BUNCOMBE COUNTY

EXPLORE ASHEVILLE

TOURISM DEVELOPMENT AUTHORITY

FY24 BCTDA Annual Planning Session

Friday, March 24, 2023 | 8:30 a.m.
Grand Bohemian Hotel, Kessler Ballroom | 11 Boston Way, Asheville
Members of the public may attend in person or register here to view a livestream* of the session.

<u>AGENDA</u>

Time	Item	Speaker
8:30 a.m.	Breakfast and Social Time	Open Discussion
10:00 a.m.	Call to Order, Welcome & Introductions *Livestream begins at 10:00 a.m.; in-person participants gather at 8:30 a.m.*	Kathleen Mosher
10:15 a.m.	Strategic Imperatives: Progress Update	Vic Isley
10:45 a.m.	Break *Livestream pauses during scheduled break and resumes after 15 minutes.*	
11:00 a.m.	2023 Resident Perspectives on Tourism	Chris Davidson EVP Travel Intelligence MMGY Global
11:30 a.m.	Group Breakout Discussion *Livestream pauses during breakout discussion and resumes after lunch.*	Group Discussion
12:00 p.m.	Lunch and Social Time *Livestream remains paused during lunch hour and resumes at 1:00 p.m.*	Open Discussion
1:00 p.m.	Travel and Economic Outlook	Zeek Coleman Vice President, Americas Tourism Economics
1:30 p.m.	Group Breakout Discussion *Livestream pauses during breakout discussion and resumes after 30 minutes.*	Group Discussion
2:00 p.m.	Break *Livestream pauses during scheduled break and resumes after 15 minutes.*	
2:15 p.m.	Community Project Investment Parameters	Tiffany Thacker
2:45 p.m.	Group Breakout Discussion *Livestream pauses during breakout discussion and resumes after 30 minutes.*	Group Discussion
3:15 p.m.	Wrap-Up & Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday April 26, 2023,** 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.