

CALL TO ORDER

Chair Kathleen Mosher

Call to Order the Virtual Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation



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

Wednesday, 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 Roam at 27 College Place in Asheville. Please contact Jonna Sampson at <u>jsampson@ExploreAsheville.com</u> or 828.258.8111 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.

MEETING AGENDA & DOCS

Chair Kathleen Mosher

The agenda and meeting documents are available online.

Go to:

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



About Buncombe County TDA Visitor Information Partner Login

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

About the Buncombe County TDA

What is the Buncombe County Tourism Development Authority?

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

- Martine members of the Buncompe County TDA Board
- Find out about upcoming BCTDA meetings >>
- Review pact RCTDA meeting minutes % documents >

What does the Buncombe County TDA do?

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

Quick Links

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

Upcoming Events

One-on-One Wednesdays with Explore Asheville

Wednesday, April 28

Buncombe County TDA Board Meeting – April

Wednesday, April 28, 9:00 am - 10:25 am

One-on-One Wednesdays with Explore Asheville

BCTDA ROLL CALL

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Gary Froeba
- Matthew Lehman

- Michael Lusick
- John McKibbon
- Asheville City Councilmember Sandra Kilgore
- Buncombe County Commissioner
 Robert Pressley
- Chair Kathleen Mosher

WELCOME TO OUR NEW BCTDA BOARD MEMBERS

VIC ISLEY PRESIDENT & CEO

WELCOME LARRY CROSBY

Welcome new BCTDA Board Member

Larry Crosby

General Manager, The Foundry Hotel

Appointed by Asheville City Council

Representing a lodging property with 100 rooms or less

1-Year Partial Term Expiring 8/31/22



WELCOME MATTHEW LEHMAN

Welcome new BCTDA Board Member Matthew Lehman

General Manager, Grand Bohemian Hotel Asheville

Appointed by Asheville City Council

Representing a lodging property with 101+ rooms

3-Year Term Expiring 8/31/24



WELCOME MICHAEL LUSICK

Welcome new BCTDA Board Member Michael Lusick

Vice President of Hospitality, FIRC Group, Inc.

Appointed by Asheville City Council

Representing a lodging property with 101+ rooms

3-Year Term Expiring 8/31/24



BOARD MEMBERS COUNTY APPOINTMENTS

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

^{*} Or until someone is appointed to replace the position

- County applications closed September 20
- County Commissioners to interview applicants October 5 (rescheduled from September 7 and August 17) and make their appointments

MINUTES

Chair Kathleen Mosher

August 25, 2021 Regular BCTDA Meeting Minutes

- Questions/Comments
- Motion to Approve
- Motion Second
- Discussion

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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 McKibbon

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 & Bissette

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, Ashevegas 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.

Buncombe County Tourism Development Authority - August 25, 2021 BCTDA Meeting - Page 1 of 7

MINUTES - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Gary Froeba
- Matthew Lehman
- Michael Lusick
- John McKibbon
- Chair Kathleen Mosher

FINANCIAL REPORTS

Explore Asheville Director of Finance Jennifer Kass-Green

Presentation of the August 2021 Financial Reports

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	Cı	urrent Month	1	ear to Date	Budget	Budget	Y	ear to Date	(%)
	Budget		Actual		Actual	Remaining	Used		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	20,519,690	=	2,820,757	_	2,820,757	17,698,933	13.7%	_	1,390,639	102.8%
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	20,570,254		817,472		1,746,758	18,823,496	8.5%		1,101,582	58.6%
Revenues over (under) expenditures	(50,564)		2,003,285		1,074,000			\$	289,057	271.6%
oxportation 5	(00,00.1)	_		_				Ť	200,001	
Other Financing Sources:										
Carried over earned income	50,564		-		_					
Total other financing sources	50,564	=		_	-					
Net change in fund balance	\$ -	\$	2,003,285	_	1,074,000					
Fund balance, beginning of year Fund balance, end of month				\$	17,765,544					

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

August 31, 2021

	Operating Fund										Product Development Fund								
		By Month		Cumulative Year-to-Date							Ву	Month		Cumulative Year-to-Date			ite		
Month of room sales:	Current Year	Prior Year	(%) (%)		Current Year		Prior Year	(%) Change		Current Year		Prior Year	(%) Change		Current Year	Prior Year	(%) Change		
month of room suics.		- Total	(70)	_	Todi	_	Tour	Orlange	_	Tour	_	Tour	Offarigo		Todi	- Total	Onlange		
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	\$ 2,807,310	\$ 20,125,048		\$	2,807,310	-\$	20,125,048		-\$	935,770		5,708,349		-\$	935,770	\$6,708,349			
						_			_					_			•		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

August 31, 2021

		Life to Date	Remaining	(%)
	Budget	Actuals	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	18,360,000	25,795,851	(7,435,851)	140.5%
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	17,920,000	3,834,331	14,085,669	21.4%
Product development fund administration	440,000	910	439,090	0.2%
Total product development fund	\$ 18,360,000	\$ 3,835,241	\$ 14,524,759	20.9%
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		\$ 7,034,396		
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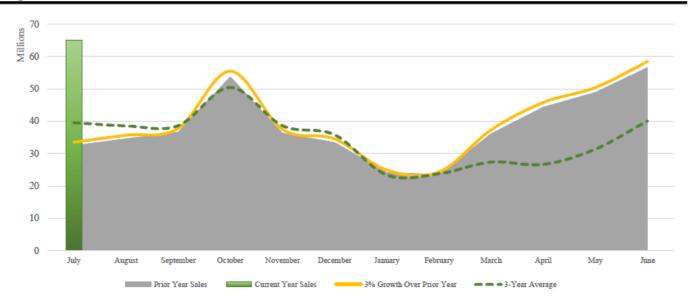
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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	\$ 18,917,156	\$ 21,559,155	40,476,311
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 43,762	\$ -	\$ 43,762
Future events payable	33,850	\$ 14,085,669	\$ 14,119,519
Total current liabilities	77,612	\$ 14,085,669	\$ 14,163,282
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	18,839,544	7,473,486	26,313,029
Total liabilities and fund balances	\$18,917,156	\$ 21,559,155	\$ 40,476,311

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

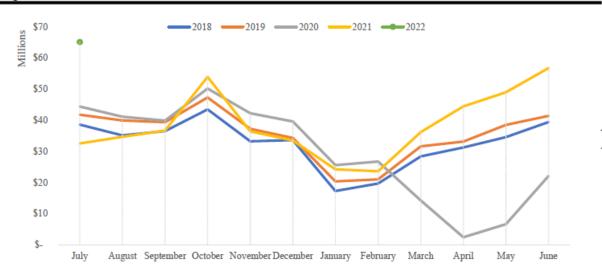


	Current		Prior	(%)	YTD (%)	3% Over	3-Year
	Year		Year	Change	Change	Prior Year	Average
Month of lodging sales:							
July	\$ 65,130,684	\$	32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	-		34,663,339	-	-	35,703,239	38,564,848
September	-		36,683,164	-	-	37,783,659	38,626,462
October	-		53,870,769	-	-	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	\$ 65,130,684	\$ 4	461,805,154			\$475,659,309	\$414,154,329

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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
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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

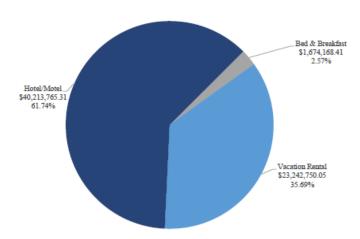
Total Lodging Sales by Type Shown by Month of Sale, Year-to-Date August 31, 2021

		Hotel/Mo	tel	Vacation Rentals Bed & Breakfast					Grand Totals							
Month of room sales:	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	3 \$ 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	2 -		-	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	\$ 40,213,765	\$ 275,163,036			\$ 23,242,750	\$ 173,004,631	_		\$ 1,674,168	3 \$ 13,637,487			\$ 65,130,684	\$ 461,805,154	_	
			_				-				_					

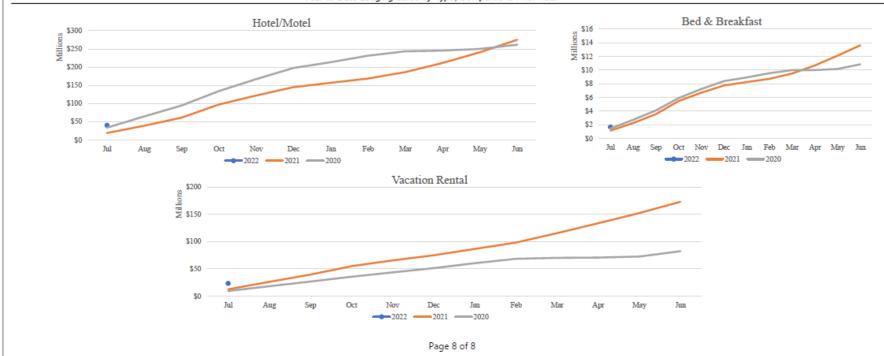
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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



FINANCIAL REPORTS

Questions/Discussion

FINANCIAL REPORTS

Chair Kathleen Mosher

Suggested Motion:

Motion to approve the August 2021 Financial Reports as presented.

- Motion Second
- Discussion

FINANCIALS - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Gary Froeba
- Matthew Lehman
- Michael Lusick
- John McKibbon
- Chair Kathleen Mosher

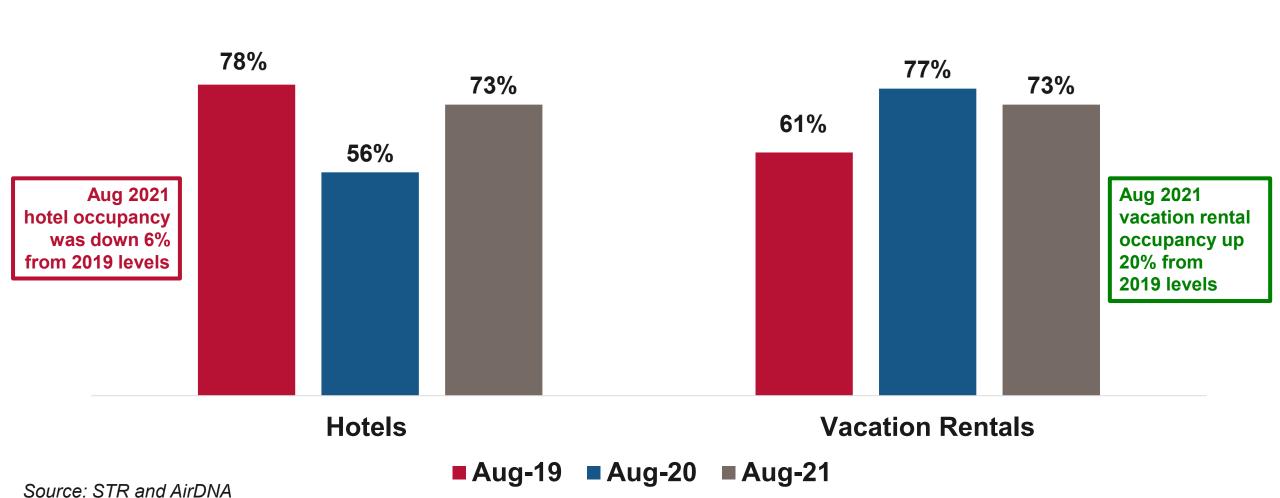
PRESIDENT & CEO REPORT

VIC ISLEY PRESIDENT & CEO

TOP FIVE MONTHS OCCUPANCY TAX COLLECTION

		Percentage of Sales							
	Total Occupancy Tax Revenue	Hotel/Motel	Vacation Rental	B&B					
July 2021	3,743,080	61.7%	35.7%	2.6%					
June 2021	3,251,441	60.9%	36.5%	2.6%					
October 2020	3,105,696	67.8%	28.7%	3.6%					
October 2019	2,941,764	79.0%	17.4%	3.6%					
May 2021	2,826,295	58.9%	38.2%	2.9%					

AUGUST LODGING OCCUPANCY



HEART OF HOSPITALITY



HIGHLIGHTS OF THE 2021 BCTDA ANNUAL MEETING

- Recognition of Bob Patel, recipient of the 2021 William A.V. Cecil Award
- Inspiration from keynote speaker Kevin Brown: 'Expand Your Vision, Grow Your Results'
- More than 175 business and community leaders in attendance

Read more at AshevilleCVB.com/Events





































CITY COUNCIL UPDATE

Councilmember Sandra Kilgore

Asheville City Council Update

BC COMMISSION UPDATE

Commissioner Robert Pressley

Buncombe County Commission Update

MISCELLANEOUS BUSINESS

Chair Kathleen Mosher

LIVE PUBLIC COMMENTS

Chair Kathleen Mosher

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

As of the 12:00 p.m. deadline on Tuesday, September 28, no requests to speak had been received.

WRITTEN PUBLIC COMMENTS

Chair Kathleen Mosher

Members of the Public were invited to submit comments via email to reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, September 28.

There were no written public comments received by the deadline.

ADJOURNMENT

Chair Kathleen Mosher

- Suggested Motion:
 - Motion to adjourn the BCTDA meeting
- Motion Second
- Discussion

ADJOURN - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Gary Froeba
- Matthew Lehman
- Michael Lusick
- John McKibbon
- Chair Kathleen Mosher

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting will be on

Wednesday, October 27, 2021 | 9:00 a.m.

Location: Virtual via Zoom