



WELCOME!

Welcome to the August 31, 2022 meeting of the
Buncombe County Tourism Development Authority

Explore **ASHEVILLE**

CALL TO ORDER

Chair Kathleen Mosher

Call to Order the 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 31, 2022 | 9:00 a.m.
Center for Craft | 67 Broadway Street | Michael Sherrill Loft (3rd Floor)
Members of the Public may attend in person or [register here](#) to view the livestream of the meeting.

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 July 27, 2022 Meeting Minutes	Kathleen Mosher
9:10 a.m.	Financial Reports <ul style="list-style-type: none">a. July 2022 Financialsb. TPDF Project Closures Budget Amendmentc. Operating Fund Revenue Budget Amendment	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:15 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:25 a.m.	Tourism Product Development Fund Contract Amendments <ul style="list-style-type: none">a. Enka Recreation Destinationb. Woodfin Greenway & Blueway	Chris Cavanaugh, TPDF Administrator
9:45 a.m.	Marketing Investment Overview & Creative Spirit Pillar Update	Marla Tambellini
10:10 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:15 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:20 a.m.	Miscellaneous Business	Kathleen Mosher
10:25 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

Save the Date:

BCTDA Annual Meeting | September 22, 2022 | 3:00 – 6:00 p.m.
DoubleTree Biltmore Village

The next joint BCTDA monthly meeting is on **Wednesday, September 28, 2022**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with 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.

FOR OUR REMOTE VIEWERS

Chair Kathleen Mosher


For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are available online and additional materials, including the PowerPoint presentation, will be posted later today.

Go to:

- > AshevilleCVB.com
- > About the Buncombe County TDA
- > Find out about upcoming BCTDA meetings

[About Buncombe County TDA](#) [Visitor Information](#) [Partner Login](#)



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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 >>](#)
- [Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>](#)

WELCOME BOARD & GUESTS

Chair Kathleen Mosher

- Welcome board members and guests who are in attendance
- Introductions around the room

MINUTES

Chair Kathleen Mosher

July 27, 2022 BCTDA Regular Meeting Minutes

- Questions/Comments
- Suggested Motion:

Motion to approve the July 27, 2022 meeting minutes

- Motion Second
- Discussion
- Vote

Board Meeting Minutes
Wednesday, July 27, 2022

Present (Voting):	Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Larry Crosby, HP Patel, Matthew Lehman, Scott Patel
Absent (Voting):	Leah Ashburn, Andrew Celwyn, Michael Lusick
Present (Ex-Officio):	Buncombe County Commissioner Robert Pressley, Asheville City Councilmember Sandra Kilgore
Absent (Ex-Officio):	None
CVB Staff:	Vic Isley, Jennifer Kass-Green, Marshall Hilliard, Carli Adams, Kathi Petersen, Jonna Sampson, Julia Simpson, Glenn Ramey, Connie Holliday
BC Finance:	None
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
In-Person Attendees:	Chris Cavanaugh, TPDF Committee/Magellan Strategy Group Colleen Swanson, Meetings Database Institute (MDI) Jane Anderson, Resident Chris Smith, Asheville Buncombe Regional Sports Commission Randy Claybrook, Bent Creek Lodge
Online Attendees:	Whitney Smith, Charlie Reed, Michael Poandl, Maggie Gregg; Explore Asheville Staff Lacy Cross, Movement Bank John Ellis, Prior BCTDA Board Member Tina Kinsey, Asheville Regional Airport Timothy Love, Buncombe County Chip Craig, Greybeard Rentals Jim Muth, TPDF Committee David Nutter, Connect Buncombe Madison Davis, Asheville Buncombe Regional Sports Commission Zach Wallace, Asheville Area Chamber of Commerce Shannon Tuch, Town of Woodfin Kim Lenox, Megan Shields; MMGY Global Brian Stetson, Resident

JULY 2022 FINANCIAL REPORTS

DON WARN

BUNCOMBE COUNTY FINANCE DIRECTOR/
BCTDA FISCAL AGENT

Explore **ASHEVILLE**

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance
Operating and Earned Revenue Funds, Budget and Actual
 July 31, 2022

	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	\$ 29,217,602	\$ -	\$ -	\$ 29,217,602	0.0%	\$ 2,438,581	-100.0%
Investment income	-	1,146	1,146	(1,146)	-	137	734.1%
Other income	-	-	-	-	-	-	-
Earned revenue	183,000	15,475	15,475	167,525	8.5%	14,094	9.8%
Total revenues	<u>29,400,602</u>	<u>16,621</u>	<u>16,621</u>	<u>29,383,981</u>	<u>0.1%</u>	<u>2,452,813</u>	<u>-99.3%</u>
Expenditures:							
Salaries and Benefits	3,713,360	121,913	121,913	3,591,447	3.3%	204,447	-40.4%
Sales	2,159,000	116,318	116,318	2,042,682	5.4%	69,471	67.4%
Marketing	21,895,242	187,302	187,302	21,707,940	0.9%	585,365	-68.0%
Community Engagement	300,000	10,052	10,052	289,948	3.4%	2,728	268.4%
Administration & Facilities	1,150,000	81,812	81,812	1,068,188	7.1%	67,275	21.6%
Events/Festivals/Sponsorships	225,000	13,000	13,000	212,000	5.8%	-	-
Total expenditures	<u>29,442,602</u>	<u>530,397</u>	<u>530,397</u>	<u>28,912,205</u>	<u>1.8%</u>	<u>929,286</u>	<u>-42.9%</u>
Revenues over (under) expenditures	<u>(42,000)</u>	<u>(513,776)</u>	<u>(513,776)</u>			<u>\$ 1,523,527</u>	<u>-133.7%</u>
Other Financing Sources:							
Carried over earned income	<u>42,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ -</u>	<u>\$ (513,776)</u>	<u>(513,776)</u>				
Fund balance, beginning of year			<u>27,049,048</u>				
Fund balance, end of month			<u>\$ 26,535,272</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to an equal split between the Tourism Product Development Fund (TPDF) and the Legacy Investment For Tourism (LIFT) Fund, to be used for tourism-related community investment. Revenues dedicated to TPDF and LIFT Funds are projected at \$6,794,199 each for FY23.

PG 2

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

July 31, 2022

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	\$ -	\$ 2,807,310	-	\$ -	\$ 2,807,310	-	\$ -	\$ 935,770	-	\$ -	\$ 935,770	-
August	-	2,327,847	-	-	5,135,157	-	-	\$ 775,949	-	-	1,711,719	-
September	-	2,282,494	-	-	7,417,651	-	-	\$ 760,831	-	-	2,472,550	-
October	-	3,095,441	-	-	10,513,092	-	-	\$ 1,031,814	-	-	3,504,364	-
November	-	2,532,306	-	-	13,045,398	-	-	\$ 844,102	-	-	4,348,466	-
December	-	2,163,491	-	-	15,208,889	-	-	\$ 721,164	-	-	5,069,630	-
January	-	1,376,073	-	-	16,584,963	-	-	\$ 458,691	-	-	5,528,321	-
February	-	1,561,811	-	-	18,146,773	-	-	\$ 520,604	-	-	6,048,924	-
March	-	2,001,097	-	-	20,147,870	-	-	\$ 667,032	-	-	6,715,957	-
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	\$ -	\$ 27,276,952		\$ -	\$ 27,276,952		\$ -	\$9,092,317		\$ -	\$9,092,317	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

July 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 17,915,000	\$ 31,492,940	\$ (13,577,940)	175.8%
Investment Income	-	1,341,006	(1,341,006)	0.0%
Total revenues	<u>17,915,000</u>	<u>32,833,946</u>	<u>(14,918,946)</u>	<u>183.3%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
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	26,860	473,140	5.4%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,500,000</u>	<u>7,644,723</u>	<u>9,855,277</u>	<u>43.7%</u>
Product development fund administration	<u>415,000</u>	<u>-</u>	<u>415,000</u>	<u>0.0%</u>
Total product development fund	<u>\$ 17,915,000</u>	<u>\$ 7,644,723</u>	<u>\$ 10,270,277</u>	<u>42.7%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 25,891,975		
Less: Liabilities/Outstanding Grants		(9,855,277)		
Less: Unspent Admin Budget (Current Year)		(415,000)		
Current Product Development Amount Available		<u>\$ 15,621,697</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

July 31, 2022

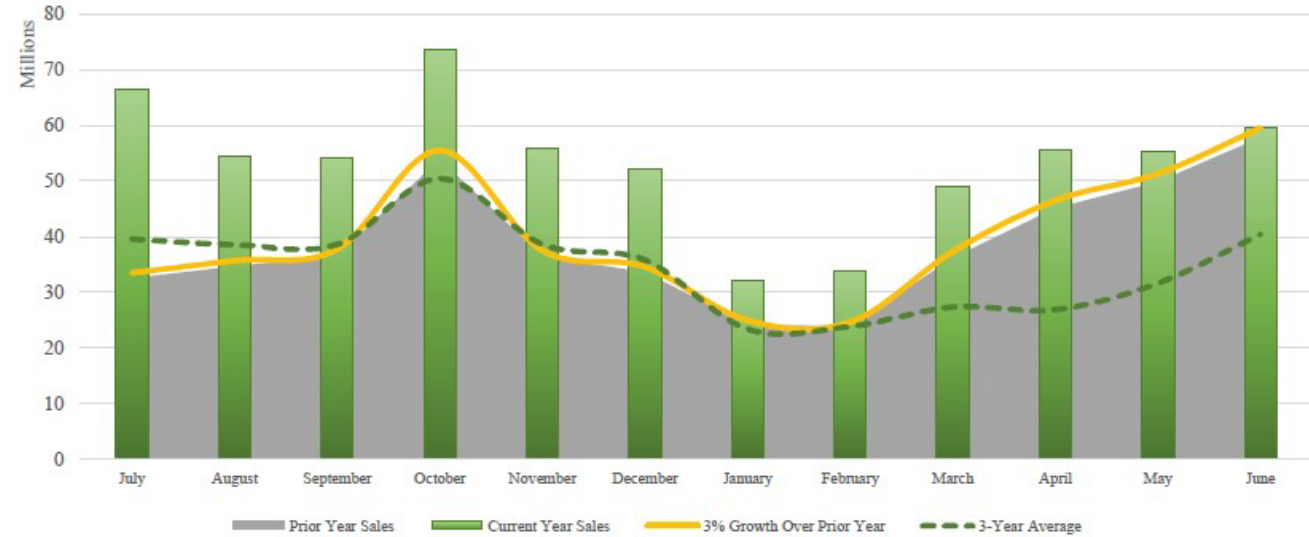
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 26,663,568	\$ 25,891,975	\$ 52,555,543
Receivables	-	-	-
Total current assets	<u>\$ 26,663,568</u>	<u>\$ 25,891,975</u>	<u>52,555,543</u>
Liabilities:			
Current liabilities:			
Accounts payable	\$ (26,513)	\$ -	\$ (26,513)
Future events payable	154,809	\$ 9,855,277	\$ 10,010,087
Total current liabilities	<u>128,296</u>	<u>\$ 9,855,277</u>	<u>\$ 9,983,574</u>
Fund Balances:			
Restricted for product development fund	-	16,036,697	16,036,697
Committed for event support program	93,728	-	93,728
State Required Contingency	2,337,408	-	2,337,408
Designated Contingency	14,608,801	-	14,608,801
Undesignated (cash flow)	9,495,335	-	9,495,335
Total fund balances	<u>26,535,272</u>	<u>16,036,697</u>	<u>42,571,969</u>
Total liabilities and fund balances	<u>\$ 26,663,568</u>	<u>\$ 25,891,975</u>	<u>\$ 52,555,543</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

July 31, 2022



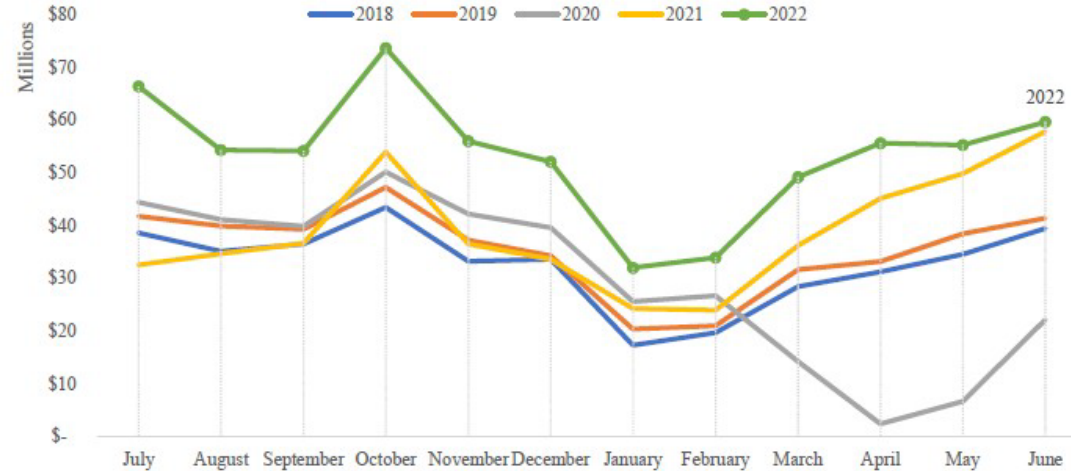
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 66,395,236	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,342,049	34,663,339	57%	80%	35,703,239	38,564,848
September	54,173,567	36,683,164	48%	68%	37,783,659	38,626,462
October	73,669,896	53,914,047	37%	58%	55,531,469	50,444,973
November	56,021,061	36,458,675	54%	57%	37,552,435	38,629,808
December	52,126,448	33,578,528	55%	57%	34,585,884	35,815,497
January	31,988,630	24,245,119	32%	54%	24,972,473	23,384,550
February	33,927,340	23,933,141	42%	53%	24,651,135	23,871,592
March	49,163,831	36,243,884	36%	51%	37,331,201	27,363,336
April	55,631,460	45,171,098	23%	48%	46,526,231	26,904,864
May	55,273,859	49,864,809	11%	43%	51,360,754	31,651,191
June	59,657,675	57,835,620	3%	38%	59,570,689	40,452,554
Total revenues	<u>\$642,371,052</u>	<u>\$ 465,138,537</u>	<u>38%</u>		<u>\$479,092,693</u>	<u>\$415,265,457</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

July 31, 2022



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,395,236
August	35,118,463	39,917,550	41,113,655	34,663,339	54,342,049
September	36,475,819	39,327,048	39,869,174	36,683,164	54,173,567
October	43,473,922	47,272,253	50,148,618	53,914,047	73,669,896
November	33,231,722	37,240,595	42,190,154	36,458,675	56,021,061
December	33,597,999	34,272,393	39,595,569	33,578,528	52,126,448
January	17,286,992	20,347,077	25,561,453	24,245,119	31,988,630
February	19,676,430	20,985,316	26,696,319	23,933,141	33,927,340
March	28,406,443	31,638,002	14,208,120	36,243,884	49,163,831
April	31,240,963	33,141,034	2,402,461	45,171,098	55,631,460
May	34,544,014	38,464,222	6,624,541	49,864,809	55,273,859
June	39,441,126	41,413,202	22,108,839	57,835,620	59,657,675
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 642,371,052

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

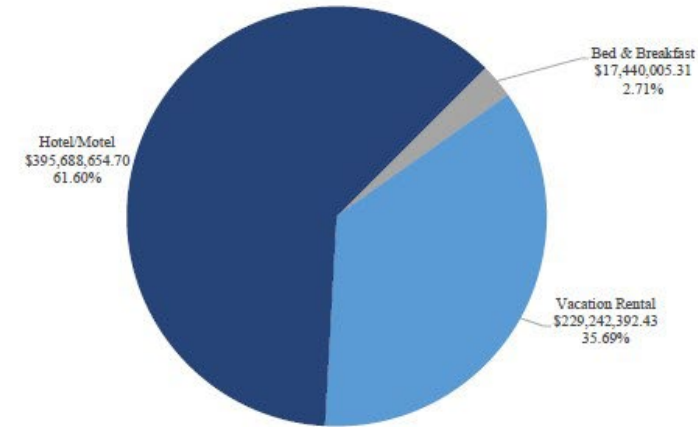
July 31, 2022

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	\$ 41,364,569	\$ 19,132,318	116.2%	116.2%	\$ 23,348,777	\$ 12,282,646	90.1%	90.1%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 66,395,236	\$ 32,547,111	104.0%	104.0%
August	33,288,678	19,815,648	68.0%	91.7%	19,639,485	13,723,974	43.1%	65.3%	1,413,887	1,123,717	25.8%	37.2%	54,342,049	34,663,339	56.8%	79.6%
September	34,410,077	22,012,507	56.3%	78.9%	18,324,347	13,374,865	37.0%	55.7%	1,439,143	1,295,793	11.1%	27.7%	54,173,567	36,683,164	47.7%	68.4%
October	49,777,745	36,464,280	36.5%	63.0%	21,795,421	15,522,126	40.4%	51.4%	2,096,730	1,927,642	8.8%	21.0%	73,669,896	53,914,047	36.6%	57.5%
November	36,931,580	24,630,899	49.9%	60.4%	17,606,350	10,604,043	66.0%	53.7%	1,483,131	1,223,733	21.2%	21.1%	56,021,061	36,458,675	53.7%	56.8%
December	34,591,966	22,871,661	51.2%	59.0%	16,283,854	9,669,456	68.4%	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,126,448	33,578,528	55.2%	56.6%
January	15,401,453	12,224,275	26.0%	56.4%	16,087,946	11,534,075	39.5%	53.5%	499,232	486,770	2.6%	19.9%	31,988,630	24,245,119	31.9%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,551,658	11,752,054	32.3%	51.0%	787,738	497,164	58.4%	22.1%	33,927,340	23,933,141	41.8%	53.1%
March	27,907,881	17,985,847	55.2%	55.9%	19,970,936	17,469,451	14.3%	45.4%	1,285,014	788,586	63.0%	25.5%	49,163,831	36,243,884	35.6%	51.1%
April	33,881,484	25,959,680	30.5%	52.8%	20,103,625	18,033,421	11.5%	40.9%	1,646,351	1,177,997	39.8%	27.1%	55,631,460	45,171,098	23.2%	47.6%
May	33,766,102	29,663,713	13.8%	48.0%	19,631,274	18,760,398	4.6%	36.4%	1,876,483	1,440,698	30.2%	27.4%	55,273,859	49,864,809	10.8%	43.1%
June	36,779,176	35,631,307	3.2%	42.3%	20,898,719	20,688,362	1.0%	32.2%	1,979,780	1,515,951	30.6%	27.8%	59,657,675	57,835,620	3.2%	38.1%
Total	\$ 395,688,655	\$ 278,076,058	42.3%		\$ 229,242,392	\$ 173,414,869	32.2%		\$ 17,440,005	\$ 13,647,609	27.8%		\$ 642,371,052	\$ 465,138,537	38.1%	

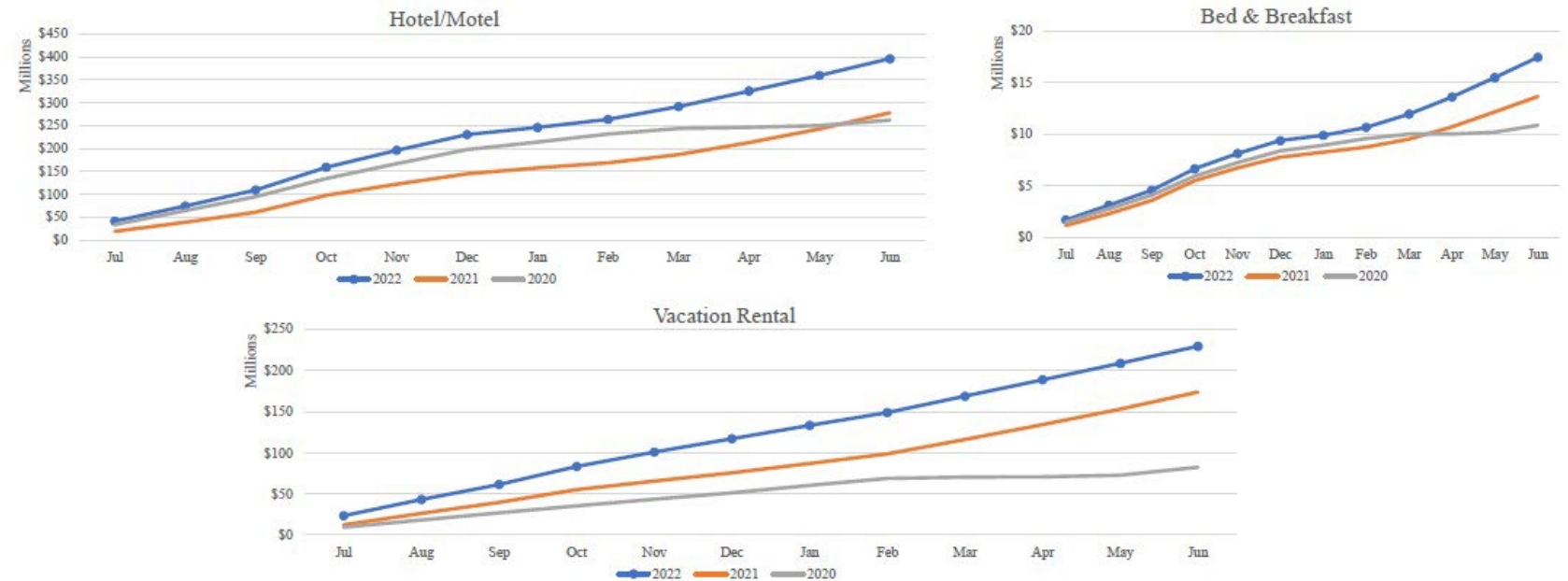
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
July 31, 2022

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 2022 Financial Reports

- Motion Second
- Discussion
- Vote

BCTDA FY23 BUDGET AMENDMENTS

DON WARN
BUNCOMBE COUNTY FINANCE DIRECTOR/
BCTDA FISCAL AGENT

FY23 BUDGET AMENDMENT: TPDF PROJECT CLOSURES

TPDF Project to close	Revenues	Expenditures
2014 City of Asheville (Riverfront Destination Development 1.0)	(7,100,000)	(7,100,000)
2021 Wortham Center for the Performing Arts (Air Ionization System)	(45,000)	(45,000)
Total	(7,145,000)	(7,145,000)

FY23 BUDGET AMENDMENT: TPDF PROJECT CLOSURES

Questions/Discussion

FY23 BUDGET AMENDMENT: TPDF PROJECT CLOSURES

Chair Kathleen Mosher

- Suggested Motion:
 - Motion to approve the FY23 TPDF project closures budget amendment
- Motion Second
- Discussion
- Vote

FY23 REVENUE BUDGET AMENDMENT

Revenue	Previously Approved Budget	Amendment	FY23 Revenue Forecast
Occupancy Taxes	30,604,500	(3,386,898)	27,217,602
Fund Balance	-	2,000,000	2,000,000
Total	30,604,500	(1,386,898)	29,217,602

FY23 REVENUE BUDGET AMENDMENT

Questions/Discussion

FY23 REVENUE BUDGET AMENDMENT

Chair Kathleen Mosher

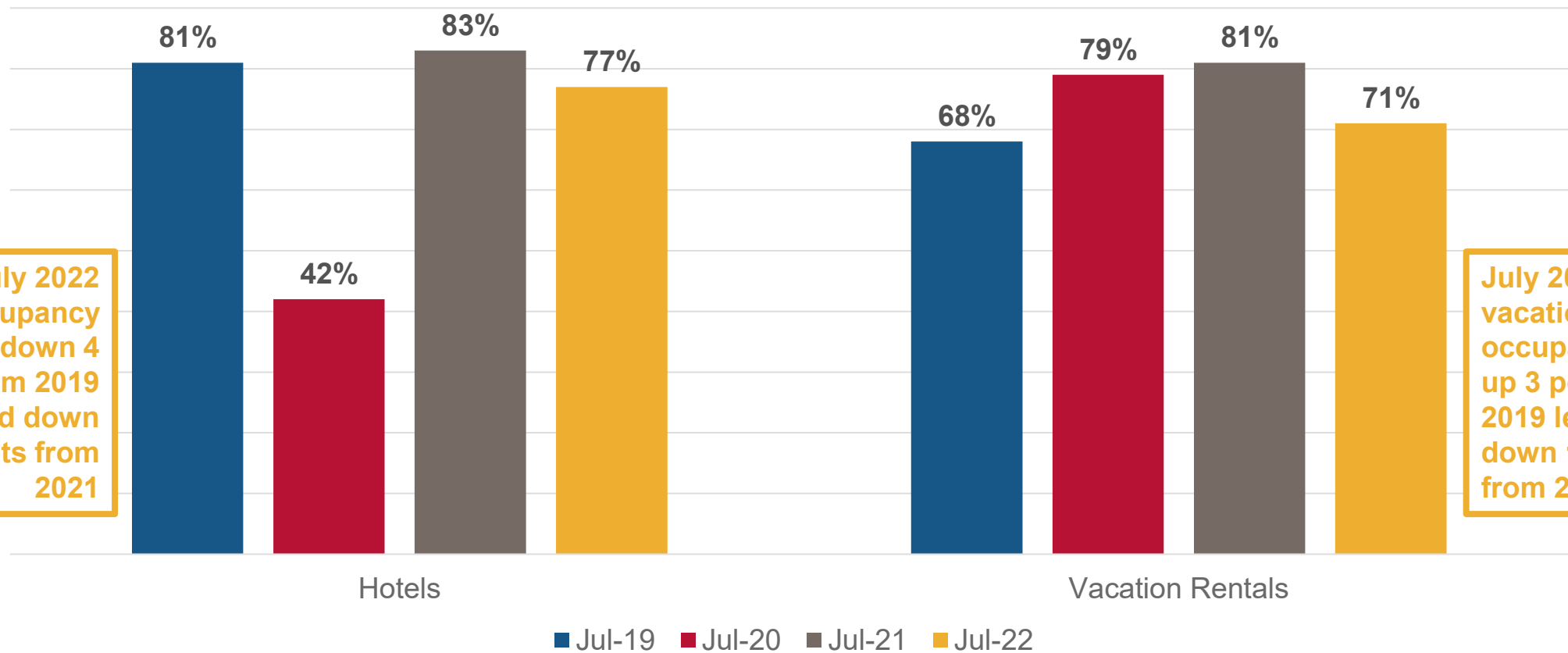
- Suggested Motion:
Motion to approve the FY23 revenue budget amendment
- Motion Second
- Discussion
- Vote

PRESIDENT & CEO REPORT

VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**

JULY LODGING OCCUPANCY



July 2022 hotel occupancy was down 4 points from 2019 levels, and down 6 points from 2021

July 2022 vacation rental occupancy was up 3 points from 2019 levels, yet down 10 points from 2021

FESTIVALS & CULTURAL EVENTS ANNUAL GRANT PROGRAM OPEN

Application Opened: Monday, August 29
Application Deadline: Wednesday, September 27, 5 p.m. EST
Grant Awards Announced: Wednesday, October 26



- Grant program open to nonprofit partners
- Funded through earned revenue derived by advertising and reservations on ExploreAsheville.com
- \$100,000 available, awards will be in the amounts up to \$5,000 per event based upon committee recommendations
- **NEW THIS YEAR:** All applications and associated materials must be submitted electronically via the online portal, which opened Monday, August 29 at 5pm
 - Paper applications, emailed PDFs, or correspondence via any other type or form will not be accepted

BCTDA ANNUAL MEETING



Save the Date

THURSDAY, SEPTEMBER 22

EXPLORE ASHEVILLE PRESENTS

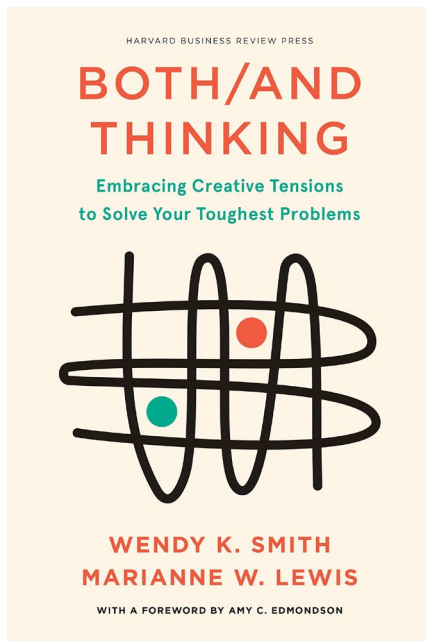
THE 2022 BUNCOMBE COUNTY TDA
ANNUAL MEETING

REGISTRATION 3:00 PM | PROGRAM BEGINS 3:30 PM
RECEPTION 5:00 - 6:00 PM

DOUBLETREE HOTEL BILTMORE

KEYNOTE: BOTH/AND LEADERSHIP

Wendy K. Smith, University of Delaware



Life is full of paradoxes. How can we each express our individuality while also being a team player? How do we balance work and life? How can we improve diversity while promoting opportunities for all? How can we manage the core business while innovating for the future?

Author and Harvard educated, award-winning academic at University of Delaware, [Wendy K. Smith](#), will share how our community can use "both/and" thinking to make more creative, flexible, and impactful decisions in a world of competing demands.



FEATURING: STORYTELLING UPDATE

Stewart Colovin, MMGY Global

Explore Asheville is on a journey to further define Asheville's storytelling foundation for sustainable growth in the future. Listening tours to ensure local voices across our community and industry are included and heard were conducted by President & CEO Vic Isley and by [Stewart Colovin](#), Executive VP of MMGY Global Brand Strategy. At Explore Asheville's Tourism Summit in May, Stew shared a read-out of insights and themes drawn from those efforts. He'll share our progress in efforts to chart the course for the future of storytelling in travel for our community.



INCLUDING

PRESENTATION: William A.V. Cecil Tourism Leadership Award

For more than two decades, the [William A.V. Cecil Tourism Leadership Award](#) has honored those who've made a significant contribution to the tourism sector in Asheville and Buncombe County, providing exceptional leadership, creativity and commitment in making our community a special place to live, work, and visit. Join us to find out – and celebrate! – this year's recipient of this coveted award.

AND MORE: Networking Reception

BCTDA BOARD APPOINTMENTS

- Larry Crosby reappointed by the City through August 2025 for lodging <101 rooms
- Leah Ashburn's second term (tourism-related appointed by the County) expires this month; Leah will serve until a new board member appointed
- Per new legislation, vacancy open is for County-appointed vacation rental owner or vacation rental management company owner and is currently posted on County website.
 - Vacation rental management company: A corporate entity having at least 5 rental units available for rent in Buncombe County for more than 60% of the days in the calendar year;
 - Vacation rental management company owner: The owner of a corporate entity having at least five rental units available for rent in Buncombe County for more than 60% of the days in the calendar year
 - Vacation rental owner: The owner of at least one vacation rental unit in Buncombe County, registered in compliance with all local & State laws, that is available for rent for more than 60% of the days in the calendar year.

- 
- **Monthly Highlights Report**
 - **Destination Dashboard**
 - **Questions?**

Explore **ASHEVILLE**

TOURISM PRODUCT DEVELOPMENT FUND (TPDF) CONTRACT AMENDMENTS

CHRIS CAVANAUGH
TPDF ADMINISTRATOR

Explore **ASHEVILLE**

BUNCOMBE COUNTY PROJECTS

Following project updates in the February 2022 BCTDA meeting, the board assigned Buncombe County's requests for contract amendments to increase funding for both the Enka Recreation Destination and Woodfin Greenway & Blueway projects to the TPDF Committee to review and make recommendations to the BCTDA.

ENKA RECREATION DESTINATION

Enka Recreation Destination by Buncombe County

- Awarded \$6,000,000 in 2018
- Premiere sports facility includes 3 turf soccer field conversions, lighting for newly turfed fields, and lighting at Bob Lewis Ballpark plus the Enka Heritage Trail. Includes 2 miles of greenway.

ENKA RECREATION DESTINATION

Project: Enka Recreation Destination Project

Grantee: Buncombe County

Awarded: \$6,000,000 in 2018

Background:

Initial funds were utilized for the completed installation of LED Lighting at Bob Lewis Ball Park, purchase of lighting for three Buncombe County Sports Park (BCSP) soccer fields, and award of the Astro Turf contract at BCSP. (BCSP Estimated Completion: October 2022)

Enka Recreation, a previously approved TPDF project, is requesting additional funds due to inflation, cost overruns and additional player and visitor amenities.

- **Total New Funding Request:** \$750,000
- **Matching Funds:** \$750,000+ from Buncombe County which County Commissioners has already approved.

Committee Recommendation: Amend contract to allocate additional \$750,000 from TPDF

ENKA RECREATION DESTINATION

Questions/Discussion

ENKA FUNDING APPROVAL

Chair Kathleen Mosher

- Motion for Consideration:

Motion to approve the Enka Recreation Destination contract amendment as recommended by the TPDF Committee

- Motion Second
- Discussion
- Vote

WOODFIN GREENWAY & BLUEWAY

Woodfin Greenway & Blueway by Town of Woodfin & Buncombe County

- Awarded \$2,250,000 in 2017
- Recreation infrastructure project with five miles of new greenway trails, the Silverline Park on the French Broad River, and the in-stream Whitewater Wave feature, Riverside Park expansion and Beaverdam Creek.

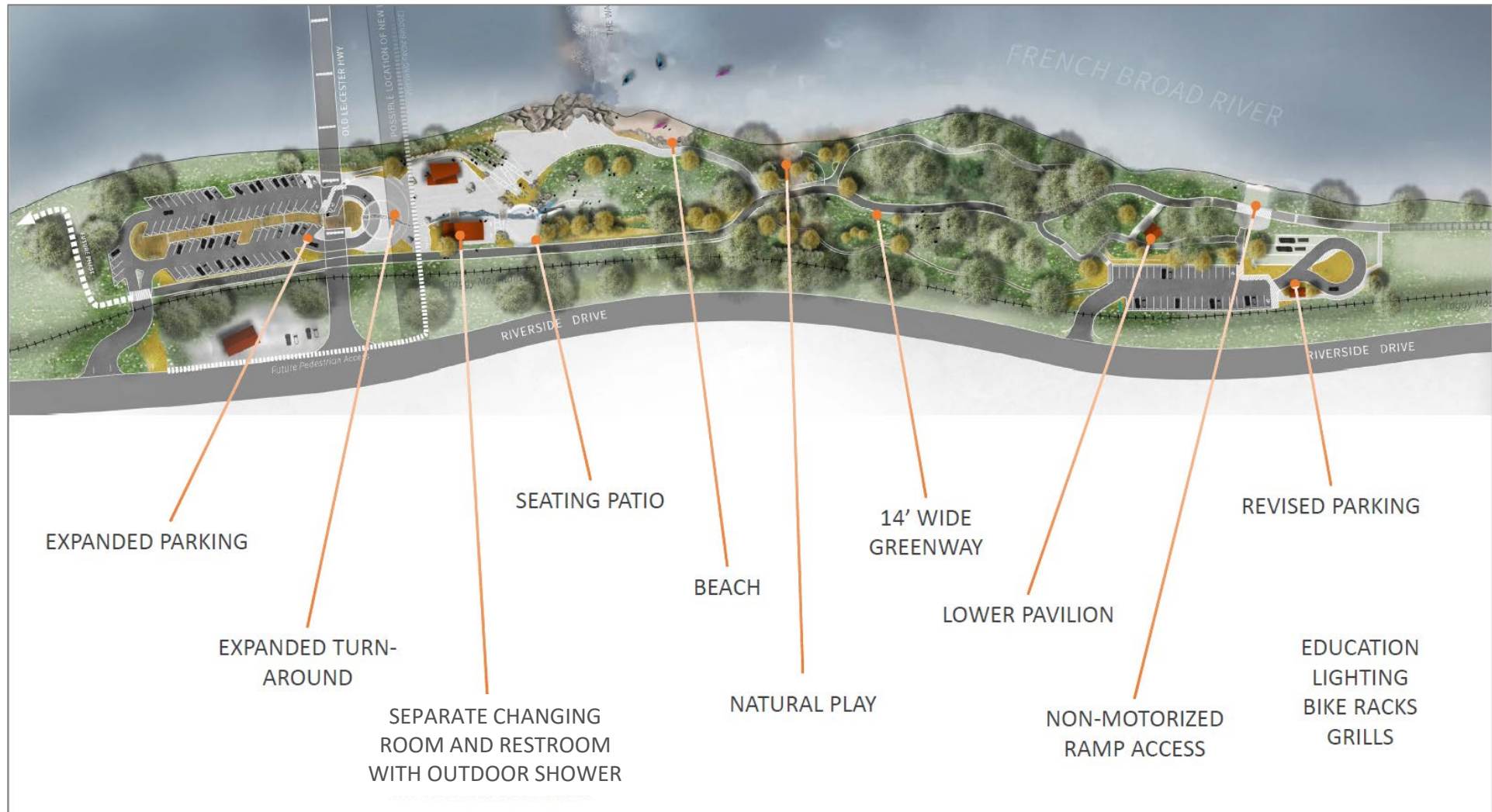
STRATEGIC ALIGNMENT



SIGNIFICANT CHANGES

Item	Changes
Riverside Park	<ul style="list-style-type: none">• Added 3.5 acres for a total of 8.6 acres• Changes: viewing pavilion, terraced boulder seating, restrooms/changing rooms, 80+ parking lot, picnic shelter, play features, expanded boat launch, widened greenway section• Required for Wave permitting: extensive fill removal to achieve a “no-rise” flood condition, increased erosion control measures and durable storm drain infrastructure
Whitewater Wave	<ul style="list-style-type: none">• Changes: increased height of Wave structure to accommodate bypass and proper river flow conditions







WOODFIN GREENWAY & BLUEWAY



VISITATION IMPACT

Visitation	Capacity and Amenities	Dispersal
<ul style="list-style-type: none">• Tourism (estimated room nights)<ul style="list-style-type: none">• Year 1: 10,226• Year 2: 11,449• Year 3: 12,374• Usage (residents and visitors)<ul style="list-style-type: none">• 1,000 visits per day• Estimated 30% visitors	<ul style="list-style-type: none">• 80+ additional permanent parking spaces w/ additional overflow• 3+ acres of additional park and greenspace• Wave Viewing Access Improved:<ul style="list-style-type: none">• Grand pavilion overlooking Wave• Amphitheater seating• Changing rooms and large restroom facilities	<ul style="list-style-type: none">• Establishes the Woodfin Recreation Destination• Creates a riverfront amenity that lessens impact on other amenities• Adds four river access sites for all types of water craft• Builds upon existing TDA investments in the RAD

PROJECT MILESTONES

		CY 2022				CY 2023				CY 2024				CY 2025			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Riverside Park	Design	Design 															
	Permitting	Preliminary Permitting		Permitting													
	Funding					100% funding needed 				 Cash disburse			 Cash disburse				
	Construction					Req for Proposals		Construction									
Wave	Design	Design															
	Permitting	Preliminary Permitting		Permitting													
	Funding					100% funding needed 				 Cash disburse							
	Construction					Req for proposals			Construction								

WOODFIN GREENWAY & BLUEWAY

Project: Woodfin Greenway & Blueway (WGB) Project

Grantee: Town of Woodfin & Buncombe County

Awarded \$2,250,000 in 2017

Background:

County requested a contract amendment to increase funding by \$6 million for a total investment of \$8.25 million in order to deliver a dynamic, impactful, and community-altering destination. The project has seen significant changes since 2017. Key project changes are related to increased scope, regulatory measures, and inflation.

- **Total Funding Request:** \$8.25 million (\$6 million additional funds)
- **Other Funding Sources:** 70+% of the funding for this \$29.933 million project comes from non-TDA sources, including local government bonds and general appropriations, Federal and State grants, and community donors.

Committee Recommendation: Amend contract to allocate additional \$6 million from TPDF

WOODFIN GREENWAY & BLUEWAY

Questions/Discussion

WOODFIN GREENWAY & BLUEWAY FUNDING APPROVAL

Chair Kathleen Mosher

- Motion for Consideration:

Motion to approve the Woodfin Greenway & Blueway contract amendment in the amount of \$5,890,000

- Motion Second
- Discussion
- Vote

WOODFIN GREENWAY & BLUEWAY FUNDING APPROVAL

Chair Kathleen Mosher

- Motion for Consideration:

Motion to approve the Woodfin Greenway & Blueway contract amendment as recommended by the TPDF Committee

- Motion Second
- Discussion
- Vote

MARKETING INVESTMENT & CREATIVE SPIRIT UPDATE

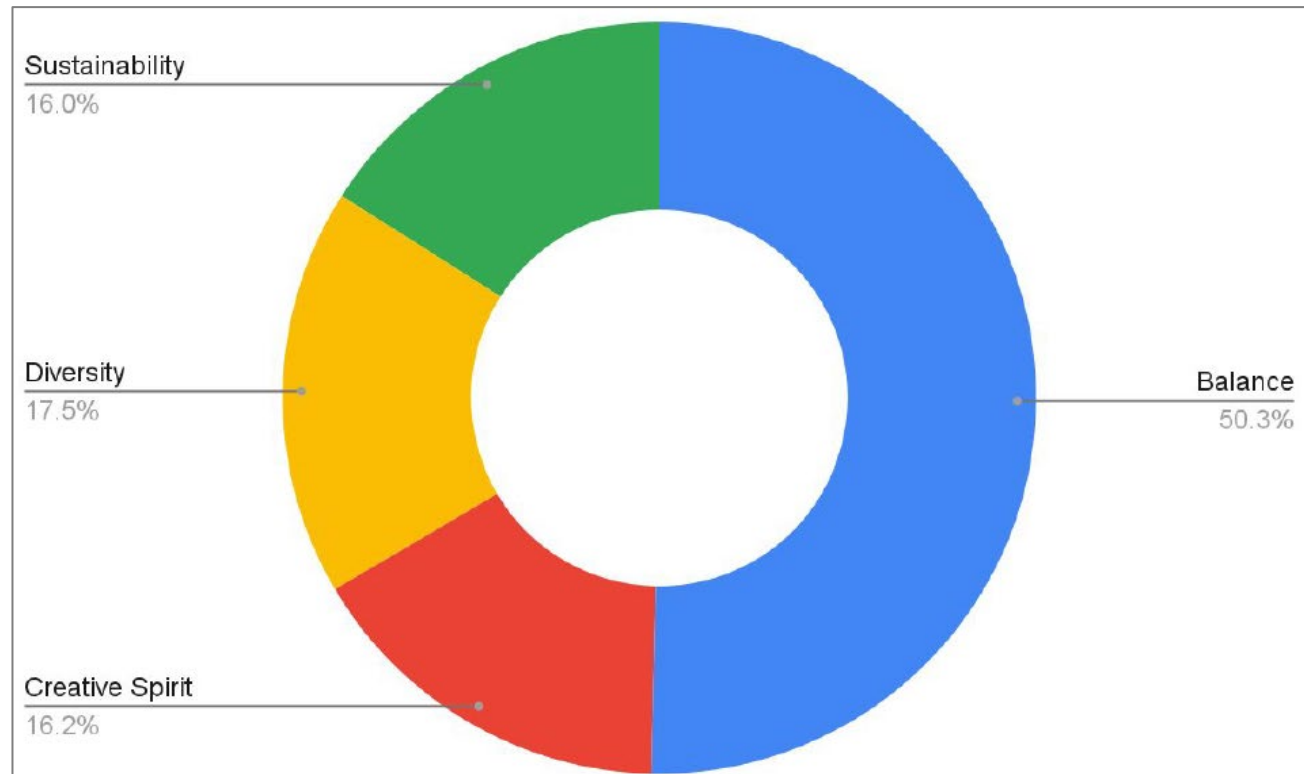
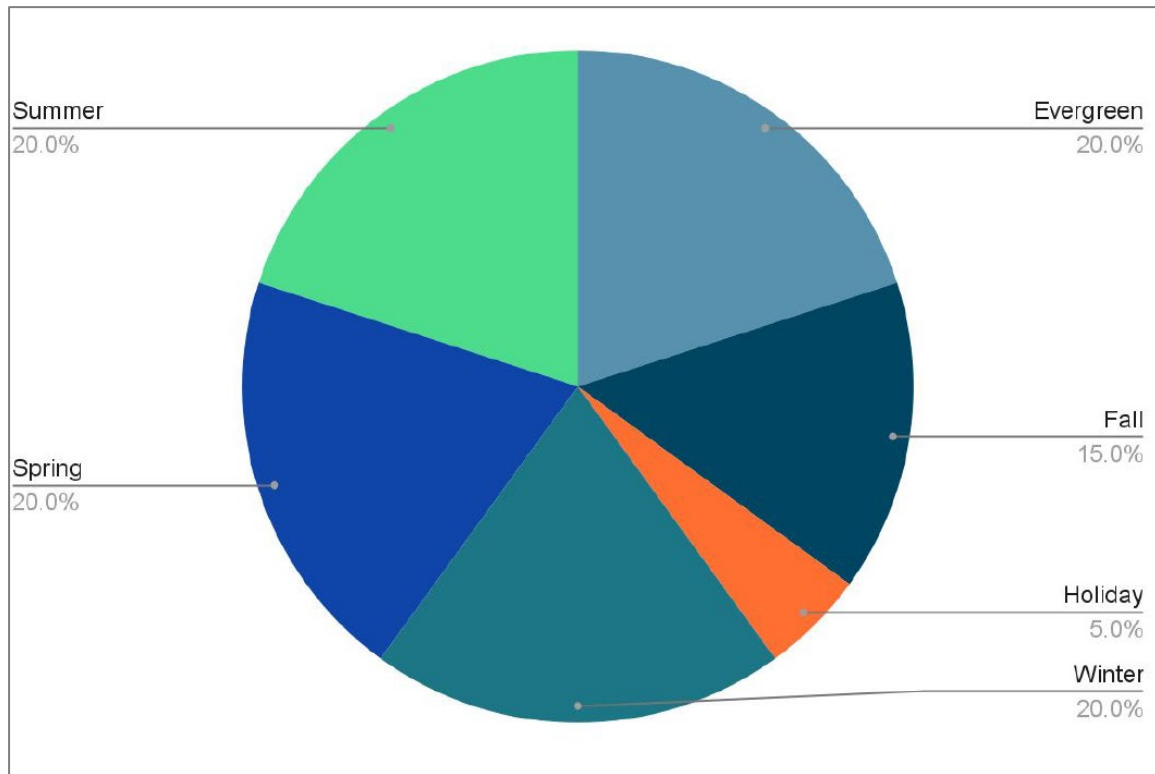
MARLA TAMBELLINI
SENIOR VICE PRESIDENT OF MARKETING

Explore **ASHEVILLE**

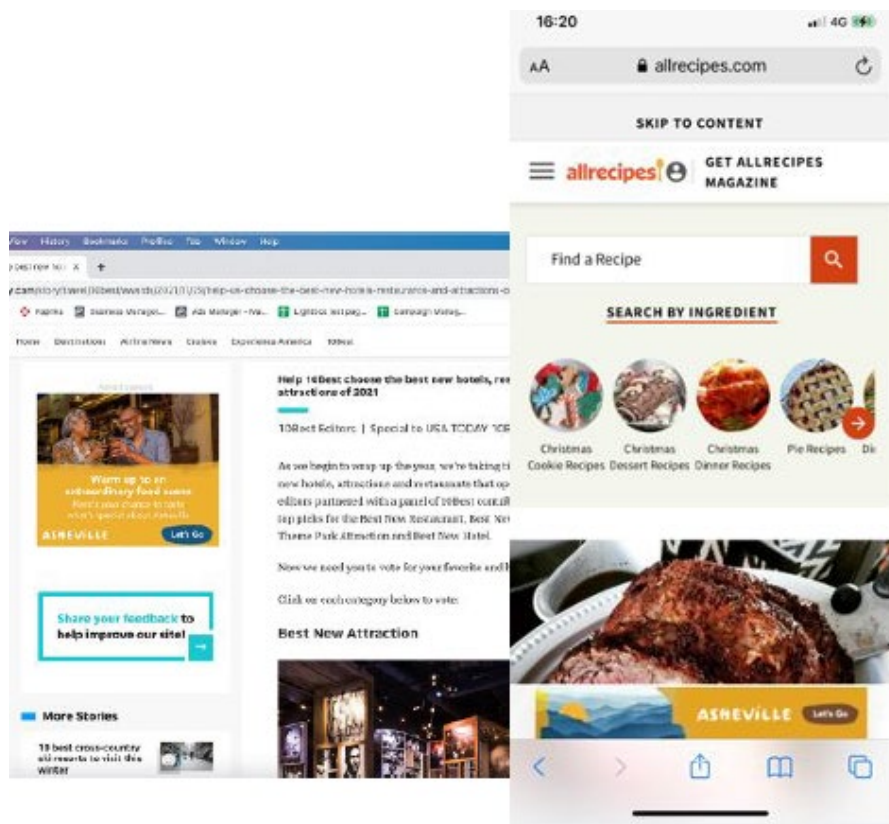
OVERVIEW

- Media in market
- How we are responding to the slowing market
- US Open sponsorship
- Content partnerships

PAID MEDIA ALLOCATIONS



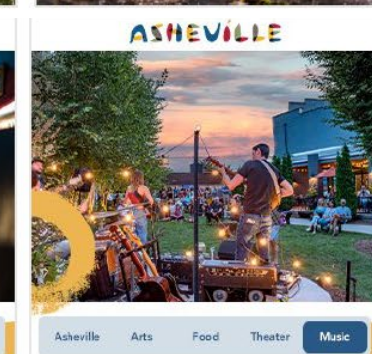
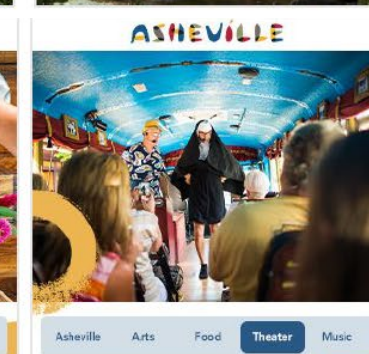
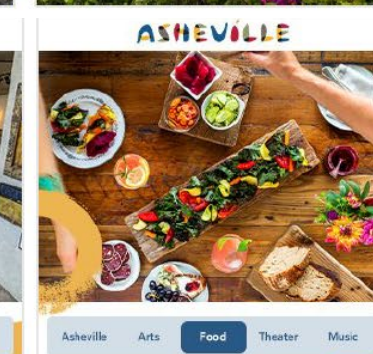
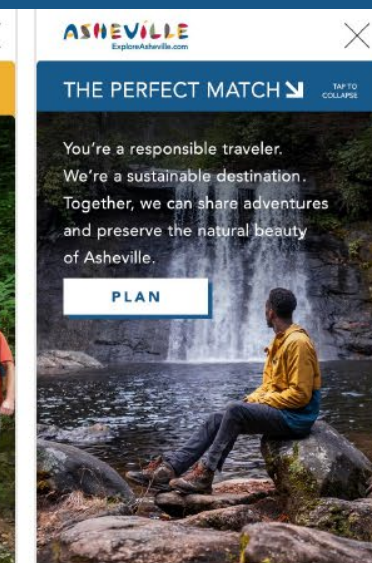
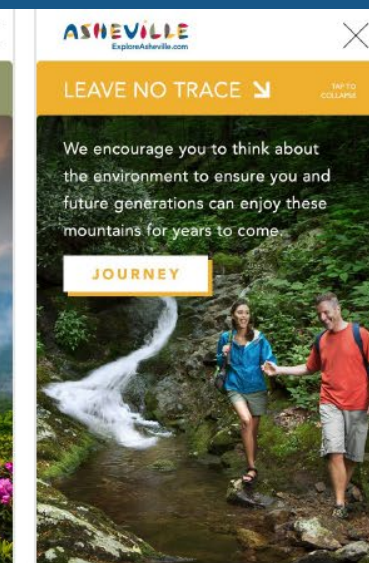
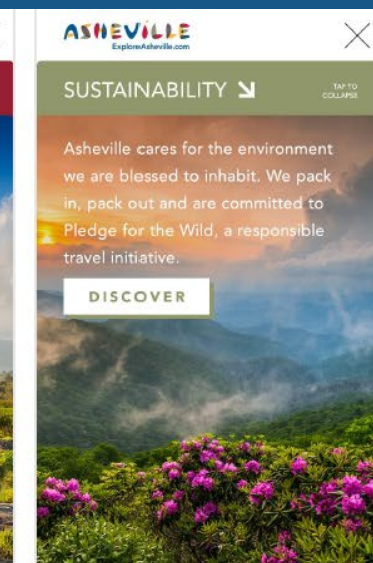
PROGRAMMATIC



Advertise to Travelers Across Sites and Apps Like



MOBILE RICH MEDIA



CONNECTED TV

STRATEGY

Reach consumers with our :15 and :30 video ads across our markets via CTV – devices such as Roku, Apple TV, Firestick – that connects or is embedded to a television to support video content streaming



STREAMING RADIO



Audacy's monthly online listening is estimated around **60M+** and has unduplicated reach to audiences unavailable on other platforms.



PAID SOCIAL – META



Visit Asheville

Your creativity deserves your attention. Nurture it in Asheville.



EXPLOREASHEVILLE.COM
Take a Class

LEARN MORE



EXPLOREASHEVILLE.COM
Visit a Gallery

LEARN MORE



EXPLOREASHEVILLE.COM
Get Inspired Outside

LEARN MORE



Visit Asheville

It's leaf season. See the Blue Ridge Mountains turn red and gold when you visit Asheville this fall.

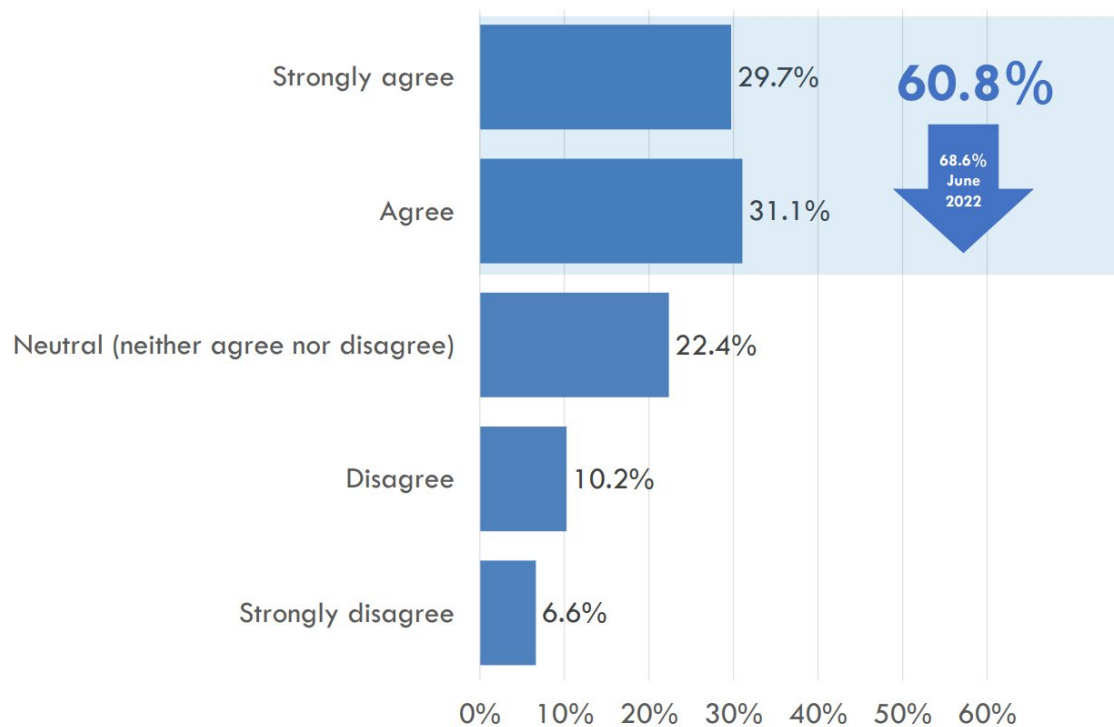


EXPLOREASHEVILLE.COM
See Our Fall Color Map
The Best Foliage, Week by Week

LEARN MORE

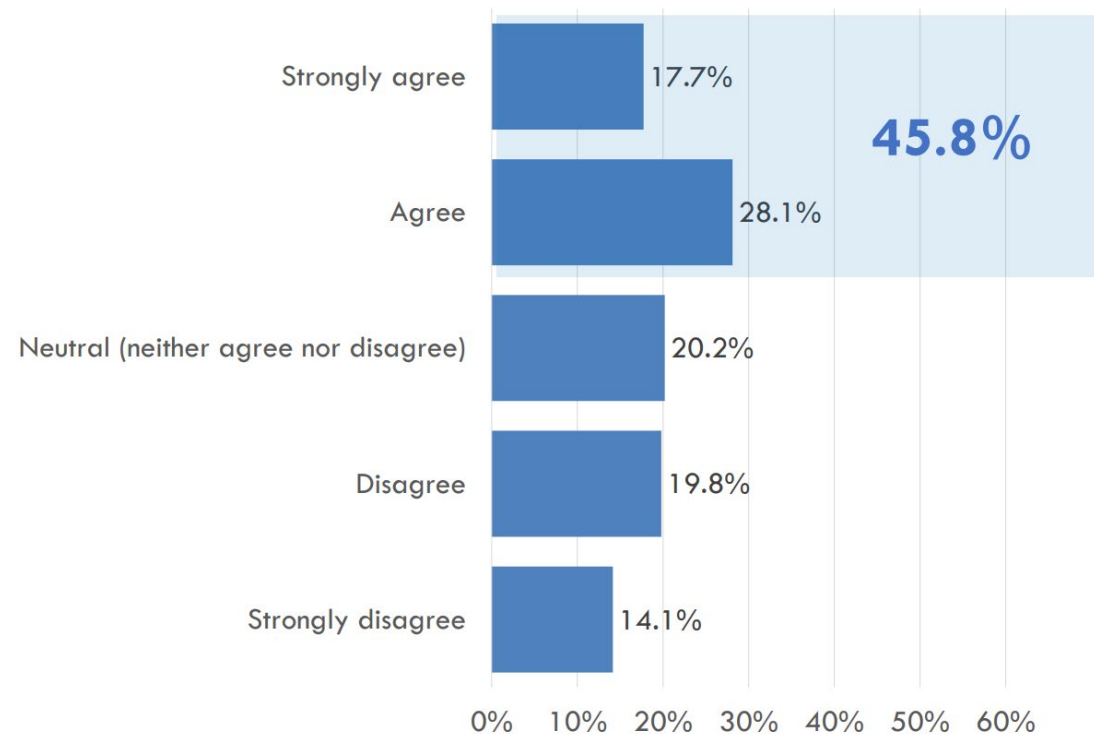
TRAVEL CHALLENGES

GASOLINE PRICES & ROAD TRIPS



Q: If gasoline prices don't come down, I'll be taking fewer road trips this summer/fall.

TRAVEL PRICES AS AN IMPEDIMENT TO TRAVEL



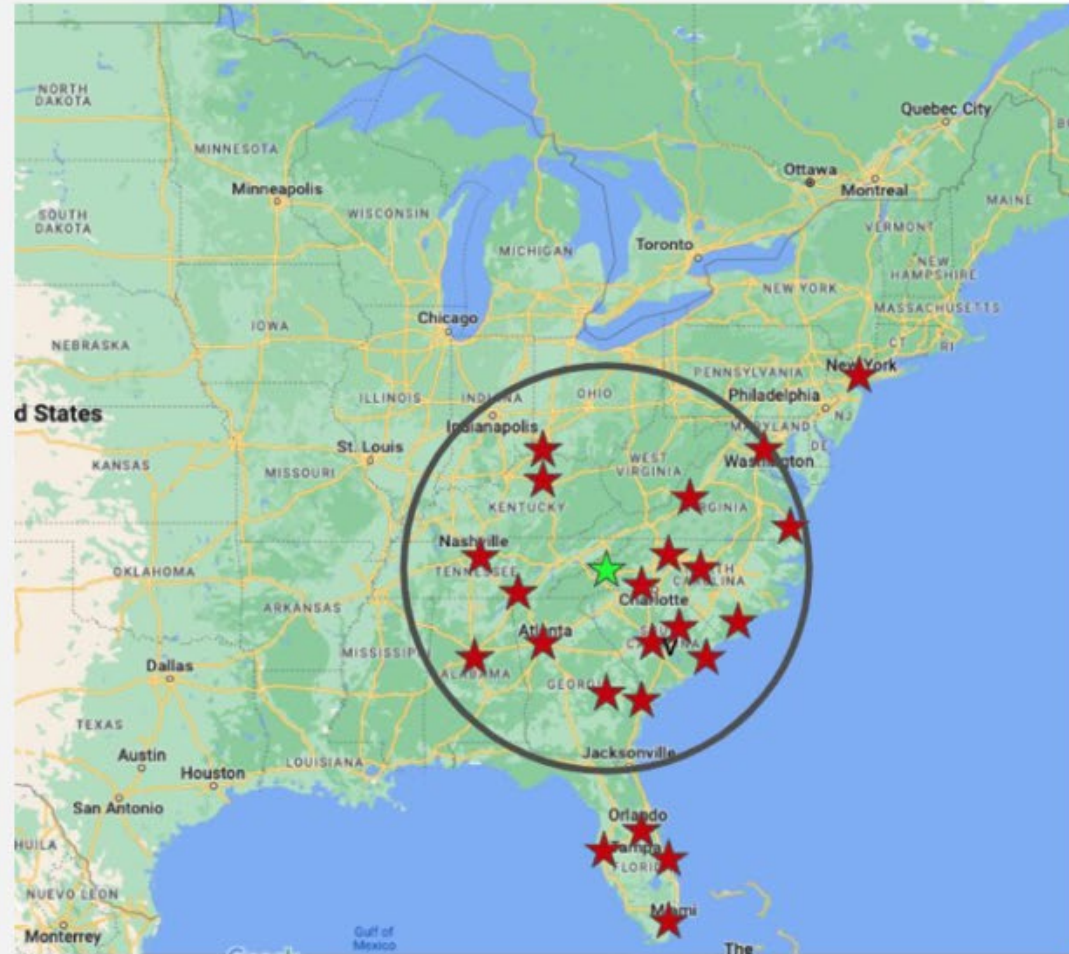
Q: High travel prices have kept me from traveling in the past month.

DRIVE MARKET ANALYSIS

DRIVE MARKETS

Approximately 375 Mile Radius
around Asheville

- Atlanta
- Augusta
- Chattanooga
- Cincinnati
- Columbia, SC
- Greensboro/High Point
- Greenville/New Bern
- Lexington
- Louisville
- Nashville
- Raleigh/Durham
- Roanoke
- Savannah
- Washington DC
- Wilmington



FLY MARKETS



NONSTOP FLIGHTS



Visit Asheville

Nonstop flights to Asheville make getting away this fall even easier. ✈️



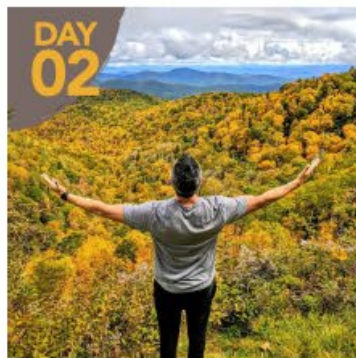
Nonstop Flights
to AVL

[LEARN MORE](#)



Taste the Freshness

[LEARN MORE](#)



Hike Through
Fall Foliage

[LEARN MORE](#)



Turn Sand Into
Artisanal Glass

[LEARN MORE](#)



Meet the Masters
of Craft Beer

[LEARN MORE](#)



Plan Your
Week

[LEARN MORE](#)

PAID SOCIAL

IMMERSING YOURSELF
DOESN'T HAVE TO
BREAK THE BANK.
**DISCOVER LATE
SUMMER DEALS.**



Visit Asheville

Breathtaking mountains, artistic havens and natural wonders are a short drive away. Immerse yourself in Asheville.



EXPLOREASHEVILLE.COM

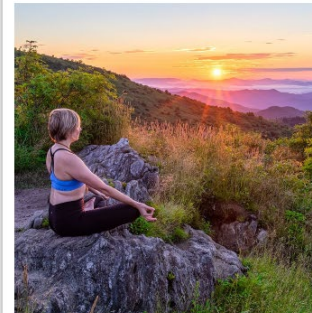
Find your adventure
Make memories in Asheville

[Learn More](#)



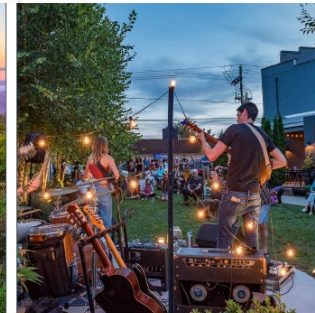
Visit Asheville

Creative culture, natural wonders and affordable experiences are waiting for you in Asheville.



EXPLOREASHEVILLE.COM
Get Outside

[Learn More](#)



EXPLOREASHEVILLE.COM
See Live Performances

[Learn More](#)



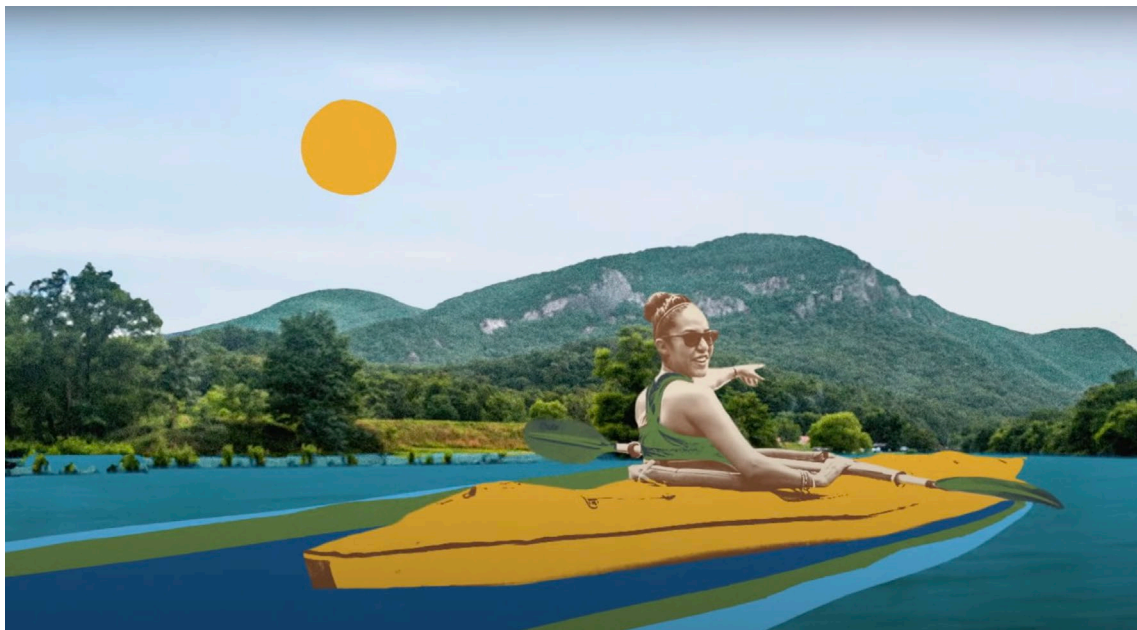
EXPLOREASHEVILLE.COM
Spark Creativity

[Learn More](#)

MESSAGING

- Last-Minute
- Value
- Reasons to come now

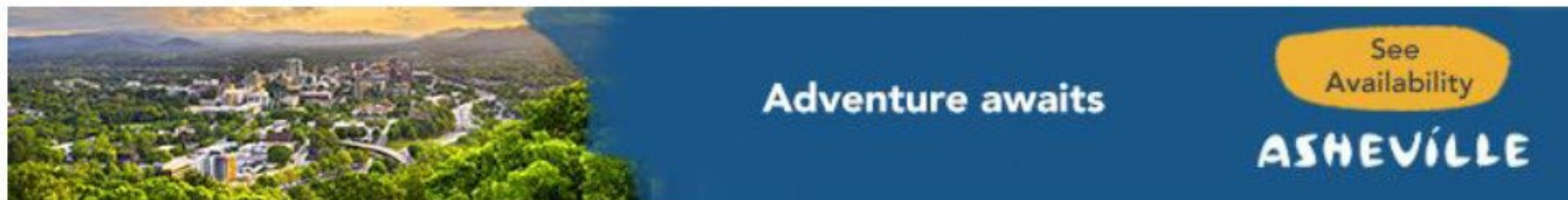
LINEAR TV



SEPTEMBER TV

- **Strategy:** Drives top-of-mind awareness from select core drive markets with familiarity.
- **Markets:** Atlanta, Raleigh/Durham, Nashville, Cincinnati
- **Flight period:** September

BOOKING SUPPORT



US OPEN PARTNERSHIP



“Official Tourism Partner” of the US Open

- Builds on Asheville’s partnership with USTA as three-time host of the Billie Jean King Cup matches and aligns with objective to attract more brand-aligned events.
- High-profile event that garners significant media coverage from the initial news release to post-coverage images.
- Shines spotlight on Asheville through on-court signage in Arthur Ashe Stadium, videoboards at the USTA Billie Jean King National Tennis Center and marketing messages on usopen.org and US Open Radio.
- Opportunity to cultivate relationships with meeting planners and media.

US OPEN AUDIENCE

TV Coverage:

100+ hours of live coverage
in US, Canada & UK and throughout the world.
Top 10 US markets for the 2021 US Open,
based on market rating:

1. New York
2. Washington, DC
3. Las Vegas
4. Birmingham
5. Los Angeles
6. Richmond
7. Philadelphia
8. San Diego
9. Austin
10. Denver

On Site:

700,000 fans in 2 weeks at the USTA Billie Jean King National Tennis Center; Average of 7 hours on-site for attendees

- Balanced female/male split (women make primary travel decisions)
- Ethnic breakdown based on on-site surveys : Caucasian: 64%, Asian American/Asian: 14%, African American/African: 13%, Hispanic: 9%
- 81% fans domestic; 56% are tri-state residents
- HHI of \$182,000 and avg age of 42
- 82% with college degree

US OPEN



UNEARTH A DEEPER CONNECTION

Shaped by ancient mountains and the world's oldest river, Asheville's nature is breathtaking. Its ever-evolving creativity is shaped by artists and painters, brewers and carvers, adventurers and entrepreneurs, growers and top chefs. Here, in the highest peaks in the East, Asheville nurtures big ideas while remaining grounded in its deeply independent roots. Asheville's creative spirit sparks energy and inspiration for locals and visitors alike. It's no wonder Asheville has played host to the USTA Billie Jean King Cup three times, only the second city in the United States to do so.



Fan Week starts Aug. 23: View the full schedule of events

us open SCORES SCHEDULE DRAWS PLAYERS TICKETS VISIT WATCH NEWS SHOP [Learn more](#)

A colorful mountain getaway is always in. **us open** **ASHEVILLE** Proud Sponsor

FAN WEEK

- Flavors of the Open
- Dude Perfect & Em Belhold
- Tennis Plays for Peace
- Arthur Ashe Kids' Day

[FULL SCHEDULE](#)

TOP STORYLINE

- Qualifying draw
- 2020 finalist 2
- 2022 prize money
- Thiem leads men's
- Venus, Kenin a cards
- 25 years of As

A creative mountain getaway is always in.

us open

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Proud Sponsor



US OPEN TV

STRATEGY

Explore Asheville's larger USTA US Open sponsorship by securing broadcast linear TV and extending that reach via CTV

Approach: Run :30s brand spot on linear to align with full US Open event coverage and post-event coverage.



ASHEVILLE NIGHT SEPTEMBER 7: COMMUNITY INTEGRATION

Asheville Night Sponsor Session

- 2022 US Open with in-stadium promotion & distribution of promotional items
- On-site recognition, including branding on videoboards throughout the grounds
- Sponsoring Kiran Kudva and Jia Hind, two Junior Asheville Tennis Association members, to travel to NYC to escort coin tosser on court and attend match

Asheville Night Viewing Party

- Barrel Room at Funkatorium
- Explore Asheville partners and Asheville Tennis Association members. Registration is required as space is limited.
- Event starts at 6pm; Match starts at 7pm



MONOCLE



NATURE • CULTURE • BUSINESS

Asheville All-new peaks

ASHEVILLE
ExploreAsheville.com

Go your own way

Asheville's independent spirit is deeply rooted and attracting a wave of newcomers to the heart of Appalachia. We explore how the city's mountain climate and stirring landscape shape its life, culture and opportunities.

Explore Asheville × Monocle

EXPLORE ASHEVILLE × MONOCLE

Despite its astonishing natural beauty, Asheville is far more than just a mountain town and has deservedly become a hot spot for visitors, entrepreneurs and those seeking to put down deeper roots. With its thriving cultural scenes on the doorstep of outdoor adventure, it's no wonder that the city's businesses have a distinctive character and charm.

Warm welcome Downtown

Asheville was built on the idea of good hospitality. Downtown, that legacy lives on.

Of the city's many natural features, few define it like the one that you can no longer see. A stream used to run down what is today Lexington Avenue, serving as a watering hole for livestock. "Downtown was basically a corral," says Tebbe Davies, an artist and walking guide for Asheville by Foot. "Since the 1820s, Asheville's reason for being was entertaining visiting drovers."

With the popularity of the city's saloons came rapid growth. Though the population stagnated in the mid-20th century, today there are more than 100 independent restaurants and a proliferation of night-time haunts. Great efforts have been made to restore the tree canopy of downtown Asheville; for a glimpse of what the city offers today, stroll down Patton Avenue, whose elaborate shopfronts hark back to a time when it was lined with department stores. Few architects



Asheville's population is once again on the rise with a revival of its old hospitality spirit, with more than 100 restaurants and a proliferation of night-time haunts



have shaped this area as much as Douglas Ellington, whose art deco influence marks many of the city's streets, including the original city hall. A must-see is the S&W Cafeteria, restored by Ellington's nephews, with its Chrysler Building-like facade and food and beer hall within. At Pritchard Park, there's often live music – keep an ear out for the Friday night drum circle – then turn onto Battery Park Avenue and then Wall Street, where you'll find a clutch of smart retailers and cafés. Early Girl Eatery is a home-grown brand that's opening outposts across the state. Cut back up College Street, then left onto North Market Street, where the childhood home of novelist Thomas Wolfe still stands.

Downtown directory

Curatè
With its small plates and energetic service, Curatè won the James Beard award for hospitality this year.
13 Biltmore Ave;
curatetapasbar.com

Chai Pani
Indian street food. Don't miss the Spice Walla pop-up round the corner.
22 Battery Park Ave;
chaiapani.com

Table
Chef Jacob Sessom's inspired take on Southern cooking.
18 N Lexington Avenue;
tableasheville.com

Zambra
Iberian small plates and wine from an excellent list.
85 W Walnut Street;
zambraatapas.com

Shop

East Fork
Local ceramics and exquisite homeware.
15 Walnut Street;
eastfork.com

Horse + Hero
An airy boutique for prints and presents.
14 Patton Avenue;
horse-hero.myshopify.com

Malaprop's Bookstore
Visit this indie institution for a moment's calm.
55 Haywood Street;
malaprops.com

See

Center for Craft
Exhibitions that champion handmade artistry.
67 Broadway Street;
centerforcraft.org

Rabbit Rabbit
Food trucks with energetic music and events in the open-air.
75 Coxe Avenue;
rabbitrabbitavi.com



Asheville's artists

01
Daniel McClendon came from Michigan in 2008. "My art has grown. Some of that's down to this city."

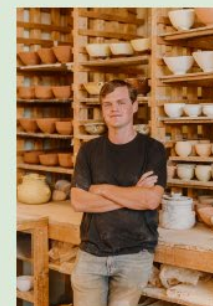
02
Artist Joyce Thornburg arrived from Florida in 2006. She works in Wedge Studios. "I came to paint every day. I wonder how I did anything else," she says.

03
Tech worker Addison Fuller moved to Asheville from Missouri last year. "I wanted to do something with my hands. Now I'm making Japanese-inspired ceramics using wild clay."

Creative flow River Arts District

One of the world's oldest rivers weaves through this city – and its banks serve as a beacon for artists and craftspeople.

The French Broad River was a major artery for goods in the 19th century. Today its traffic is mostly paddleboarders and kayakers but the river also gives form to one of the liveliest artist communities in the US, the River Arts District, which began in the 1970s when an entrepreneur started buying and renting out cheap studios not far from the water's edge. It is now a hive of activity for people from around the world working in a variety of mediums, from sculpture to sound art, with old warehouses and craft sheds transformed into little labyrinths of galleries and salons. What strikes you first is the sense of community – industrious people working side by side and then dropping into the Summit Coffee Co on a break or convening over a glass of wine at Bottle Riot at the end of a fruitful day. There's a notable profusion of people working in ceramics, with some exceptional examples. This is partly down to the quality of wild clay found nearby that's often suffused with a reddish tint from the iron in the ground.



Bright outlook Climate archive



Asheville's vast archive on the US climate and oceans offers a treasure trove of opportunity.

The Grove Arcade in downtown Asheville is a 1920s gothic revival masterpiece, packed with boutiques and restaurants. During the Second World War, it was commandeered by the US government to store vast amounts of data about the weather and oceanic activity from year to year. "They wanted to make sure that key assets were decentralised in the event that Washington was bombed," says Tim Owen, executive officer at the National Centers for Environmental Information (NCEI), the body that took over the archive and has its federal headquarters nearby. The NCEI keeps a close eye on how the climate changes, digitising the archive and adding to it with live updates from observers across the country. "We're interested in documenting and putting into perspective the extremes," says Owen. This cache of data has attracted a number of start-ups to the city, such as Fernleaf, a climate resilience consultancy that crunches the NCEI's data to make it more useful for policymakers and planners.

NATURE • CULTURE • BUSINESS

AFAR

ADVERTISEMENT

Easy Does It in Asheville

With a vibrant history expressed in timeless architecture and unmatched, unspoiled nature at its doorstep, slow down to experience more in this North Carolina city.

Asheville's abundance of cultural and scenic delights invite longer stays and off-season travel, making it easy to savor a trip here that's as rewarding as it is responsible.

The Grove Arcade is the jewel in Asheville's crown of architectural riches, with Neo-Gothic glass and ornate terracotta housing locally owned boutiques that hint at the wealth of goods waiting to be discovered throughout the city.

Stroll 13 square miles of lush gardens and sip fine wine from the onsite vineyard at George W. Vanderbilt's Biltmore Estate, a painstakingly preserved cultural icon still owned by the same family to this day.

Experience the area's heritage as a wellness sanctuary at Omni Grove Park Inn's 40,000 square-foot underground spa with mineral pools, waterfalls, and even more reasons for an extended—or repeat—trip to Asheville.

Accessible, Wild Appalachia

These epic mountain trails lie just outside of the city.

Connecting Asheville with the Great Smoky Mountains and beyond, the Blue Ridge Parkway provides a portal to sweeping mountain views and world-class forest trails. See the vibrant rhododendrons, wildflowers, or fall foliage of Craggy Gardens and follow in Michelle and President Obama's footsteps on the family-friendly Craven Gap.

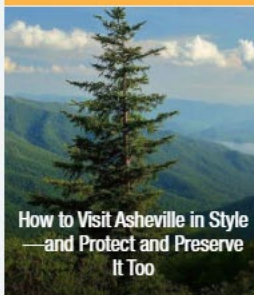
From Craggy Gardens, you can look down and see Black Mountain, a small town whose charm has drawn artists for some 100 years and which offers access to the Graybeard Trail among others. More experienced hikers will want to visit Devil's Courthouse, where those who summit the sinister-looking rock formation will share in heavenly views with the Peregrine falcons who nest nearby.

ASHEVILLE
ExploreAsheville.com



Photo: David Hume

PRESENTED BY **ASHEVILLE**



How to Visit Asheville in Style
—and Protect and Preserve
It Too



This City is Better for
Everyone, By Design



ExploreAsheville.com

ASHEVILLE



The Top Wild Places in
Asheville and How to Explore
Them

AFAR

Travel Guides Inspiration Tips + News Hotels Journeys [Subscribe](#)



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Photo by Alvaro Moran

MADE IN THE SOUTH AWARDS



GARDEN@GUN
In Partnership with Explore Asheville
PRESENTS

13TH ANNUAL
Made IN THE South
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GRAND PRIZE
\$10,000

WONDERBIRD SPIRITS
FIELD TO BOTTLE
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NO. 97
MAGNOLIA
EXPERIMENTAL
HAND DISTILLED
IN MISSISSIPPI
45% ALC/VOL (90 PROOF)

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SUNDAY SUPPER SERIES



NOV
6

ATLANTA, GA
**Sunday
Supper
with Shuai
Wang**



NOV
13 - NOV
14

ASHEVILLE, NC
**Spirit of
Asheville: A
Creative
Experience**

IN PARTNERSHIP
WITH
Explore Asheville

GARDEN & GUN + EAST FORK

G&G + Explore Asheville
present

East Fork Feast

JULY 27, 2022 • GINNY'S SUPPER CLUB

Featuring flavors of Asheville from
Ashleigh Shanti, Good Hot Fish

ENTRÉES

Red Rooster Fried Chicken
with Hot Honey and Chicken Shake

Jimmy Red Cornmeal Fried North Carolina Catfish
with Trout Roe Tartar Sauce

SIDES

Sour Corn Chowchow
Sweet Potatoes with Ogiri and Ramp Chermoula
Marinated Heirloom Tomatoes and Sweet Onions

DESSERT

Red Rooster Salted Caramel Donut with
Sweet Potato Cream and Raspberry-Lime Jam
paired with Eda Rhyne Whiskey

WINES

VIDL 2021 Sauvignon Blanc
VIDL 2021 Blaufränkisch Rosé
VIDL 2020 Tempranillo



NOMADNESS

MANIFESTO:

WE GATHER HERE TODAY, TO SHOW THE WORLD WHERE TRAVEL, INTELLECT, ART, AND VIBES COLLIDE.

WE ARE THE NOMADS, GAME CHANGERS, CREATIVES, & MOUTHPIECES OF OUR GENERATION.

WE ARE OPINIONATED, INTELLECTUAL, AND INNOVATIVE.

WE GIVE A DAMN ABOUT THE WORLD, AND WHERE IT'S HEADED.

WE TRAVEL FOR CULTURAL EXCHANGE AS MUCH AS WE DO FOR SELF-PRESERVATION.

WE HAVE THE AUDACITY TO CELEBRATE OUR JOYS, AND POWER THROUGH OUR PAIN.

WE ATTRACT OUR TRIBE, THEREFORE, THAT'S WHY WE ARE HERE.

BUT MAKE NO MISTAKE...
WE ARE EVERYWHERE.



SPONSORS & PARTNERS

NOMADNESS

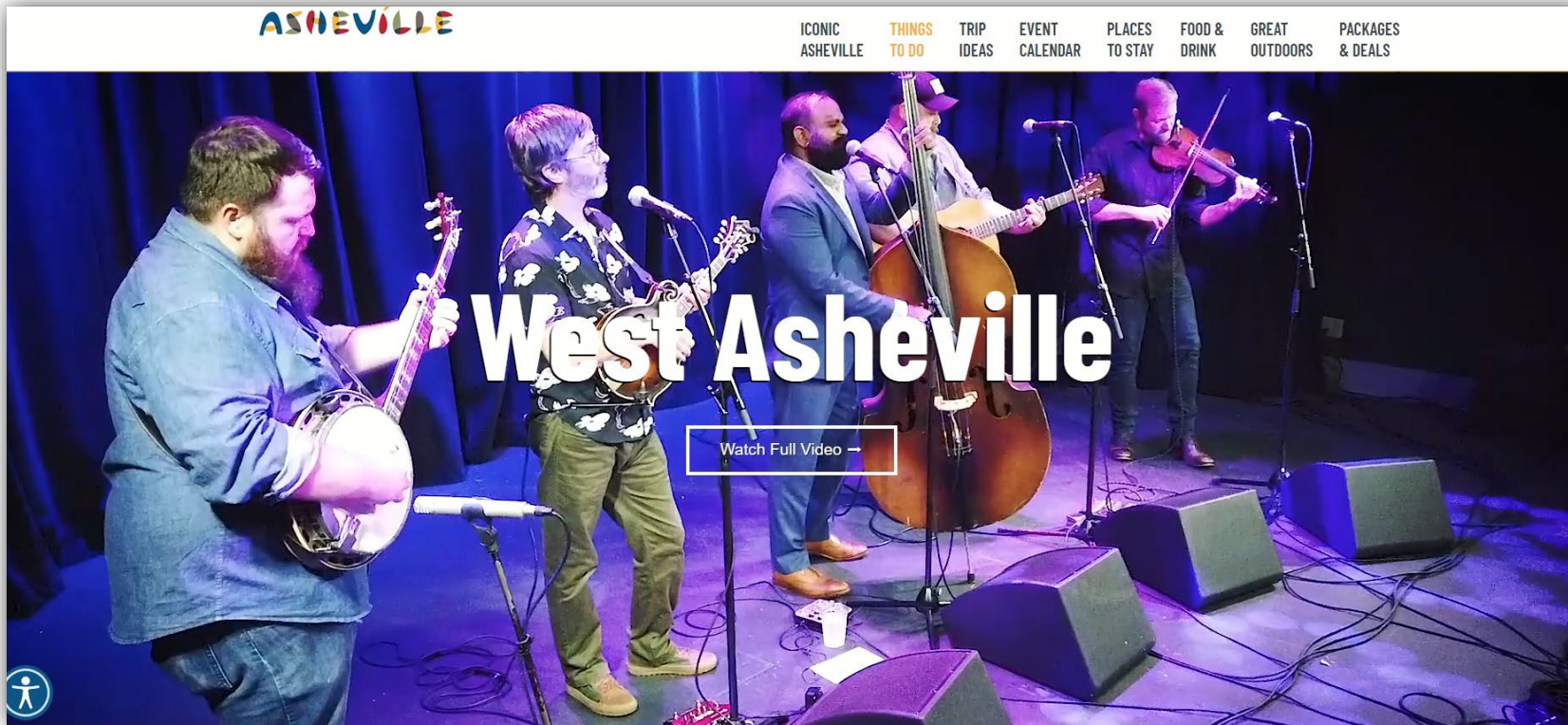
SUNDAY II SUNDAY



Newark
Happening.com



WEST ASHEVILLE CAMPAIGN

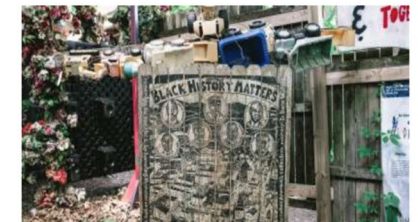


ASHEVILLE



Past & Present: The Story of Burton Street in West Asheville

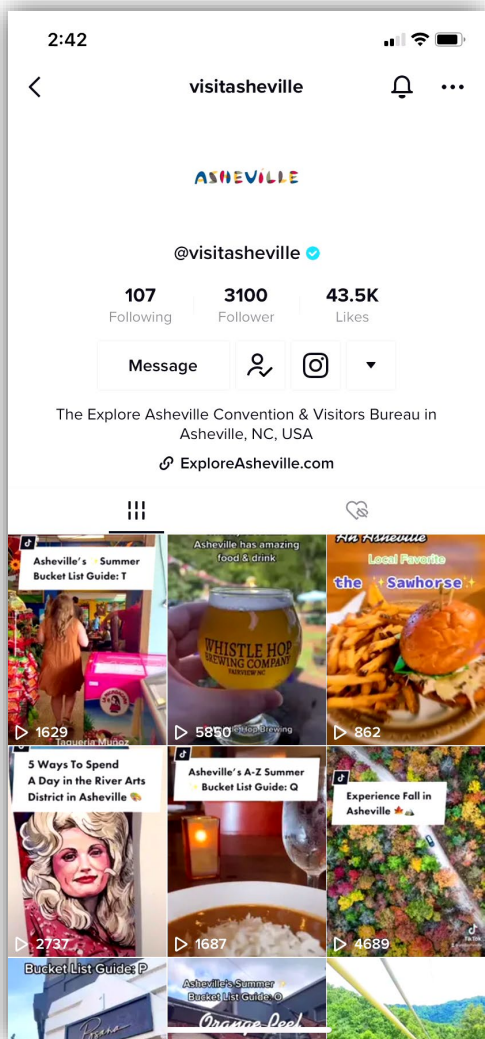
By Ricardo Tejada



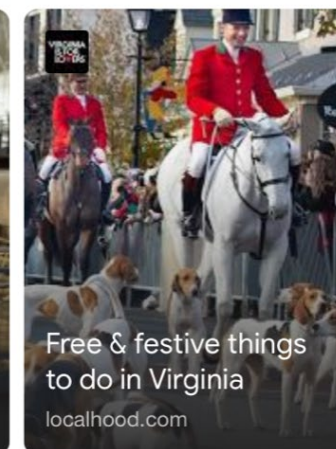
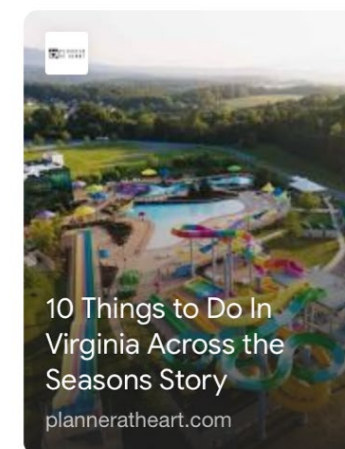
Asheville is a small city that's known to many people for quite a few things. A perennial qualifier as one of the **best cities in the U.S. to live or visit**, the accolades for its **food**, **breweries**, **outdoors**, and **art** scene are as boundless as the mountains in which it's situated. If the waterfalls and



CONTENT PARTNERSHIPS



Visual stories



MARKETING UPDATE

Questions/Discussion

CITY COUNCIL UPDATE

Councilmember Sandra Kilgore

Asheville City Council Update

MISCELLANEOUS BUSINESS

Chair Kathleen Mosher

LIVE VIRTUAL PUBLIC COMMENTS

Chair Kathleen Mosher

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, August 30 no requests to speak had been received.

IN-PERSON PUBLIC COMMENTS

Chair Kathleen Mosher

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.

ADJOURNMENT

Chair Kathleen Mosher

- Motion for Consideration:
 - Motion to adjourn the BCTDA meeting
- Motion Second
- Discussion
- Vote

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting:

Wednesday, September 28, 2022 | 9:00 a.m.

Explore Asheville Board Room

27 College Place | Asheville