



WELCOME!

The October 27, 2021 virtual meeting of the
Buncombe County Tourism Development Authority
will begin shortly.

Explore **ASHEVILLE**

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, October 27, 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 - HP Patel, BCA Hotels - Sagar Patel, Pure Hospitality	Vic Isley
9:10 a.m.	Approval of 09.29.21 Meeting Minutes	Kathleen Mosher
9:12 a.m.	September 2021 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:20 a.m.	Festivals & Cultural Events Funding Recommendations	Pat Kappes
9:30 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Buncombe County Comprehensive Plan	Sybil Tate, Assistant County Manager; Nathan Pennington, Planning & Development Director Buncombe County
10:05 a.m.	Blue Ridge Parkway Update	Tracy Swartout, Superintendent Blue Ridge Parkway
10:25 a.m.	Encourage Safe & Responsible Travel Update	Marla Tambellini
10:40 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:45 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:50 a.m.	Miscellaneous Business	Kathleen Mosher
10:55 a.m.	Comments from the General Public	Kathleen Mosher
11:00 a.m.	Adjournment	Kathleen Mosher

Save the Date:

[Partner Salon: Packaging Matchmaker](#) | Wednesday, November 10 | 8:30 to 10:00 a.m. | Explore Asheville Board Room

The next joint BCTDA meeting is on **Wednesday, November 17, 2021**, at 9:00 a.m., and will be held virtually via Zoom. 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.

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

Explore Asheville
Convention & Visitors Bureau

About Buncombe County TDA Visitor Information Partner Login

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About the Buncombe County TDA

What is the Buncombe County Tourism Development Authority?

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

- Meet the members of the Buncombe County TDA Board >>
- Find out about upcoming BCTDA meetings >>
- Review past BCTDA meeting minutes & documents >>

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 2021
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
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Asheville City Councilmember
Sandra Kilgore
- Buncombe County Commissioner
Robert Pressley
- Chair Kathleen Mosher

WELCOME TO OUR NEW BCTDA BOARD MEMBERS

VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**

WELCOME HP PATEL

Welcome new BCTDA Board Member

HP PATEL

President, BCA Hotels

Best Western | Glō | Comfort Inn | Tru Hilton

Appointed by The Buncombe County Board of Commissioners

Representing a lodging property with 101+ rooms

3-Year Term Expiring 8/31/24



WELCOME SAGAR PATEL

Welcome new BCTDA Board Member

SAGAR “SCOTT” PATEL

General Manager, Pure Hospitality

Sleep Inn Asheville – Biltmore West

Appointed by The Buncombe County Board of Commissioners

Representing a lodging property with 100 rooms or less

3-Year Term Expiring 8/31/24



MINUTES

Chair Kathleen Mosher

September 29, 2021

Regular BCTDA Meeting Minutes

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

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, September 29, 2021

Present (Voting):	Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Leah Ashburn, Andrew Celwyn, Larry Crosby, Gary Froeba, Matthew Lehman, Michael Lusick, John McKibbin
Absent (Voting):	None
Present (Ex-Officio):	Asheville City Councilmember Sandra Kilgore Buncombe County Commissioner Robert Pressley
Absent (Ex-Officio):	None
CVB Staff:	Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Jonna Sampson, Julia Simpson, Daniel Bradley
BC Finance:	None
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bisette
Online Attendees:	Carli Adams, Glenn Cox, Kathryn Dewey, Hannah Dosa, Connie Holliday, Sarah Kilgore, Sarah Lowery, Kathi Petersen, Michael Poandl, Sha'Linda Pruitt, Glenn Ramey, Charlie Reed; Explore Asheville Staff Jane Anderson, Asheville Independent Restaurant Association Kit Cramer, Asheville Area Chamber of Commerce Madison Davis, Asheville Buncombe Regional Sports Commission Timothy Love, Buncombe County Jim Muth, John Ellis; Past BCTDA Board Members Nicole Will, Asheville Wellness Tours David McCartney, Kimpton Hotel Arras Peter Pollay, Mandara Hospitality Jason Sandford, Ashevillegas.com Sunshine Request

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:00 a.m.
- Larry Crosby, Matthew Lehman, and Michael Lusick were welcomed as new board members after having been recently appointed to the BCTDA by Asheville City Council.
- Minutes from the August 25, 2021, BCTDA regular monthly meeting were approved with a 9-0 vote.
- The August 2021 financial statements were approved with a 9-0 vote.

MINUTES - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the September 2021 Financial Reports

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Funds, Budget and Actual

September 30, 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	\$ 2,327,847	\$ 5,135,157	\$ 15,234,533	25.2%	\$ 2,966,859	73.1%
Investment income	-	70	164	(164)	-	66	147.1%
Other income	-	-	-	-	-	-	-
Earned revenue	150,000	16,645	29,998	120,002	20.0%	5,254	470.9%
Total revenues	20,519,690	2,344,562	5,165,319	15,354,371	25.2%	2,972,180	73.8%
Expenditures:							
Salaries and Benefits	2,889,976	168,563	539,562	2,350,415	18.7%	453,249	19.0%
Sales	1,236,063	39,221	143,875	1,092,188	11.6%	132,939	8.2%
Marketing	15,321,893	54,478	1,189,393	14,132,500	7.8%	783,950	51.7%
Community Engagement	123,178	12,428	17,076	106,102	13.9%	6,254	173.1%
Administration & Facilities	798,580	53,555	180,097	618,483	22.6%	145,122	24.1%
Events/Festivals/Sponsorships	200,564	1,000	6,000	194,564	3.0%	1,873	220.3%
Total expenditures	20,570,254	329,244	2,076,002	18,494,252	10.1%	1,523,387	36.3%
Revenues over (under) expenditures	(50,564)	2,015,318	3,089,317			\$ 1,448,793	113.2%
Other Financing Sources:							
Carried over earned income	50,564	-	-				
Total other financing sources	50,564	-	-				
Net change in fund balance	\$ -	\$ 2,015,318	3,089,317				
Fund balance, beginning of year			19,777,333				
Fund balance, end of month			\$ 22,866,650				

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

September 30, 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	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
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>\$ 5,135,157</u>	<u>\$ 20,125,048</u>		<u>\$ 5,135,157</u>	<u>\$ 20,125,048</u>		<u>\$1,711,719</u>	<u>\$6,708,349</u>		<u>\$1,711,719</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

September 30, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 25,340,131	\$ (6,980,131)	138.0%
Investment Income	-	1,231,927	(1,231,927)	0.0%
Total revenues	<u>18,360,000</u>	<u>26,572,058</u>	<u>(8,212,058)</u>	<u>144.7%</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	17,576	482,424	3.5%
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>3,835,439</u>	<u>14,084,561</u>	<u>21.4%</u>
 Product development fund administration	<u>440,000</u>	<u>980</u>	<u>439,020</u>	<u>0.2%</u>
 Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 3,836,419</u>	<u>\$ 14,523,581</u>	<u>20.9%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 22,334,183		
Less: Liabilities/Outstanding Grants		(14,084,561)		
Less: Unspent Admin Budget (Current Year)		(439,020)		
Current Product Development Amount Available		<u>\$ 7,810,602</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

September 30, 2021

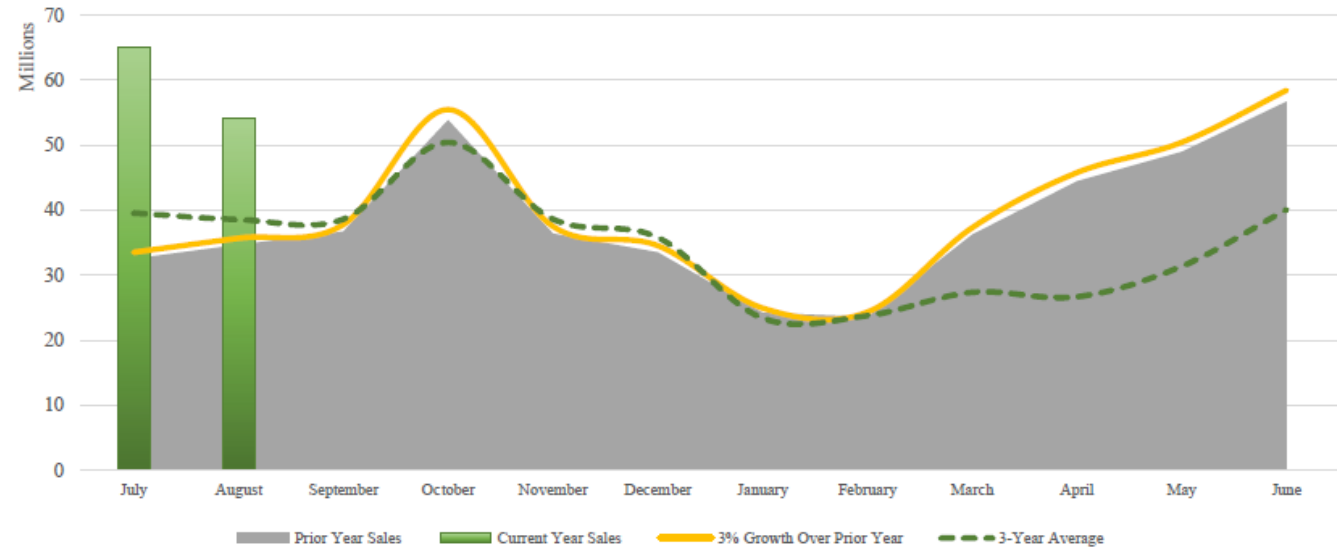
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 22,943,553	\$ 22,332,295	\$ 45,275,848
Receivables	5,666	1,888.51	7,554
Total current assets	<u>\$ 22,949,218</u>	<u>\$ 22,334,183</u>	<u>45,283,402</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 48,718	\$ -	\$ 48,718
Future events payable	33,850	\$ 14,084,561	\$ 14,118,411
Total current liabilities	<u>82,568</u>	<u>\$ 14,084,561</u>	<u>\$ 14,167,129</u>
			-
Fund Balances:			-
Restricted for product development fund	-	8,247,734	8,247,734
Committed for event support program	116,289	-	116,289
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	10,935,941	-	10,935,941
Total fund balances	<u>22,866,650</u>	<u>8,249,622</u>	<u>31,114,384</u>
Total liabilities and fund balances	<u>\$ 22,949,218</u>	<u>\$ 22,334,183</u>	<u>\$ 45,283,402</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

September 30, 2021



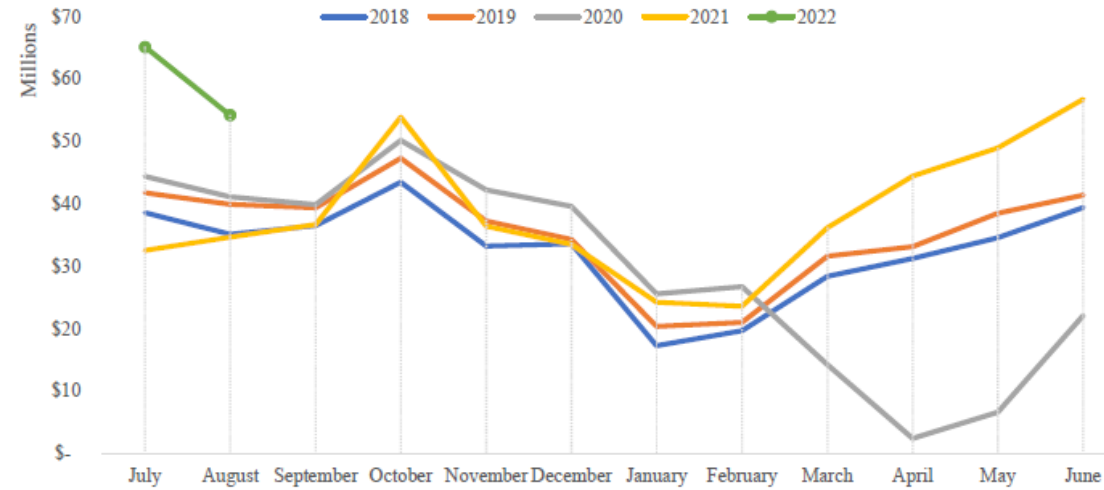
Month of lodging sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 65,132,634	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,185,904	34,663,339	56%	78%	35,703,239	38,564,848
September	-	36,683,164	-	-	37,783,659	38,626,462
October	-	53,870,769	-	-	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	-	24,212,981	-	-	24,939,371	23,373,837
February	-	23,577,105	-	-	24,284,418	23,752,913
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>\$119,318,538</u>	<u>\$ 461,804,845</u>			<u>\$475,658,991</u>	<u>\$414,154,226</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

September 30, 2021



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 65,132,634
August	35,118,463	39,917,550	41,113,655	34,663,339	54,185,904
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	24,212,981	-
February	19,676,430	20,985,316	26,696,319	23,577,105	-
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	\$ 461,804,845	\$ 119,318,538

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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

September 30, 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%	\$ 23,244,700	\$ 12,282,646	89.2%	89.2%	\$ 1,674,168	\$ 1,132,148	47.9%	47.9%	\$ 65,132,634	\$ 32,547,111	100.1%	100.1%
August	33,274,302	19,815,648	67.9%	88.7%	19,502,181	13,723,974	42.1%	64.4%	1,409,421	1,123,717	25.4%	36.7%	54,185,904	34,683,339	56.3%	77.5%
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	-	12,224,275	-		-	11,501,937	-		-	486,770	-		-	24,212,981	-	
February	-	11,355,395	-		-	11,724,546	-		-	497,164	-		-	23,577,105	-	
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	\$ 73,488,068	\$ 275,162,728			\$ 42,746,881	\$ 173,004,631			\$ 3,083,589	\$ 13,637,487			\$ 119,318,538	\$ 461,804,845		

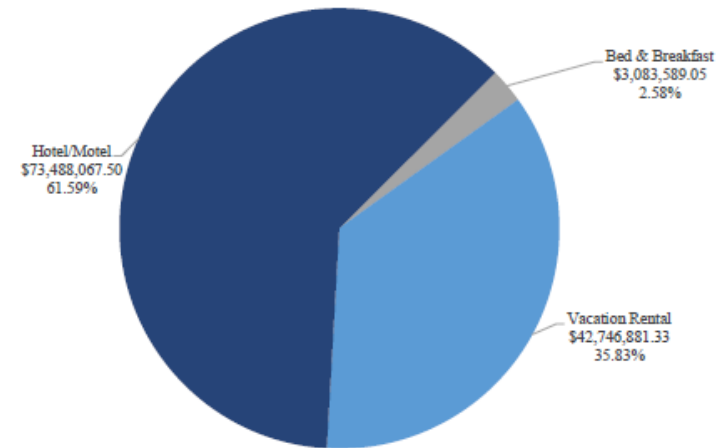
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

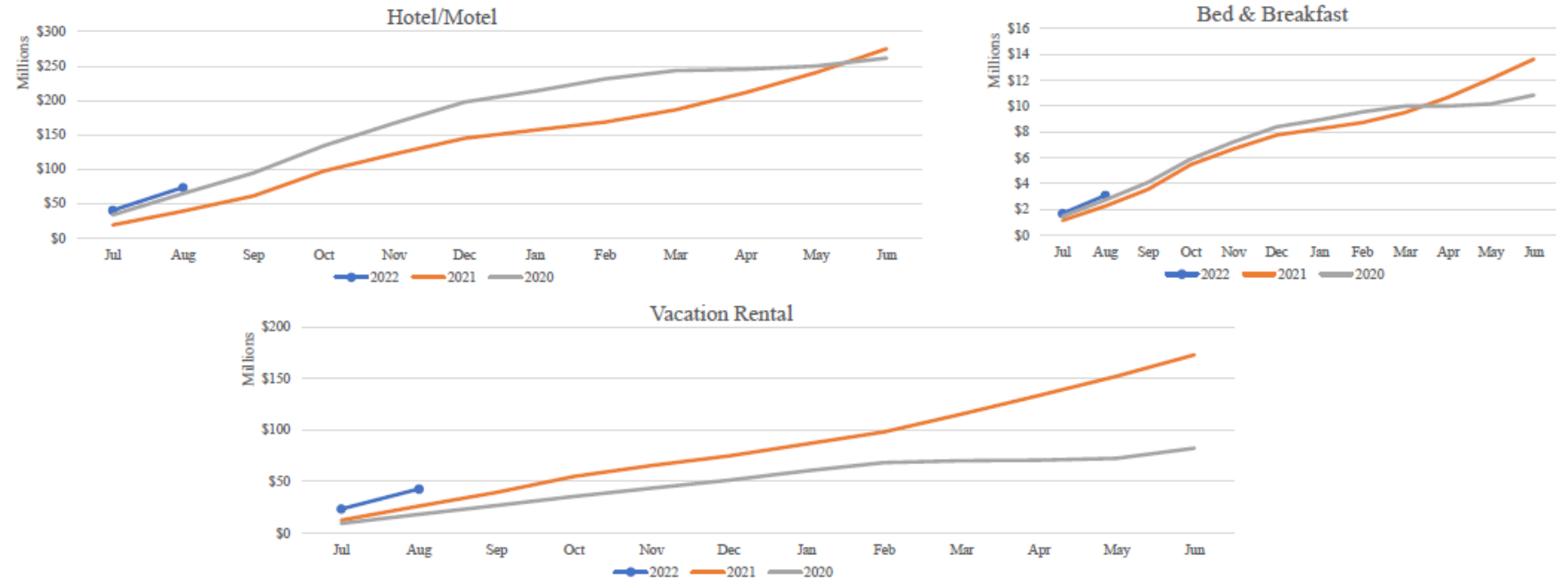
Shown by Month of Sale, Year-to-Date

September 30, 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 September 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
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher



FESTIVALS & CULTURAL EVENTS FUNDING RECOMMENDATIONS

PAT KAPPES
VICE PRESIDENT OF COMMUNITY ENGAGEMENT

Explore **ASHEVILLE**

EARNED REVENUE OVERVIEW

Earned revenue is dedicated to supporting local events through:

- Sponsorships, and
- The Festivals and Cultural Events Support Fund.

Funding for the program comes from unrestricted, earned revenue collected through advertising sales and lodging reservations booked on ExploreAsheville.com.

The earned revenue fund is a way to further investment in the community. It doesn't have the same state-level mandates as occupancy tax revenue.

FY22 EARNED REVENUE FUND

Beginning Fund Balance	101,128
Budgeted Revenue	150,000
Budgeted Expenses	200,564
Ending Fund Balance (50% Reserve)	50,564



FY22 Allocation Breakdown

Sponsorships	\$50,000
Festivals & Cultural Events Support Fund	\$110,000*
Major Events/Special Opportunities	\$50,000

** Reflects an additional \$10,000 due to a refund from a cancelled event.*

During the October 2020 BCTDA Meeting, the Board approved a request to transfer \$100,000 in earned revenue funds into the FY21 earned revenue operating budget, with the interim CEO authorized to approve expenditures of up to \$5,000 per recipient during the remaining FY21, and for the BCTDA's board chair to approve amounts exceeding that amount. The board voted, with all in favor of this request.

For FY22, staff is recommending a practice of maintaining 50% of beginning fund balance in reserve each year. Staff is requesting the President & CEO be authorized to approve up to \$25,000 per any one sponsorship/event, and for the BCTDA's board chair to approve amounts in excess of \$25,000.

SPONSORSHIP FUNDING

- Requests reviewed on a quarterly basis (August, November, February, and May).
- Sponsorships range from \$500 to \$10,000.
- Funding awarded at the discretion of Explore Asheville's President & CEO.
- Funds are disbursed immediately upon approval.

SPONSORSHIPS FUNDED YEAR TO DATE FOR FY 2021-2022

Organization	Event	Amount
YMI Cultural Center	Goombay Festival	\$5,000
Appalachian Sustainable Agriculture Project (ASAP)	ASAP Farm Tour	\$5,000
Asheville Symphony	Symphony in the Park: A Celebration of the Arts	\$5,000
Asheville Area Arts Council	Creative Sector Summit	\$5,000
Asheville Museum of Science	Under the Stars	\$2,500
Leadership Asheville	Fall Breakfast Buzz Series	\$1,000
UNC Asheville	8th African Americans in Western North Carolina & Southern Appalachia Conference: Reparations, Revelations, & Racial Justice: The Path Forward	\$2,000
TOTAL		\$25,500

FESTIVALS & CULTURAL EVENTS SUPPORT FUND

The Festivals & Cultural Events Support Fund Grant Program was launched in 2016 and is designed to **provide financial support for events that both serve the residents of Buncombe County and the visitors who travel to the Asheville area** for the sense of authenticity and welcoming spirit that the destination exudes.

The primary purposes of the fund are to:

- Support and preserve cultural identity within Buncombe County;
- Stimulate the creation of new, or expansion of existing, festivals and cultural events; and
- Contribute to the financial viability and long-term sustainability of the area's festivals and cultural events.

AVAILABLE GRANTS

- Grants range from \$1,000 to a maximum of \$5,000. The funding level may not exceed a 50% match of the total event budget.
- The number of grants awarded is limited by available funds. Available funds will vary from year-to-year and do not have to be fully appropriated.
- Funds are disbursed following the successful completion of the festival or cultural event.

ELIGIBILITY REQUIREMENTS

- The festival or cultural event must occur in **Buncombe County**.
- Applications only accepted from registered 501(c)3 or 501(c)6 **non-profit organizations** chartered and working in Buncombe County.

The festival or cultural event for which the application is being made must be presented by a non-profit organization whose purpose is to conduct programs that benefit the citizens of and the visitors to Buncombe County and have the potential to enhance the culture and vitality of Buncombe County.

EVALUATION CRITERIA

Applications are reviewed by a Festivals & Cultural Events Grant Committee who provides funding recommendations to the Buncombe County TDA. The TDA approves all grant awards.

In addition to meeting eligibility requirements, applications are assessed using criteria developed to determine the extent to which the festival or cultural event is **in alignment with the BCTDA's strategic imperative pillars.**

EVALUATION CRITERIA

Pillar: 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.

Possible Examples

Ability of event to attract out-of-town attendees for day trips and overnight visits

Hosting event in need periods (off peak seasonally and midweek)

Ability to disperse visitors outside the core of downtown Asheville

Providing employment opportunities for Buncombe County residents, Sourcing from local Buncombe County-based vendors

EVALUATION CRITERIA

Pillar: 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.

Possible Examples

Incorporation of sustainability principles in production of event

Incentives provided to vendors and/or attendees to embrace environmental measures

Strategic partnerships with local nonprofits whose mission is to serve the natural, cultural, or human resources in the region

EVALUATION CRITERIA

Pillar: 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.**

Possible Examples

Ability of event to appeal to diverse audiences

Percentage of opportunities afforded to minority-owned businesses

Strategic partnerships with local nonprofits whose mission is to support underserved and underrepresented segments of the community

EVALUATION CRITERIA

Pillar: 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.

Possible Examples

Demonstration of what makes the event stand out from other events in Buncombe County or in the region

Ways in which the event will contribute to the cultural identity and vibrancy of Buncombe County

The extent to which the festival or cultural event is anticipated to enhance the local community and/or economy

Percentage of opportunities afforded to local creative individuals or businesses

REVIEW PROCESS

A Festivals & Cultural Events Committee was created to assess the submissions and make funding recommendations to the BCTDA who has authority over funding decisions. Members include:

- **Leah Ashburn**, BCTDA Board Member/Treasurer of the Nonprofit & Highland Brewing Company Owner
- **Jon Fillman**, City of Asheville Community Event Manager
- **Vic Isley**, Explore Asheville President & CEO
- **Rasheeda McDaniels**, Buncombe County Community Engagement
- **Peyton O'Conner**, Buncombe County Parks and Recreation Director

SUBMISSIONS SUMMARY

2021 Festivals & Cultural Events Support Fund Grant Cycle for 2022 Events

- 33 applications received for a total ask of \$161,600.
- Fund balance available for grants is \$110,000.

COMMITTEE RECOMMENDATIONS

- The committee met on October 21 to assess the submissions.
- The committee recommends funding 26 out of the 33 submissions for a total of \$110,000 which exhausts the amount of earned revenue that was allocated for this grant application cycle.
- Funding was recommended for those that met the eligibility requirements and were most closely aligned with the strategic pillars.

COMMITTEE RECOMMENDATIONS

	Organization	Event	Amount
1	Appalachian Sustainable Agriculture Project (ASAP)	ASAP Farm Tour	\$5,000
2	Asheville Brewers Alliance	AVL Beer Week	\$5,000
3	Asheville Celtic Group	Asheville Celtic Fest	\$5,000
4	Asheville Downtown Association	Downtown After 5	\$5,000
5	Asheville Downtown Association	Asheville Holiday Parade	\$5,000
6	Asheville Fringe Society	The Asheville Fringe Arts Festival	\$5,000
7	Asheville Makers	Asheville Makers Faire	\$2,000
8	Asheville Mardi Gras	Asheville Mardi Gras Parade and Queen's Ball	\$4,000
9	Asheville Quilt Guild	Asheville Quilt Show	\$3,700
10	Asheville Symphony Orchestra	ALT ASO	\$5,000

COMMITTEE RECOMMENDATIONS

	Organization	Event	Amount
11	Black Mountain College Museum + Arts Center	{Re}HAPPENING 10	\$3,000
12	Black Mountain Swannanoa Chamber of Commerce	Sourwood Festival	\$5,000
13	Black Wall Street AVL	GRINDfest 2022	\$5,000
14	Blue Ridge Pride Center, Inc.	The Blue Ridge Pride Festival	\$5,000
15	Buncombe County Recreation Services	Lake Julian Festival of Lights	\$5,000
16	Congregation Beth HaTephila	HardLox Jewish Food and Heritage Festival	\$3,600
17	Connect Beyond Festival	Connect Beyond Festival	\$5,000
18	Folk Heritage Committee	(1) Shindig on the Green (2) Mountain Dance and Folk Festival	\$5,000
19	Hola Carolina	Hola Asheville	\$5,000
20	LEAF Global Arts	LEAF Downtown AVL	\$5,000

COMMITTEE RECOMMENDATIONS

	Organization	Event	Amount
21	Leicester Artists	Come to Leicester Artists Studio Tour	\$1,000
22	Moog Foundation	Moogmentum: The 15th Anniversary Celebration	\$3,700
23	North Carolina Arboretum	Winter Lights at the North Carolina Arboretum	\$5,000
24	PubCorps	Flacktoberfest 2022	\$1,000
25	Southern Highland Craft Guild	74th Annual Craft Fair of the Southern Highlands	\$5,000
26	Green Built Alliance	CiderFest NC	\$3,000
	TOTAL		\$110,000



QUESTIONS?

MOTION FOR CONSIDERATION

Chair Kathleen Mosher

- Motion for Consideration

Motion to approve the Festivals & Cultural Events Committee's recommendation to fund 26 events in 2022 utilizing Earned Revenue for a total of \$110,000 as presented.

- Motion Second
- Discussion

ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher



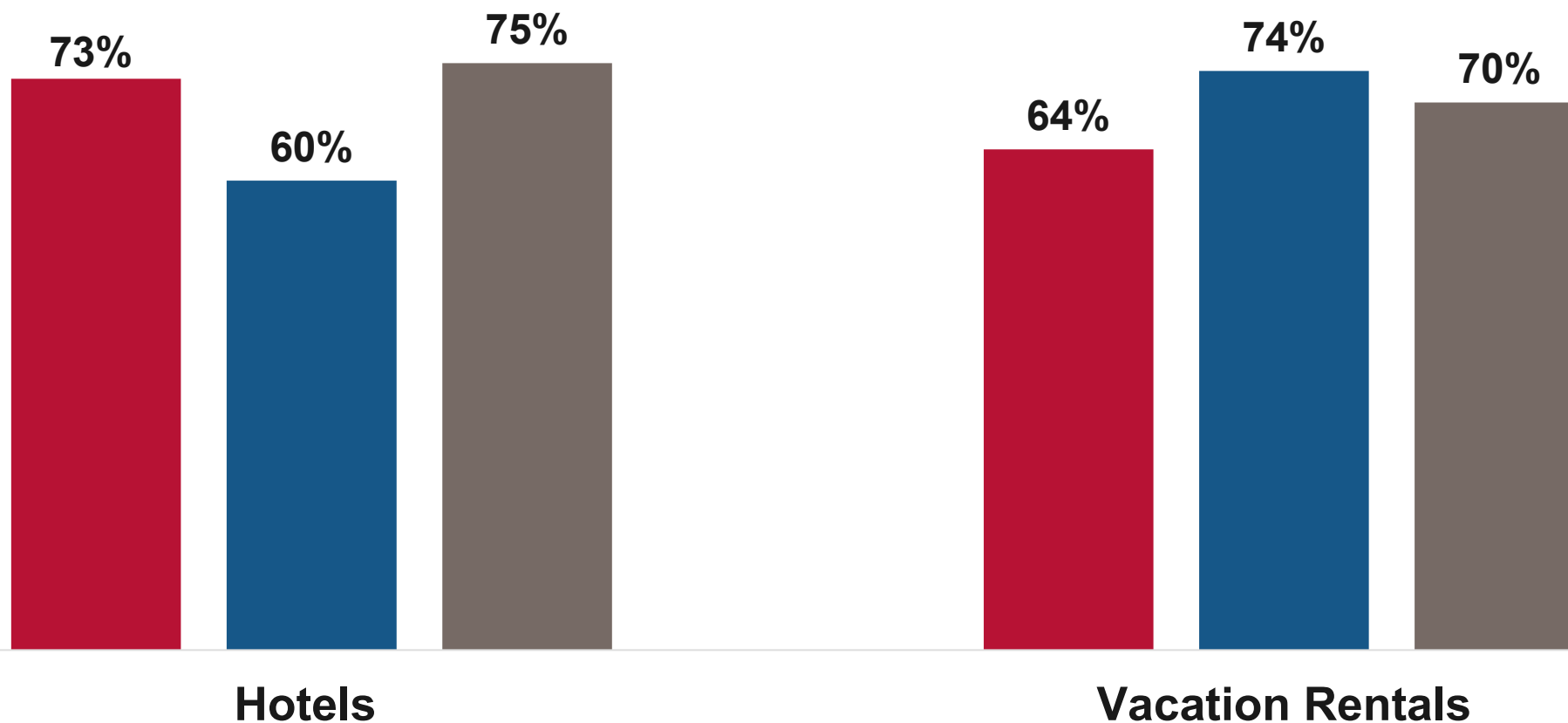
THANK YOU!

PRESIDENT & CEO REPORT

VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**

SEP LODGING OCCUPANCY

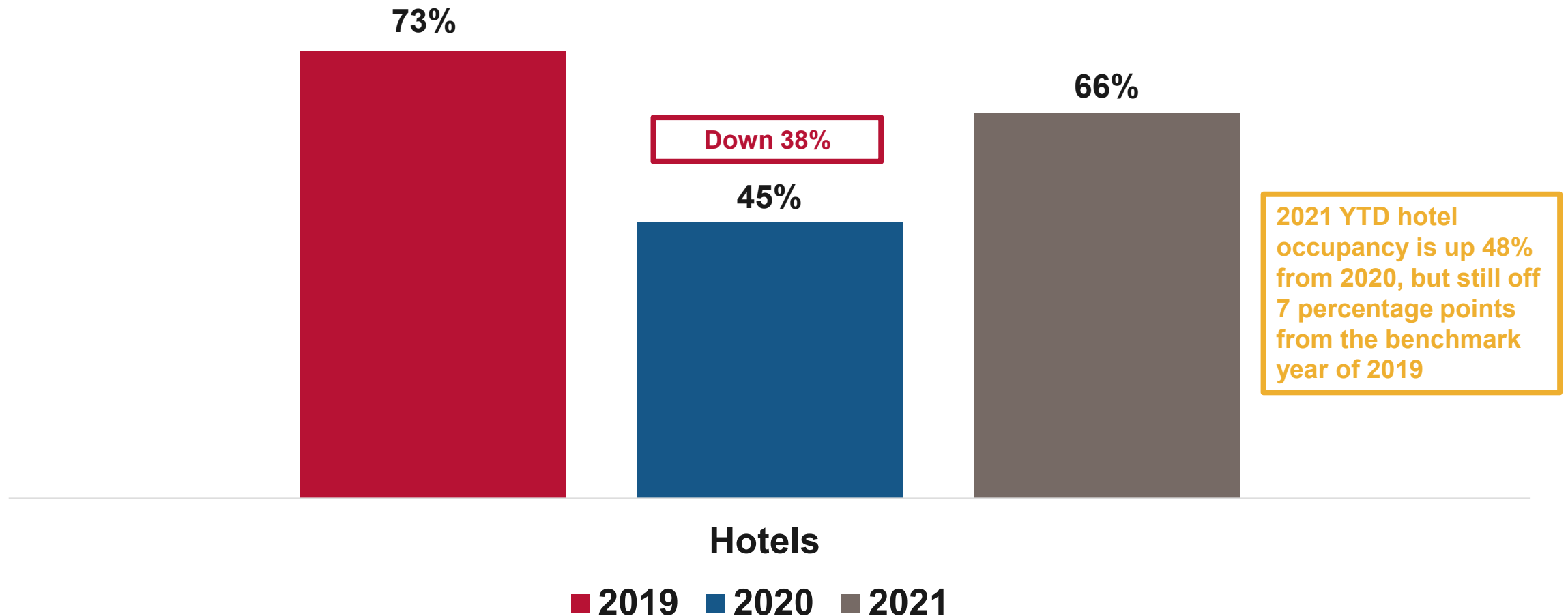


Sep 2021
hotel occupancy
was up 2% from
2019 levels

Sep 2021
vacation rental
occupancy up
6% from
2019 levels

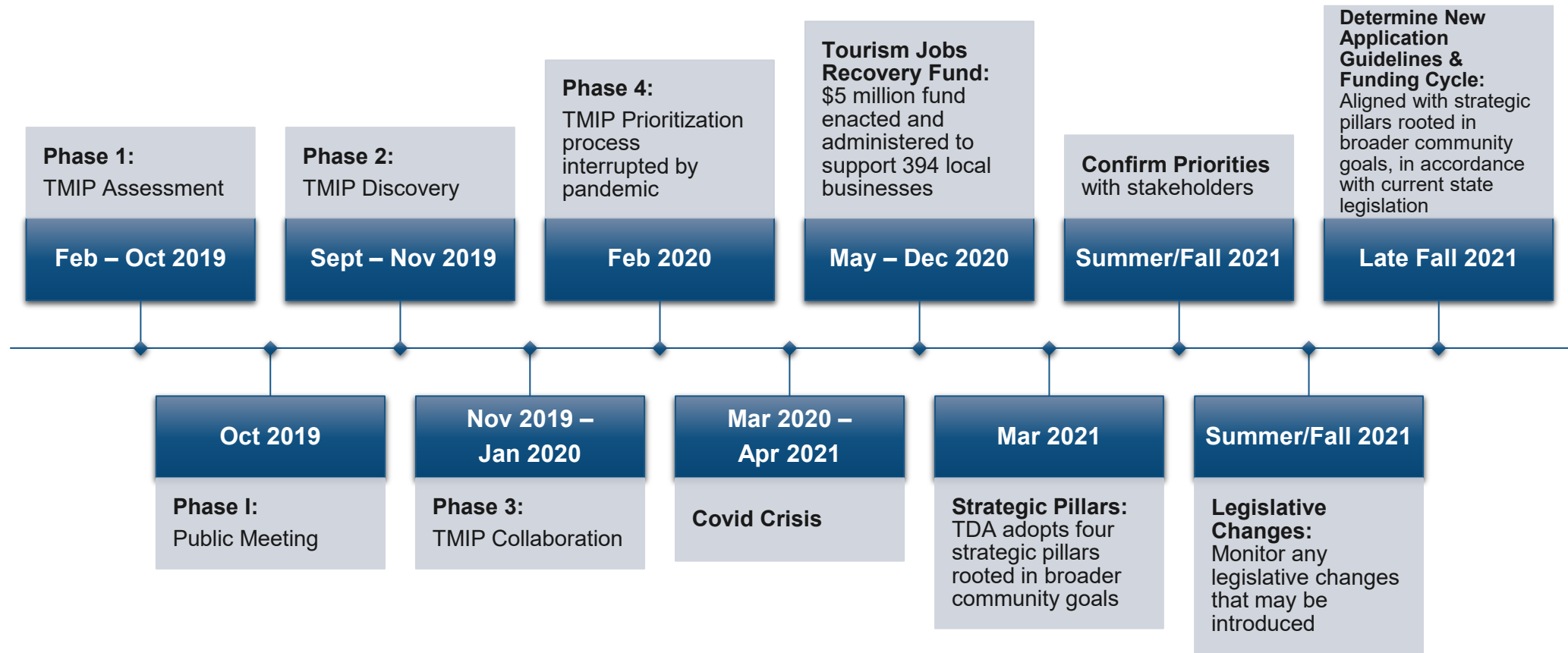
■ Sep-19 ■ Sep-20 ■ Sep-21





HOTEL OCCUPANCY YTD THROUGH SEPTEMBER



Source: STR calendar year

TPDF/TMIP TIMELINE



BUNCOMBE COUNTY 2020-2025 STRATEGIC PLAN – COMMUNITY FOCUS AREAS				
VIBRANT ECONOMY <i>A robust and sustainable regional economy that builds on our homegrown industries and talent and provides economic mobility for residents</i>	RESIDENT WELLBEING <i>Our residents are safe, healthy and engaged in their community</i>	ENVIRONMENTAL & ENERGY STEWARDSHIP <i>High quality air, water, farmland & renewable energy for future generations</i>	EDUCATED & CAPABLE COMMUNITY <i>A county where all residents thrive & demonstrate resilience throughout their lives</i>	
ASHEVILLE CITY COUNCIL 2020 FOCUS AREAS				
<ul style="list-style-type: none">A thriving local economyA financially resilient city	<ul style="list-style-type: none">Quality affordable housingTransportation and accessibility	<ul style="list-style-type: none">A well-planned and livable communityA clean and healthy environment	<ul style="list-style-type: none">An equitable and diverse communityA connected and engaged community	
EXPLORE ASHEVILLE (BCTDA) STRATEGIC PILLARS				
 DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH <i>Balance visitor and resident needs. Focus on the quality of each visit.</i>	 ENCOURAGE SAFE & RESPONSIBLE TRAVEL <i>Encourage the care for and respect of natural, cultural and human resources. Grow our outdoor economy.</i>	 ENGAGE & INVITE MORE DIVERSE AUDIENCES <i>Extend a genuine invitation and make community connections for all to win.</i>	 PROMOTE & SUPPORT ASHEVILLE’S CREATIVE SPIRIT <i>Share stories of creators and makers and support place making.</i>	
GUIDING PRINCIPLES IDENTIFIED THROUGH TMIP				
Harness the Benefits & Manage the Growth Embrace Collaboration & Partnership	Encourage & Create Connectivity			Protect & Celebrate Authenticity
UNC-ASHEVILLE STRATEGIC PRIORITIES				
<ul style="list-style-type: none">Increase fiscal capacity and resilienceDeepen and broaden our public impact in the region				<ul style="list-style-type: none">Evolve and innovate curriculum
DOGWOOD HEALTH TRUST STRATEGIC PRIORITIES				
<ul style="list-style-type: none">Jobs (bolster the infrastructure for a growing economy)	<ul style="list-style-type: none">Health and wellnessAffordable housing		<ul style="list-style-type: none">Education (early childhood, K-12, post-secondary)	
UNITED WAY OF ASHEVILLE AND BUNCOMBE COUNTY (UWABC) KEY DRIVERS FOR CHANGE				
			<ul style="list-style-type: none">Commitment to students, families and the Community SchoolCommitment to diversity, equity and inclusion (DEI)	<ul style="list-style-type: none">New players, new leadership
THE COMMUNITY FOUNDATION OF WESTERN NORTH CAROLINA (CFWNC) FOCUS AREAS				
	<ul style="list-style-type: none">People in need (supporting marginalized populations)	<ul style="list-style-type: none">Natural/cultural resourcesFood/farming (support sustainable local food)	<ul style="list-style-type: none">Early childhood development	

- 
- **CVB Staff Recap**
 - **Destination Dashboard**
 - **Quick List**
 - **Questions?**

Explore **ASHEVILLE**

BUNCOMBE COUNTY COMPREHENSIVE PLAN

SYBIL TATE
ASSISTANT COUNTY MANAGER

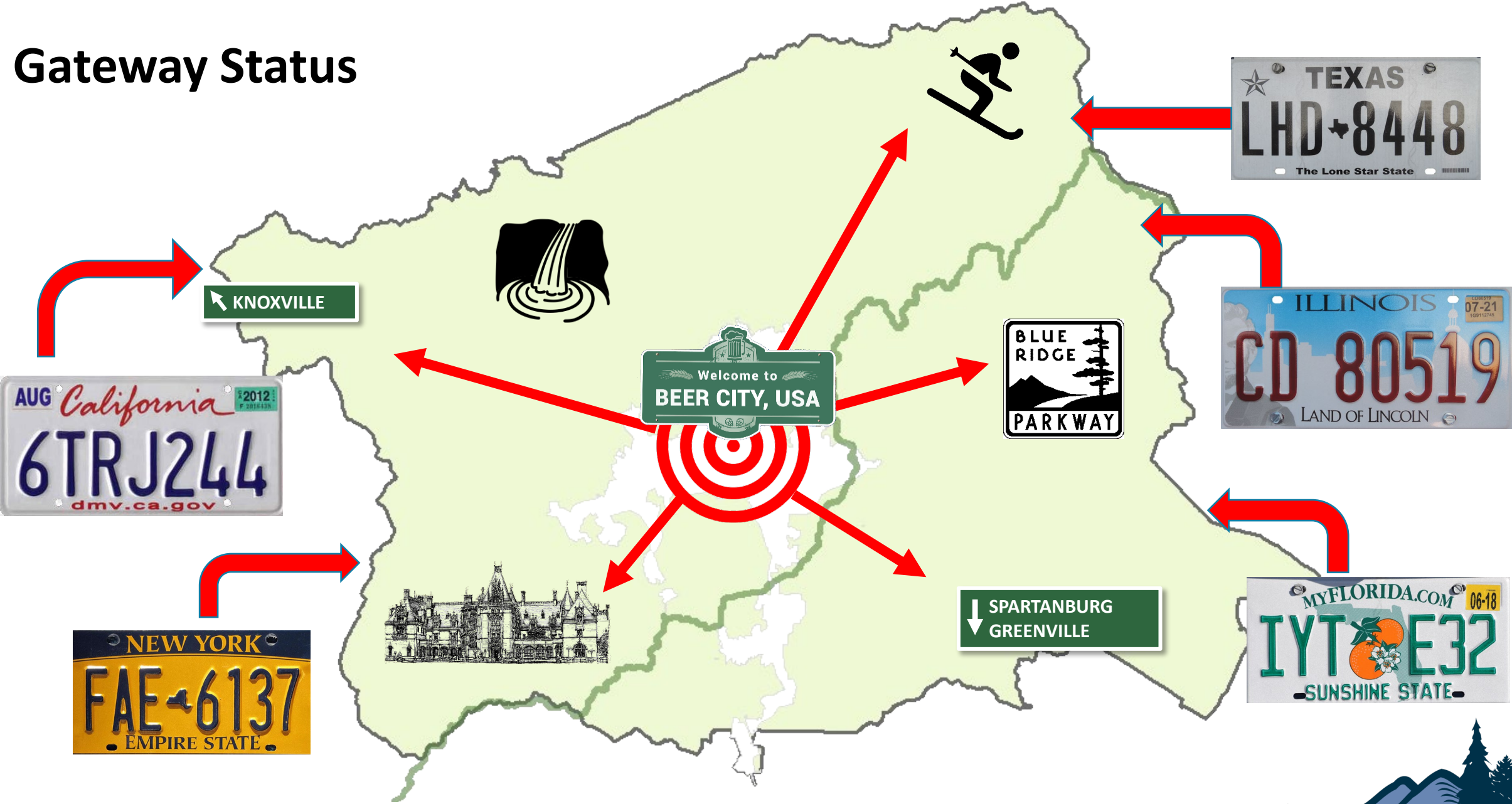
NATHAN PENNINGTON
BC PLANNING & DEVELOPMENT DIRECTOR

Explore **ASHEVILLE**

Meet Sybil and Nate



Gateway Status



"The 17 Best Places To Travel Internationally in 2017" (*Harper's Bazaar*, 2017)

"Best Places To Travel" (*Esquire*, 2017)

"Top U.S. Destinations to Explore" (*AFAR*, 2017)

"Best Foodie Destinations in the USA" (*U.S. News & World Report*, 2016)

"Best Small Cities in the U.S." (*Condé Nast Traveler*, 2016)

"The Best Cities in the U.S." (*Travel + Leisure*, 2016)

"Best New Cities for Beer Lovers" (*Fortune*, 2016)

"Asheville: A City of Art, Music, and Magic" (*National Geographic*, 2016)

"12 Best Places To Retire in the U.S." (*Condé Nast Traveler*, 2016)

"The Coziest Cities In America" (*Elle Décor*, 2016)



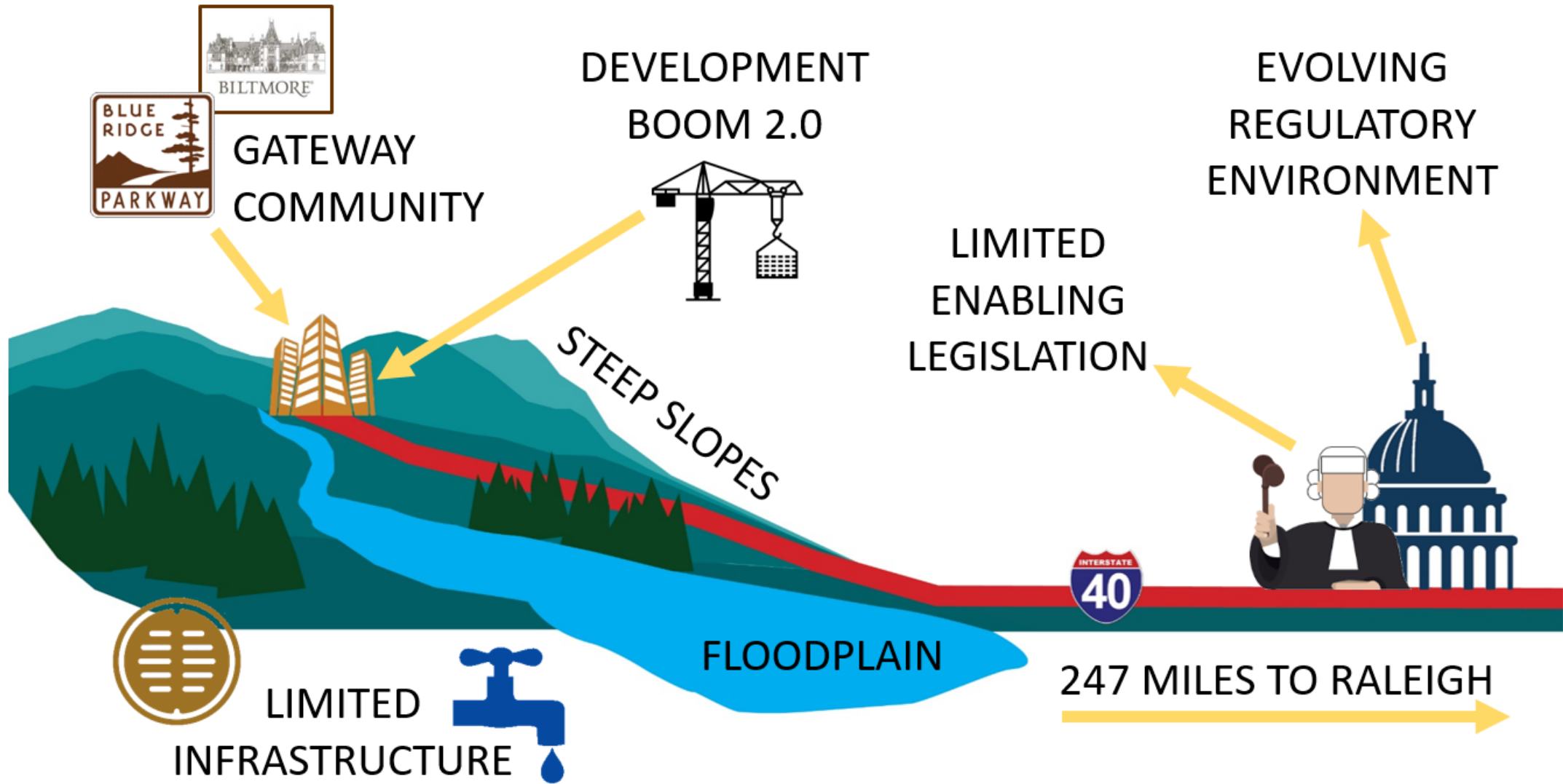
No thanks,
we are full

Popularity Comes With Challenges!

THE 50 BEST PLACES TO TRAVEL IN 2020

-Travel + Leisure





Voices From the Past

“Under a left-field grandstand that proclaimed “Asheville – The Playground of America” – the Skylanders beat the Detroit Tigers 18 to 14”

“Tourism had begun to change the City’s demographics. Asheville’s urban elite was a curious mix of locally born leaders, resort owners from outside the region...”

“...it is easy to understand why Ashevilleans did not object to a City-owned baseball team named after outsiders. Tourists, after all had become as much a part of the City’s culture as the residents themselves.”

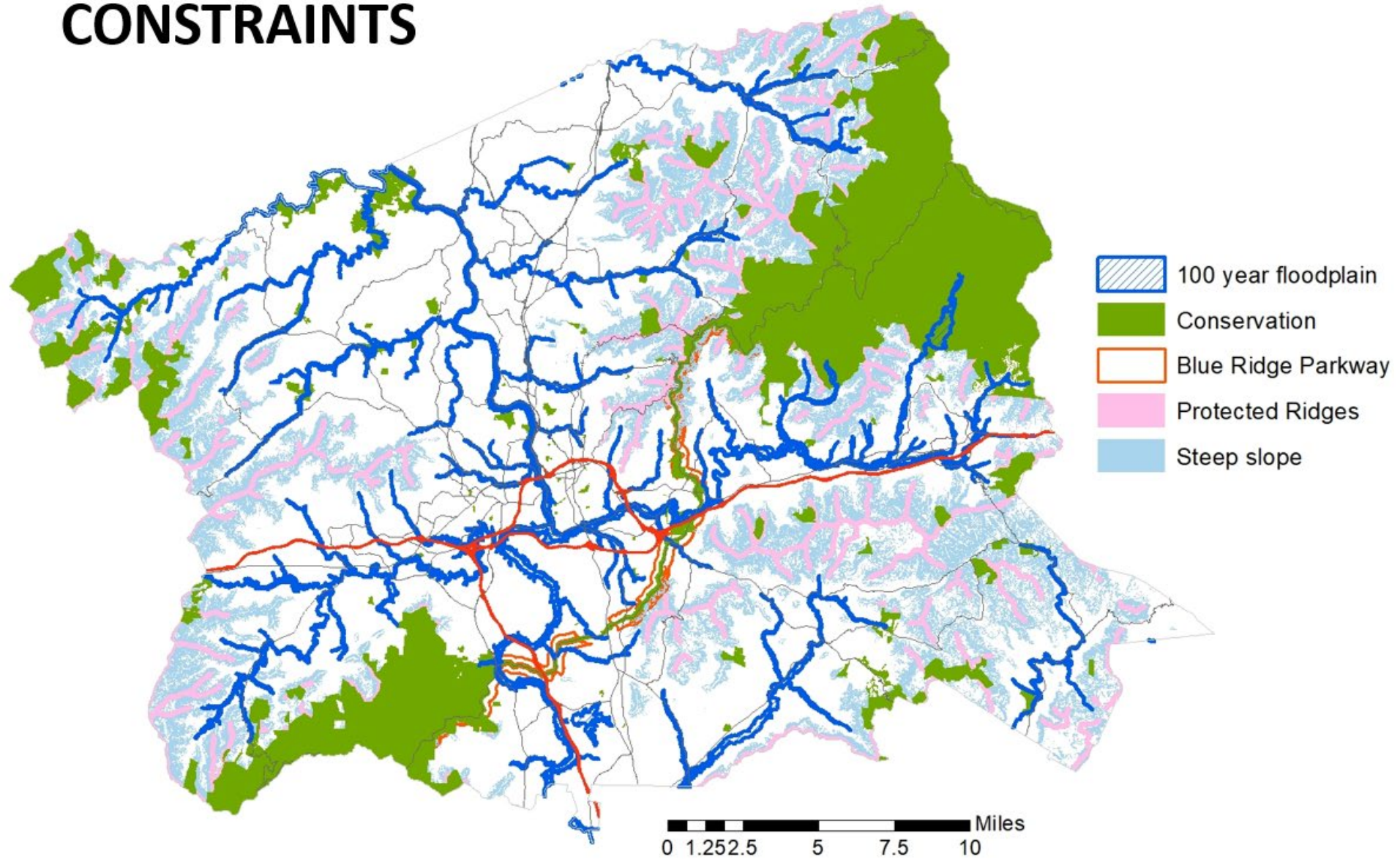
“The City’s first resort hotel was the Battery Park Hotel, built in 1886.”

“In the 1880’s, people afflicted with respiratory diseases filled the City’s sanitariums and boardinghouses.”

Starnes, Richard – NC Historical Review, January 2003



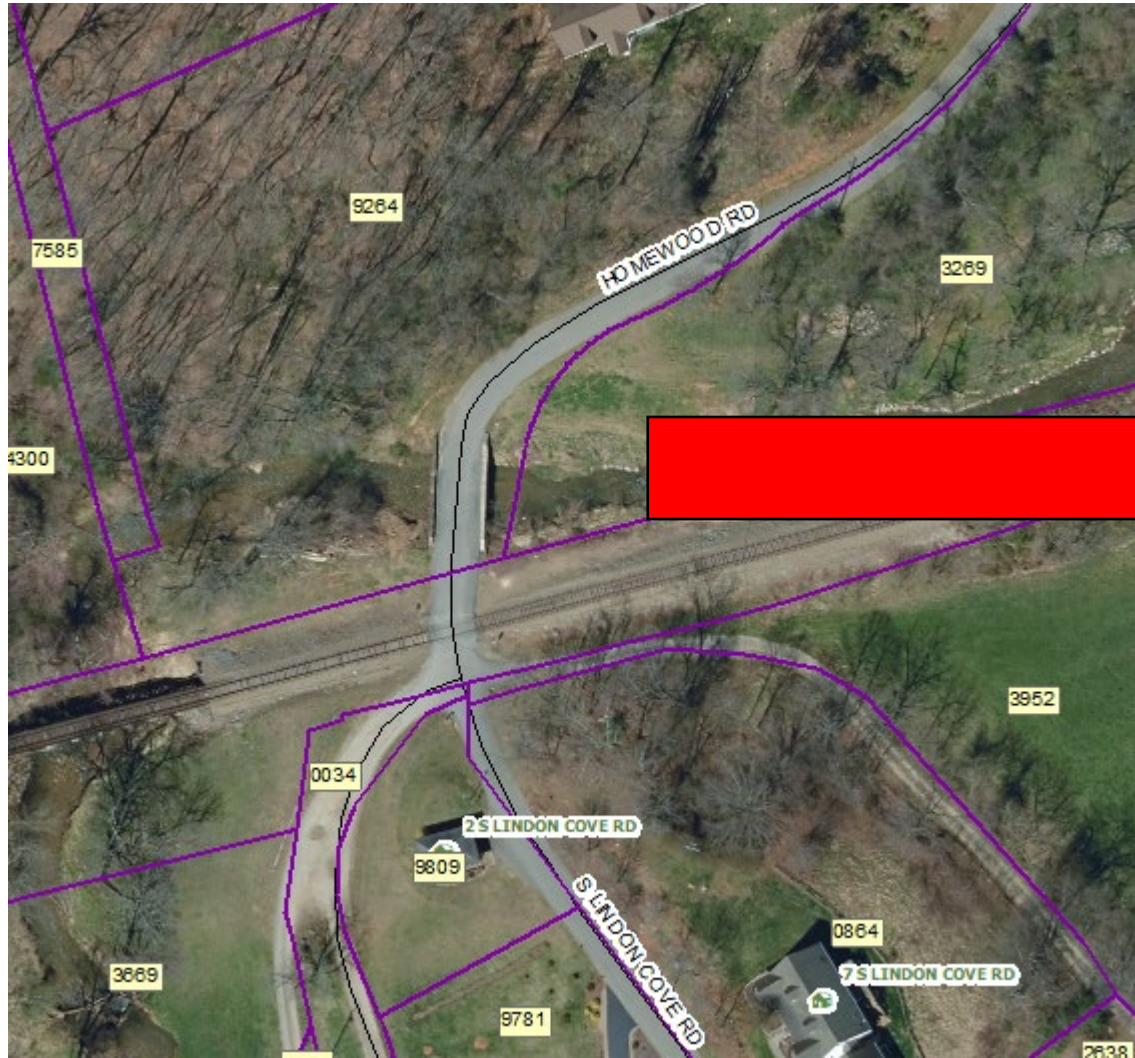
CONSTRAINTS



TS Fred – An Unwelcome Reminder



Hominy Creek – Lindon Cove Neighborhood



Please Sir, May I Have Some More?

It's One of Our Scarcest Resources!
...and Everyone is Competing for It.

- Industrial
- Institutional
- Commercial
- Conservation
- Economic Dev.
- Tourism
- Transportation
- Farmland
- Recreation
- Everything Else



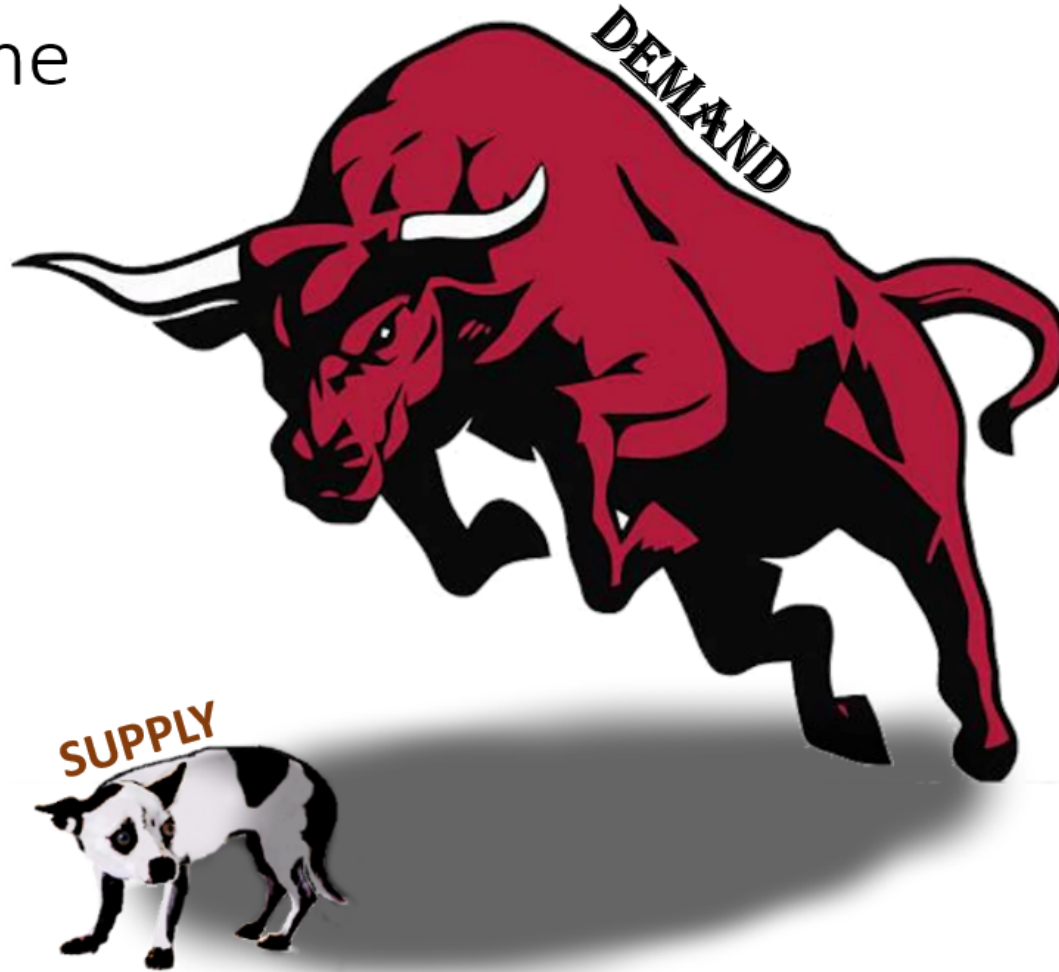
What Else is Going On? Housing!

- Lingering Effects of the Great Recession
- Market Forces
- Supply and Demand



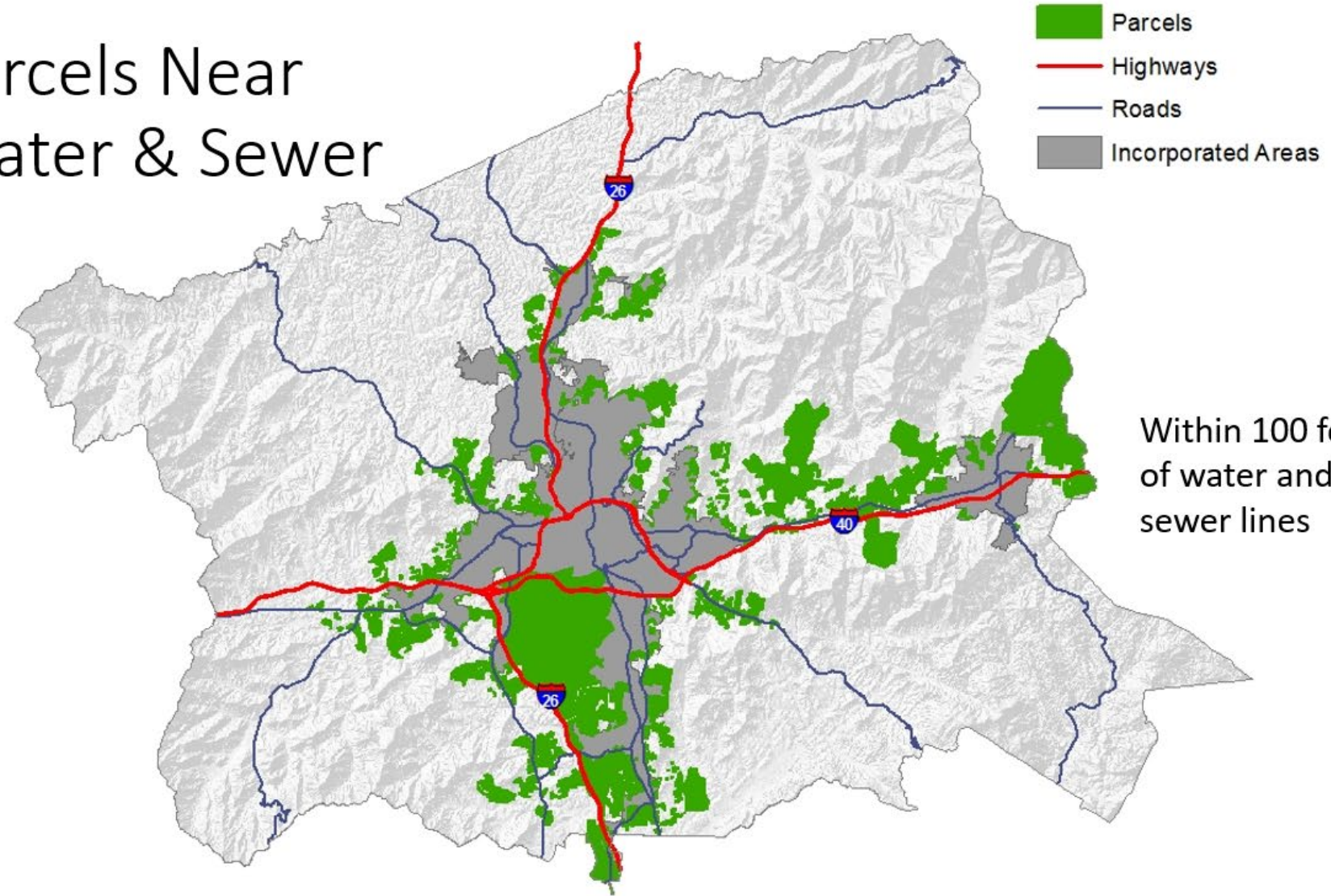
In the three years following the beginning of the Great Recession, we experienced an 80-percent drop in single-family housing production.*

**Source: <https://thehill.com/opinion/finance/448153-affordable-housing-starts-with-public-private-unity>*

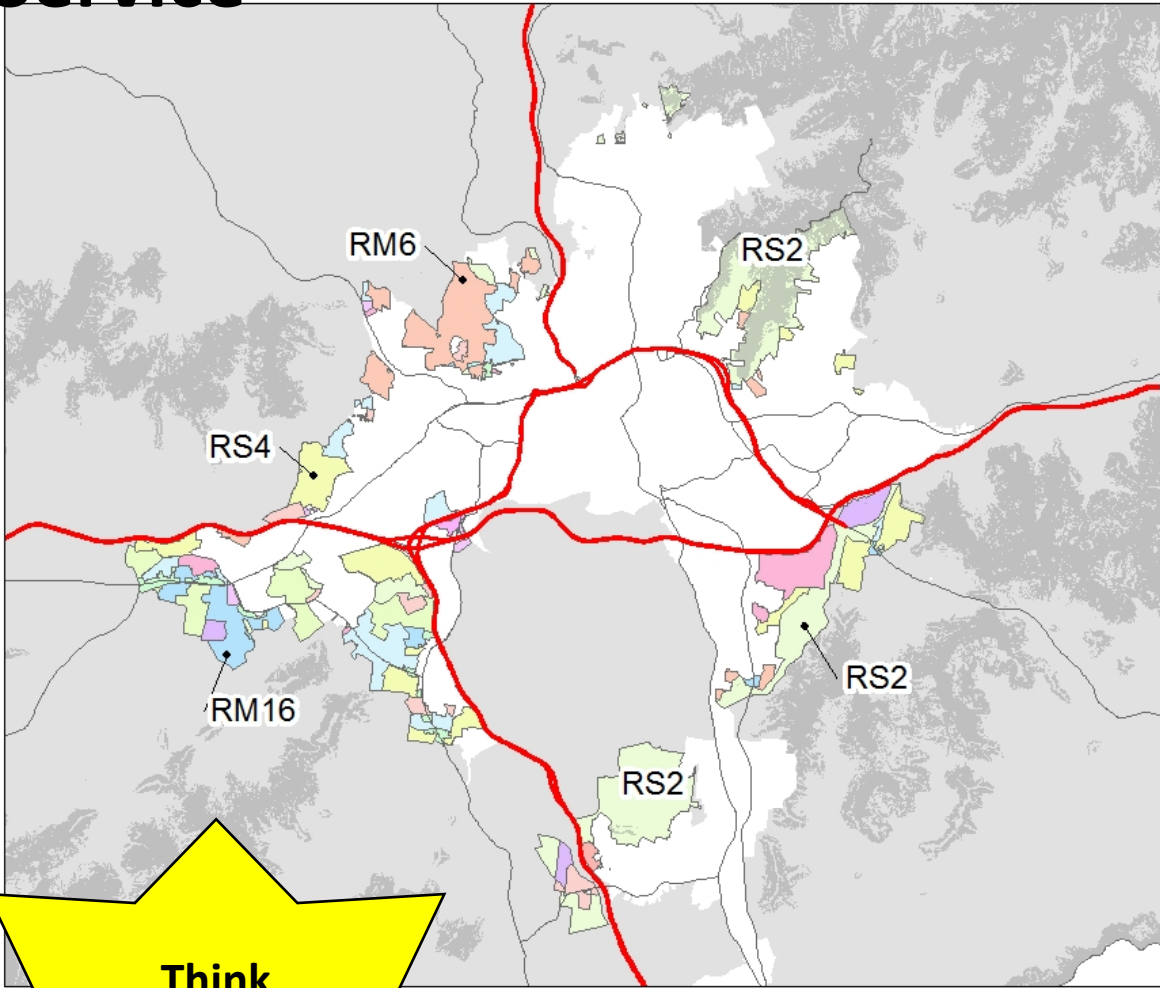
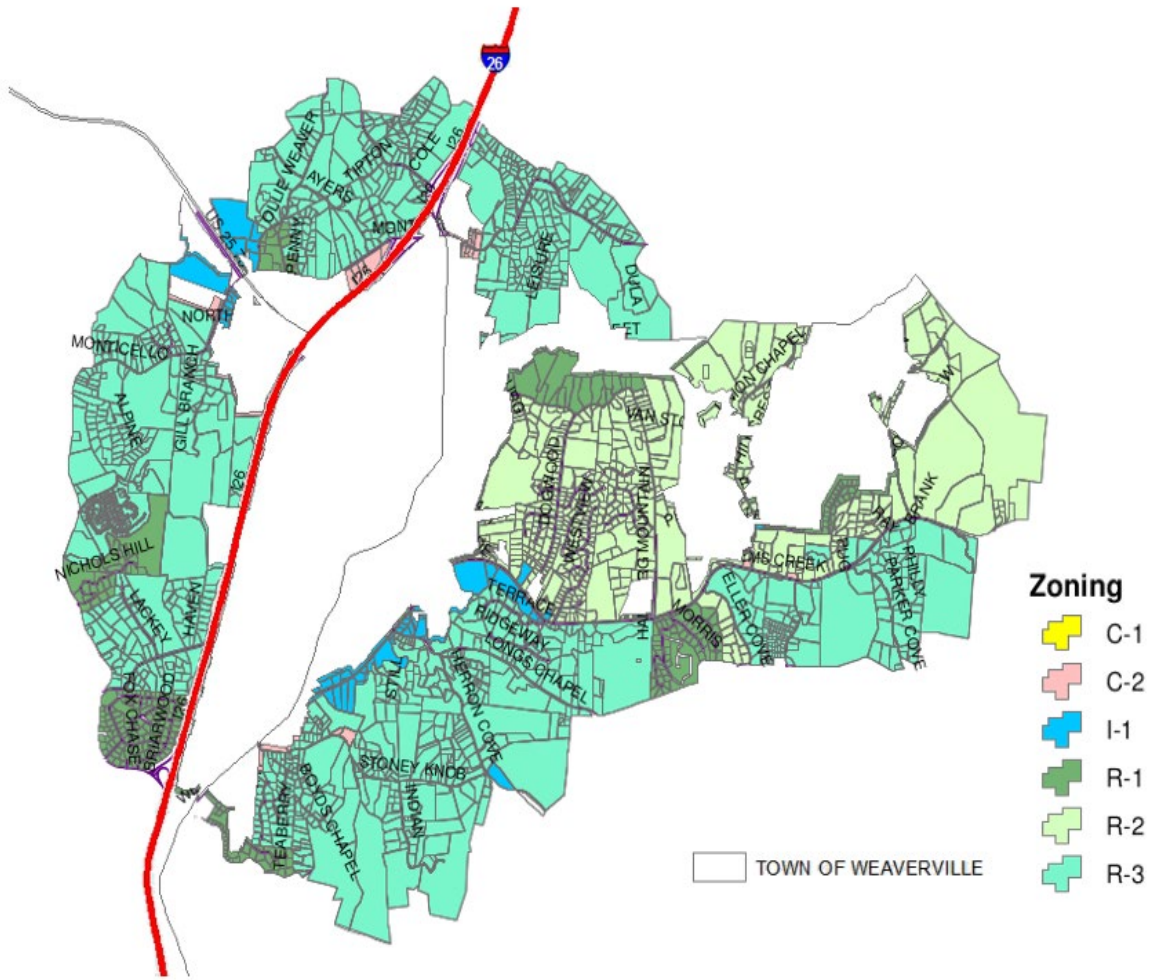




Parcels Near Water & Sewer



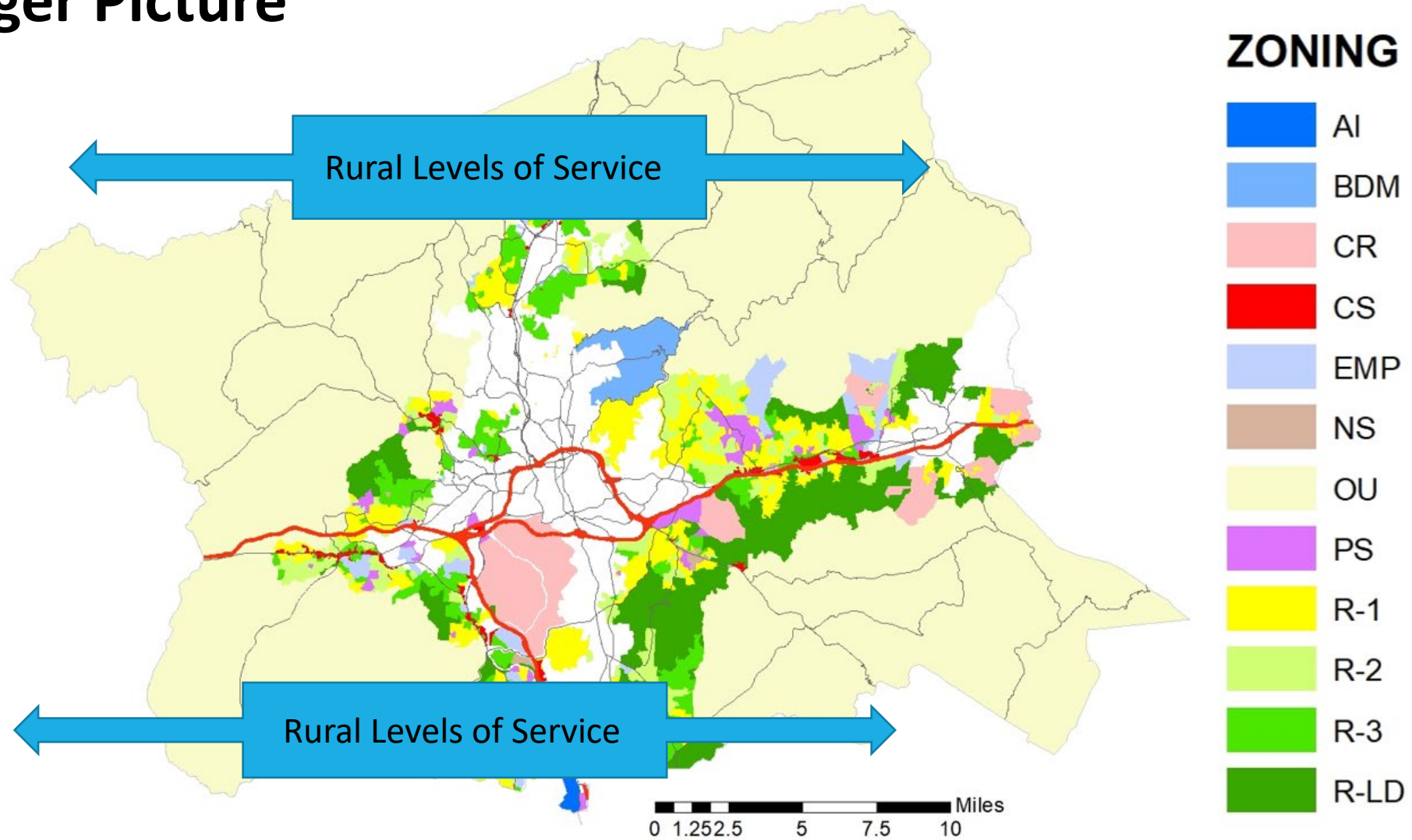
Former ETJ's – Urban Levels of Service



Think Infrastructure



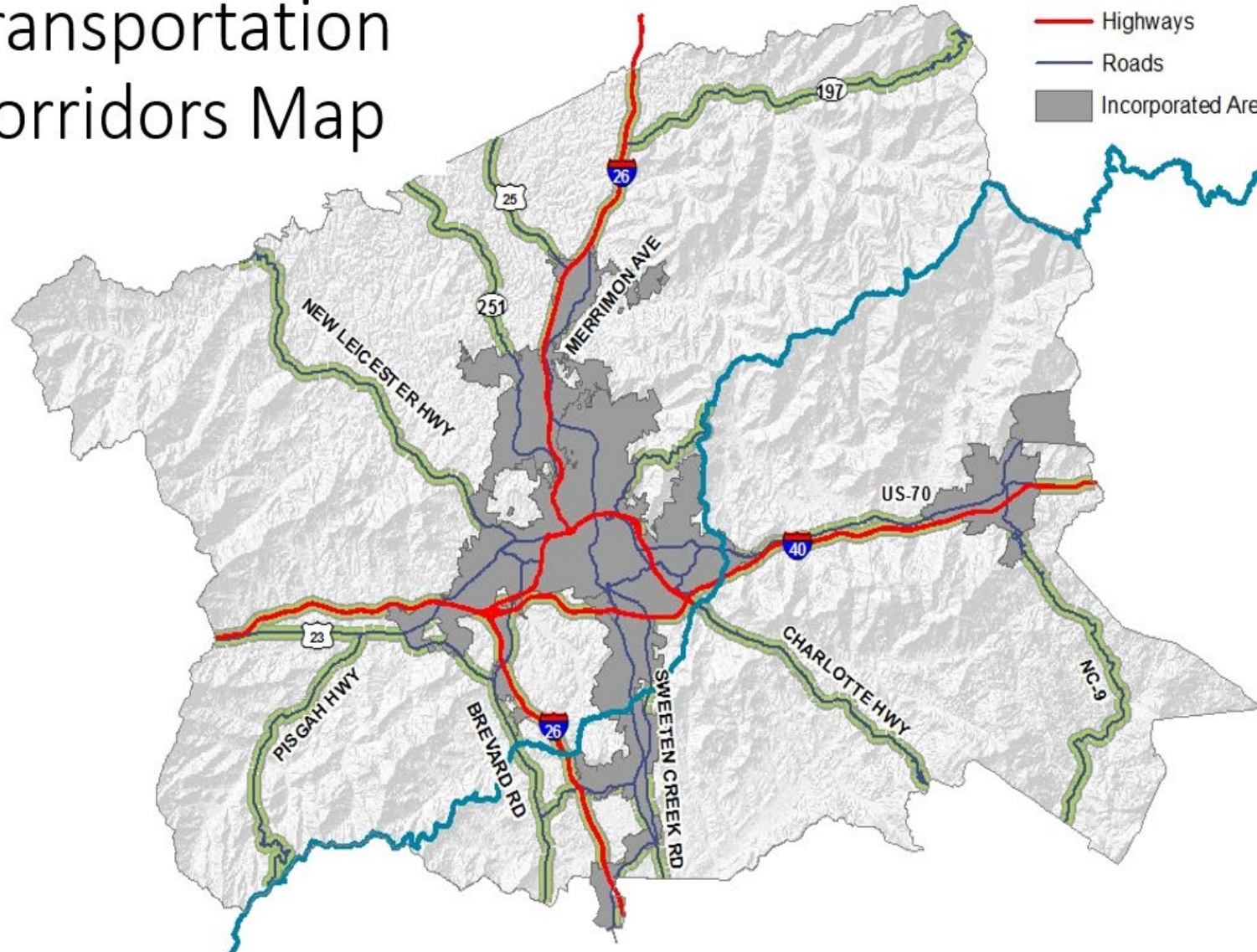
The Bigger Picture





Transportation Corridors Map

- Transportation Corridors
- Blue Ridge Parkway
- Highways
- Roads
- Incorporated Areas



Aesthetics/Nuisances



Managing Expectations

“There are trees growing over the property line”

“They are firing guns all day long. In Connecticut you can’t do that!”

“This farm stinks, the rooster crows.”

“I don’t like my neighbor’s house siding and his fence is ugly.”

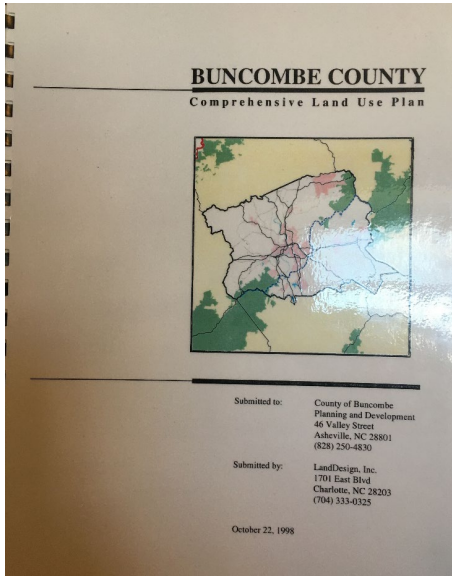
Planner of the Day



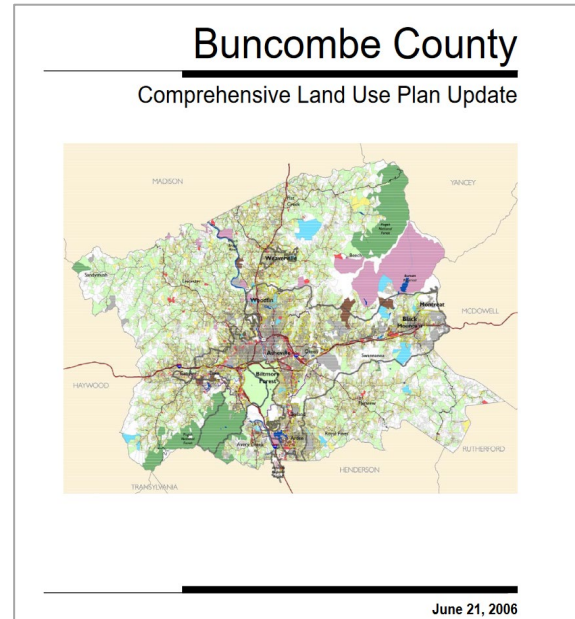
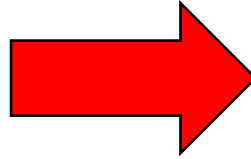
“That factory is noisy, I can’t open my windows”



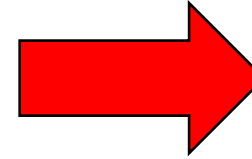
Comp Plan History in Buncombe County



1998



2006



2013

“As growth continues, remaining buildable land in the lower elevations has been, or is being developed. The fingers of growth continue to extend in each direction especially where water and sewer infrastructure and significant road improvements have been made or are scheduled” – BC Comprehensive Land Use Plan 1998



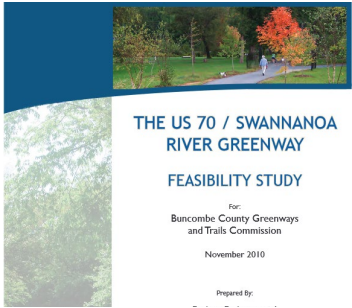
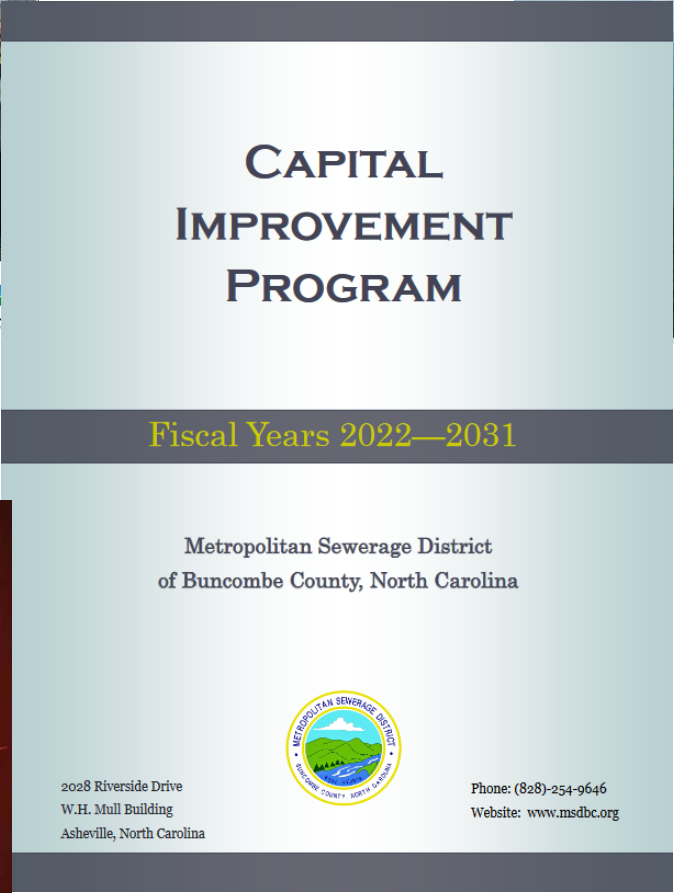
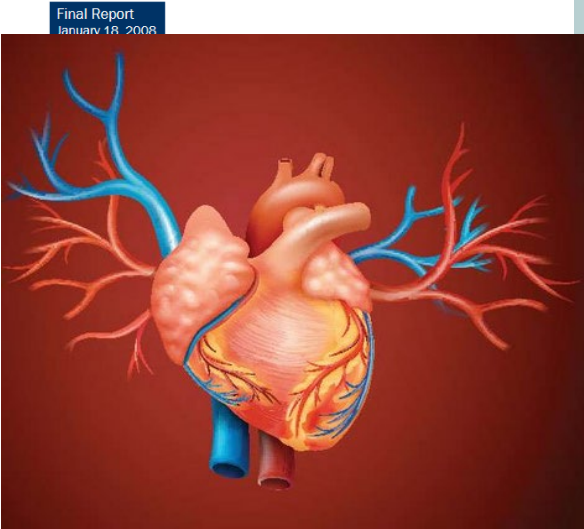
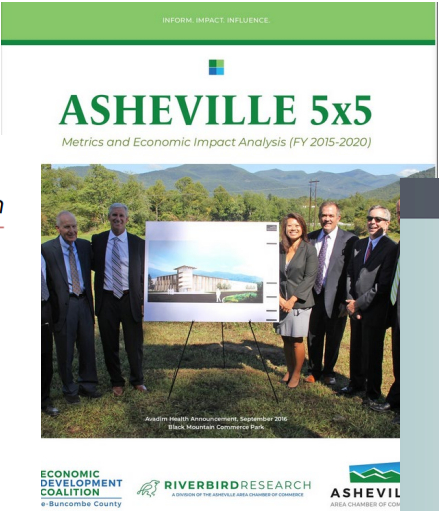
BUNCOMBE COUNTY

Timeline



Stitching It All Together – Regionalism & Multi-Systems Approach

NCDOT Transportation Planning Branch
Comprehensive Transportation Plan for
French Broad River MPO and Rural
Areas of Buncombe and Haywood
Counties



NCDOT 2020-2029 Current STIP

October 2021

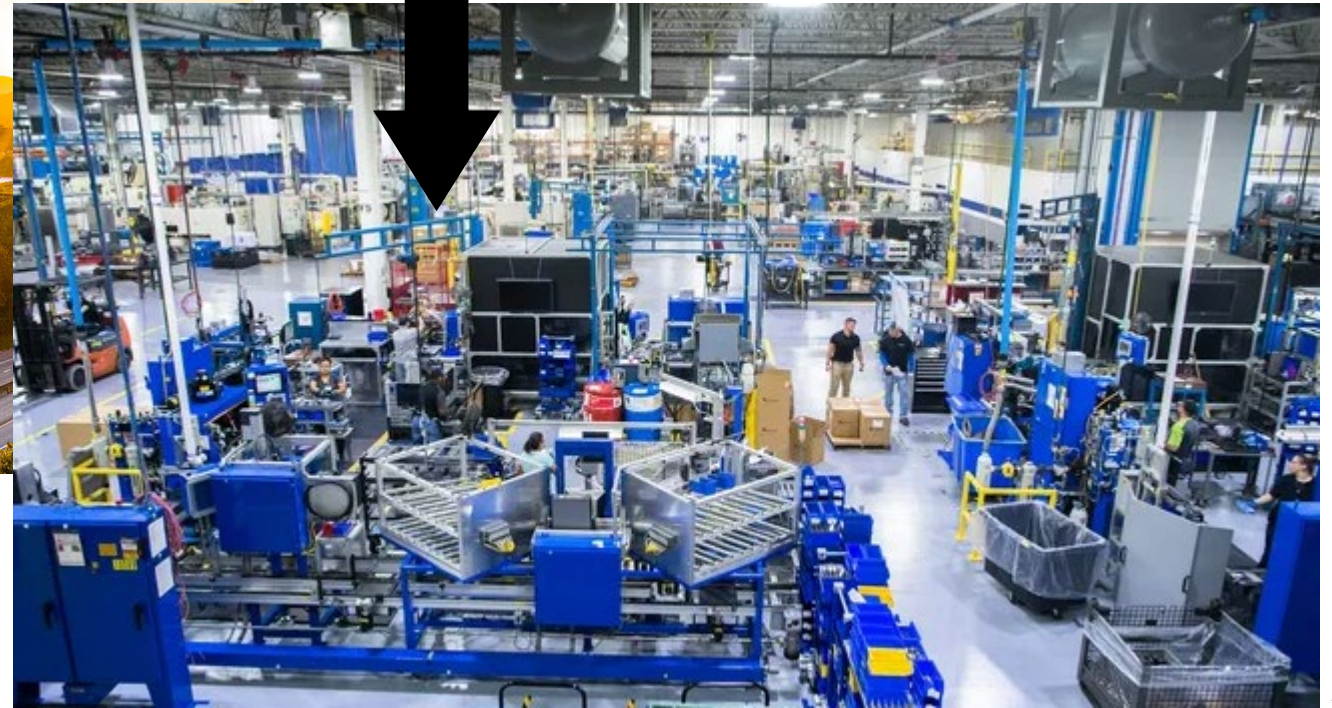


Think Heart and Arteries! Silo Deconstruction



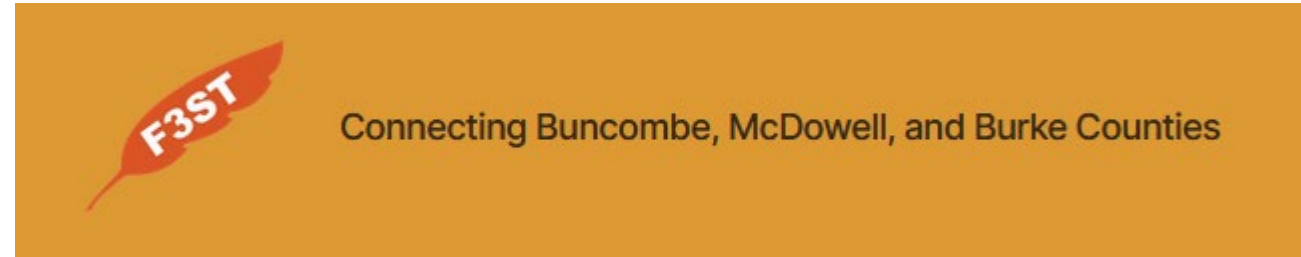
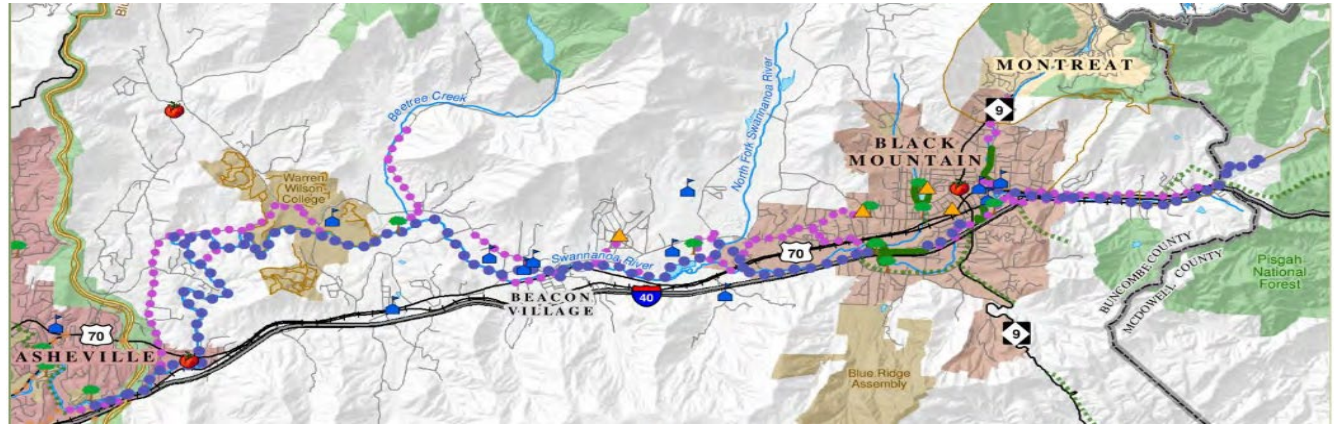
BUNCOMBE COUNTY

Economic Diversification



Greenways

Think globally and start regionally!



Fonta Flora State Trail	Status	Miles
Ready to Hike/Push the Pedals	Open	32
Almost Ready to Lace up the Boots	1-5 Years	30
Time to Save up for that New Bike	5-10 Years	38
Total		100



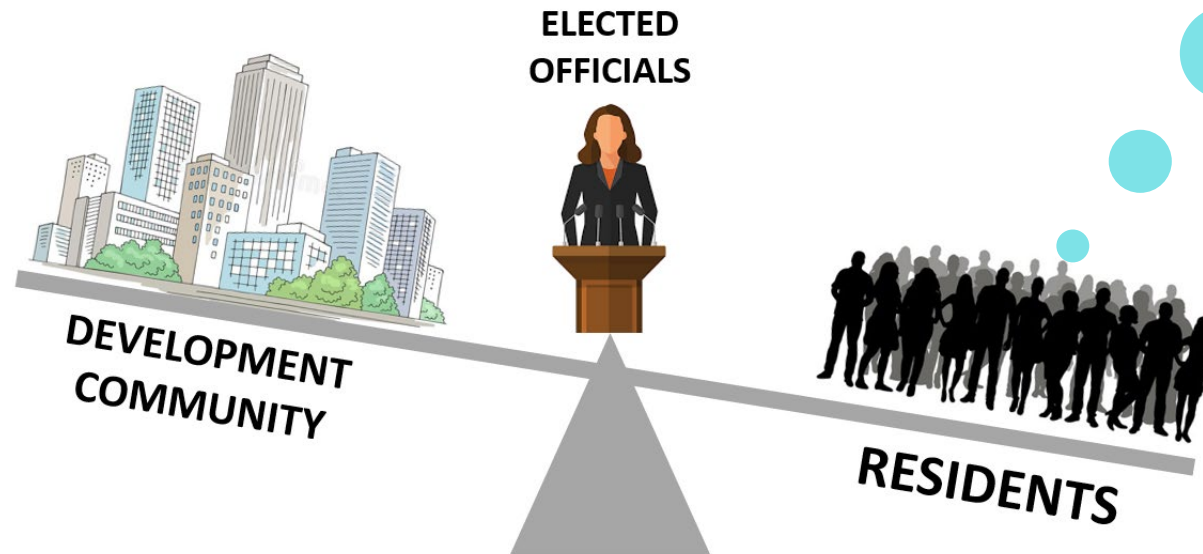
What Does It all Mean?

- Make no small plans, they have no magic to stir men's blood
- Learn from the past – never discount or disregard older plans
- Improve upon old plans – what did not get completed, why did something not get completed, etc.
- Find common ground, plan carefully, utilize concurrency mgmt.
- Innovate – especially when it comes to funding opportunities
- **Think regionally x1000 to the nth degree!**



Crucial Conversations Ahead – Managing Expectations

- Infrastructure Expansion
- Density – The Single-Family Dilemma, Urbanization
- Embracing Change
- Funding for Initiatives



Questions?



BLUE RIDGE PARKWAY UPDATE

TRACY SWARTOUT
BLUE RIDGE PARKWAY SUPERINTENDENT

Explore **ASHEVILLE**

ENCOURAGE SAFE & RESPONSIBLE TRAVEL UPDATE

MARLA TAMBELLINI
SENIOR VICE PRESIDENT OF MARKETING

PAT KAPPES
VICE PRESIDENT OF COMMUNITY ENGAGEMENT

Explore **ASHEVILLE**



SAFE & RESPONSIBLE TRAVEL

PARK2PARK ON OUTSIDE TV

Park2Park Venturing Out Series:

- Partnered with Outside TV and Odyssey Studio
 - (2) 30-minute episodes featuring Asheville
- Objective:
 - Position Asheville as the premier outdoor destination of the East
 - Align with the responsible travel pillar & diversity and inclusion through human interactions
 - Support our outdoor economy
- Series overview:
 - Outdoor enthusiast Raheim Robinson coached adventure newbies as they overcome the fear of trying a new sport.
- Episode 1 - Mountain Biking
 - Launched on October 3
- Episode 2 - Bouldering
 - Launched on October 17



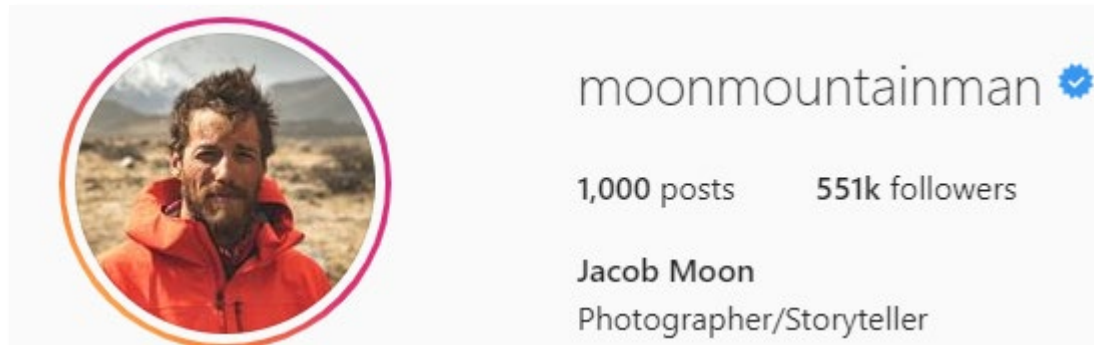
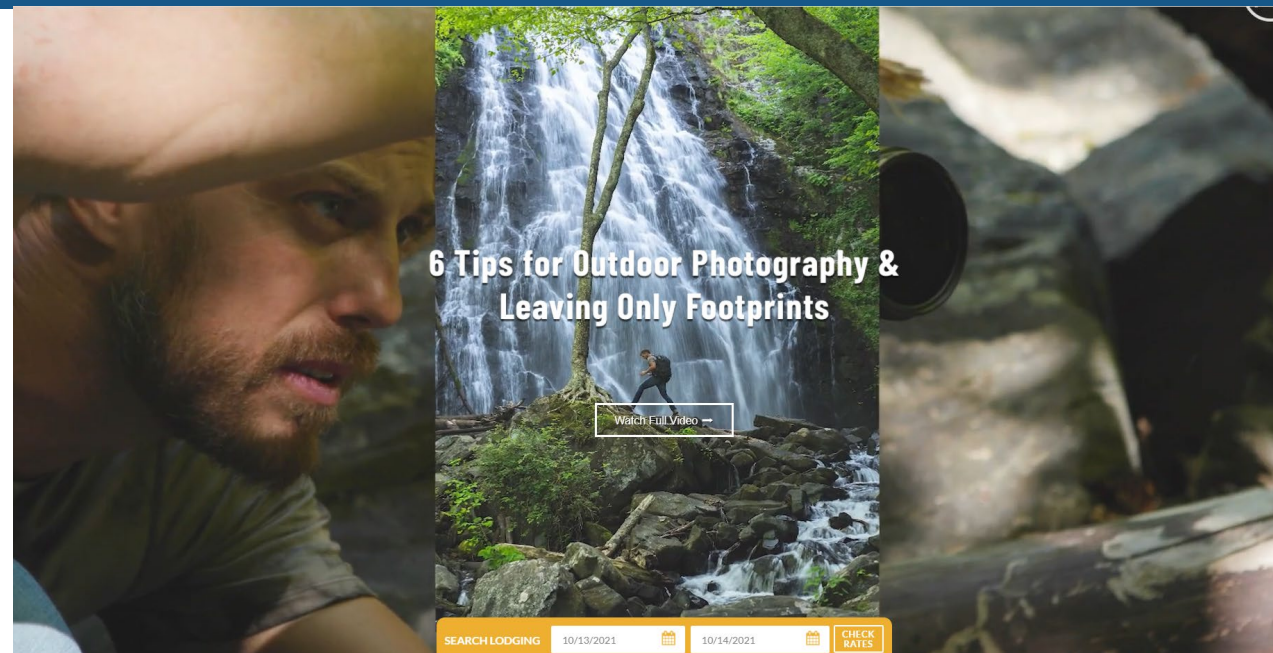




MATADOR PARTNERSHIP

Matador Partnership featuring Jacob Moon

- Partnered with Matador to bring in outdoor photographer and influencer Jacob Moon to develop custom Asheville content
- Content: 6 Tips for Outdoor Photography & Leaving Only Footprints
- Objective:
 - Position Asheville as the premier outdoor destination of the East
 - Align with the responsible travel pillar
 - Support our outdoor economy





AUDIENCE DEVELOPMENT



Significant Attributes with Indexes Above 125 Highlighted Grey; Below 75 Highlighted Green

Explore Asheville Green Aware Profiles	Behavioral Greens	Think Green	Potential Greens	True Browns	Consumer View	Behavioral Greens Index	Think Green Index	Potential Greens Index	True Browns Index
Quantity	18,474	23,685	13,633	13,496	100,001	18,474	23,685	13,633	13,496
25 - 34	10%	9%	19%	16%	18%	58	52	109	89
35 - 44	18%	15%	16%	24%	17%	107	93	94	145
45 - 54	16%	28%	22%	32%	18%	85	150	121	175
55 - 64	16%	25%	16%	15%	18%	90	142	89	83
65 - 74	24%	14%	11%	6%	14%	177	102	82	43
75+	14%	5%	8%	2%	11%	129	45	76	20
Primary Decision Maker Age (Years)									
19 - 24	2%	2%	8%	5%	5%	35	48	170	99
25 - 34	8%	6%	18%	15%	16%	51	38	109	99
35 - 44	16%	14%	14%	25%	17%	98	85	87	151
45 - 54	15%	30%	22%	36%	19%	78	161	120	191
55 - 64	19%	31%	17%	16%	19%	99	164	91	83
65 - 74	25%	13%	11%	3%	14%	176	90	75	18
75+	15%	4%	10%	1%	11%	142	34	91	8
Household Adults (Years)									
19 - 24	7%	11%	13%	14%	10%	77	116	133	147
25 - 34	13%	14%	19%	17%	18%	73	77	105	95
35 - 44	17%	15%	15%	20%	16%	105	90	90	120
45 - 54	14%	21%	19%	25%	16%	88	129	116	153
55 - 64	14%	20%	14%	12%	15%	95	133	94	83
65 - 74	19%	12%	11%	7%	14%	142	88	80	51
75+	14%	7%	9%	5%	11%	131	66	86	42
Household Income									
Estimated Household Income	\$ 106,883	\$ 121,586	\$ 63,478	\$ 115,602	\$ 14,297	127	144	75	137
Income Ranges									
Less than \$35,000	13%	9%	36%	11%	2%	50	37	143	45
\$35,000 - \$49,999	10%	7%	14%	7%	12%	85	57	119	58
\$50,000 - \$74,999	18%	16%	19%	17%	18%	99	90	108	95
\$75,000 - \$99,999	16%	16%	12%	17%	14%	117	116	84	118
\$100,000 - \$149,999	20%	22%	11%	22%	16%	127	138	68	140

Filter for characteristics of specific attributes of Responsible Travelers.

LEAVE NO TRACE

- Partnership with Visit NC, Leave No Trace & EDPNC
- Trailblazer Sponsor
- ~20 DMO/CVB participants across North Carolina



WEBSITE

ASHEVILLE

MEETING PLANNERS

WEDDINGS

SPORTS

MOTORCOACH

♥ FAVORITES

🔊 RADIO



ICONIC
ASHEVILLE

THINGS
TO DO

TRIP
IDEAS

EVENT
CALENDAR

PLACES
TO STAY

FOOD &
DRINK

GREAT
OUTDOORS

PACKAGES
& DEALS





TRAILS PAGES

ASHEVILLE

MEETING PLANNERS

WEDDINGS

SPORTS

MOTORCOACH

♥ FAVORITES

📻 RADIO



ICONIC
ASHEVILLE

THINGS
TO DO

TRIP
IDEAS

EVENT
CALENDAR

PLACES
TO STAY

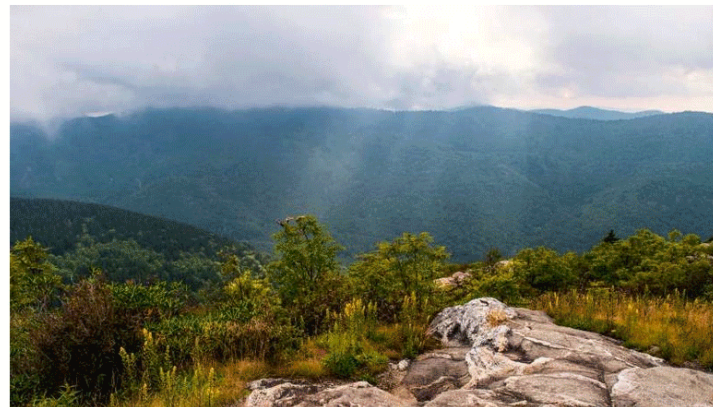
FOOD &
DRINK

GREAT
OUTDOORS

PACKAGES
& DEALS

Sam Knob at Black Balsam Trail

By Joanne O'Sullivan



Hike to views that will make
your heart sing

An alternative to the popular Black Balsam

Sam Knob at Black Balsam Trail Details

Difficulty: Moderate

Length: 2.5 miles

Region: Blue Ridge Parkway

ASHEVILLE

CHECK RATES

Lodging

Packages

Activities

Check In:

07/30/2021

Check Out:

07/31/2021

Rooms:

1

Adults:

1

Kids:

0

Check Rates

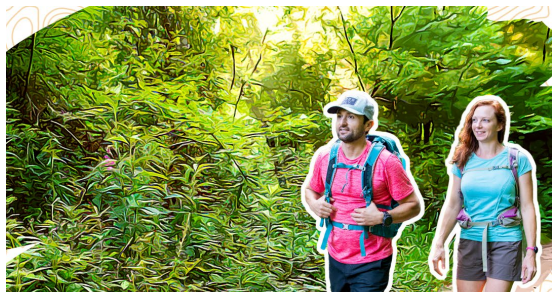
Search B&Bs or Cabins & Rentals

BEST RATES GUARANTEED

50 THINGS TO DO



SOCIAL



Stick to the Trails

Follow the established trails
and hike on durable surfaces.



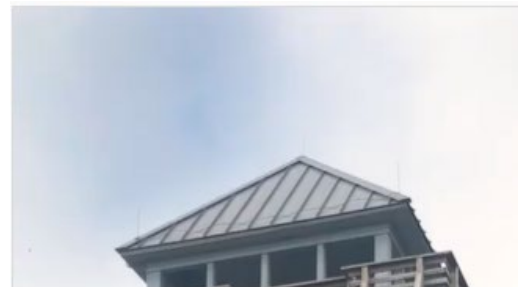
7 Leave No
Principles



Fire lookout towers are historic places, many of which date back to the 1930s. Preserve these special places by leaving the tower as you found it – take pictures rather than carving initials or messages into the tower. And, be extra careful when climbing the tower stairs. [#LeaveNoTrace](#) [#MakeItYourNature](#)



You'll help prevent erosion and
damage to fragile plants!



visitasheville

The K Club • Runaway (feat. Stephan Sharp)

From its perch at more than 3,600 feet, you can see for miles! On the way there or the way back, make a stop in Weaverville. The quintessential small town offers great dining and shopping. Learn more about the Rich Mountain Fire Tower hike and other trails: ExploreAsheville.com/Hiking.

Fire lookout towers are historic places, many of which date back to the 1930s. Preserve these special places by leaving the tower as you found it – take pictures rather than carving initials or messages into the tower. And, be extra careful when climbing the tower stairs. [#LeaveNoTrace](#) [#MakeItYourNature](#)



Liked by robb_leahy and 1,205 others

1 DAY AGO



Add a comment...

Post

LEAVE NO TRACE PARTNER TOOLKIT



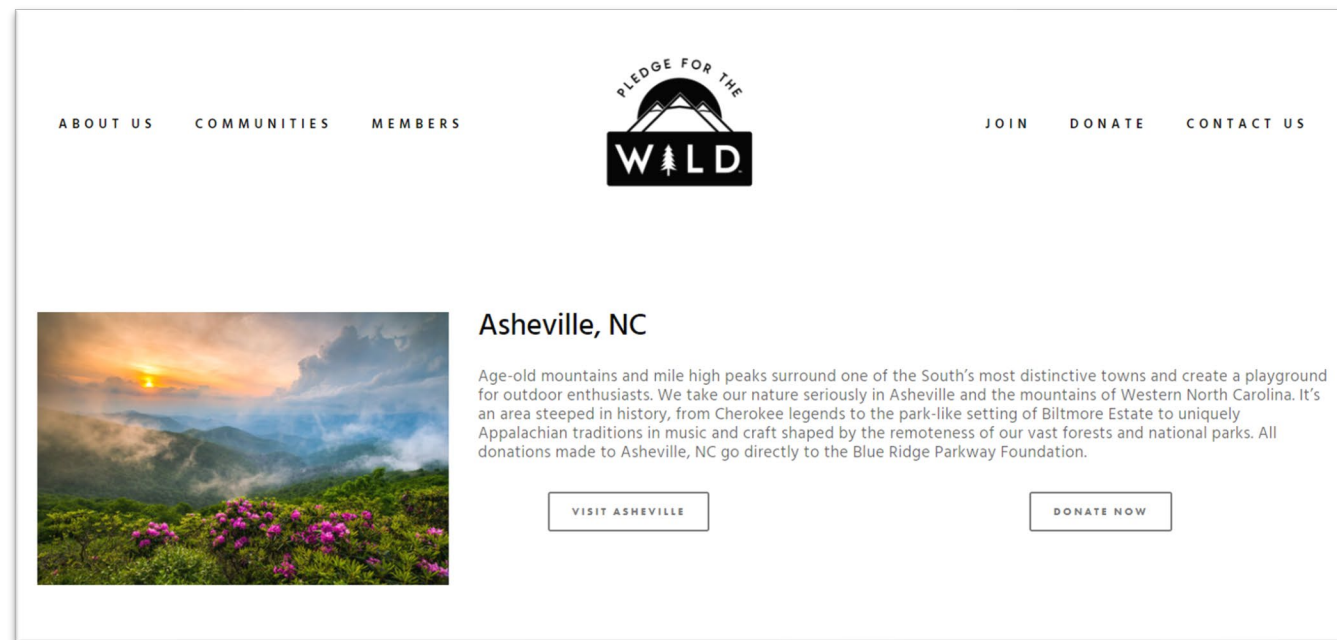
The Leave No Trace Toolkit Includes:

- Leave No Trace logo download
- Explore Asheville Hike Finder Tool
- Hike finder icon
- Visit NC's #MakeItYourNature Giphy Stickers
- Exploring Asheville Recreate Responsibly video and instructions on how to embed it into a webpage
- Pledge For The Wild donation QR code and Text to Give code



PLEDGE FOR THE WILD

- Mountain destinations joining together to help visitors find ways to give back to wild places and promote responsible travel
- Asheville: 1st Destination in the East
- Fundraising Partner: Blue Ridge Parkway Foundation
- Text to give campaign and on-site fundraising messaging/amplification.



ASHEVILLE CHAMPIONSHIP

Explore Asheville as Official Sponsor

- 4 ESPN Networks 30-second TV Spots
- 2 ESPN In-Game Destination Video Bumpers per Game
- Logo Integration
- 2 On-court Sideline Logos displaying ExploreAsheville.com
- 3 Minutes of LED rotational signage/game
- Asheville-Focused Activations Kayak Tour as designated presenting partner:
 - Asheville talking points at high profile presentation at each university
 - Social activation opportunity
 - Explore Asheville receives custom Liquid Logic kayak for giveaway.
- Tournament Web Integration



**FALL KAYAK TOUR
PRESENTED BY
ASHEVILLE**
ExploreAsheville.com

**TICKETS ON SALE
NOW!**

  
@AshevilleChamp
#ItAllStartsInAsheville

INTEGRATION WITH PFTW

- **Pledge for the Wild** Integration at Asheville Championship.
- Kayak Giveaway November 1 – 21
- Social promotion in conjunction with tournament



PARTNER ENGAGEMENT



‘RESPONSIBLE TRAVEL & SUSTAINABILITY IN TOURISM’ PARTNER WEBINAR

Jessica Flores of Tourism Cares presented the keynote

Partner Panel Discussion:

- **Jessie Dean** - Asheville Tea Company
- **Shelton Steele** - Wrong Way River Lodge & Cabins
- **J Smilanic** - WNC Photo Tours
- **Leah Ashburn** - Highland Brewing
- **Peter Pollay** - Mandara Hospitality Group (Posana, Bargello, and District 42)

Find recording on AshevilleCVB.com/Events

SUMMER SOCIAL & SUSTAINABILITY RESOURCE FAIR



- Networking Opportunity
- Connection to local sustainability focused non-profit organizations:
 - Asheville Greenworks
 - Pisgah Area SORBA
 - Conserving Carolina
 - Friends of the Smokies
 - Blue Ridge Parkway Foundation
 - Blue Horizons Project

CONNECTING RESOURCES





QUESTIONS?

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, October 26, 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, October 26.

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
- Matthew Lehman
- Michael Lusick
- HP Patel
- Scott Patel
- Chair Kathleen Mosher

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting will be on
Wednesday, November 17, 2021 | 9:00 a.m.

Location: Virtual via Zoom