creating the James Vester Miller Historic Trail to recognize buildings by the prominent contractor, and her grandfather, James Vester Miller. Pat has met with Andrea to discuss her request for support and partnership on the development of the virtual trail on ExploreAsheville.com. The request is in consideration with the marketing team.

PUBLIC INFORMATION & COMMUNITY ENGAGEMENT – Kathi Petersen

Project Updates:

- Responded to numerous local media and public records requests, to include participating in or setting up interviews, providing background information, conducting research, and more. Topics included: the CVB's marketing and advertising plans, lifting of restrictions on hotels and lodging, questions about tourists potentially coming from pandemic hotspots, the tourism economy, unemployment rates in the tourism industry due to the pandemic, the CEO search, the Tourism Jobs Recovery Fund, TPDF-funded projects, downtown protests and unrest, the hotel occupancy tax, the Asheville Cares Stay Safe Pledge, and the local wedding industry. Outlets included: AVL Watchdog, Mountain Xpress, The Laurel of Asheville, Asheville Citizen Times, Carolina Public Press, Our State Magazine, WLOS, WYFF, Today's Hotelier, and freelance writers.
- Developed a Communications Plan draft which outlines ideas for content and ways to integrate and repurpose that content in the CVB's various communication channels, including live/virtual partner programs, e-newsletters, AshevilleCVB.com, and the CVB's industry/partner social media.
- Developed and published two partner newsletters.
- Promoted the kiosk mask campaign in partnership with Buncombe County Public Health.
- Spent considerable time spent training for new e-news platform and making ongoing updates to AshevilleCVB.com.
- Assisted partner Black Mountain Brewing with local media for the Roberta Flack mural.
- Responded to numerous questions, comments, and requests from the public related to downtown protests, mask mandates, the CVB's advertising plans, the City's reparations announcement, feedback on the visitor experience.

Future Updates:

- In news media, stories are pending/expected in Our State magazine (Asheville Art Museum, recipient of TPDF funds), Conde Nast (Asheville Cares Stay Safe Pledge), Ashvegas (Asheville wedding industry).
- New platform and template for the e-newsletter will be introduced in September with enhanced content to include promotion of partner businesses and their innovations and resilience, plus information on the ways the CVB can provide service and support.
- The CVB's annual report will be published in September, with considerable time spent developing the content and planning for the report's release.
- Efforts to publicize the Buncombe County Tourism Jobs Recovery Fund and respond to media inquiries will continue, including coordinating a presentation for Buncombe County Commissioners.

EXECUTIVE OFFICE – Glenn Cox, Jennifer Kass-Green and Jonna Sampson

Project Updates:

- At the July 29 meeting of the Buncombe County Tourism Development Authority, Interim Executive Chris Cavanaugh thanked and commended outgoing BCTDA Chair Gary Froeba and welcomed incoming Chair Himanshu Karvir.
- Developed a draft policies and procedures guide for the Families First Coronavirus Recovery Act, Extended Family and Medical Leave provisions.
- Began the recruitment process for the Public Affairs Specialist opening.
- Reviewed and corrected all employee benefits onboarding issues for the new fiscal year.
- Collaborated with Buncombe County Finance to set up electronic invoice processing in Workday, to enhance efficiency and strengthen the controls in place for approvals.

Future Updates:

- Prepare for the virtual BCTDA monthly meeting scheduled August 26, 2020 via Zoom.
- Work with Buncombe County Finance on annual audit.
- Assist the CEO Search Committee with meeting logistics as appropriate.
- Complete and submit the FY20 Workers Comp audit.
- Finalize and share with the Team, Explore Asheville's policies and procedures for the FFCRA Extended Family Leave.
- Complete the hiring process for the open Public Affairs Specialist position.
- Transition invoicing to fully electronic approval system within Workday.

Destination Performance Report



Lodging & Visitor Overview - July 2020

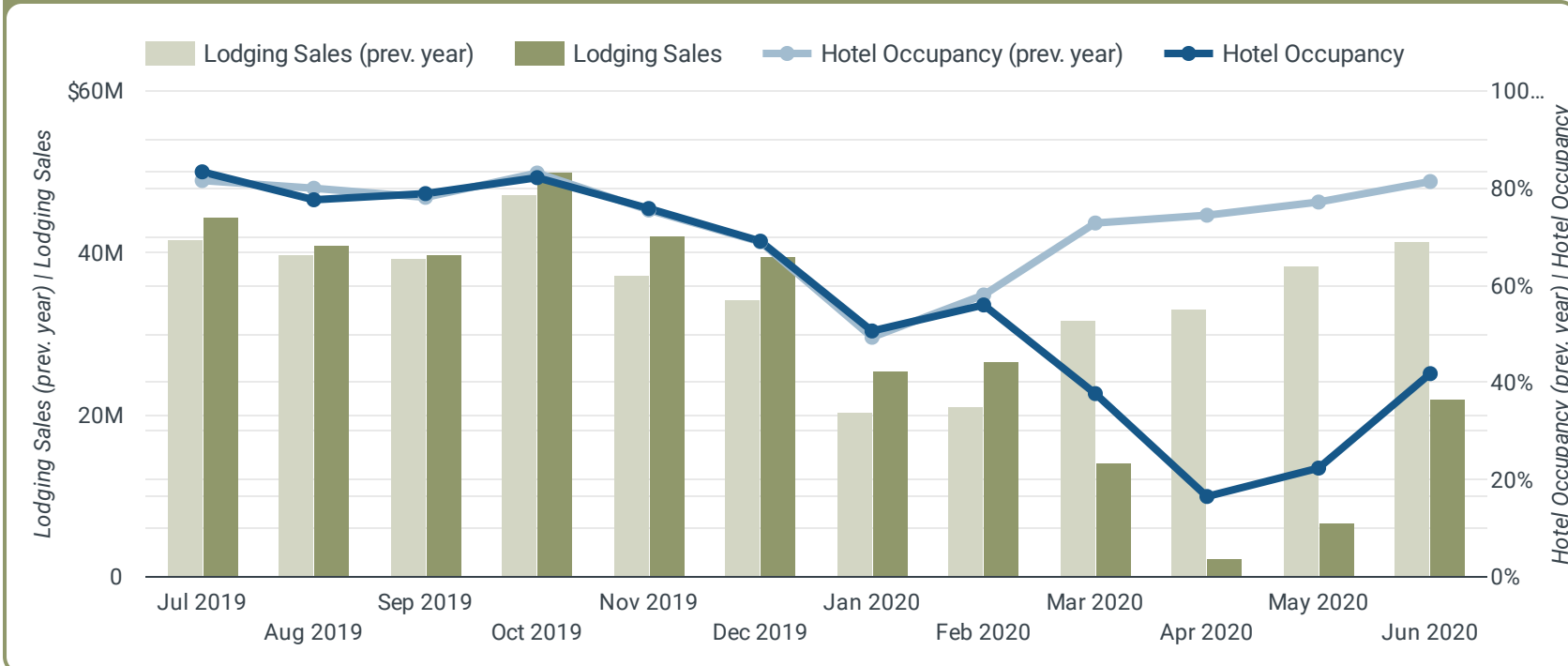
Lodging Sales \$21,909,885 (June) ↓ -47.1%	Hotel Occupancy* 41.8% (June) ↓ -48.6%	Hotel Demand* 104,237 (June) ↓ -46.4%	Hotel ADR* \$115.01 (June) ↓ -29.3%	Hotel RevPAR* \$48.10 (June) ↓ -63.6%
Airport Passengers 39,669 (June) ↓ -74.4%	Asheville Visitor Center 4,532 ↓ -81.5%	Pack Sq Visitor Center 0 ↓ -100.0%	Black Mtn Visitor Center 2,684 ↓ -15.3%	Travel Guide Requests 2,058 ↓ -30.8%

Lodging & Visitor Overview - Fiscal Year 20-21

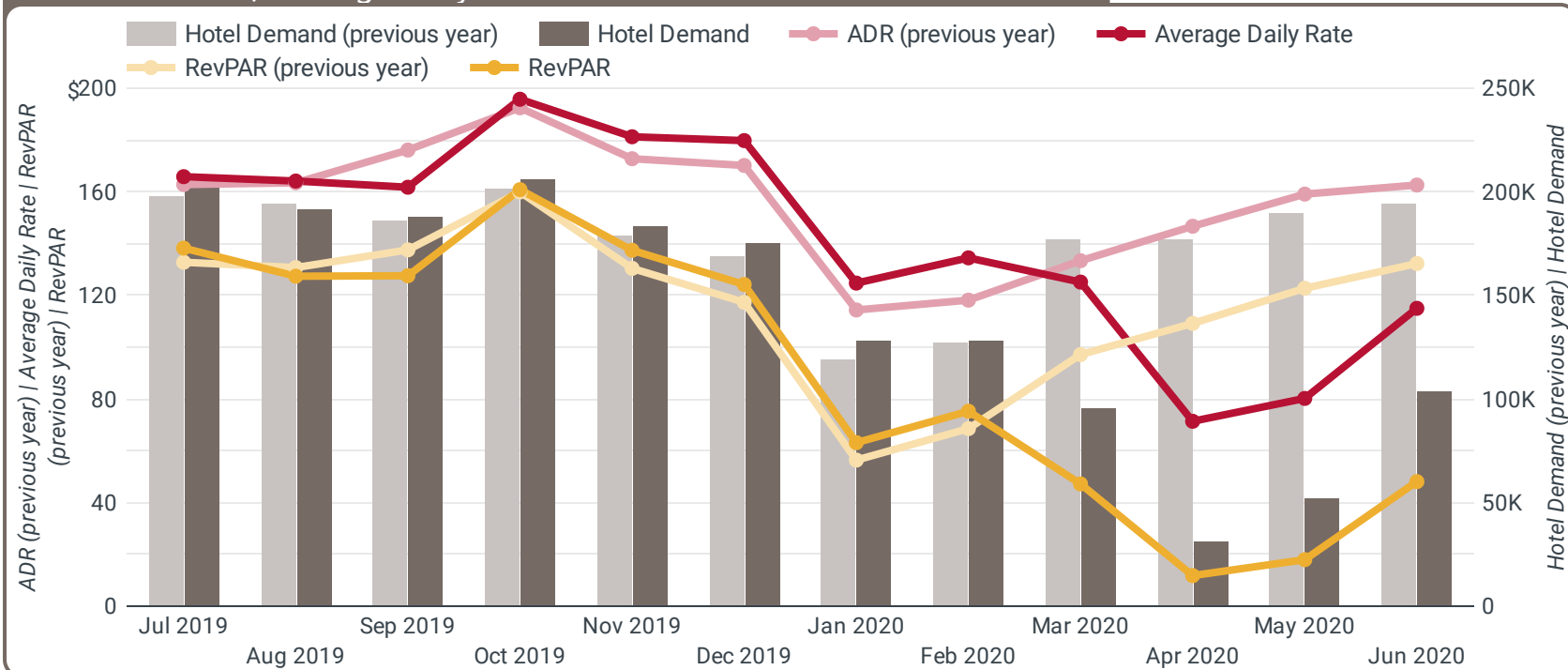
Lodging Sales \$354,633,505 (FY19-20) ↓ -16.7%	Hotel Occupancy* 58.5% (FY19-20) ↓ -20.4%	Hotel Demand* 1,694,263 (FY19-20) ↓ -20.0%	Hotel ADR* \$156.57 (FY19-20) ↓ -1.4%	Hotel RevPAR* \$91.53 (FY19-20) ↓ -21.5%
Airport Passengers 1,238,124 (FY19-20) ↓ -8.9%	Asheville Visitor Center 150,350 ↓ -26.3%	Pack Sq Visitor Center 4,016 ↓ -44.7%	Black Mtn Visitor Center 20,687 ↓ -16.8%	Travel Guide Requests 26,964 ↓ -35.6%

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 2020

Occupancy	ADR	RevPAR	Demand
63.0%	\$95.58	\$60.23	114,321
↑ 5.9%	↓ -1.0%	↑ 4.9%	↑ 0.9%

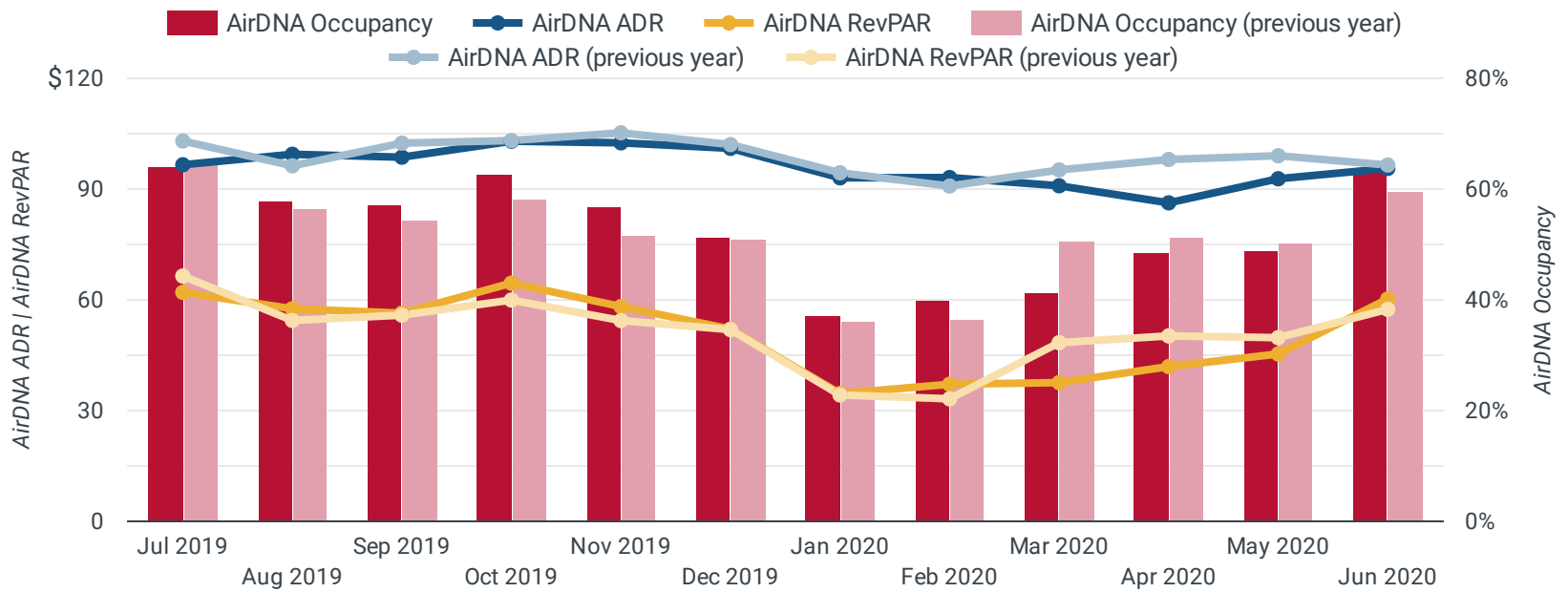
Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
52.9%	\$97.11	\$51.33	1,194,986
↑ 1.2%	↓ -2.3%	↓ -1.1%	↑ 11.3%

AirDNA ADR, RevPAR and Occupancy

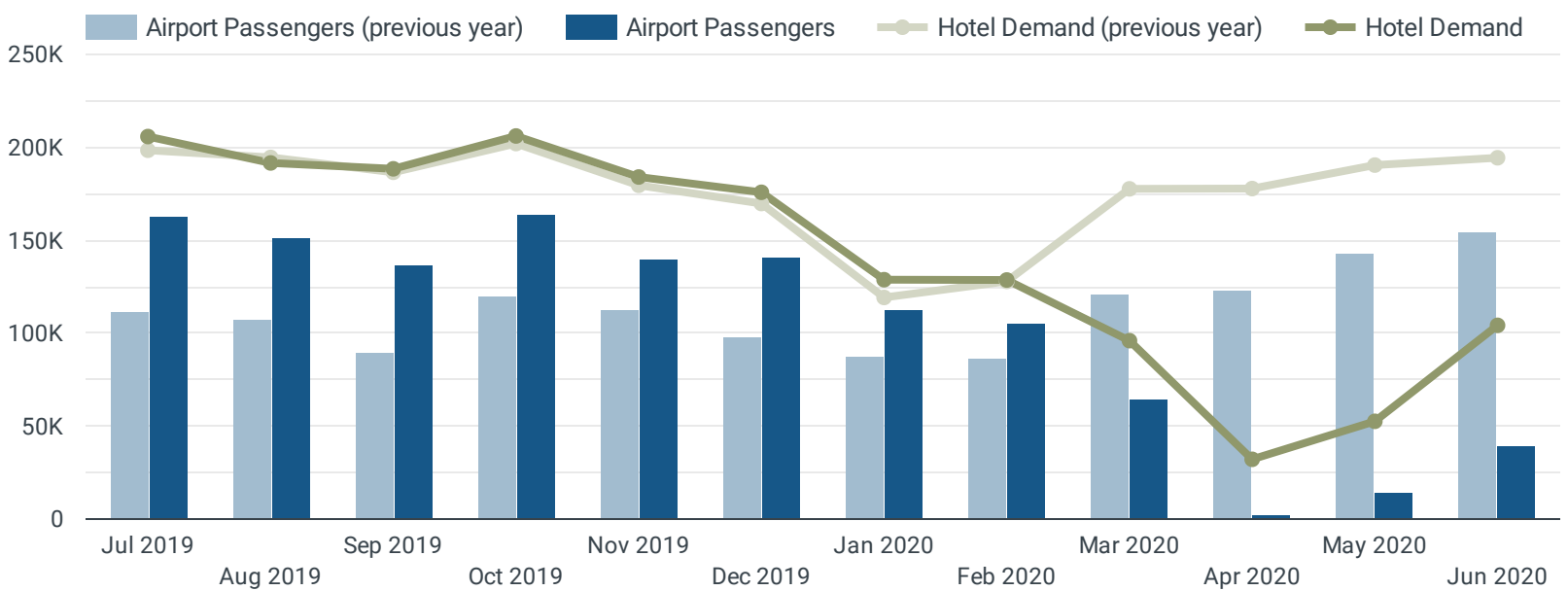
* Short Term Rental Data Source: AirDNA

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

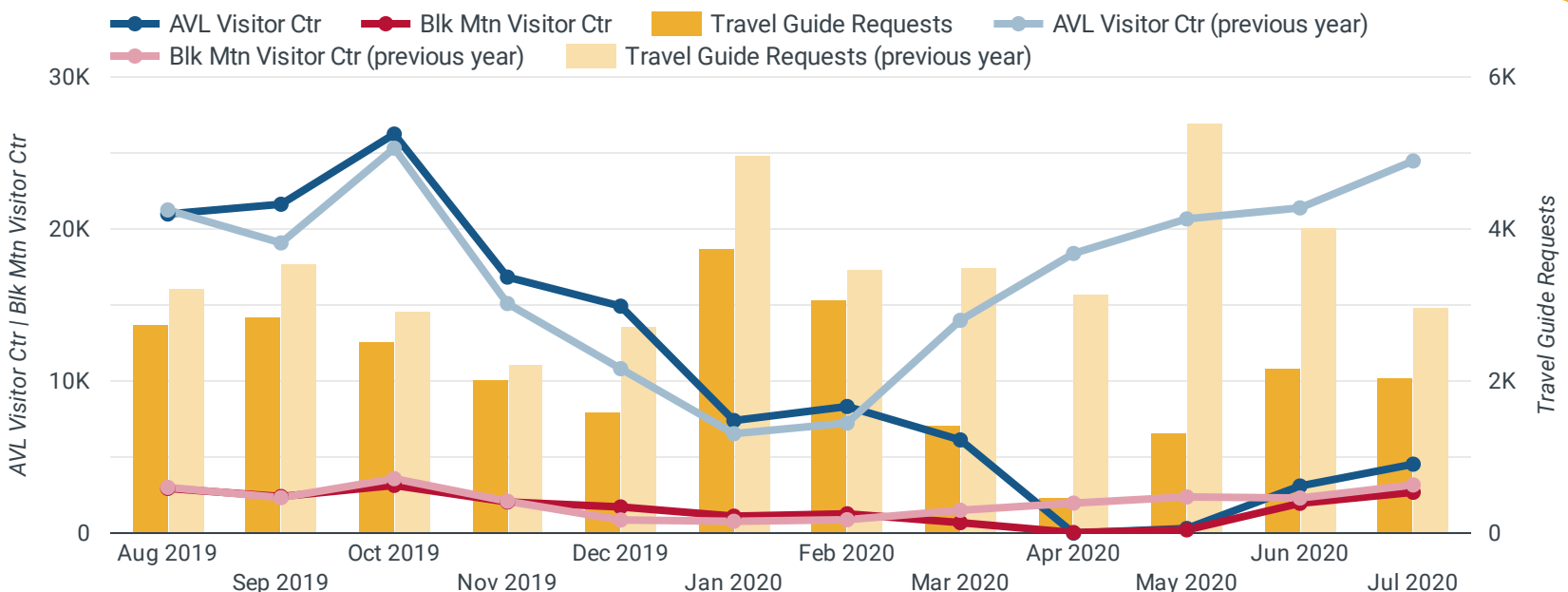


Airport Passengers vs. Hotel Demand*

* 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



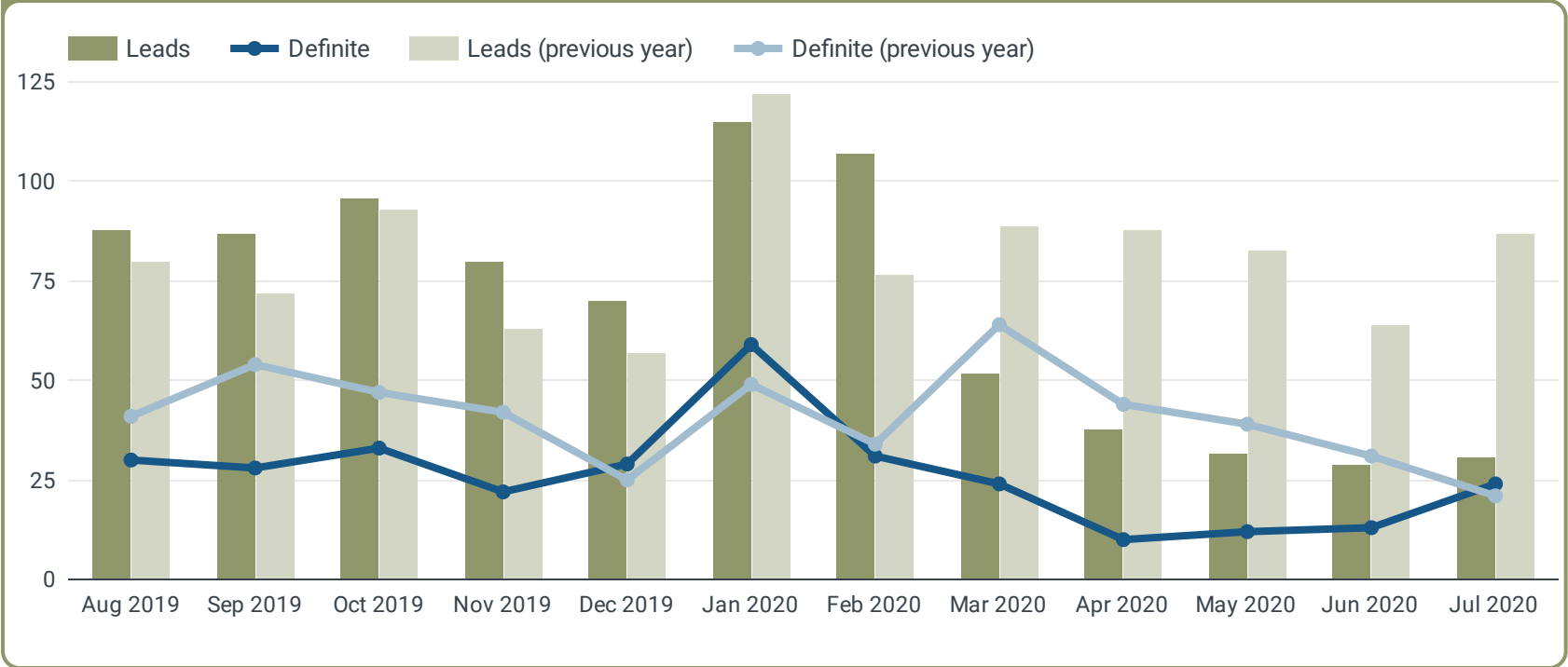
Sales Leads and Outreach - July 2020

Sales Leads Issued 31 ↓ -64.4%	Room Nights (Leads) 8,006 ↓ -63.1%	Leads Turned Definite 30 ↑ 36.4%	Room Nights (Definite) 1,978 ↓ -48.8%	Estimated Revenue \$381,036 ↓ -60.8%	
P2P Outreach 810 ↓ -23.6%	Indirect Outreach 37 ↓ -99.5%	Group Events 11 ↓ -71.8%	Room Nights Generated 497 ↓ -89.4%	Actualized Revenue \$78,563 ↓ -95.2%	Groups Served 11 ↓ -70.3%

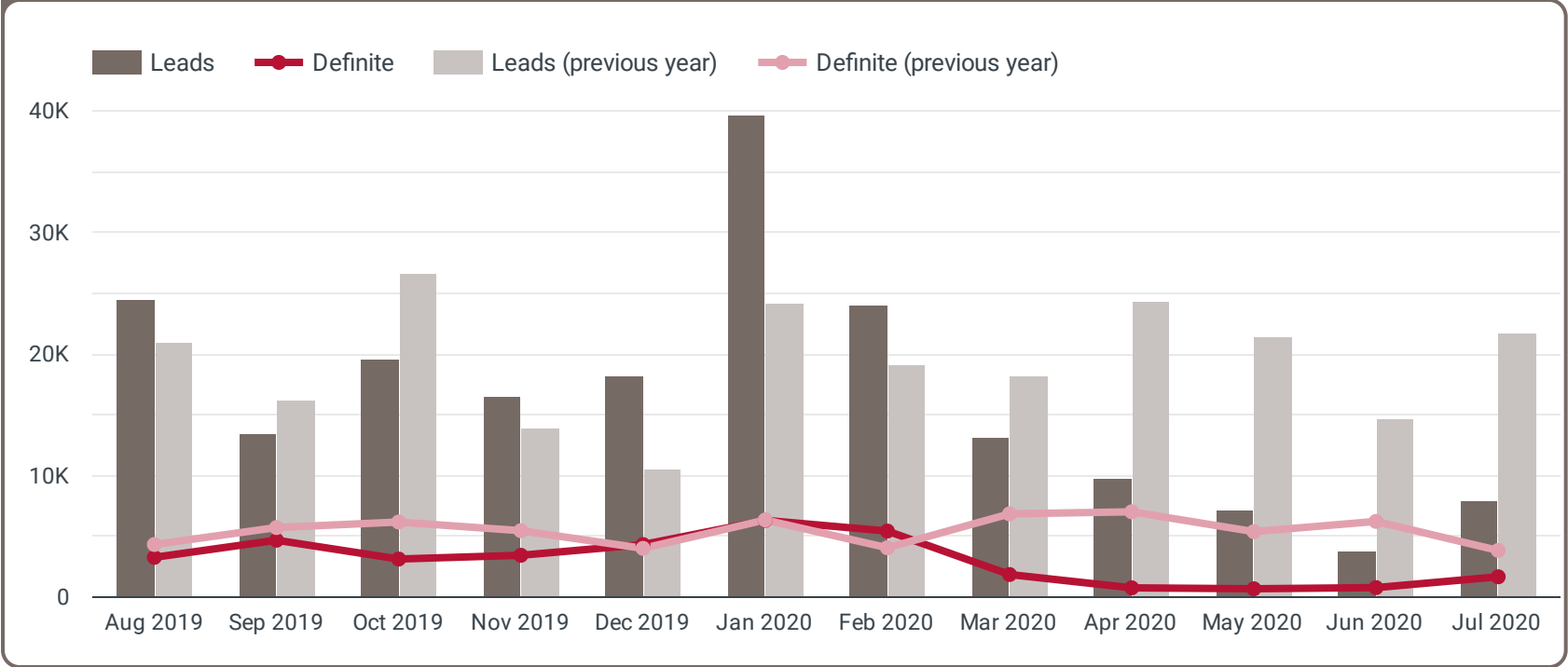
Sales Leads and Outreach - Fiscal Year 20-21

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Sales Leads vs. Definite



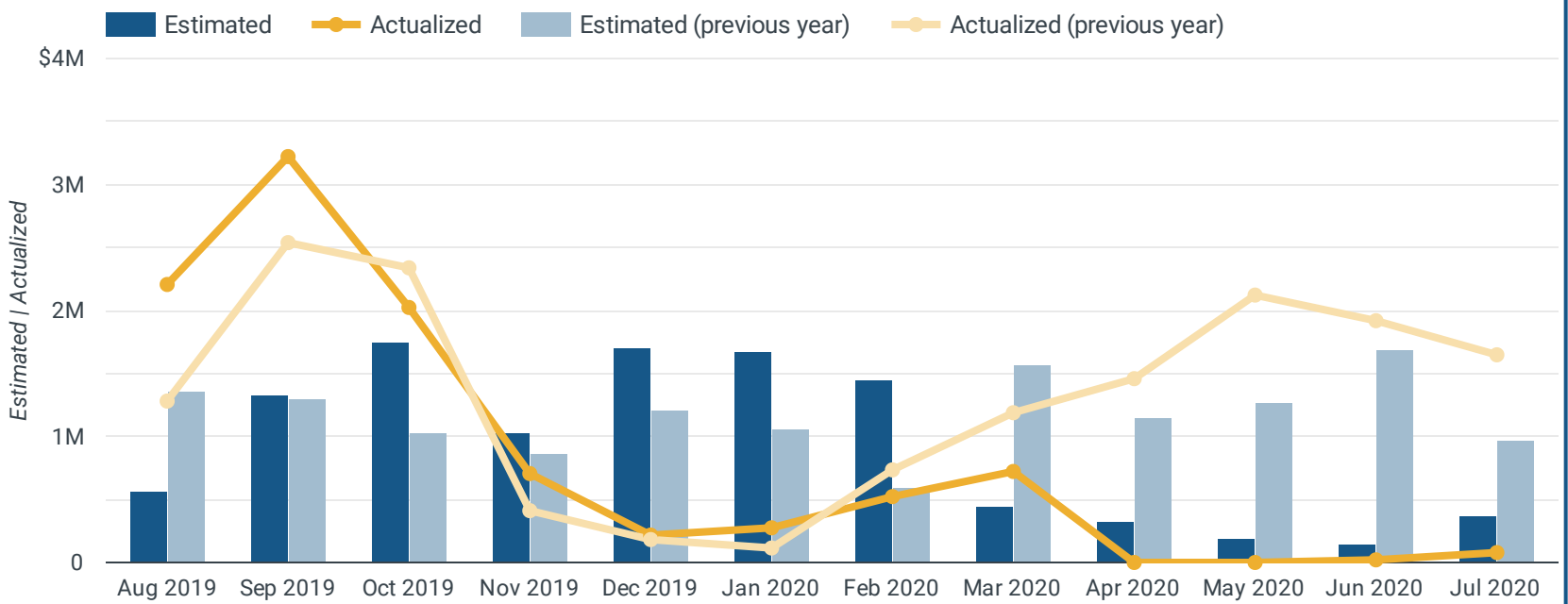
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Jul 2020	810		-23.6%	37		-99.5%
2.	Jun 2020	471		-50.6%	8,900		-44.1%
3.	May 2020	927		-20.2%	12,458		148.7%
4.	Apr 2020	682		-35.9%	217		-98.2%
5.	Mar 2020	783		-24.9%	26,435		null
6.	Feb 2020	907		-1.3%	5,062		39.4%
7.	Jan 2020	873		-20.6%	13,239		-9.7%
8.	Dec 2019	988		-13.2%	5,835		563.1%
9.	Nov 2019	1,095		5.4%	362		-86.0%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Jul 2020	11		-71.8%	497		-87.8%
2.	Jun 2020	0		-100.0%	0		-100.0%
3.	May 2020	0		-100.0%	0		-100.0%
4.	Apr 2020	0		-100.0%	0		-100.0%
5.	Mar 2020	17		-56.4%	3,785		-35.7%
6.	Feb 2020	18		-5.3%	2,383		-27.7%
7.	Jan 2020	11		10.0%	1,572		100.3%
8.	Dec 2019	24		41.2%	995		21.5%
9.	Nov 2019	41		-14.6%	2,796		42.4%

Marketing Department Performance Report



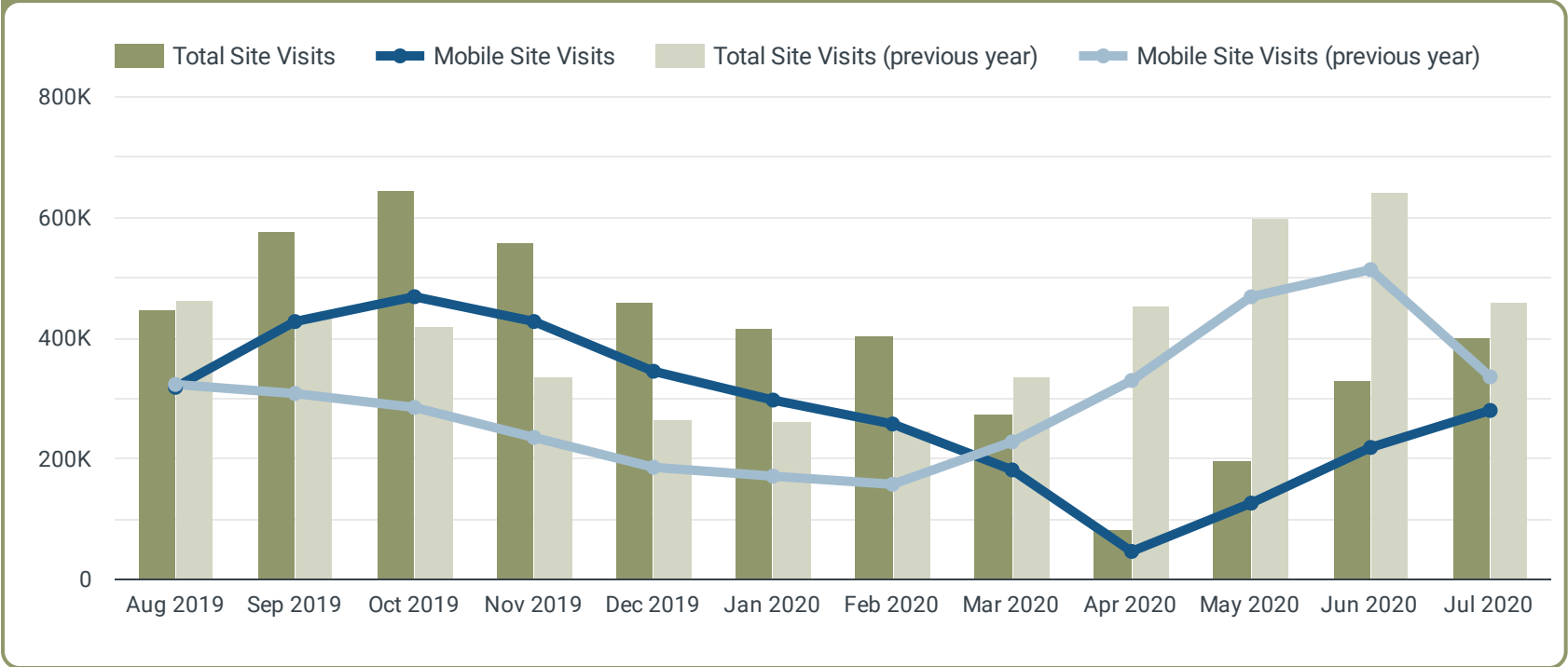
Marketing Metrics Overview - July 2020

Website Visits 395,228 ↓ -14.2%	Mobile Site Visits 274,363 ↓ -17.9%	aRes - Room Nights 40 ↓ -58.3%	aRes - Room Revenue \$7,214 ↓ -51.4%	Total Facebook Fans 297,890 ↑ 2.5%
PR Publicity Value \$2,476,896 ↓ -81.9%	PR Estimated Impressions 536,422,996 ↑ 228.1%	Significant Placements 26 ↓ -38.1%	Media Touchpoints 25 ↓ -44.4%	Video Views 56,609 ↑ 15.0%

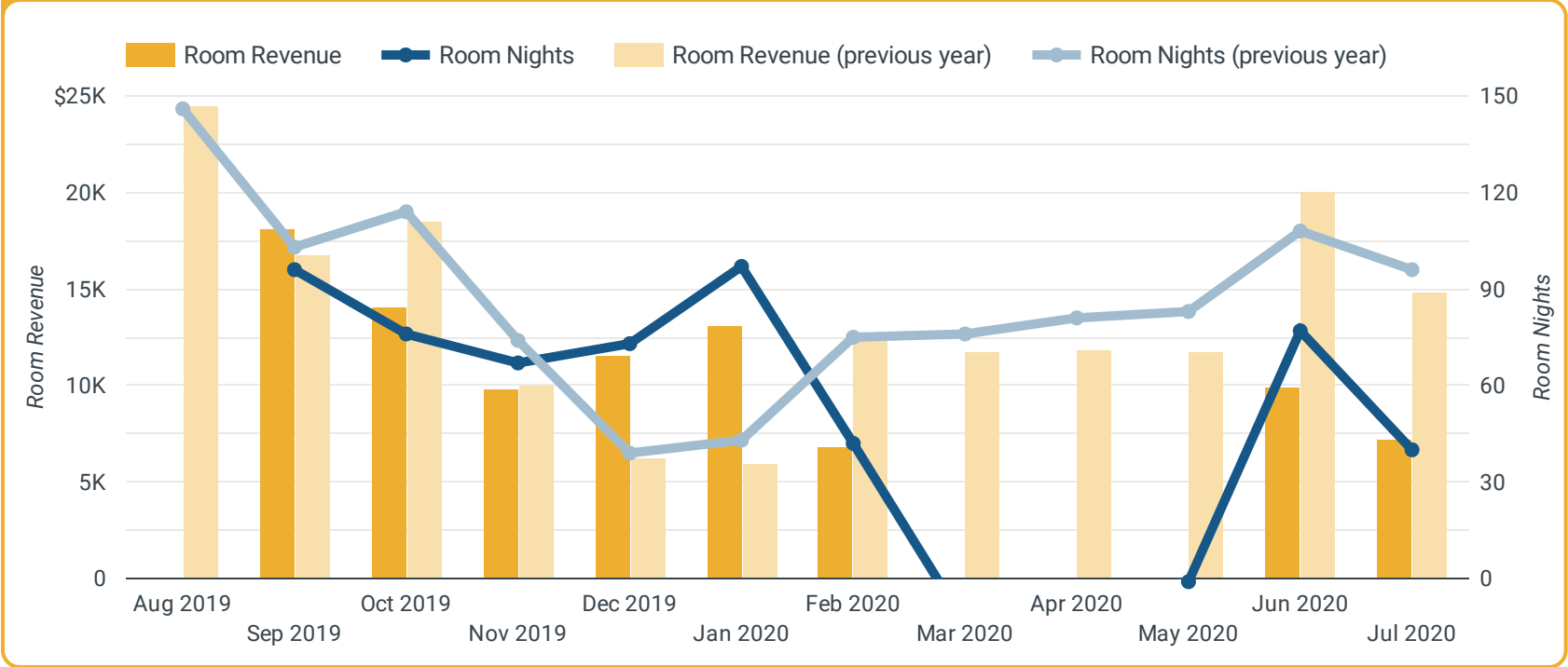
Marketing Metrics Overview - Fiscal Year 20-21

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PR Publicity Value \$2,476,896 ↓ -81.9%	PR Estimated Impressions 536,422,996 ↑ 228.1%	Significant Placements 26 ↓ -38.1%	Media Touchpoints 25 ↓ -44.4%	Video Views 56,609 ↑ 15.0%

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 2020	\$1,471,138	-89%	1,445,288	-88.54%
2.	Jun 2020	\$710,699	-94%	1,545,709	-77.78%
3.	May 2020	\$1,995,115	377%	3,495,050	280.22%
4.	Apr 2020	\$86,306	-94%	404,247	-90.36%
5.	Mar 2020	\$72,459	-98%	207,322	-94.5%
6.	Feb 2020	\$2,184,627	-43%	2,745,137	-18.2%
7.	Jan 2020	\$7,089,918	78%	7,731,691	284.15%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jul 2020	\$1,005,758	1,694%	534,977,708	228.13%
2.	Jun 2020	\$628,414	416%	334,262,840	92.56%
3.	May 2020	\$461,838	997%	245,658,741	261.11%
4.	Apr 2020	\$1,028,820	1,690%	547,244,701	593.04%
5.	Mar 2020	\$1,109,518	2,004%	590,169,197	318.79%
6.	Feb 2020	\$61,144	-32%	196,553,669	48.21%
7.	Jan 2020	\$238,144	335%	107,574,210	-34.41%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jul 2020	25	-44.4%	26	-38.1%
2.	Jun 2020	46	-33.3%	22	-55.1%
3.	May 2020	18	-65.4%	21	-4.5%
4.	Apr 2020	29	-69.1%	31	6.9%
5.	Mar 2020	72	41.2%	28	3.7%
6.	Feb 2020	39	5.4%	21	-12.5%
7.	Jan 2020	77	-21.4%	37	-11.9%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jul 2020	297,890	2.5%	56,609	15.0%
2.	Jun 2020	297,718	3.0%	51,333	-33.8%
3.	May 2020	297,395	3.4%	108,434	-65.9%
4.	Apr 2020	297,151	4.0%	112,659	-79.5%
5.	Mar 2020	297,029	4.7%	37,944	-43.3%
6.	Feb 2020	296,946	5.0%	46,710	235.8%
7.	Jan 2020	296,662	5.0%	66,910	108.1%

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 reported for the previous month. 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 2020 Quick List

- Source: Smith Travel Research, Monthly Report

	July	Running 12 Months
Occupancy	54.6% (-34.5%)	56.0% (-23.9%)
ADR	\$136.10 (-17.9%)	\$153.62 (-3.4%)
RevPAR	\$74.33 (-46.2%)	\$86.10 (-26.5%)
Supply	257,517 (+4.3%)	2,908,660 (+0.7%)
Demand	140,641 (-31.7%)	1,630,118 (-23.3%)
Revenue	\$19,141,365 (-43.9%)	\$250,424,972 (-25.9%)

Running 28 Days, Ending August 16, 2020

- Source: Smith Travel Research, Weekly Report

	Weekday	Weekend	Total
Occupancy	45.4% (-34.6%)	75.2% (-19.6%)	58.8% (-29.8%)
ADR	\$122.78 (-15.5%)	\$162.30 (-24.1%)	\$137.21 (-17.9%)
RevPAR	\$64.23 (-44.7%)	\$122.02 (-38.9%)	\$80.74 (-42.4%)

July 2020 AIRDNA

- Source: AIRDNA, Monthly Report

	Hotel Comparable	All Short Term Rentals
Occupancy	78.00% (+14.0%)	78.60% (+19.5%)
ADR	\$133.23 (+7.1%)	\$229.25 (+9.3%)
RevPAR	\$103.93 (+22.2%)	\$180.14 (+30.6%)
Room Nights Booked	31,575 (+3.2%)	184,640 (+15.4%)

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 2020

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)
Asheville Art Museum (AAM) ¹	2007 Asheville Art Museum (Museum Expansion)	2007 2009	\$1,000,000 \$500,000	\$1,000,000	\$500,000	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	Project is complete, awaiting disbursement request ¹
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	December 2019 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	December 31, 2020	\$650,000 upon completion of Phase I, Disbursement paid August 2018	\$2,650,000 upon completion of Phase II scope items, 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
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	\$0	\$1,500,000	Effective January 15, 2017	September 30, 2017	September 2017	January 31, 2020	1/3 complete	2/3 complete	Project is complete, awaiting disbursement request
Town of Woodfin & Buncombe County Government	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, 2020	\$800,000 upon completion of Phase I	\$1,350,000 upon completion of Phase II	\$100,000 upon completion of Phase III
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	\$0	\$800,000	Effective January 15, 2019	April 30, 2019	January 2021	January 31, 2021	1/3 complete ⁷	2/3 complete	upon completion
North Carolina Arboretum Society	2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	2018	\$905,000	\$149,325	\$755,675	Effective January 15, 2019	June 1, 2019	June 1, 2019	September 1, 2020 ⁸	16.5% upon completion of Phase I, \$149,325 pd in October 2019	59.1% upon completion of Phase II, disbursement request in review	24.4% upon completion of Phase III
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 in progress, pending MOU						

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

¹ AAM submitted a request to amend the contract to release funds upon opening versus receipt of Certificate of Occupancy. The project completed and opened to the public in November 2019. The BCTDA approved the request on 4/2/2020.

² Partial construction postponed until after the 2015 season due to minor delays with engineering drawings and input from City of Asheville Parks and Recreation Department. Update per update John Russell on 7/19/18, additional delays due to permitting issues with Parks & Rec and need for ADA accessible parking.

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 BCTDA approved the amendment and voted to disburse the \$25,000 as the remaining scope is complete.

⁵ The City of Asheville requested a full grant disbursement for the US Cellular Center Theater and Meeting Room Conversion Project which received a Certificate of Occupancy in early 2020 but has been delayed due to a minor punch list item. The BCTDA approved the request at the July 2020 board meeting.

⁷ The YMI Cultural Center requested a contract amendment to update the scope to include repair of the roof and elevator shaft as the first step in upgrading the building's roofing system, not to exceed \$10,000, and to add a full building assessment and financial feasibility analysis, not to exceed \$40,000. The BCTDA approved the amendment on 4/2/2020 with funds for each of these items to be disbursed upon receipt

⁸ The NC Arboretum submitted a TPDF contract amendment request to extend the completion deadline to September 2020. The BCTDA approved the request at the July 2020 board meeting.

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 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, 2017	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 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	\$0	\$313,000	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	\$0	\$380,000	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	June 2014 - Final pymt \$32,884.22 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		
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