

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

Wednesday, September 29, 2021 | 9:00 a.m.

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

Agenda

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Welcome New BCTDA Board Members - Larry Crosby, The Foundry Hotel - Matthew Lehman, Grand Bohemian Hotel Asheville - Michael Lusick, FIRC Group, Inc.	Vic Isley
9:10 a.m.	Approval of 08.25.21 Meeting Minutes	Kathleen Mosher
9:15 a.m.	August 2021 Financial Reports	Jennifer Kass-Green
9:20 a.m.	President & CEO Report a. Industry Metrics b. BCTDA Annual Meeting Recap c. Other Updates	Vic Isley
9:30 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
9:35 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
9:40 a.m.	Miscellaneous Business	Kathleen Mosher
9:45 a.m.	Comments from the General Public	Kathleen Mosher
9:55 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA meeting is on **Wednesday, October 27, 2021**, at 9:00 a.m., either virtually or in the Explore Asheville Board Room at 27 College Place in Asheville. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 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.

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

Board Meeting Minutes Wednesday, August 25, 2021

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Leah Ashburn, Andrew Celwyn, Gary Froeba, Himanshu Karvir, John Luckett, John McKibbin
- Absent (Voting):** None
- Present (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- Absent (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Pat Kappes, Jonna Sampson, Kathi Petersen, Daniel Bradley
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette
- Online Attendees:** Noah Wilson, Mountain BizWorks
Cristina Hall Ackley, Ginger's Revenge
Rich Cundiff, Rocky's Hot Chicken Shack
Tim Green, Sole82
Torin Kexel, The Flying Bike
Carli Adams, Glenn Cox, Kathryn Dewey, Hannah Dosa, Connie Holliday, Jennifer Kass-Green, Holly Oakley, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff
Jane Anderson, Asheville Independent Restaurant Association
Kit Cramer, Asheville Area Chamber of Commerce
Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce
Madison Davis, Andrew Lawrence; Asheville Buncombe Regional Sports Commission
Jim Muth, Past BCTDA Board Member
Robert Michel, Asheville Homestay Network
Rick Bell, Engadine Inn and Cabins
Jason Sandford, Ashevillegas Hot Sheet
John Boyle, Asheville Citizen-Times
Brooke Randle, Mountain Xpress
Bryan Overstreet, WLOS
Sunshine Request

Additional tourism community partners and members of the public registered in advance and viewed the meeting online.

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the in-person joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- Minutes from the July 28, 2021, BCTDA regular monthly meeting were approved with an 8-0 vote.
- The July 2021 financial statements were approved with an 8-0 vote.
- An update from Buncombe County Commissioner Robert Pressley was heard.
- Ms. Isley provided her President & CEO's report.
- Noah Wilson with Mountain BizWorks presented the BCTDA Tourism Jobs Recovery Fund's 12-month report, and four grant recipients shared testimonies centering on the impact the Fund had on their businesses.
- One item was discussed under Miscellaneous Business.
- Under Comments from the General Public, no public comments were shared verbally or received via email.
- Ms. Isley thanked and recognized five outgoing BCTDA board members: Gary Froeba, Himanshu Karvir, John McKibbin, John Luckett, and James Poole.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:14 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher welcomed everyone to the online meeting and said that since an indoor mask mandate was recently reinstated in Buncombe County, the decision to have this month's meeting via virtual format was made in order to allow for a better viewing experience for our online audience, since masks muffle voices. She called the virtual joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m.

Chairwoman Mosher said the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com) and the recording and additional materials will be posted after the meeting.

Board Member Roll Call: Board members responded as Chairwoman Mosher called roll verifying all BCTDA members were virtually in attendance, except for Councilmember Kilgore, who was absent.

Approval of Meeting Minutes

Mr. Celwyn made a motion to approve the July 28, 2021, regular meeting minutes as presented. Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

July 2021 Financial Reports

Mr. Warn reviewed the July 2021 financial reports.

In response to Mr. Celwyn's question asking if the significant increase in revenue for the month could be related to late occupancy tax payments coming in, Mr. Warn said it's possible and he will do some research and report back to the board.

Mr. Karvir made a motion to approve the July 2021 financial reports as presented. Mr. Froeba seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

Buncombe County Commission Update

Chairwoman Mosher said to accommodate Commissioner Pressley's schedule, we are moving his update up on today's agenda.

Commissioner Pressley provided an update on county-related business, including Governor Cooper's visit to Candler related to flooding, the Asheville-Buncombe Regional Sports Commission's announcement of the Asheville Championship coming to Asheville, and the emergency number (828.844.5455) residents can call for assistance related to flood damage from Tropical Storm Fred.

Chairwoman Mosher thanked Commissioner Pressley for his report.

President & CEO Report

Ms. Isley shared her President & CEO's report, in which she provided recent lodging metrics and Explore Asheville's 3Ws Bear campaign redistribution efforts following the reinstated county-wide mask mandate.

Board Member Appointment Status

Ms. Isley reviewed the process and timeline the Buncombe County Commissioners and Asheville City Councilmembers plan to follow to appoint new board members to fill five upcoming vacancies on the BCTDA. She said it is anticipated that the new members will be appointed before the September board meeting.

Legislative Update

Ms. Isley reported on the legislative process related to the proposed change in the occupancy tax split from the current 75% to operating and 25% to the Tourism Product Development Fund (TPDF), to a 67% operating/33% TPDF split, which is being advocated by area hotel leadership. She also provided an update on allocations for travel and tourism in state and federal budgets and American Rescue Plan (ARPA) grant funding. Ms. Isley said Explore Asheville will work collaboratively with local and regional partners to assist in securing additional funding for our community, where appropriate.

Upcoming Events – BCTDA Annual Meeting

Ms. Isley shared information on upcoming events with details and registration links on [AshevilleCVB.com](https://www.ashevillecvb.com):

- A Festivals and Cultural events grant program information session is scheduled for September 1. *(Editor's note: the date was subsequently changed to September 8.)*
- Community Input Sessions related to the African American Heritage Trail will take place throughout the month of September, beginning with the Gombay Festival on September 4-5.
- The BCTDA Annual Meeting will be held on September 15 in the Thomas Wolfe Auditorium, and the venue's COVID safety protocols will be followed. The theme of the meeting is *The Heart of Hospitality*, with a focus on recognizing and celebrating the heart of the tourism community; especially significant following a very challenging year.

Other Updates

Ms. Isley said the CVB Staff Recap, Destination Dashboard, and Quick List are posted on AshevilleCVB.com.

BCTDA Tourism Jobs Recovery Fund Update

Ms. Isley said a lot of heavy lifting was done for the BCTDA's Tourism Jobs Recovery Fund (TJRF) to be legislatively approved and implemented in 2020. The TJRF provided grants to local businesses early in the COVID-19 global pandemic to help reopen safely after being shut down and bring employees back to work. She noted the grant agreements required that reports would be submitted by business owners at the 6-month and 12-month intervals, and Noah Wilson with Mountain BizWorks is on hand to provide the 12-month update to the board.

Ms. Isley said the local impact of the Fund was recognized nationally by the U.S. Travel Association with a Destiny Award in the category of Community Building at this year's ESTO conference in Los Angeles. She reviewed the significance of the award and shared some of the judges' comments and then invited Mr. Wilson to share his report.

12-Month Progress Report

Mr. Wilson thanked Ms. Isley and started his presentation by providing background information on the BCTDA's Tourism Jobs Recovery Fund, which was established by Senate Bill 704 and allowed the board to create a one-time \$5 million fund to provide emergency COVID-relief grants to businesses that provide a direct visitor experience. Funding was provided from the Tourism Product Development Fund (TPDF). Mr. Wilson reviewed the process and timeline, noting from the day the bill was signed into law at the state level authorizing the usage of TPDF funds for this purpose, to the time the applications were created, communicated, received, reviewed, scored, approved, executed, and funded, was just under two months.

Mr. Wilson said the \$5 million in funding was distributed to 394 local tourism-related small businesses, in amounts between \$2,000 and \$30,000 per entity via micro and full grants, with 18% being awarded to minority-led businesses and 55% going to women-led businesses.

Mr. Wilson said so far, 319 of the 394 businesses, representing 81% of grant recipients, have submitted their 12-month reports, therefore, about 1/5 of businesses are not included in the metrics in his report. Mr. Wilson's said 97% of respondents were open as of 6/30/21, and he shared stats related to jobs lost and recovered, revenue, and the financial status of businesses over time. He then reviewed information related to the local business community's commitment to the environment, sustainability efforts, equity and inclusion, and social issues.

Impact on Individual Local Businesses

Next, Mr. Wilson invited four business owners who received grants from the TJRF to share how the Fund helped them. The business owners included Torin Kexel with the Flying Bike (\$8,625 grant), Christina Hall Ackley with Ginger's Revenge (\$19,780 grant), Tim Green with Sole82 (\$5,000 micro-grant), and Rich Cundiff with Rocky's Hot Chicken Shack (\$22,500 grant). Each of the business owners shared inspiring testimonies of steps followed to make it through the pandemic, how the grant funds were utilized, and how their businesses are doing now.

Mr. Wilson thanked the business owners and then they graciously answered all related questions. Members of the board and Ms. Isley congratulated and praised Mr. Kexel, Ms. Hall, Mr. Green, and Mr. Cundiff, for their inspiring, persistent, and resourceful efforts to sustain, and even grow, their businesses during the global COVID-19 pandemic.

Mr. Wilson said the TJRF had a huge impact on local businesses, as witnessed by these four stories out of the 394 businesses that received grants. He wrapped up his report by reviewing reported challenges, shared opportunities, next steps, and core facts and findings.

Chairwoman Mosher thanked Mr. Wilson for providing this report and the business owners for sharing their inspiring testimonies. The recording of the TJRF presentation can be viewed [here](#).

Asheville City Council Update

Councilmember Kilgore was absent from the meeting; therefore, an Asheville City Council update was not provided.

Miscellaneous Business

In response to Mr. McKibbon's question asking if the recent floods damaged the fields at the John B. Lewis Soccer Complex, Ms. Isley said that they were literally under water and one soccer tournament had to be canceled. Ms. Mosher added ABYSA now has an aggressive recovery system in place and clean-up efforts are currently underway.

Comments from the General Public

Live Public Comments

Chairwoman Mosher said members of the public are invited to sign-up to verbally share live comments during monthly virtual BCTDA meetings. She reported that as of yesterday's 12:00 p.m. registration deadline, no requests to speak at today's meeting had been received.

Written Public Comments

Chairwoman Mosher said members of the public were invited to submit comments via email to Reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, August 24, 2021. She reported there were no public comments received by the deadline.

Thanks to Outgoing BCTDA Board Members Gary Froeba, Himanshu Karvir, John Luckett, John McKibbon, and James Poole

Ms. Isley thanked and recognized five outgoing board members for serving on the BCTDA board.

James Poole

Mr. Poole served on the BCTDA from September 2019 to July 2021 and resigned due to a change in career path. Ms. Isley wished him well in his new business endeavors.

John Luckett

Mr. Luckett served on the board from October 2015 through August 2021. Ms. Isley said she was grateful to work have him serve as chair of the finance committee this past year, and he also served on the TPDF committee. Mr. Luckett thanked Ms. Isley and BCTDA board members – both past and present – for being such a passionate and collaborative group.

John McKibbon

Mr. McKibbon served on the BCTDA from September 2013 through August 2021. Ms. Isley thanked him for his long tenure, open-mindedness, thoughtful questions, and often-unnoticed contributions to the community. Mr. McKibbon responded that he's enjoyed serving on the board and has seen a lot of changes over the years. He noted he is glad to have Ms. Isley in the role of President & CEO.

Himanshu Karvir

Mr. Karvir has been a member of the BCTDA from October 2015 through August 2021 and has served as chair (2020-2021) and vice chair (2019-2020). Ms. Isley said she had the great fortune to work with him as board chair since she started in her role in December and thanked him for the way he and his family support the community. Mr. Karvir also served on the TPDF committee and fiduciary task force. Mr. Karvir thanked Ms. Isley and echoed Mr. McKibbon's sentiment that he is excited to see where the BCTDA will go under her leadership. He added he plans to stay involved and will continue attending monthly meetings.

Gary Froeba

Mr. Froeba has been a member of the BCTDA from November 2015 through August 2021 and served as chair (2019-2020) and vice chair (2017-2019 and 2020-2021). Ms. Isley thanked him for serving in this capacity, and for chairing the search committee. Mr. Froeba also served on the fiduciary task force and TPDF committee.

Mr. Froeba said his year as chair was challenging as it included the first few months of the COVID pandemic, and he is glad his time as chair of the CEO search committee resulted in the hiring of Ms. Isley. He added he looks forward to the future and will be joining Mr. Karvir and other former board members at monthly meetings, as well.

Ms. Isley said the outgoing board members will be recognized at the upcoming BCTDA Annual Meeting on September 15, where we will also celebrate the hearts of the people who work in the hospitality community that make this area such a wonderful place to live and visit.

Chairwoman Mosher thanked the outgoing board members for their service and said they are all leaving very big shoes to fill.

Adjournment

Mr. McKibbon moved to adjourn the meeting and Mr. Froeba and Mr. Karvir simultaneously seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0 and the meeting ended at 10:14 a.m.

The full meeting PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

The next joint BCTDA meeting will be held virtually on Wednesday, September 29, 2021, beginning at 9:00 a.m., via Zoom.

Respectfully submitted,

A handwritten signature in blue ink that reads "Jonna Sampson". The signature is written in a cursive, flowing style.

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

August 31, 2021

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 20,369,690	\$ 2,807,310	\$ 2,807,310	\$ 17,562,380	13.8%	\$ 1,390,343	101.9%
Investment income	-	94	94	(94)	-	66	41.7%
Other income	-	-	-	-	-	230	-100.0%
Earned revenue	150,000	13,353	13,353	136,647	8.9%	-	-
Total revenues	<u>20,519,690</u>	<u>2,820,757</u>	<u>2,820,757</u>	<u>17,698,933</u>	<u>13.7%</u>	<u>1,390,639</u>	<u>102.8%</u>
Expenditures:							
Salaries and Benefits	2,889,976	166,551	370,998	2,518,978	12.8%	290,867	27.5%
Sales	1,236,063	35,183	104,655	1,131,408	8.5%	133,422	-21.6%
Marketing	15,321,893	549,550	1,134,915	14,186,978	7.4%	557,765	103.5%
Community Engagement	123,178	1,920	4,648	118,530	3.8%	1,883	146.8%
Administration & Facilities	798,580	59,267	126,542	672,038	15.8%	117,271	7.9%
Events/Festivals/Sponsorships	200,564	5,000	5,000	195,564	2.5%	373	1238.8%
Total expenditures	<u>20,570,254</u>	<u>817,472</u>	<u>1,746,758</u>	<u>18,823,496</u>	<u>8.5%</u>	<u>1,101,582</u>	<u>58.6%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>2,003,285</u>	<u>1,074,000</u>			<u>\$ 289,057</u>	<u>271.6%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ -</u>	<u>\$ 2,003,285</u>	<u>1,074,000</u>				
Fund balance, beginning of year			<u>17,765,544</u>				
Fund balance, end of month			<u>\$ 18,839,544</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 \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

August 31, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	-	1,576,516	-	-	2,966,859	-	-	\$ 525,505	-	-	988,953	-
September	-	1,598,161	-	-	4,565,021	-	-	\$ 532,720	-	-	1,521,674	-
October	-	2,329,272	-	-	6,894,292	-	-	\$ 776,424	-	-	2,298,097	-
November	-	1,557,487	-	-	8,451,779	-	-	\$ 519,162	-	-	2,817,260	-
December	-	1,517,197	-	-	9,968,976	-	-	\$ 505,732	-	-	3,322,992	-
January	-	1,095,262	-	-	11,064,238	-	-	\$ 365,087	-	-	3,688,079	-
February	-	1,044,459	-	-	12,108,697	-	-	\$ 348,153	-	-	4,036,232	-
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$ 2,807,310</u>	<u>\$ 20,125,048</u>		<u>\$ 2,807,310</u>	<u>\$ 20,125,048</u>		<u>\$ 935,770</u>	<u>\$6,708,349</u>		<u>\$ 935,770</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

August 31, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 24,564,181	\$ (6,204,181)	133.8%
Investment Income	-	1,231,669	(1,231,669)	0.0%
Total revenues	<u>18,360,000</u>	<u>25,795,851</u>	<u>(7,435,851)</u>	<u>140.5%</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	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	16,468	483,532	3.3%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>3,834,331</u>	<u>14,085,669</u>	<u>21.4%</u>
Product development fund administration	<u>440,000</u>	<u>910</u>	<u>439,090</u>	<u>0.2%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 3,835,241</u>	<u>\$ 14,524,759</u>	<u>20.9%</u>

Product Development Funds Available for Future Grants

Total Net Assets	\$ 21,559,155
Less: Liabilities/Outstanding Grants	(14,085,669)
Less: Unspent Admin Budget (Current Year)	(439,090)
Current Product Development Amount Available	<u>\$ 7,034,396</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

August 31, 2021

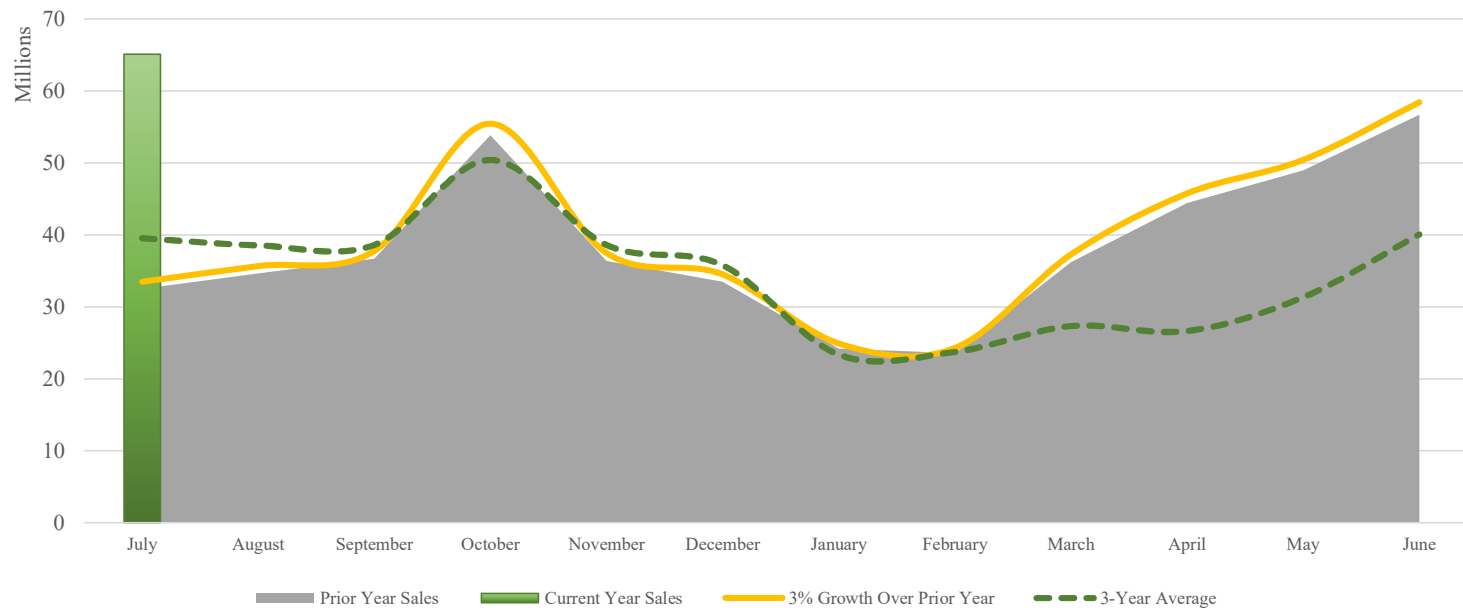
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 18,917,156	\$ 21,559,155	\$ 40,476,311
Receivables	-	-	-
Total current assets	<u>\$ 18,917,156</u>	<u>\$ 21,559,155</u>	<u>40,476,311</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 43,762	\$ -	\$ 43,762
Future events payable	33,850	\$ 14,085,669	\$ 14,119,519
Total current liabilities	<u>77,612</u>	<u>\$ 14,085,669</u>	<u>\$ 14,163,282</u>
Fund Balances:			-
Restricted for product development fund	-	7,473,486	7,473,486
Committed for event support program	100,644	-	100,644
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	6,924,480	-	6,924,480
Total fund balances	<u>18,839,544</u>	<u>7,473,486</u>	<u>26,313,029</u>
 Total liabilities and fund balances	<u>\$18,917,156</u>	<u>\$ 21,559,155</u>	<u>\$ 40,476,311</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

August 31, 2021



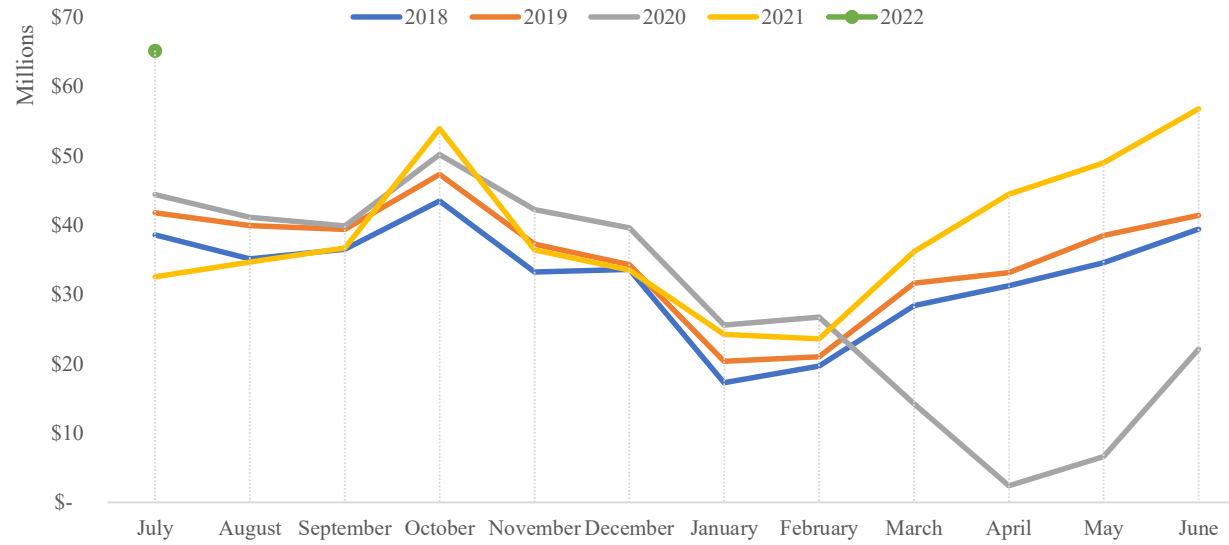
Month of lodging sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 65,130,684	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	-	34,663,339	-	-	35,703,239	38,564,848
September	-	36,683,164	-	-	37,783,659	38,626,462
October	-	53,870,769	-	-	55,486,892	50,430,547
November	-	36,407,948	-	-	37,500,187	38,612,899
December	-	33,504,228	-	-	34,509,355	35,790,730
January	-	24,213,034	-	-	24,939,425	23,373,855
February	-	23,577,360	-	-	24,284,681	23,752,998
March	-	36,200,146	-	-	37,286,151	27,348,756
April	-	44,431,592	-	-	45,764,539	26,658,362
May	-	48,972,888	-	-	50,442,075	31,353,884
June	-	56,733,573	-	-	58,435,580	40,085,205
Total revenues	<u>\$ 65,130,684</u>	<u>\$ 461,805,154</u>			<u>\$475,659,309</u>	<u>\$414,154,329</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

August 31, 2021



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 65,130,684
August	35,118,463	39,917,550	41,113,655	34,663,339	-
September	36,475,819	39,327,048	39,869,174	36,683,164	-
October	43,473,922	47,272,253	50,148,618	53,870,769	-
November	33,231,722	37,240,595	42,190,154	36,407,948	-
December	33,597,999	34,272,393	39,595,569	33,504,228	-
January	17,286,992	20,347,077	25,561,453	24,213,034	-
February	19,676,430	20,985,316	26,696,319	23,577,360	-
March	28,406,443	31,638,002	14,208,120	36,200,146	-
April	31,240,963	33,141,034	2,402,461	44,431,592	-
May	34,544,014	38,464,222	6,624,541	48,972,888	-
June	39,441,126	41,413,202	22,108,839	56,733,573	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 461,805,154	\$ 65,130,684

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

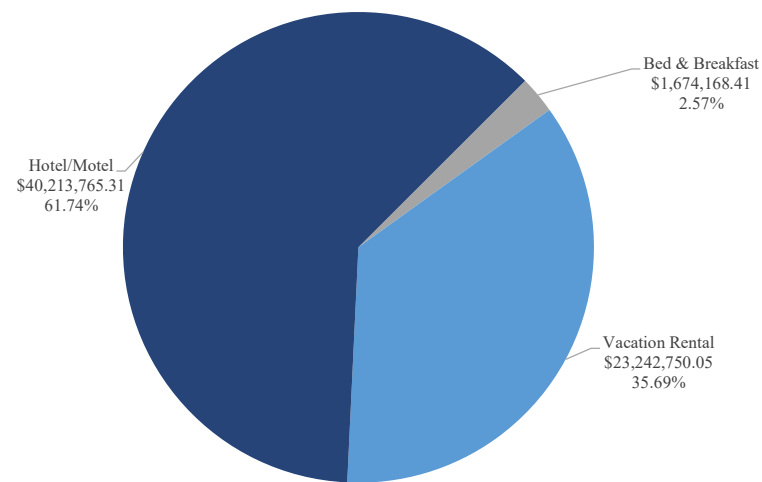
August 31, 2021

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 40,213,765	\$ 19,132,318	110.2%	110.2%	\$ 23,242,750	\$ 12,282,646	89.2%	89.2%	\$ 1,674,168	\$ 1,132,148	47.9%	47.9%	\$ 65,130,684	\$ 32,547,111	100.1%	100.1%
August	-	19,815,648	-		-	13,723,974	-		-	1,123,717	-		-	34,663,339	-	
September	-	22,012,507	-		-	13,374,865	-		-	1,295,793	-		-	36,683,164	-	
October	-	36,464,280	-		-	15,478,848	-		-	1,927,642	-		-	53,870,769	-	
November	-	24,630,899	-		-	10,553,316	-		-	1,223,733	-		-	36,407,948	-	
December	-	22,871,661	-		-	9,595,156	-		-	1,037,411	-		-	33,504,228	-	
January	-	12,224,328	-		-	11,501,937	-		-	486,770	-		-	24,213,034	-	
February	-	11,355,651	-		-	11,724,546	-		-	497,164	-		-	23,577,360	-	
March	-	17,985,847	-		-	17,425,713	-		-	788,586	-		-	36,200,146	-	
April	-	25,263,739	-		-	17,989,856	-		-	1,177,997	-		-	44,431,592	-	
May	-	28,820,291	-		-	18,717,048	-		-	1,435,549	-		-	48,972,888	-	
June	-	34,585,868	-		-	20,636,726	-		-	1,510,978	-		-	56,733,573	-	
Total	<u>\$ 40,213,765</u>	<u>\$ 275,163,036</u>			<u>\$ 23,242,750</u>	<u>\$ 173,004,631</u>			<u>\$ 1,674,168</u>	<u>\$ 13,637,487</u>			<u>\$ 65,130,684</u>	<u>\$ 461,805,154</u>		

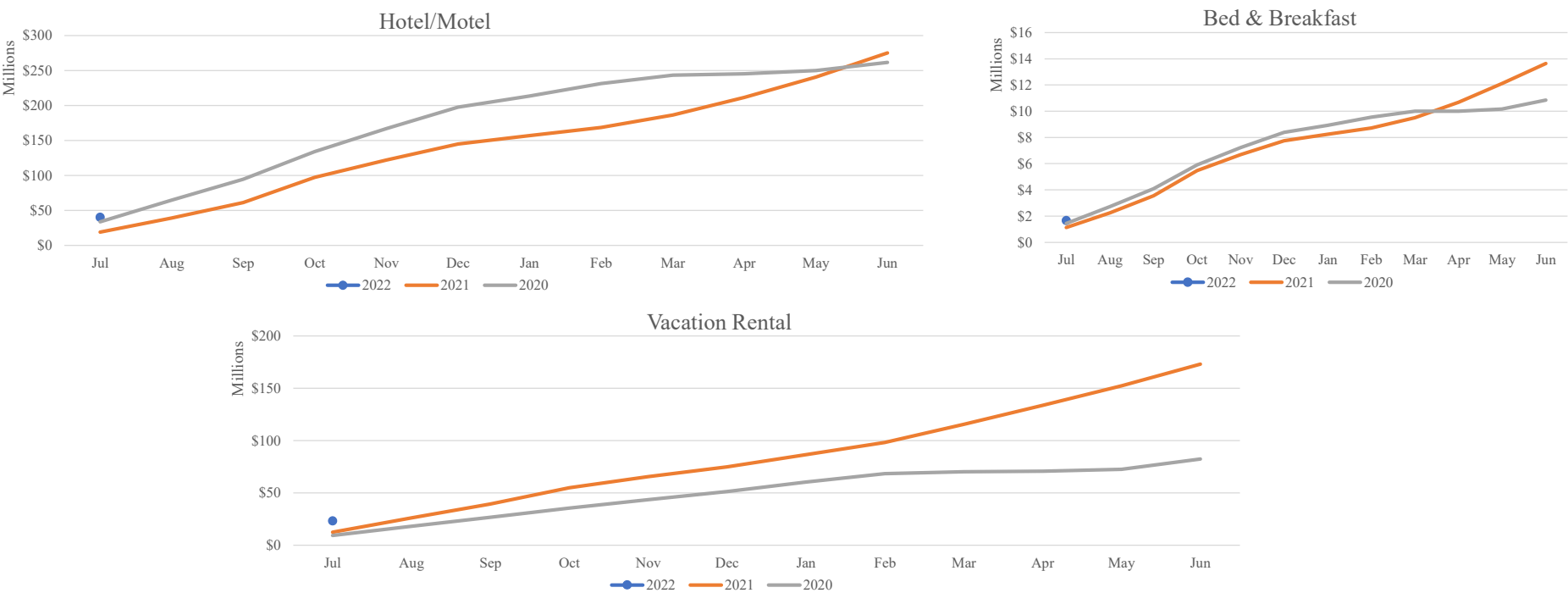
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
August 31, 2021

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year



September 29, 2021

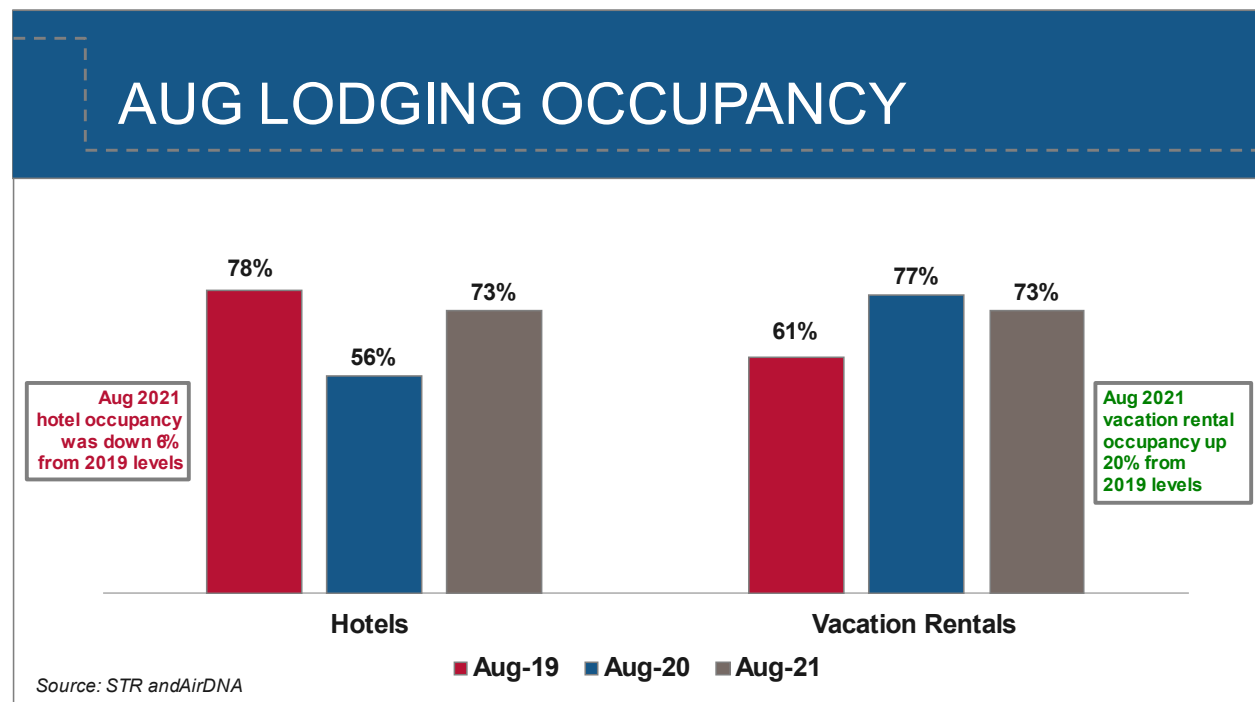
To: Buncombe County Tourism Development Authority

From: Vic Isley

Subject: President & CEO's Report of August 2021 Activities

After July 2021 hotel occupancy returned to on par with the benchmark year of 2019, hotel occupancy for the month of August 2021 slipped to 73%, down 6% from August 2019 levels.

Short-term vacation rentals reached 73% this August, up 20% from the benchmark year of 2019, but off four percentage points from 2020. This continues to be good news for local residents owning vacation rentals and earning incremental income from visitors to our community.



AUGUST BY THE NUMBERS

- During August, the sales team posted 829 personal contacts (up 28%). August sales activities generated 85 sales leads (up 325%) and 44 convention bookings (up 239%), representing 5,495 rooms (up 100%). Two months into the fiscal year, year-to-date bookings are up 83 percent and room nights represented are up 106 percent.
- CVB sales leads generated 28 group events in August (up 367%), with corresponding revenue of \$980,133 (up 2,110%). The services team assisted 34 groups (up 209%).
- The PR team landed 13 significant placements in August (down 73%), with 37 media touchpoints (down 23%). The publicity value of print and broadcast placements totaled nearly \$1.5 million with reach of over 5.5 million (up 4,484%). Online placements added \$915k in value and reach of more than 486 million (down 55%).
- ExploreAsheville.com attracted 538,292 visits (up 34%), including 390,644 to the mobile site (up 44%). Our Facebook fan base total is 303,225 (up 2%) and video views totaled 43,708 (down 24%).
- In August 2021, there were 2,241 Asheville Visitor Guide requests compared to 2,434 the previous year.
- Online hotel reservations totaled 65 room nights (flat) with total room revenue of \$12,398 (up 32%).
- The Asheville Visitor Center welcomed 16,282 visitors (up 272%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 5,245 visitors (up 112%).

LODGING & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$65,130,684 in July (up 100%).
- Smith Travel Research reported hotel occupancy of 83.1 percent during July (up 52%). The average daily room rate was \$194.37 (up 43%), and RevPAR (revenue per available room) was \$161.57 (up 117%). Room demand increased 60 percent with 225,609 rooms sold.
- AirDNA reported short term rental occupancy of 80.2 percent (up 2%), ADR of \$118.82 (up 17%), and RevPAR of \$95.28 (up 19%). Total demand for short-term rentals increased 24 percent to total 177,065 rooms sold.
- Passengers at the Asheville Regional Airport increased 242 percent to total 182,470 in July.

Deliver Balanced Recovery & Sustainable Growth

Community Engagement

- BCTDA Annual Meeting: Planning is underway for the event to be held on September 15; the agenda will focus on the theme, “The Heart of Hospitality.”
- Earned Revenue Events Funding: The Festivals & Cultural Events Support Fund Grant Cycle will be offered this fall for events taking place in the 2022 calendar year. Applications are due September 29, and grant recipients will be announced on October 27. An information session will be held at Explore Asheville on September 8. Sponsorship funding is also available for community events in alignment with the strategic pillars; applications will be accepted year-round and reviewed on a quarterly basis.

Sales Activities

- Client Event: Connie hosted a group of Georgia-based clients, along with an area travel writer, at an Atlanta Braves baseball game on August 7.
- Trade Shows: Sales staff attended the following trade shows in August:
 - Outdoor Retailer Show: Tina attended this trade show in Denver, Colorado, where she connected with many outdoor companies including Outdoor Industry Association. She worked in the NC booth and attended the NC reception of the exhibit floor.
 - 2021 Kellen Virtual Managers Summit: Connie attended this virtual trade show where Explore Asheville was an exhibitor and Gold sponsor. Kellen Company is one of the world's largest providers of management and services to association and trade organizations and is headquartered in Atlanta. Connie had almost 100 people visit the booth and had seven one-on-one appointments with their staff members who work with meetings.
 - Connect Marketplace: Connie attended this trade show in Tampa, Florida, where she had 37 one-on-one appointments with corporate planners. One hundred twenty-nine planners have business they are ready to place in North Carolina and 88 are within Connie's geographic territory.
- Site Visits: The sales team conducted the following site visits in August:
 - VisionServe Alliance: Visited five hotels with the decision maker and third-party planner for VisionServe, which is considering Asheville for its 60-attendee CEO Summit in September 2022. VisionServe Alliance is a leadership collective of organizations and individuals located throughout the United States and Canada dedicated to improving the quality of life with and for people with vision loss.
 - Bostik: Site visit with Bostik for 392 rooms for a national sales meeting; expecting weekday bookings in February 2022.
 - Southern Cruise and Travel: Beth hosted Southern Cruise and Travel for a site visit. The group is hoping to bring 80 rooms to the community this November.
- Partner Engagement: Sales staff engaged with industry partners in the following ways in August:
 - Partner Presentation: Marshall presented a Group Sales update to the Economic Development Coalition Board of Directors.
 - Partner Meeting: Sales staff hosted Tony Franco, owner of Food Experience Catering and member of the newly formed Catering Collective (a group of local caterers who have teamed up to support each other), at our monthly sales meeting to learn about the collective and the experiences they can offer groups.
 - Partner Meeting: Sales staff had a meet and greet lunch with the sales team at the new Candlewood Suites, which is opening soon.
 - Partner Meeting: Sales staff attended lunch at Isa's French Bistro with representatives from FIRC Group's sales and marketing teams and toured the restaurant's newly renovated event space.
 - Partner Meeting: Sales staff met with Michael Anderson, the newly appointed director of Mosaix Group, to welcome him and share information about our team.
 - Partner Meeting: Sales staff met with the store manager of the new Trek Bicycle Shop coming to Asheville.
 - Staff Tour: The sales team toured The Element Asheville Downtown.
- 48-Hour FAM Update: A survey of participation opportunities was shared with meeting space hotel partners.
- Email Marketing: A message from Tina was sent to 594 sports market clients promoting her attendance at TEAMS '21 Conference + Expo in September, providing links to our Sports Fact Sheet, and encouraging sports planners to consider Asheville for their next event or organization meeting. Two leads were immediately received because of this outreach.

- Convention Service Highlights: Major services executed for groups in August.
 - Group Deliveries: Visitor information, attendee giveaways, and VIP welcome amenities were delivered to the Marcus Anderson Jazz AND Coffee Escape; Well-Armed Woman Shooting Chapters, Inc.; and Adams and Reese, LLP.
 - Social Media Shoutout: Asheville was given a shoutout on Instagram by influencer and conference host Morgan Mills with Well-Armed Woman Shooting Chapters, Inc. as she unpacked a VIP gift bag on her story.
 - Microsite: The [microsite](#) for the 2021 Asheville Championship that is being used to promote the event and ticket sales was finalized.
 - Microsite: A microsite of hotel rates was completed for Blue Ridge Pride Festival prior to its cancellation.

Advertising

- MMGY: Onboarding process continued throughout August while also working through transitioning campaign components to the MMGY team. Hosted key account team members for a brand immersion trip to Asheville from August 8-13.
- ESTO: Marla and Sarah attended US Travel Association's ESTO Conference and networked with media and research vendors.
 - Accepted Destiny Award on behalf of community effort on the BCTDA's Tourism Jobs Recovery Fund initiative.
- Paid Content Partnerships:
 - Monocle: Initial review with this global media brand that focuses on lifestyle and issues via print publication with digital extensions and podcast. Partnership provides opportunity to align community benefit through content that intersects with economic development goals, group business, and leisure hospitality.
- Paid Search: August paid search generated 84,080 clicks with an average CPC of \$0.58 (vs. \$1.53 travel industry average). Average time on site was 1:47 and an average of 2.22 pageviews per visit with CTR of 67.75%.
- Visitor Guide: Finalized media kit and launched Visitor Guide advertising sales to partners. Story lineup based on alignment with pillars.
- Outdoor Retailer Conference: Launched geofencing campaign to reach attendees at the conference with Asheville outdoors messaging.

Content/Web

- Neighborhoods/Towns Dispersal: Finalized new promo video of River Arts District that will be launched with new microsite by the end of Q1.
 - Upcoming: Will storyboard and capture footage for Fairview video in September as part of ASAP Farm Tour and pre-plan for Fairview microsite, slated to be completed by Q2.
- Fall Color Report: Finalized content plans for Fall Color Report; identified and updated key stories for fall season.

Public Information

- Local & Other Media:
 - *Mountain Xpress*: [Q&A with Demp Bradford, president of the Asheville Buncombe Regional Sports Commission](#) #BCTDA Explore Asheville mentioned. Q&A was also picked up by [MX daily newsletter on August 9](#).
 - *Asheville Citizen-Times* commentary: [Do you still go downtown? Why or why not?](#)
 - *PGAV Destinology*: [Transforming Tourism](#) Explore Asheville mentioned.
 - *Mountain Xpress*: [Some Asheville businesses prioritize community over tourists](#) #BCTDA #Localnews
 - *Travel & Tour World*: [Buncombe County Tourism Development Authority aims investing money into advertising to make Asheville a top regional destination](#) (#BCTDA)

- *Mountain Xpress*: [City of Asheville August board and commission opportunities](#) (#BCTDA vacancies)
- *AVL Today*: #BCTDA board vacancies
- [Press release](#) sent on the relaunched #BCTDA Festivals & Cultural Events Fund highlighting past grant recipients. The release mentioned support of Sourwood Festival in Black Mountain and Eliada Corn Maze in west Buncombe. #LocalNews coverage included:
 - WLOS-TV: [Buncombe Co. TDA relaunches grant program for local festivals, cultural events](#) – #BCTDA #LocalNews
 - *AVL Today*, *Capital at Play*
- CVB Social Media: Posted information from SBA regarding new opportunities with the Shuttered Venue Operators Grant for live entertainment small businesses, nonprofits, and venues; also posted, \$18 Per Hour & Beyond Job Fair, which included several hospitality partners.

Public Relations

- Media Site Visit Support:
 - Rachel Freidman visiting for *ShermansTravel*. Multi-pillar visit included elements of dispersal (Black Mountain and RAD Greenway biking tours) and diverse storylines around her visit to The Block.
 - Jennifer Agress for *Business Insider* researching “best hotels” story. Offered some off-the-beaten path options (i.e. Sourwood Inn, Applewood Manor). Also, looking into mid-range options including Doubletree Downtown and Cambria.
- Story Support:
 - *Afar* via Tanvi Chheda query regarding family travel adventures. Drafted a pitch in support of dispersal featuring family adventures in Black Mountain—story below.
 - Photo Support: *North Georgia Living* covering Blue Ridge Parkway.
- Recent Clips:
 - *Conde Nast Traveler* | [Best Places to Travel in October](#) #CVBClip
 - *Outside Online* | [4 Last-Minute Labor Day Road Trips](#) #CVBClip
 - *Shape* | [Summer Adventures Await!](#) #CVBClip
 - *Veranda* | [Definitive Guide to the Country's Best Spots to See Fall Foliage](#) #CVBClip

Encourage Safe & Responsible Travel

Community Engagement

- Partner Webinar: Sixty-seven viewers tuned in for the sustainability-focused webinar on August 3 from 10:00-11:15 a.m. The agenda featured a presentation by Jessica Flores from Tourism Cares, an update from Explore Asheville’s marketing and sales teams, and a health and safety update from Fletcher Tove. This was followed by a panel discussion showcasing tourism community partners leading by example with sustainability efforts. Panelists included Jessie Dean of Asheville Tea Company, Shelton Steele of Wrong Way River Lodge & Cabins, J Smilanic of WNC Photo Tours, Leah Ashburn of Highland Brewing, and Peter Pollay of Mandara Hospitality Group (Posana, Bargello, and District 42).
- Summer Social: Explore Asheville’s first Summer Social since 2019 was hosted at Highland Brewing Company on August 3 from 4-6 p.m. The networking event doubled as an environmental sustainability resource fair for tourism community partners and featured several local nonprofit organizations, including Asheville Greenworks, Pisgah Area SORBA, Conserving Carolina, Friends of the Smokies, Blue Ridge Parkway Foundation, and Blue Horizons Project. There were at least 115 attendees present.

Sales Activities

- Convention Services: Carli and Glenn shared updated COVID travel information on ExploreAsheville.com with planners of upcoming meetings. They notified all September meetings and events of the county-wide mask mandate.
- Webinar: Glenn and Carli attended the Event Service Professionals Association (ESPA) "Unique CSR Opportunities: Giving Back & Maximizing Your Community Relationships" webinar.

COVID-19

- Buncombe County Mask Mandate: Updated COVID-19 Safety page and alert banner on ExploreAsheville.com and shared on social channels educating visitors about newly issued indoor mask mandate in Buncombe County.
- 3 W's Bear Campaign: Worked with Community Engagement to incorporate mask language with bear graphic and reinforce "bear with us" patience messaging.

Content/Web

- Fall: Restructured fall experiences blog story on ExploreAsheville.com to focus on more sustainable activities and converted it into a slideshow format. "[Top 10 Green Ways to Experience Fall in Asheville](#)"

Advertising

- Paid Content Partnerships:
 - Park2Park: Post-production began in mid-August. Episodes will be reviewed in September in advance of October air dates on OutsideTV.

Public Information

- Local & Other Media:
 - *Asheville Citizen Times*: [Visitors to Harrah's Cherokee Center must prove COVID-19 vaccine or negative-test result](#) #BCTDA mentioned as paying for Wortham Center air purification system.
 - The828.com: [New Air Ionization System Coming to the Wortham Center](#) #BCTDA – Also picked up by Opera News.
 - *Mountain Xpress* Letter to the Editor: [Spend occupancy taxes on healing tourism's impacts](#) – mentions that tourism should support Blue Ridge Parkway and Leave No Trace-type initiatives.
- GSTC Press Release: [Asheville Joins GSTC](#) developed in concert with Global Sustainable Travel Council (GSTC); posted on AshevilleCVB.com, GSTCouncil.org, and on GSTC social media. #LocalNews #BCTDA
- Event Announcements: Publicity for "Responsible Travel and Sustainability in Tourism" August 3 webinar and Summer Social & Sustainability Resource Fair included:
 - [E-news announcement](#) #2 sent on July 23; [E-news announcement](#) #3 sent on August 2. (See stats for both below under Run a Healthy & Efficient Organization.)
 - Local Media: Both events were picked up by [AVL Today](#). Summer Social attended by BizRadio Asheville. Also promoted in the marketing newsletter of [Asheville Tea Company](#) and *Capital At Play* weekly newsletter.
- Presentations: Urban Land Institute of Carolinas Conference presentation by Marla on research, insights and information about the Asheville Area outdoor economy, pandemic impacts and focus on responsible travel and stewardship efforts.
- CVB Social Media: Posts included sharing Blue Horizons Project's post about the Explore Asheville Sustainability Resource Fair; new Buncombe mask mandate; 3Ws public safety campaign materials; posts on Summer Social & Sustainability Resource Fair including [photo gallery](#) and link to the article "[Highland Brewing Sets High Bar for Sustainability](#)."

- COVID Resurgence (Delta Variant):
 - [COVID Alert sent on August 6](#) about the availability of the 3 W's Bear campaign materials and a roundup of other free business resources. [COVID Alert sent on August 4](#) about the "Stand Up for Your Business, Shut Down COVID" Town Hall. Portions of this alert picked up by [Mountain Xpress](#). (See stats for both below under Run a Healthy & Efficient Organization.)
 - [Coronavirus Resources](#) page on AshevilleCVB.com is continually updated as new guidance comes out and more resources become available.

Public Relations

- Fall Color Media Push: Forecast release planning and preparation, including identification of foliage experts (i.e., new expert contact at UNCA) and freelance assignment. Content team worked to pull forward latest fall content and identify need for "What New in Asheville this Fall" story in support of release.
- Planning: Connected with Visit North Carolina about the possibility of a joint FAM w/ BIPOC media focused on responsible travel. Plans and timing to be determined.
- Pitch/Story Support: Freelancer Kelly Merritt inquired about hotel spas. Team collected and shared spa insights, emphasized sustainability highlights, and included B&Bs in list.

Engage & Invite More Diverse Audiences

Community Engagement

- African American Heritage Trail: Continuing to prepare for the next round of community engagement sessions to be held throughout the month of September at the YMI's Community Impact Center (corner space formerly known as The Block off Biltmore) and kicking off first weekend during Goombay Festival. Storyboard panels and survey form are being produced for live and virtual viewing and input. Developing list of local leaders to engage in the process. Contracting with researcher Flo Jacques to host virtual viewing sessions and with Caleb Owolabi to encourage participation during Goombay.

Sales Activities

- Networking Event: Connie attended the LGBT Meeting Professionals Association networking event while at the Connect Marketplace trade show in Tampa, Florida.

Public Information

- Local Media Coverage:
 - *Asheville Citizen-Times*: [Asheville YMI wins \\$500,000 grant to go towards Black cultural center needing \\$5M in repairs](#) #BCTDA
 - *Mountain Xpress*: [Farmland to Farmhouse Ales: New exhibit chronicles South Slope and Southside history](#) – page 6. Mentions Pat and #BCTDA
 - *Mountain Xpress*: [Taking local festivals for granted](#) – Mentions support of Blue Ridge Pride Festival, Hola Asheville
 - [City of Asheville Business & Inclusion Office newsletter](#)
 - WLOS-TV: [Buncombe Co. TDA relaunches grant program for local festivals, cultural events](#) – mentions support of Blue Ridge Pride Festival, Hola Asheville, and Goombay #BCTDA #LocalNews

Public Relations

- Story Support:
 - Rachel Freidman visiting for *ShermansTravel*. Multi-pillar visit included elements of dispersal (Black Mountain and RAD Greenway biking tours) and diverse storylines around her visit to The Block.
 - Provided information and local contacts regarding wheelchair-accessible travel in Asheville for a *Lonely Planet* story.
- Recent Clips:
 - *Passport Magazine* | [Design Hotels Around the World](#) #CVBClip #SiteVisit
 - *Passport Magazine* | [Traveling with Pets](#) #CVBClip #SiteVisit

Promote & Support Asheville's Creative Spirit

Community Engagement

- Partner Updates: Thirteen new partners were added in August: Asheville Art Out, Asheville Hemp Farms, Burning Sage Yoga, Buxton Chicken Palace, East Acupuncture Wellness Boutique, Fairfield Inn and Suites Airport/Fletcher, Found 'Em Kayak Fishing Guides, Ful Flow Yoga Studio, Highland Brewing Downtown Taproom, Nani's Rotisserie Chicken, River Raves, Russell and Armstrong Gallery, and Tayse Of Di Islands, LLC.
- One-on-One Wednesdays: Six one-on-one sessions were held in August; five were with existing partners and one was with a local nonprofit, The Blood Connection.
- Listing Updates: 331 calendar event listings were processed, 28 Coupons, Packages and Deals were processed, 79 partner listings were updated, including 19 Attractions, 6 Bed & Breakfast Rentals, 20 Food & Drink, 22 Hotels/Motels, 6 Retail, and 6 Wedding Service.
- Visitor Guide Distribution: 2,241 individual out-of-market requests fulfilled; 1,936 books, or 44 cases, of in-market deliveries were made to nine industry partners; and 7,403 books, or 169 cases, of out-of-market deliveries were made to 32 welcome centers/AAA offices/etc.

Sales Activities

- Collateral Development: Final printing preparations are underway for a *What Experience Will You Create?* "flipbook" to be used in conversations with planners at trade shows to inspire them to imagine a unique combination of host hotel, off-site venue, culinary and craft beer experiences, and indoor and outdoor activities for groups.

Advertising

- Paid Content Partnerships:
 - Garden & Gun: Discussions continue with MMGY and Garden & Gun around a multi-year brand partnership that would include print, digital, and experiential components.
 - The Story of Art in America: Asheville to be included in season 2 of content series that showcases art destinations throughout the United States. Each destination episode is 25 minutes and includes various interviews, the creative process, and the community's artistic and cultural heritage. Air date is expected in early 2022.

Web/Content

- South Slope Mural Trail: Published [new digital trail](#) highlighting 17 murals placed the South Slope district in coordination with the Asheville Downtown Association.
- Local Artists: Highlighted three local artists via social media series as part of promotions for the "Come to Leicester" Art Studio Tour event, August 21 – 22.

Public Information

- Press Release: [Sept. 1: Info Session on Buncombe County TDA Grant Program for Local Festivals & Cultural Events](#)
- Local Media: [Asheville.com](#) and Hendersonville.com coverage of Festivals & Cultural Events grant program. #BCTDA #LocalNews

Public Relations

- Story Support:
 - Pitch/Site Visit Support: Pitch to Good Morning America for “Rise and Shine” live in Asheville regarding Tourism Jobs Recovery Act (report stats, US Travel award and partner case studies). Tentative shoot date September 25.
 - Update regarding “Samantha Brown’s Places to Love” regarding Smoky Park Supper Club. (PTL made decision to remove from edit due to shift to NC customers.)
 - Culinary news provided to Charlotte Parent and holiday inspiration provided to Midtown Magazine.
 - Film Production Support: Swimming hole ideas sent to Guy Gaster at the NC Film.
- Recent Clips:
 - *Oprah Daily* | [Best Thanksgiving Getaways](#) #CVBClip
 - *Trips to Discover* | [16 Best Mountain Towns in the U.S.](#) #CVBClip
 - *SmarterTravel* | [The Best U.S. Cities for Solo Travel](#) #CVBClip

Run a Healthy & Efficient Organization

COVID Policy

- A revised COVID Policy Guide for the Explore Asheville team, reflecting the current declaration from the Governor’s office, was provided to all Team Members on August 30.

Executive Office

- BCTDA Board Meeting: At the August 25 virtual BCTDA meeting, Noah Wilson with Mountain BizWorks presented the BCTDA Tourism Jobs Recovery Fund’s 12-month report, and four grant recipients shared personal stories of how their awards propelled their local businesses. Five outgoing board members were recognized and thanked for their service on the BCTDA: Gary Froeba, Himanshu Karvir, John Lockett, John McKibbin, and James Poole. Vic shared an update on occupancy metrics, available 3 W’s bear/mask collateral, new board member appointment processes, legislative updates, and upcoming events. The PowerPoint, recording, and other docs can be found [here](#). The next BCTDA meeting will be held virtually on September 29.
- New Team Members:
 - Khal Khoury joined the team in the role of Group Sales & Services Coordinator on August 16.
 - Julia Simpson was hired in the role of Administrative Assistant and started on September 8.
- Building the Team: Many interviews were scheduled for the four remaining open positions. Candidates for two positions were narrowed down with offers expected in September. The Research Analyst position was reposted on Indeed and a new strategy of proactive recruitment was initiated.
- PTO Policy: Research has started on the process of converting paid sick and vacation leave to paid Personal Time Off (PTO).
- ABRSC: Progress continues towards establishing an MOU between the Asheville Buncombe Regional Sports Commission (ABRSC) and the BCTDA/Explore Asheville.

- Staff Retreat: Plans are underway for a facilitated all-team retreat scheduled in October. Birkman assessments have been completed by most staff members and debrief meetings have been held or are scheduled.
- Total Rewards Statement: Began creating FY21 Total Rewards Statement for all team members.

Community Engagement Meetings/Professional Development

- Website Training: The CE team and Kathi attended a training session on the AshevilleCVB.com's Divi platform hosted by Sarah Benoit with JB Media on August 31.
- Town Hall: Hannah attended the virtual Town Hall: "Stand Up for Your Business, Shut Down COVID" event on August 5.

Sales Activities

- Convention Services: Carli, Whitney, and Jason discussed action steps to create an asset gallery for the efficient and consistent assistance of Group Sales clients in need promo images or video.

Public Information

- BCTDA Annual Meeting:
 - [Notice for the 2021 Annual Meeting, "The Heart of Hospitality"](#) sent on August 20.
 - Numerous posts on CVB social media.
- August Meeting of TDA:
 - Identified four business owners who received Tourism Jobs Recovery Fund grants to participate in presentation. View testimonials here: [The Flying Bike](#), [Ginger's Revenge](#), [Sole82](#), [Rocky's Hot Chicken Shack](#).
 - Produced the [Tourism Community Update](#) monthly newsletter on August 25.
 - Local Media: Disseminated a media advisory for the meeting; five outlets attended: *Asheville Citizen Times*, *Mountain Xpress*, WLOS, Ashvegas, Sunshine Request. Coverage:
 - WLOS: [Buncombe County TDA's emergency fund helps 394 businesses during pandemic \(also picked up by AVL Today\)](#)
 - *Mountain Xpress*: [Buncombe County TDA to hold monthly meeting Aug. 25](#)
 - Ashvegas on [Twitter](#)
 - *Mountain Xpress*: [BCTDA to allow remote public comment, prepares for board changes](#). Also picked up by [AVL Today](#), Opera News and *Mountain Xpress* daily newsletter on [August 2](#) and [August 4](#) with different context/angles. #LocalNews #BCTDA
 - City of Asheville press release: [Help shape Asheville by serving on a city board or commission](#) – call for applicants for board openings on #BCTDA
 - [Mountain Xpress political cartoon](#), page 4 #BCTDA
- AshevilleCVB.com posts included:
 - Updates to AshevilleCVB.com to communicate information on processes and protocols for public comment at virtual meeting.
 - [Buncombe Tourism Jobs Recovery Fund Destiny Award](#) from U.S. Travel and new job opening for [Community Engagement Manager](#).
- CVB/BCTDA Newsletters/News Alerts/Invitations:
 - [Monthly CVB Newsletter sent on August 11](#) - Lead story was on Festivals & Cultural Events grant program.
 - August Analysis Report: 14,672 emails delivered with average open rate of 33.07%.



Deliver Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Engage & Invite More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Encourage Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Promote & Support Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.

Destination Performance Report



Lodging & Visitor Overview - August 2021

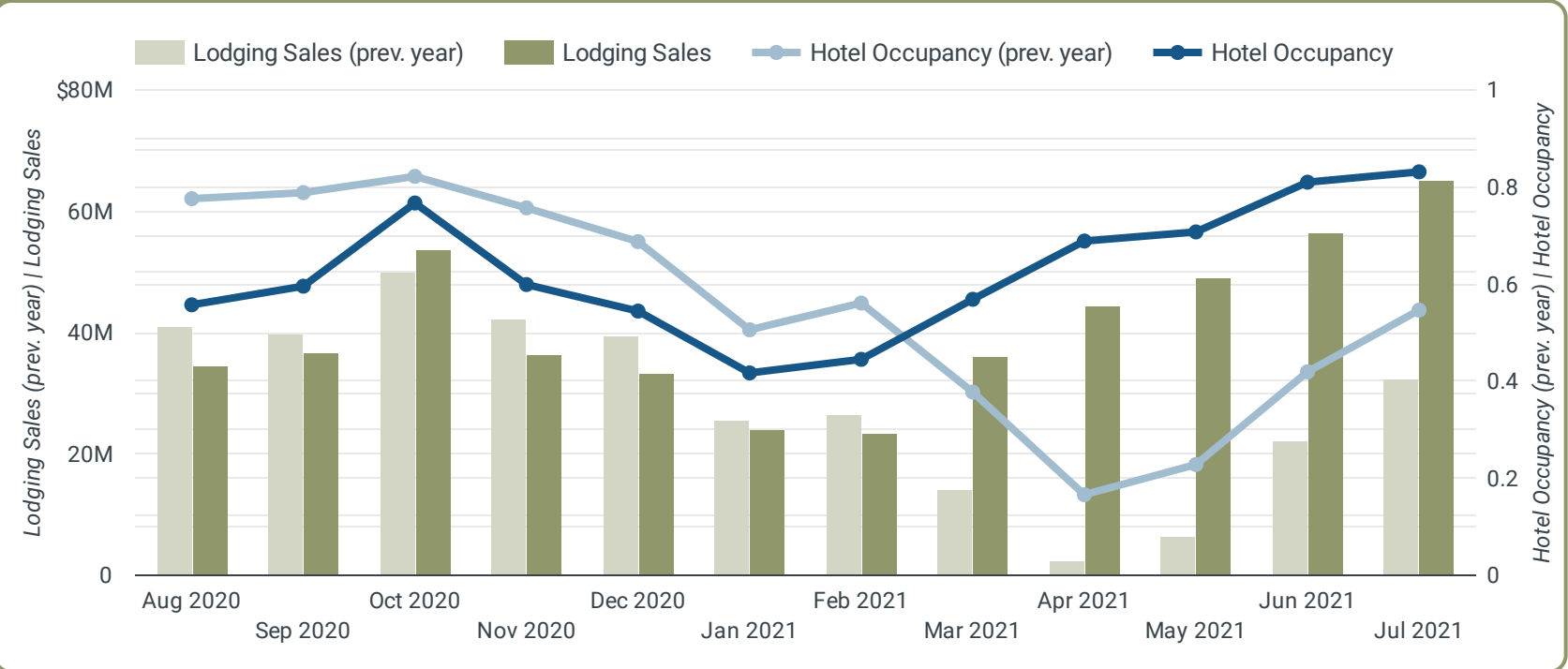
Lodging Sales \$65,130,684 (July) ↑ 100.1%	Hotel Occupancy* 83.1% (July) ↑ 52.2%	Hotel Demand* 225,609 (July) ↑ 59.8%	Hotel ADR* \$194.37 (July) ↑ 42.7%	Hotel RevPAR* \$161.57 (July) ↑ 117.2%
Airport Passengers 182,470 (July) ↑ 242.3%	Asheville Visitor Center 16,282 ↑ 272.1%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 5,245 ↑ 111.8%	Travel Guide Requests 2,241 ↓ -7.9%

Lodging & Visitor Overview - Fiscal Year 21-22

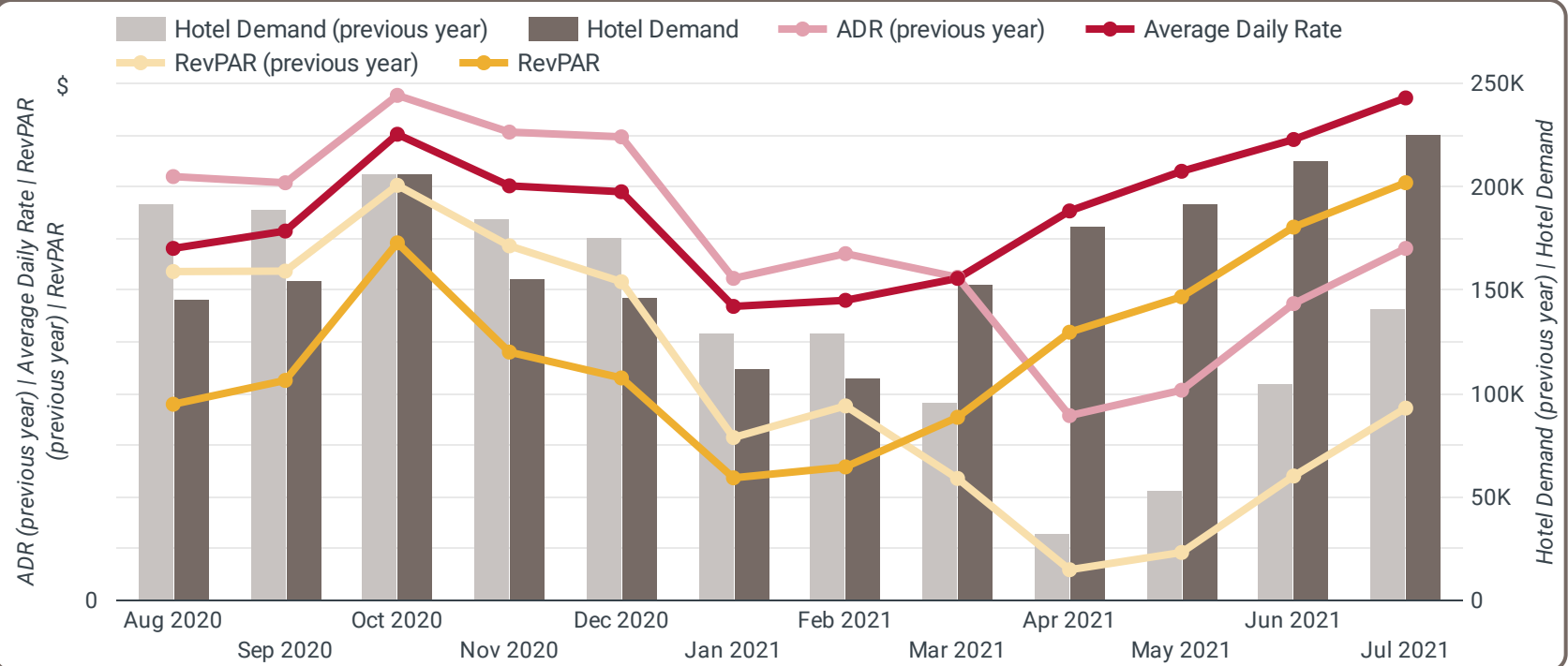
Lodging Sales \$65,130,684 ↑ 100.1%	Hotel Occupancy* 83.1% ↑ 52.2%	Hotel Demand* 225,609 ↑ 59.8%	Hotel ADR* \$194.37 ↑ 42.7%	Hotel RevPAR* \$161.57 ↑ 117.2%
Airport Passengers 182,470 ↑ 242.3%	Asheville Visitor Center 37,169 ↑ 317.3%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 10,824 ↑ 109.8%	Travel Guide Requests 4,795 ↑ 6.7%

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 - July 2021

Occupancy	ADR	RevPAR	Demand
80.2%	\$118.82	\$95.28	177,065
↑ 2.3%	↑ 16.7%	↑ 19.3%	↑ 23.8%

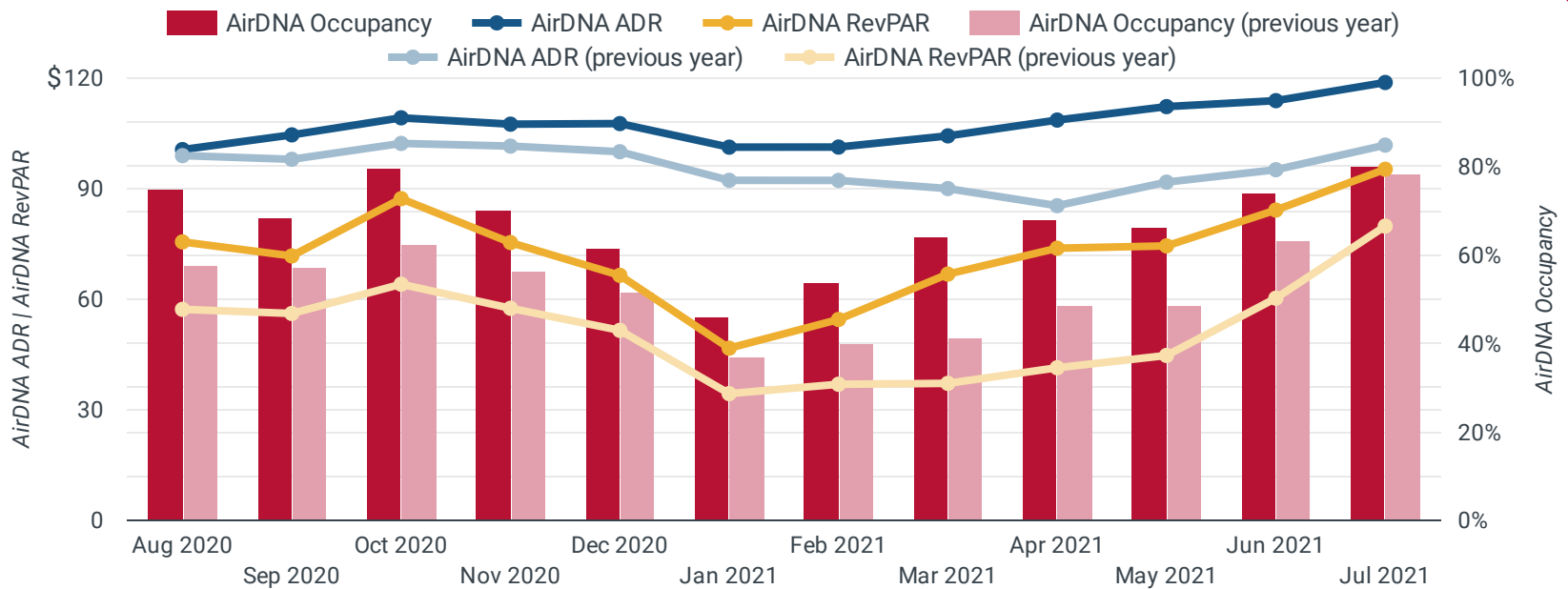
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
80.2%	\$118.82	\$95.28	177,065
↑ 2.3%	↑ 16.7%	↑ 19.3%	↑ 23.8%

AirDNA ADR, RevPAR and Occupancy

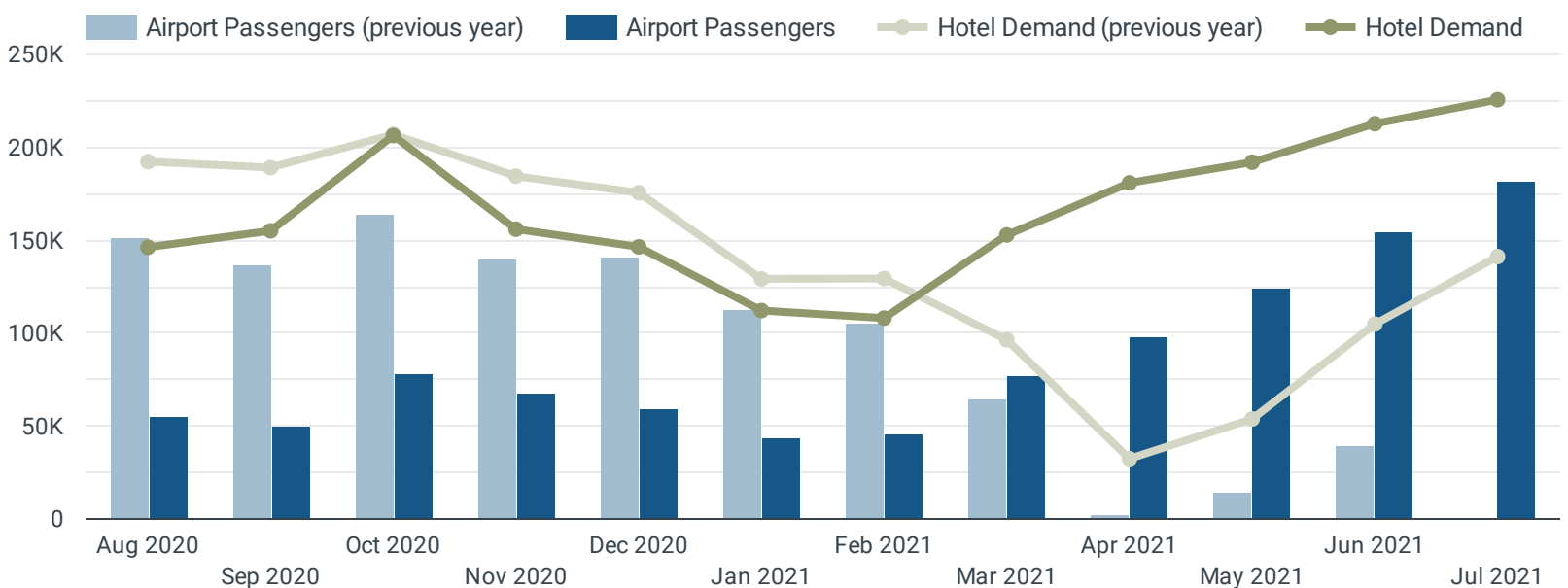
* Short Term Rental Data Source: AirDNA

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

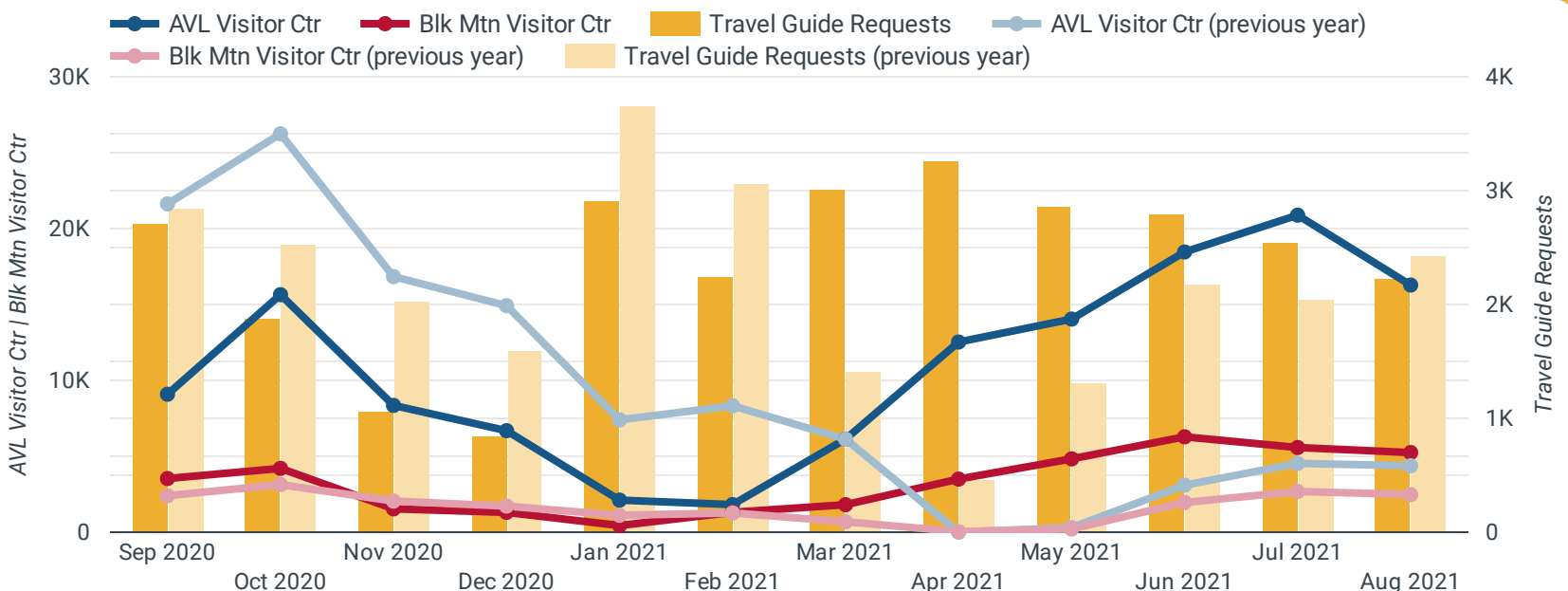


Airport Passengers vs. Hotel Demand*

* 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



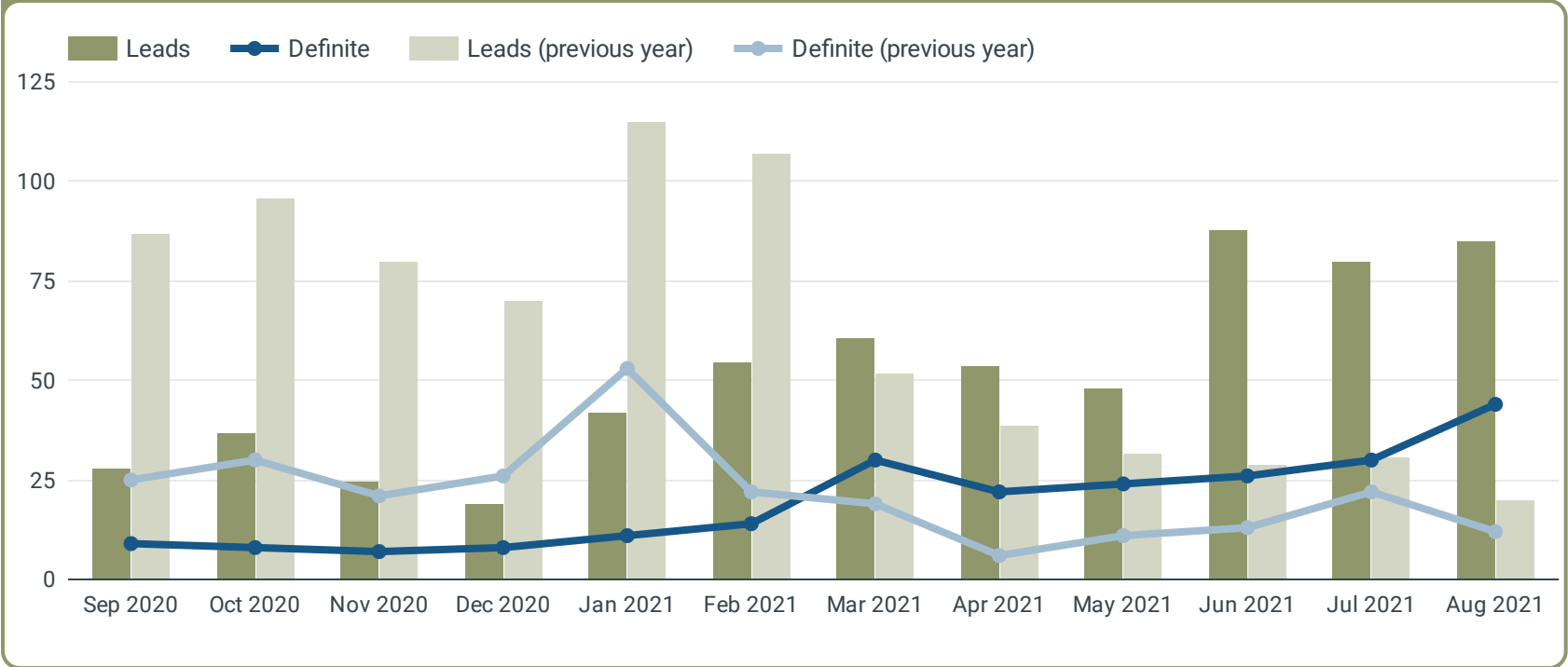
Sales Leads and Outreach - August 2021

Sales Leads Issued 85 ⬆ 325.0%	Room Nights (Leads) 17,316 ⬆ 227.6%	Leads Turned Definite 44 ⬆ 238.5%	Room Nights (Definite) 5,495 ⬆ 100.1%	Estimated Revenue \$1,344,706 ⬆ 36.5%	
P2P Outreach 829 ⬆ 28.3%	Indirect Outreach 594 ⬆ -96.0%	Group Events 28 ⬆ 366.7%	Room Nights Generated 3,968 ⬆ 1,163.7%	Actualized Revenue \$980,133 ⬆ 2,110.1%	Groups Served 34 ⬆ 209.1%

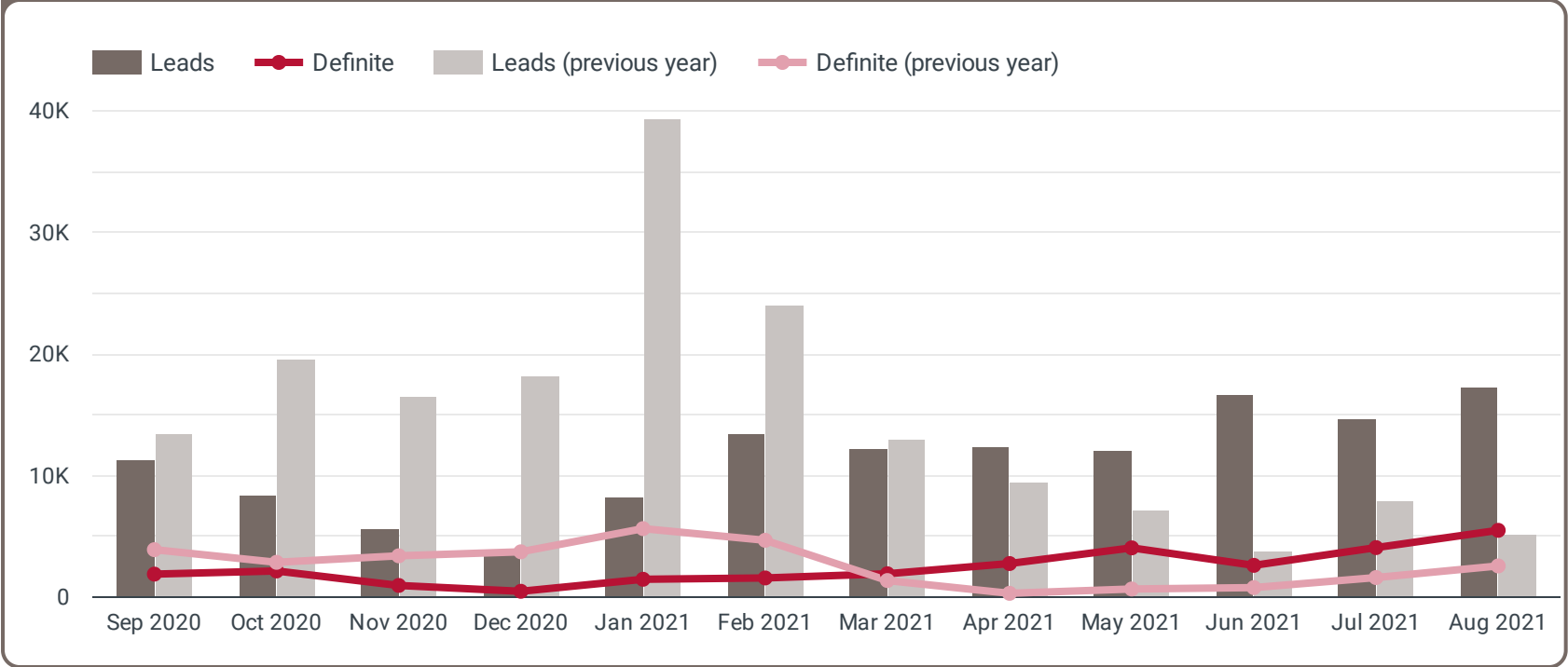
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 165 ⬆ 223.5%	Room Nights (Leads) 32,077 ⬆ 140.7%	Leads Turned Definite 75 ⬆ 82.9%	Room Nights (Definite) 9,619 ⬆ 106.4%	Estimated Total Revenue \$2,350,349 ⬆ 73.5%	
P2P Outreach 1,546 ⬆ 6.2%	Indirect Outreach 594 ⬆ -96.0%	Group Events 60 ⬆ 252.9%	Room Nights Generated 6,163 ⬆ 572.1%	Actualized Revenue \$1,614,961 ⬆ 1,139.0%	Groups Served 66 ⬆ 200.0%

Sales Leads vs. Definite



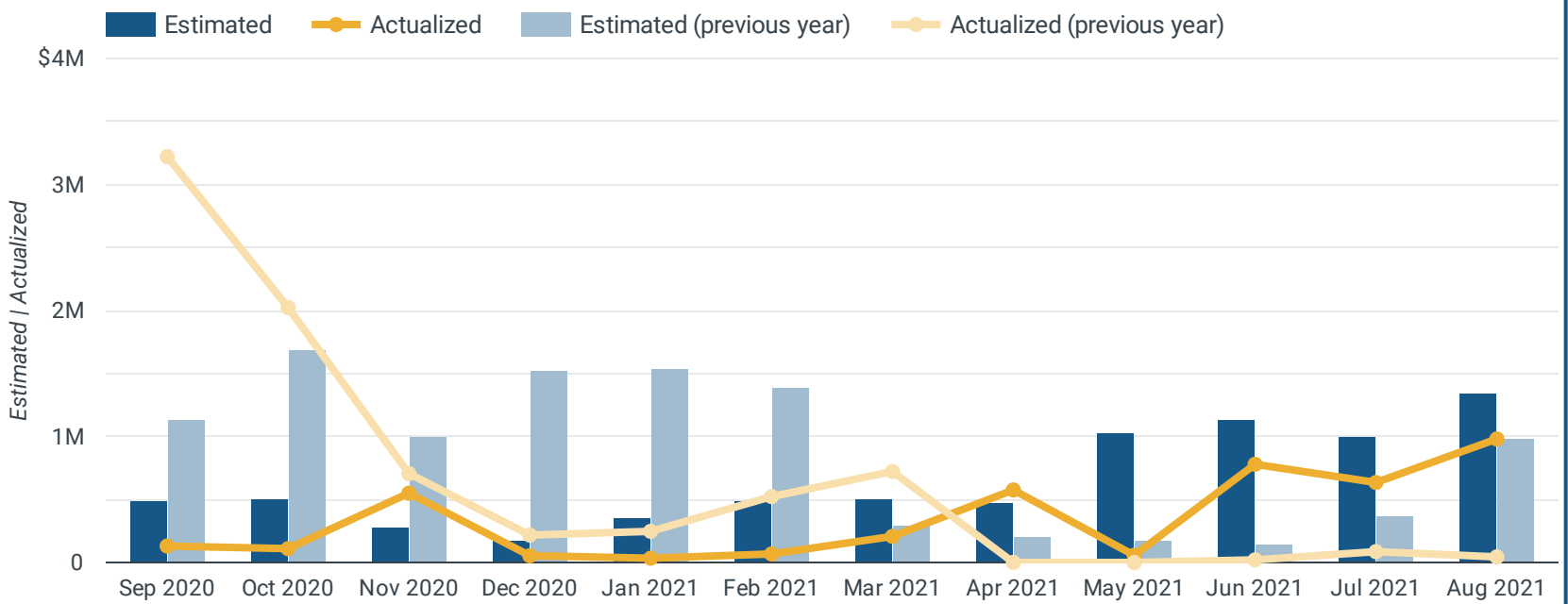
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Aug 2021	829		28.3%	594		-96.0%
2.	Jul 2021	717		-11.5%	0		-100.0%
3.	Jun 2021	1,047		122.3%	266		-97.0%
4.	May 2021	562		-39.4%	12,663		1.6%
5.	Apr 2021	732		7.3%	0		-100.0%
6.	Mar 2021	875		11.7%	26,983		2.1%
7.	Feb 2021	996		9.8%	12,628		149.5%
8.	Jan 2021	856		-1.9%	23,467		77.3%
9.	Dec 2020	734		-25.7%	12,759		118.7%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Aug 2021	28		366.7%	3,968		1,180.0%
2.	Jul 2021	32		190.9%	2,195		341.6%
3.	Jun 2021	24		null	2,203		null
4.	May 2021	11		null	355		null
5.	Apr 2021	21		null	1,709		null
6.	Mar 2021	7		-58.8%	1,474		-61.1%
7.	Feb 2021	3		-83.3%	670		-71.9%
8.	Jan 2021	1		-90.9%	124		-92.1%
9.	Dec 2020	6		-75.0%	232		-76.7%

Marketing Department Performance Report



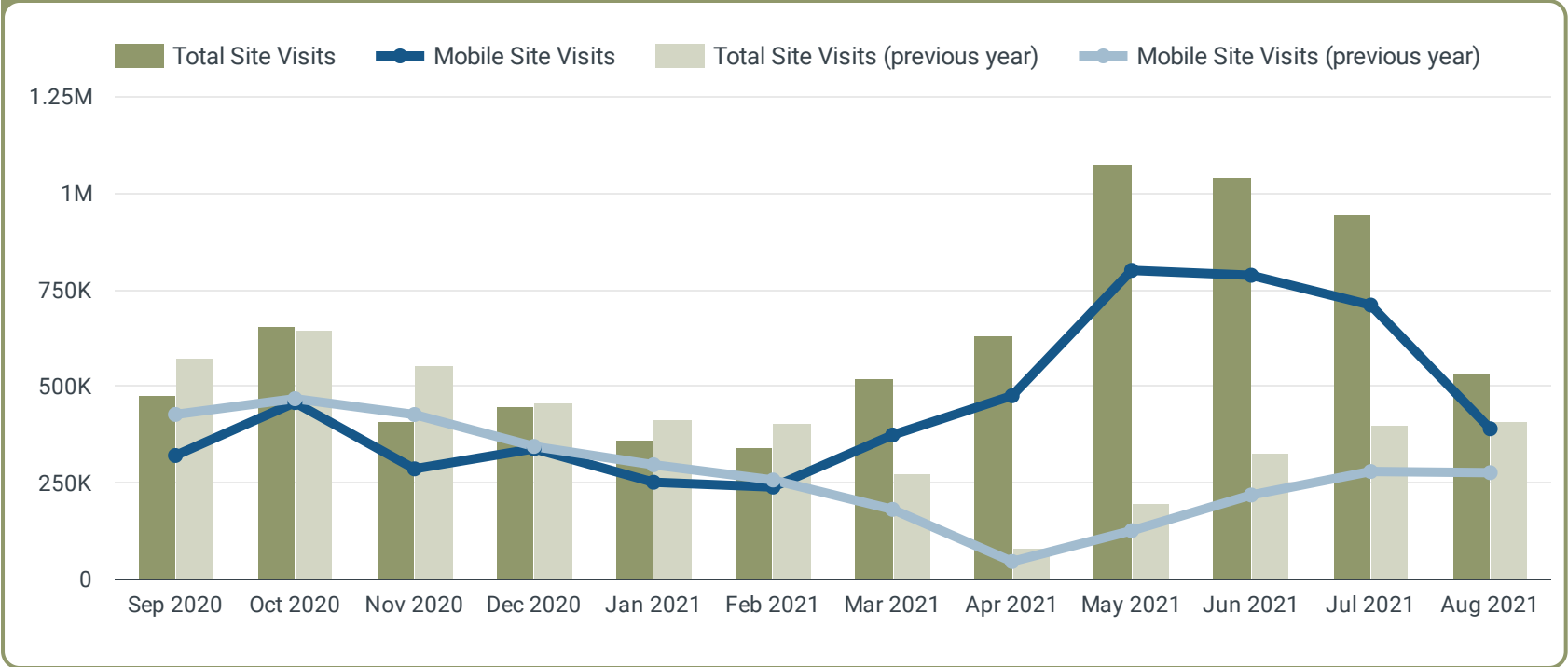
Marketing Metrics Overview - August 2021

Website Visits 538,292 ↑ 34.0%	Mobile Site Visits 390,644 ↑ 43.7%	aRes - Room Nights 65 0.0%	aRes - Room Revenue \$12,398 ↑ 32.2%	Total Facebook Fans 303,225 ↑ 1.8%
PR Publicity Value \$2,399,985 ↑ 15.1%	PR Estimated Impressions 492,349,879 ↓ -54.6%	Significant Placements 13 ↓ -72.9%	Media Touchpoints 37 ↓ -22.9%	Video Views 43,708 ↓ -23.8%

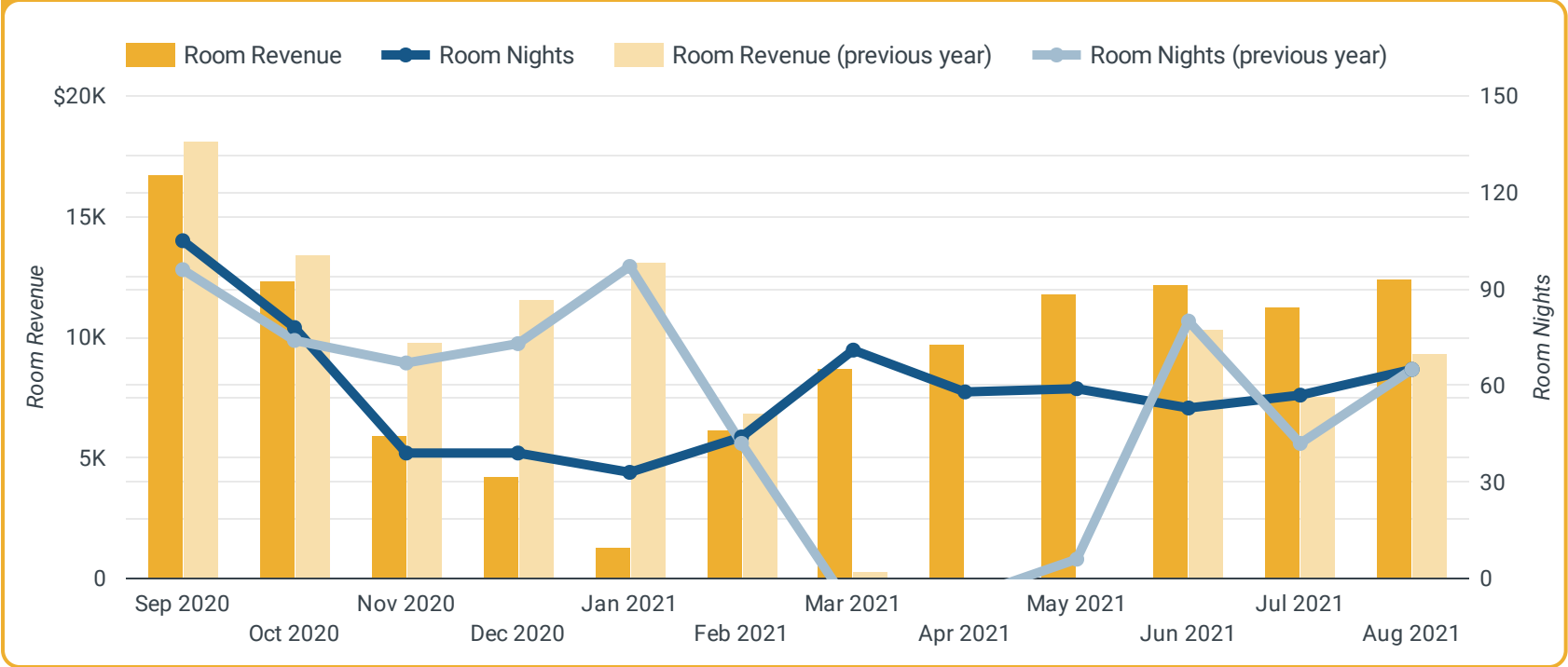
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 1,486,192 ↑ 86.5%	Mobile Site Visits 1,100,471 ↑ 101.5%	aRes - Room Nights 122 ↑ 14.0%	aRes - Room Revenue \$23,710 ↑ 40.0%	Avg. Total Facebook Fans 303,351 ↑ 1.8%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 130,724 ↑ 14.7%

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.	Aug 2021	\$1,484,744	2,888%	5,519,837	4,484.62%
2.	Jul 2021	\$1,075,305	-27%	5,244,648	262.88%
3.	Jun 2021	\$1,344,568	89%	2,136,176	38.2%
4.	May 2021	\$632,434	-68%	6,004,725	71.81%
5.	Apr 2021	\$606,066	602%	2,693,412	566.28%
6.	Mar 2021	\$168,396	132%	2,126,617	925.76%
7.	Feb 2021	\$1,864,896	-15%	8,406,237	206.22%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Aug 2021	\$915,241	-55%	486,830,042	-54.62%
2.	Jul 2021	\$2,532,901	152%	1,347,279,512	152.14%
3.	Jun 2021	\$1,340,802	113%	728,212,472	117.49%
4.	May 2021	\$844,156	83%	471,312,176	91.58%
5.	Apr 2021	\$671,684	-36%	372,298,752	-32.88%
6.	Mar 2021	\$1,692,840	53%	900,829,988	52.95%
7.	Feb 2021	\$1,426,820	2,234%	761,356,074	286.24%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Aug 2021	37	-22.9%	13	-72.9%
2.	Jul 2021	46	84.0%	23	-11.5%
3.	Jun 2021	31	-32.6%	22	0.0%
4.	May 2021	71	294.4%	16	-23.8%
5.	Apr 2021	54	86.2%	29	-6.5%
6.	Mar 2021	30	-58.3%	41	46.4%
7.	Feb 2021	77	97.4%	29	38.1%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Aug 2021	303,225	1.8%	43,708	-23.8%
2.	Jul 2021	303,477	1.9%	87,016	53.7%
3.	Jun 2021	303,362	1.9%	46,223	-10.0%
4.	May 2021	302,949	1.9%	35,868	-66.9%
5.	Apr 2021	300,297	1.1%	22,709	-79.8%
6.	Mar 2021	300,023	1.0%	22,627	-40.4%
7.	Feb 2021	299,753	0.9%	33,048	-29.2%

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. 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

September 2021 Quick List

- Source: Smith Travel Research, Monthly Report

	August	Running 12 Months
Occupancy	72.6% (30.2%)	64.3% (18.8%)
ADR	\$179.23 (31.6%)	\$160.41 (6.6%)
RevPAR	\$130.06 (71.4%)	\$103.20 (26.6%)
Supply	271,405 (3.4%)	3,178,972 (8.3%)
Demand	196,953 (34.7%)	2,045,128 (28.6%)
Revenue	\$35,300,083 (77.3%)	\$328,066,930 (37.1%)

Running 28 Days, Ending September 18, 2021

- Source: Smith Travel Research, Weekly Report

	Weekday	Weekend	Total
Occupancy	64.7% (33.8%)	86.0% (13.2%)	70.8% (25.8%)
ADR	\$154.23 (24.4%)	\$235.01 (36.4%)	\$182.25 (27.8%)
RevPAR	\$99.84 (66.5%)	\$202.13 (54.5%)	\$129.05 (60.8%)

August 2021 AIRDNA

- Source: AIRDNA, Monthly Report

	Hotel Comparable	All Short Term Rentals
Occupancy	77.20% (14.2%)	75.30% (15.1%)
ADR	\$145.44 (16.2%)	\$246.60 (20.5%)
RevPAR	\$112.21 (32.5%)	\$185.60 (84.0%)
Room Nights Booked	29,007 (35.4%)	154,940 (41.2%)

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
August 2021

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)
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	June 2022 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	May 31. 2021	\$650,000 upon completion of Phase I, Disbursement paid August 2018	\$2,650,000 upon completion of Phase II, 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
Town of Woodfin & Buncombe County Government ⁶	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, 2023	\$465,773 upon completion of French Broad River Greenway 1		upon completion
										\$650,000 upon completion of Silverline Park		upon completion
										\$380,000 upon completion of French Broad River Greenway 2		upon completion
										\$140,000 upon completion of Riverside Park Expansion		upon completion
										\$600,000 upon completion of Whitewater Wave		upon completion
										\$14,227 upon completion of Beaverdam Creek		upon completion
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	\$42,863	\$757,137	Effective January 15, 2019	April 30, 2019	January 2021	December 31, 2022	Up to \$40,000 upon completion of roof/elevator repair and building assessemnt & financial feasibility analysis ⁷		\$42,863.00 Disbursement paid November 2020
										Up to \$130,000 draw for structural repairs & design development		upon completion
										1/3 complete		
										2/3 complete		
										upon completion		
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 pending MOU						
Project managed by BCTDA/Explore Asheville	African American Heritage Trail Project ⁹	2018	\$500,000	n/a	n/a	n/a	n/a	2022	n/a	n/a		
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center 2.0) - [Air Ionization	2021	\$45,000	0	\$45,000	Effective June 1, 2021	June 1, 2021	n/a	July 31, 2021	Project complete, Disbursement request in review		

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

² Contract does not include a completion deadline date.

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

⁷ The YMI Cultural Center presented a project update to the TDA at the November board meeting and requested a contract amendment to extend the project completion deadline from January 31, 2021 to December 31, 2022, and to request a second draw up to \$130,000 from the initial grant for structural repairs and the next stage of design development (not to exceed \$130,000). The TDA approved the request. The balance of the grant would be disbursed in thirds throughout the construction process as is standard TPDF contractual terms.

⁶ The Town of Woodfin & Buncombe County Government requested an amendment request to extend the completion date and disbursement schedule; the BCTDA approved the request n October 2020.

⁹ The BCTDA committed to fund the development of the African American Heritage Trail Project as proposed by the River Front Developmenbt Group in the the 2018 TPDF grant cycle and provide staff support to manage the story development, community input process, design, fabrication and installation of the project. The BCTDA allocated \$500,000 for the completion of the project in February 2021.

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 Art Museum (AAM)	2007 Asheville Art Museum (Museum Expansion)	2007 2009	\$1,000,000 \$500,000	\$1,500,000	\$0	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	October 2020 \$500,000 paid ¹
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, 2018	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/U.S. Cellular Center ⁵	2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversion)	2016	\$1,500,000	\$1,500,000	\$0	Effective January 15, 2017	September 30, 2017	September 2017	January 31, 2020	1/3 complete	2/3 complete	Project is complete, \$1,500,000 paid September 2020
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	\$313,000	\$0	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	\$380,000	\$0	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 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	June 2014 - Final pymt \$32,884.22 pd	
North Carolina Arboretum Society	2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	2018	\$905,000	\$905,000	\$0	Effective January 15, 2019	June 1, 2019	June 1, 2019	September 1, 2020	16.5% upon completion of Phase I, \$149,325 pd in October 2019	59.1% upon completion of Phase II, \$534,855. pd in August 2020	24.4% upon completion of Phase III paid November 2020 - project is complete
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.