



WELCOME!

The October 28, 2020 virtual meeting of the
Buncombe County Tourism Development
Authority will begin shortly.

Explore **ASHEVILLE**

CALL TO ORDER

Chairman Himanshu Karvir

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

MEETING AGENDA & DOCS

Chairman Himanshu Karvir

The agenda and meeting documents are available online.


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Board Meetings & Documents

The BCTDA meets monthly, usually on the fourth or last Wednesday, 9:00 a.m. in the Boardroom of the Explore Asheville Convention & Visitors Bureau. Meetings are open to the public and agendas are posted 48 hours in advance. Additional meeting materials including minutes, staff recaps and performance indexes will be posted after each meeting. Please refer any questions to Jonna (Reiff) Sampson, Executive Operations Manager, at jsampson@ExploreAsheville.com.

Board Meeting Information:

- [Upcoming BCTDA Board Meetings](#)
- [Past BCTDA Board Meetings](#)
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Upcoming Events

BCTDA Board Meeting – August 2020
Wednesday, August 26, 9:00 am - 11:00 am

BCTDA ROLL CALL

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn (*absent - may join meeting after 10:00*)
- Andrew Celwyn
- Brenda Durden
- John Luckett
- John McKibbon
- Kathleen Mosher
- James Poole (absent)
- Buncombe County Commissioner Joe Belcher
- Asheville City Councilmember Julie Mayfield
- Chairman Himanshu Karvir

IN REMEMBRANCE

George Cecil



Photo: Asheville Citizen-Times

IN REMEMBRANCE

John Cram



Photo: Asheville Citizen-Times

MINUTES

Chairman Himanshu Karvir

Motion for Consideration

Motion to approve the
minutes from the
September 30, 2020
Regular BCTDA Meeting

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

Virtual Board Meeting Minutes Wednesday, September 30, 2020

Present (Voting): Himanshu Karvir, Chair; Gary Froeba, Vice Chair;
Leah Ashburn, Andrew Celwyn, Brenda Durden, John Lockett,
John McKibbin, Kathleen Mosher, James Poole

Absent (Voting): None

Present (Ex-Officio): Asheville City Councilmember Julie Mayfield
Buncombe County Commissioner Joe Belcher

Absent (Ex-Officio): None

CVB Staff: Chris Cavanaugh, Marla Tambellini, Dianna Pierce, Jonna
Sampson, Daniel Bradley, Carli Adams, Kathryn Dewey,
Connie Holliday, Beth McKinney, Tina Porter

BC Finance: Don Warn, Buncombe County/BCTDA Fiscal Agent

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bisette

Online Attendees: Glenn Cox, Josh Jones, Pat Kappes, Sarah Lowery,
Kathi Petersen, Glenn Ramey, Charlie Reed, Dodie Stephens;
Explore Asheville Staff
Demp Bradford, Asheville-Buncombe Regional Sports
Commission
Kit Cramer, Asheville Area Chamber of Commerce
Angie Arner, Kelsey Ann Bassel, Meghan Jackson,
Lauren Jennings, Ashley Keetle, Nick Smart; 380i
Jim Muth, Asheville Buncombe Hotel Association
Jane Anderson, Asheville Independent Restaurant Association
John Ellis, Past BCTDA Board Member
Tina Kinsey, Asheville Regional Airport
Jackson Tierney, Bob Michel; Asheville Homestay Network
Mackenzie Wicker, Asheville Citizen-Times
Daniel Walton, Mountain Xpress
Jason Sandford, Ashvegas
Sunshine Request

Members of the public and additional tourism industry partners registered in advance
and attended the online meeting.

MINUTES - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- Chairman Himanshu Karvir

MINUTES

Chairman Himanshu Karvir

Motion for Consideration

Motion to approve the
minutes from the
October 15, 2020
Special BCTDA Meeting

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

Virtual Special Board Meeting Minutes Thursday, October 15, 2020

Present (Voting): Himanshu Karvir, Chair; Gary Froeba, Vice Chair; Leah Ashburn, Brenda Durden, John Luckett, John McKibbin, Kathleen Mosher, James Poole

Absent (Voting): Andrew Celwyn

Present (Ex-Officio): Asheville City Councilmember Julie Mayfield
Buncombe County Commissioner Joe Belcher

Absent (Ex-Officio): None

CVB Staff: Chris Cavanaugh, Jonna Sampson, Daniel Bradley

Future CVB Staff: Victoria Isley, Incoming Explore Asheville President & CEO

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bisette

Online Attendees: Carli Adams, Hannah Dosa, Josh Jones, Pat Kappes, Sarah Kilgore, Sarah Lowery, Kathi Petersen, Dianna Pierce, Glenn Ramey, Charlie Reed, Dodie Stephens, Jason Tarr, Landis Taylor, Audrey Wells, Nicole Will; Explore Asheville Staff
Don Warn, Buncombe County Finance
Demp Bradford, Asheville-Buncombe Regional Sports Commission
Kit Cramer, Asheville Area Chamber of Commerce
Jim Muth, Asheville Buncombe Hotel Association
Jane Anderson, Asheville Independent Restaurant Association
Ashley Keetle, 360i
John Ellis, Past BCTDA Board Member
Bob Michel, Asheville Homestay Network
John Boyle, Asheville Citizen-Times
Daniel Walton, Mountain Xpress
Jason Sandford, Ashvegas
Sunshine Request

Additional tourism industry partners registered in advance and attended the online meeting.

Executive Summary of Meeting Minutes

- Chairman Karvir called the virtual joint special meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 11:01 a.m.
- Vice Chairman Froeba reviewed the CEO search process and timeline.

MINUTES - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- Chairman Himanshu Karvir

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the September 2020 Financial Reports

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance
Operating Fund, Budget and Actual
 September 30, 2020

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$11,135,293	\$ 1,576,516	\$ 2,966,859	\$ 8,168,434	26.6%	\$ 3,750,455	-20.9%
Investment income	-	-	66	(66)	-	-	-
Other income	-	5,025	5,254	(5,254)	-	(1,153)	-555.6%
Total revenues	<u>11,135,293</u>	<u>1,581,541</u>	<u>2,972,180</u>	<u>8,163,113</u>	<u>26.7%</u>	<u>3,749,302</u>	<u>-20.7%</u>
Expenditures:							
Salaries and Benefits	2,545,163	162,164	453,249	2,091,914	17.8%		
Sales	881,277	(482)	132,939	748,338	15.1%		
Marketing	11,390,551	226,185	783,950	10,606,601	6.9%		
Public Affairs	88,519	4,370	6,254	82,265	7.1%		
Administration & Facilities	670,684	27,850	145,122	525,562	21.6%		
Events/Festivals/Sponsorships	100,000	1,500	1,873	98,127	1.9%		
Total expenditures	<u>15,676,194</u>	<u>421,587</u>	<u>1,523,387</u>	<u>14,152,807</u>	<u>9.7%</u>	<u>-</u>	<u>-</u>
Revenues over (under) expenditures	<u>(4,540,901)</u>	<u>1,159,954</u>	<u>1,448,793</u>			<u>\$ 3,749,302</u>	<u>-61.4%</u>
Other Financing Sources:							
Carried over earned income	100,000	-	-				
Total other financing sources	<u>100,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,440,901)</u>	<u>\$ 1,159,954</u>	<u>1,448,793</u>				
Fund balance, beginning of year			12,465,092				
Fund balance, end of month			<u>\$13,913,885</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 \$3,711,764 for FY21.

PG 2

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

September 30, 2020

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	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 1,390,343	\$ 1,946,888	-29%	\$ 1,390,343	\$ 1,946,888	-29%	\$ 463,448	\$ 648,963	-29%	\$ 463,448	\$ 648,963	-29%
August	1,576,516	1,803,567	-13%	2,966,859	3,750,455	-21%	525,505	\$ 601,189	-13%	988,953	1,250,152	-21%
September	-	1,736,622	-	-	5,487,077	-	-	\$ 578,874	-	-	1,829,026	-
October	-	2,206,323	-	-	7,693,400	-	-	\$ 687,320	-	-	2,516,346	-
November	-	1,771,151	-	-	9,464,551	-	-	\$ 590,384	-	-	3,106,729	-
December	-	1,780,020	-	-	11,244,571	-	-	\$ 593,340	-	-	3,700,069	-
January	-	1,115,364	-	-	12,359,935	-	-	\$ 371,788	-	-	4,071,857	-
February	-	1,043,672	-	-	13,403,607	-	-	\$ 347,891	-	-	4,419,748	-
March	-	504,135	-	-	13,907,742	-	-	\$ 168,045	-	-	4,587,793	-
April	-	117,789	-	-	14,025,531	-	-	\$ 39,263	-	-	4,627,056	-
May	-	383,262	-	-	14,408,792	-	-	\$ 127,754	-	-	4,754,810	-
June	-	-	-	-	14,408,792	-	-	\$ -	-	-	4,754,810	-
Total revenues	\$ 2,966,859	\$ 14,408,792		\$ 2,966,859	\$ 14,408,792		\$ 988,953	\$4,754,810		\$ 988,953	\$4,754,810	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

September 30, 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$27,203,000	\$ 27,219,015	\$ (16,015)	100.1%
Investment Income	-	1,229,118	(1,229,118)	0.0%
Total revenues	27,203,000	28,448,133	(1,245,133)	104.6%
Expenditures:				
Product development fund projects:				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ -	500,000	-
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%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conver	1,500,000	1,500,000	-	100.0%
2016 Diana Wortham Theatre (The Wortham Center)	700,000	700,000	-	100.0%
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	-	800,000	-
2018 LEAF Community Arts (LEAF Global Arts Center)	705,000	705,000	-	100.0%
2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	905,000	684,180	220,820	75.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens	100,000	-	100,000	-
Tourism Jobs Recovery Fund	5,000,000	5,000,000	-	100.0%
Total product development projects	26,685,000	12,319,180	14,365,820	46.2%
Product development fund administration	518,000	183,434	334,566	35.4%
Total product development fund	\$27,203,000	\$ 12,502,614	\$14,700,386	46.0%
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 15,945,519		
Less: Liabilities/Outstanding Grants		(14,365,820)		
Less: Unspent Admin Budget (Current Year)		(334,566)		
Current Product Development Amount Available		\$ 1,245,133		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

September 30, 2020

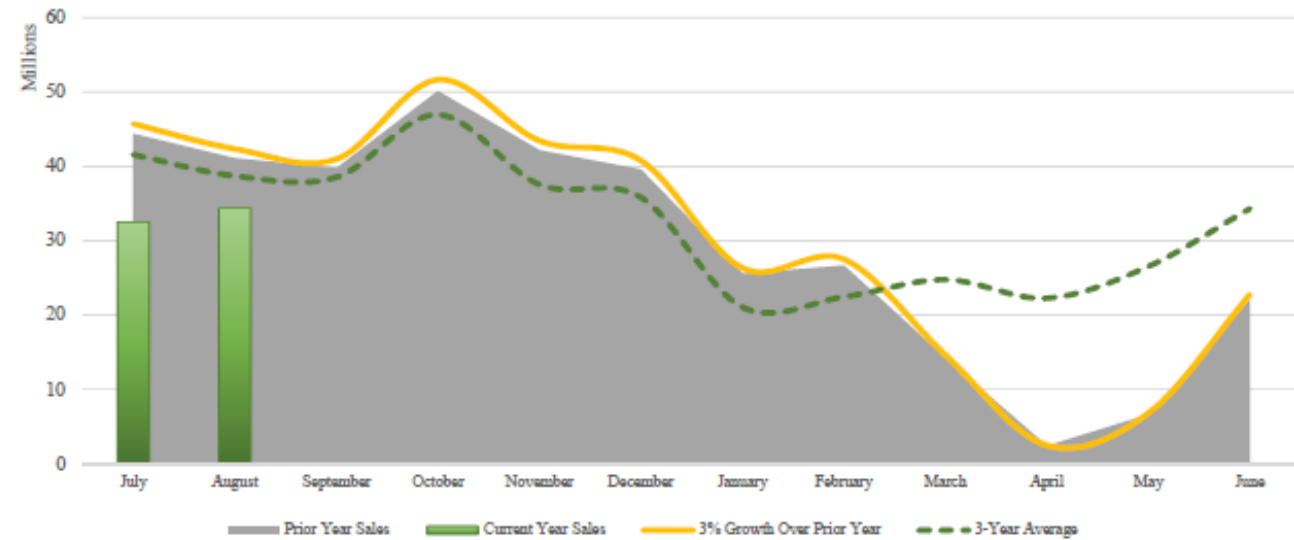
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 13,995,394	\$ 15,945,519	\$ 29,940,913
Receivables	-	-	-
Total current assets	<u>\$ 13,995,394</u>	<u>\$ 15,945,519</u>	<u>29,940,913</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 25,609	\$ -	\$ 25,609
Future events payable	55,900	\$ 14,365,820	\$ 14,421,720
Total current liabilities	<u>81,509</u>	<u>\$ 14,365,820</u>	<u>\$ 14,447,329</u>
Fund Balances:			-
Restricted for product development fund	-	1,579,699	1,579,699
Committed for event support program	9,811	-	9,811
State Required Contingency	890,823	-	890,823
Designated Contingency	4,191,257	-	4,191,257
Undesignated (cash flow)	8,821,993	-	8,821,993
Total fund balances	<u>13,913,885</u>	<u>1,579,699</u>	<u>15,493,584</u>
Total liabilities and fund balances	<u>\$13,995,394</u>	<u>\$ 15,945,519</u>	<u>\$ 29,940,913</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

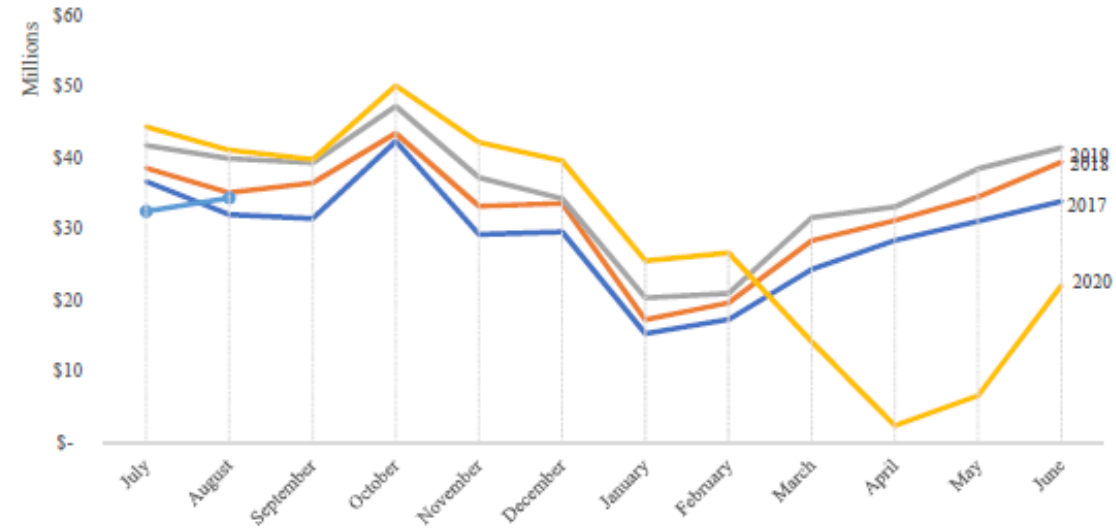
Shown by Month of Sale, Year-to-Date

September 30, 2020



	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of room sales:						
July	\$ 32,524,077	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,387,654	41,115,834	-16%	-22%	42,349,309	38,717,282
September	-	39,796,041	-	-	40,989,923	38,532,969
October	-	50,150,018	-	-	51,654,518	46,965,398
November	-	42,191,421	-	-	43,457,164	37,554,580
December	-	39,601,095	-	-	40,789,128	35,823,829
January	-	25,559,883	-	-	26,326,679	21,064,651
February	-	26,696,605	-	-	27,497,503	22,452,784
March	-	14,205,993	-	-	14,632,173	24,750,146
April	-	2,402,461	-	-	2,474,535	22,261,486
May	-	6,622,714	-	-	6,821,396	26,543,593
June	-	22,107,340	-	-	22,770,560	34,320,539
Total revenues	\$ 66,911,731	\$ 354,834,993			\$365,480,043	\$390,561,414

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
History of Total Sales by Month
Shown by Month of Sale, Year-to-Date
 September 30, 2020



	2017	2018	2019	2020	2021
Month of room sales:					
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587	\$ 32,524,077
August	32,040,330	35,118,463	39,917,550	41,115,834	34,387,654
September	31,498,527	36,475,819	39,327,048	39,796,041	-
October	42,361,030	43,473,922	47,272,253	50,150,018	-
November	29,254,904	33,231,722	37,240,595	42,191,421	-
December	29,615,696	33,597,999	34,272,393	39,601,095	-
January	15,323,999	17,286,992	20,347,077	25,559,883	-
February	17,323,590	19,676,430	20,985,316	26,696,605	-
March	24,352,927	28,406,443	31,638,002	14,205,993	-
April	28,444,541	31,240,963	33,141,034	2,402,461	-
May	31,113,327	34,544,014	38,464,050	6,622,714	-
June	33,898,766	39,441,126	41,413,153	22,107,340	-
Total room sales	\$351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,834,993	\$ 66,911,731

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

September 30, 2020

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	\$ 19,132,318	\$ 33,587,325	-43.0%	-43.0%	\$ 12,293,579	\$ 9,390,995	30.9%	30.9%	\$ 1,098,181	\$ 1,407,268	-22.0%	-22.0%	\$ 32,524,077	\$ 44,385,587	-26.7%	-26.7%
August	19,595,328	31,112,092	-37.0%	-40.1%	13,705,343	8,736,879	56.9%	43.4%	1,086,983	1,266,863	-14.2%	-18.3%	34,387,654	41,115,834	-16.4%	-21.7%
September	-	29,886,060	-		-	8,600,095	-		-	1,309,887	-		-	39,796,041	-	
October	-	39,606,607	-		-	8,764,027	-		-	1,779,383	-		-	50,150,018	-	
November	-	32,892,802	-		-	7,993,245	-		-	1,305,374	-		-	42,191,421	-	
December	-	30,545,959	-		-	7,916,287	-		-	1,138,848	-		-	39,601,095	-	
January	-	16,067,073	-		-	8,959,164	-		-	533,646	-		-	25,559,883	-	
February	-	17,832,201	-		-	8,250,039	-		-	614,365	-		-	26,696,605	-	
March	-	11,867,918	-		-	1,906,094	-		-	431,981	-		-	14,205,993	-	
April	-	2,109,282	-		-	288,041	-		-	5,139	-		-	2,402,461	-	
May	-	4,523,980	-		-	1,932,459	-		-	166,276	-		-	6,622,714	-	
June	-	11,770,482	-		-	9,682,559	-		-	654,299	-		-	22,107,340	-	
Total	\$ 38,727,646	\$ 261,801,781			\$ 25,998,922	\$ 82,419,883			\$ 2,185,164	\$ 10,613,329			\$ 66,911,731	\$ 354,834,993		

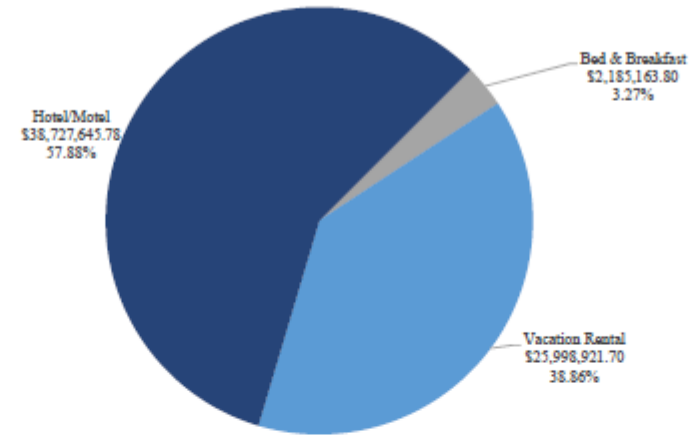
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category

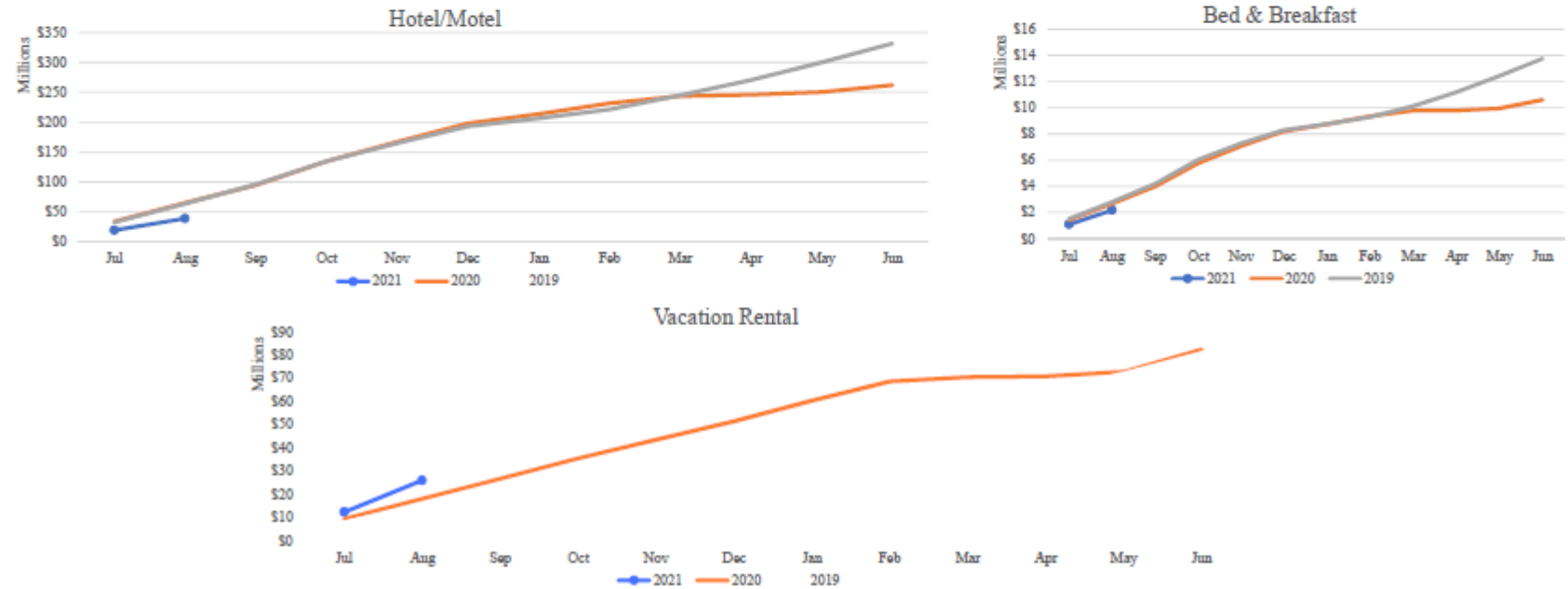
Shown by Month of Sale, Year-to-Date

September 30, 2020

Total Room Sales by Category, Year-to-Date



Year-to-Date Room Sales by Individual Category, Compared to Prior Year



FINANCIAL STATEMENTS

Questions/Discussion?

APPROVAL OF FINANCIALS

Chairman Himanshu Karvir

Motion for Consideration

Motion to Approve the September 2020
Financial Statements as Presented

FINANCIALS - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Andrew Celwyn
- Brenda Durden
- John Luckett
- John McKibbon
- Kathleen Mosher
- Chairman Himanshu Karvir

EARNED REVENUE RESOLUTION

Chris Cavanaugh

- Last month, an amendment for \$100,000 was approved to establish an Earned Revenue budget in FY 21, as nothing was budgeted in this Fund due to economic uncertainties at the time the budget was approved.
- Funds are generated via advertising and online reservations on ExploreAsheville.com and are not subject to occupancy tax mandates/restrictions.
- This Fund was previously used for festival and event grants via an annual funding cycle.

EARNED REVENUE RESOLUTION

Chris Cavanaugh

- Staff is requesting that the board approve a motion to give Explore Asheville's President & CEO and/or Interim Executive authorization to approve expenditures from the Earned Revenue Fund for amounts up to \$5,000 per recipient during FY 21.
- Also requested in the motion is that expenditures exceeding \$5,000 per recipient may be approved by the BCTDA board chair.
- Questions/Discussion?

EARNED REVENUE RESOLUTION

Chairman Himanshu Karvir

Motion for Consideration:

Motion to enable Explore Asheville's President and CEO and/or Interim Executive to authorize expenditures from the Earned Revenue account of no more than \$5,000 per recipient during the 2020-2021 fiscal year, and amounts exceeding \$5,000 per recipient during the same fiscal year will require the authorization of the BCTDA board chair.

ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- Chairman Himanshu Karvir



Asheville Regional Airport

An economic cornerstone.
Growing with the region.
Positioned to weather the current storm.

Tina Kinsey, A.A.E.

Director of Marketing, PR & Air Service Development





Brief Overview

BRIEF OVERVIEW

Current route map



Routes – Pre-covid
(March 2020): 23

Discontinued:

- New York City (LGA - Sat)
- Philadelphia (daily)
- Washington, D.C. (DCA - Sat)
- Vero Beach (seasonal)
- Orlando (less-than-daily)

Routes – Current: 18

allegiant
Travel is our deal.

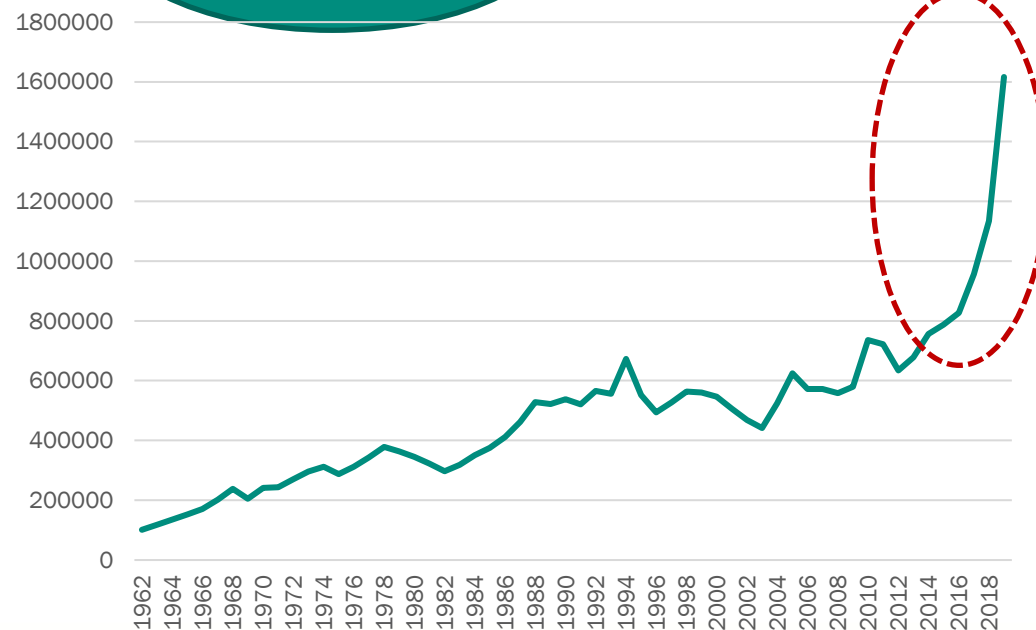
DELTA
AIR LINES

American Airlines **UNITED**

Asheville
REGIONAL AIRPORT
Take the easy way out.

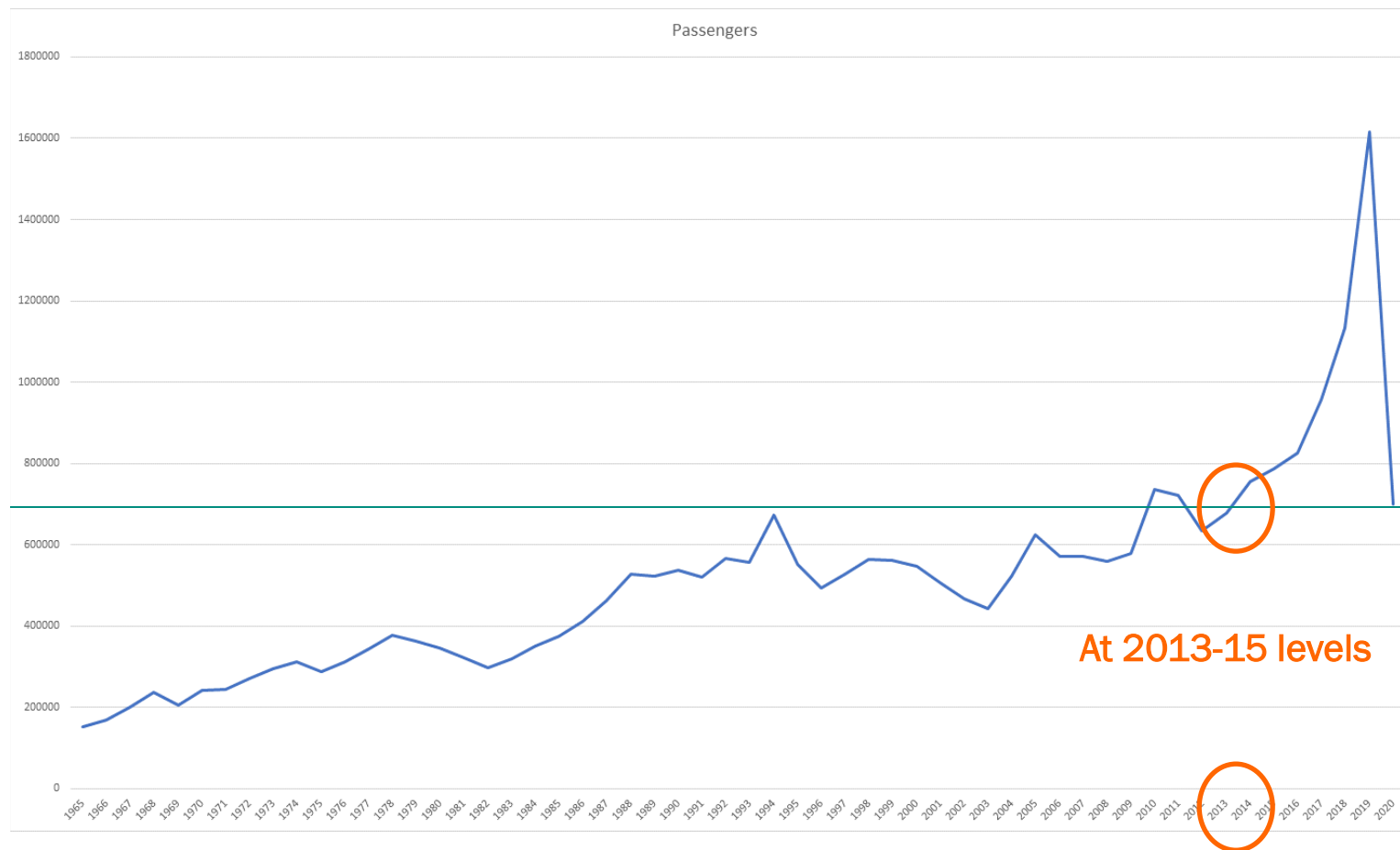
Astounding & unprecedented growth in air service & utilization

43% increase in
passengers in
2019 1.6M total



CY 2019 was the
sixth consecutive
record year – highest
number of
passengers served in
the history of AVL.

A look at where we are now

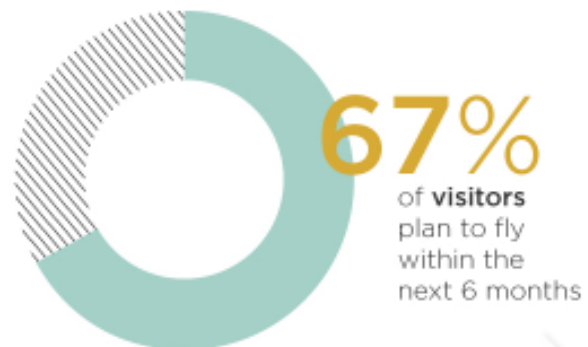
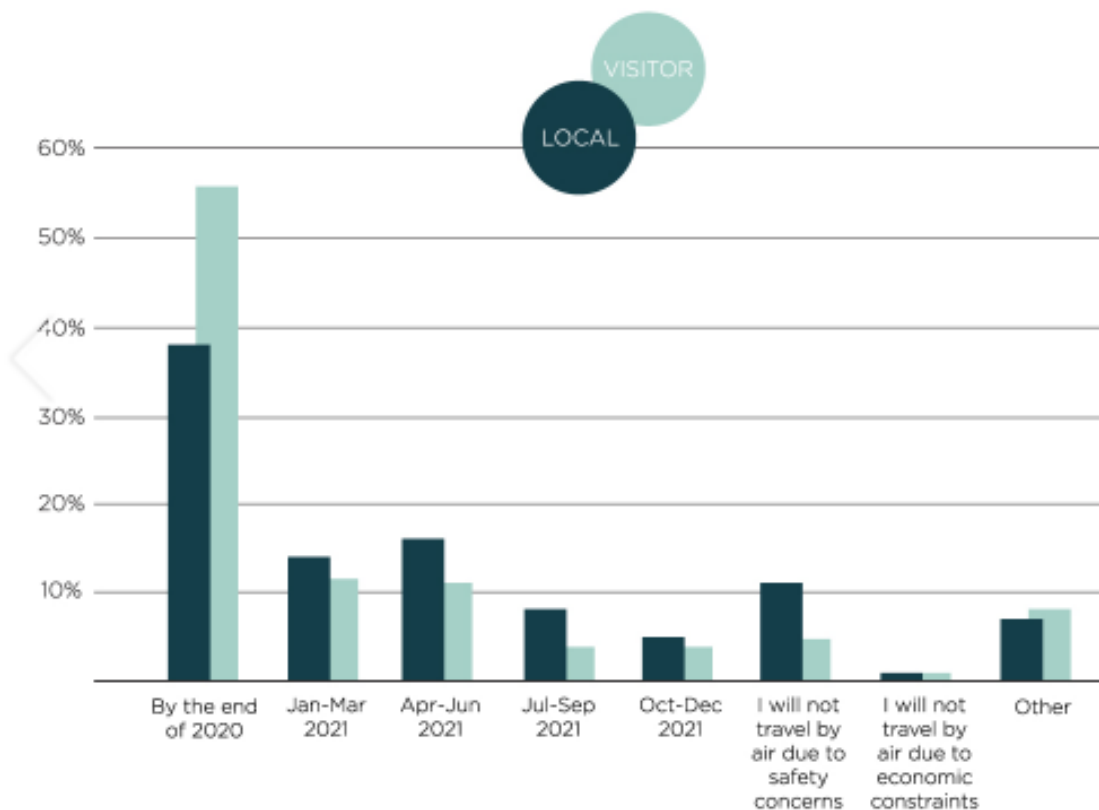


Projecting about 700-725K passengers
2020 – 50-56%
decline yr/yr

Travel sentiment

HOW SOON DO YOU PLAN TO TRAVEL BY AIR?

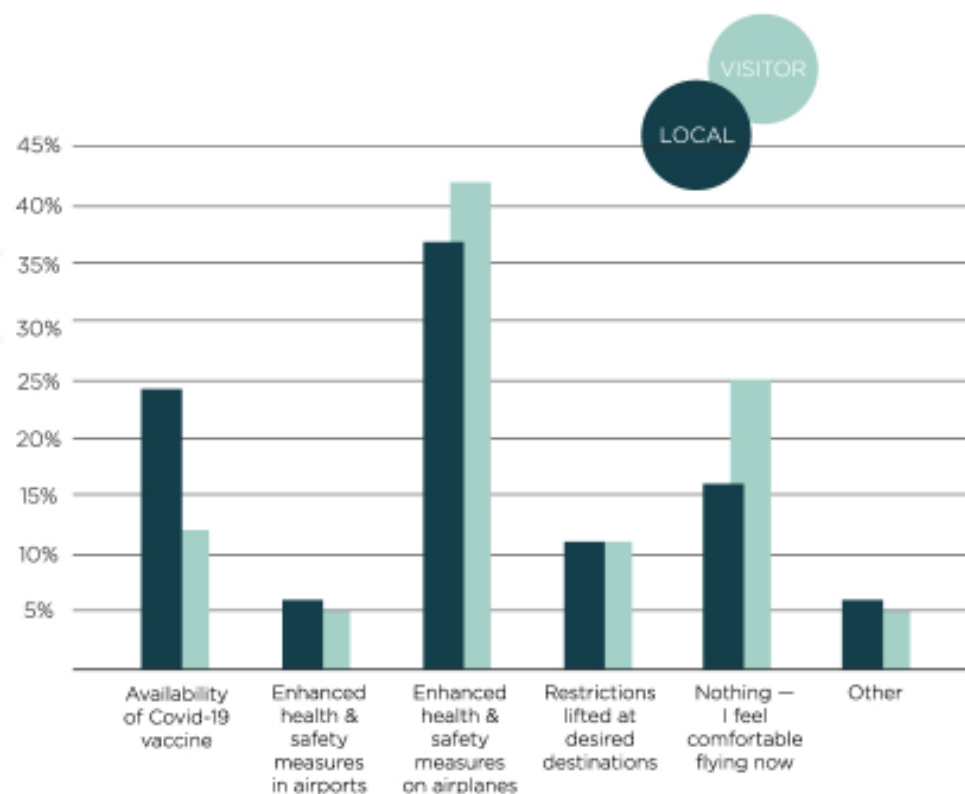
Survey Sample WNC Market N=1,461 | Visitors to WNC N=723



Travel sentiment

WHICH IS THE MOST IMPORTANT TO HELP YOU DECIDE TO BOOK A FLIGHT?

Survey Sample WNC Market N=1,440 | Visitors to WNC N=716



health +
safety

Overwhelmingly,
locals & visitors
say enhanced
health and safety
measures on
airplanes is the
most important
info needed

American Airlines explains how the HEPA filters on their aircraft remove 99.97% of airborne particles from the air during your flight — part of their Clean Commitment. #flyAVL #AVLTravelSmart
<https://www.facebook.com/AmericanAirlines/videos/972669283186051>



42,556 Views

American Airlines 
July 31 · 🌐

Find out how HEPA filters make our cabin air so refreshing! It's all part of our Clean Commitment to you.

Risk of COVID-19 exposure on planes 'virtually nonexistent' when masked, study shows

It was conducted by the Department of Defense and United Airlines.

By **Cio Benitez and Sam Sweeney**
October 15, 2020, 8:06 AM • 5 min read



REUTERS



Air quality on airplanes

Coronavirus exposure risk on airplanes very low, U.S. defense study finds

By Tracy Rucinski, Sanjana Shivdas

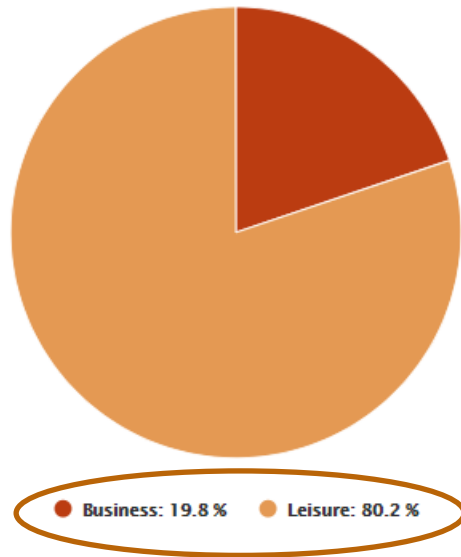
3 MIN READ



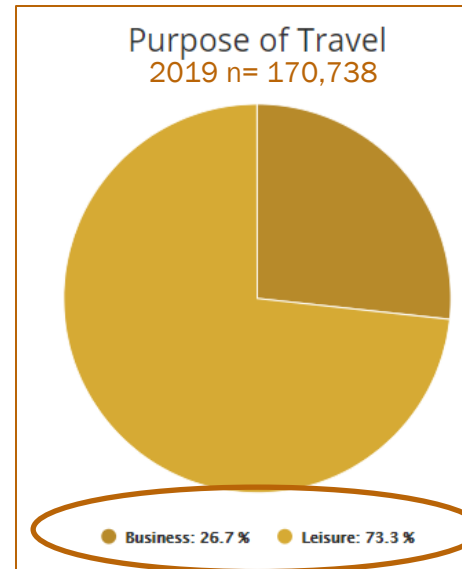
(Reuters) - The risk of exposure to the coronavirus on flights is very low, a U.S. Department of Defense study released on Thursday found, a positive sign for the airline industry as it tries to rebound from the pandemic's crushing effect on travel.

Leisure travel is leading recovery

PURPOSE OF TRAVEL - MID-MARCH 2020 - PRESENT

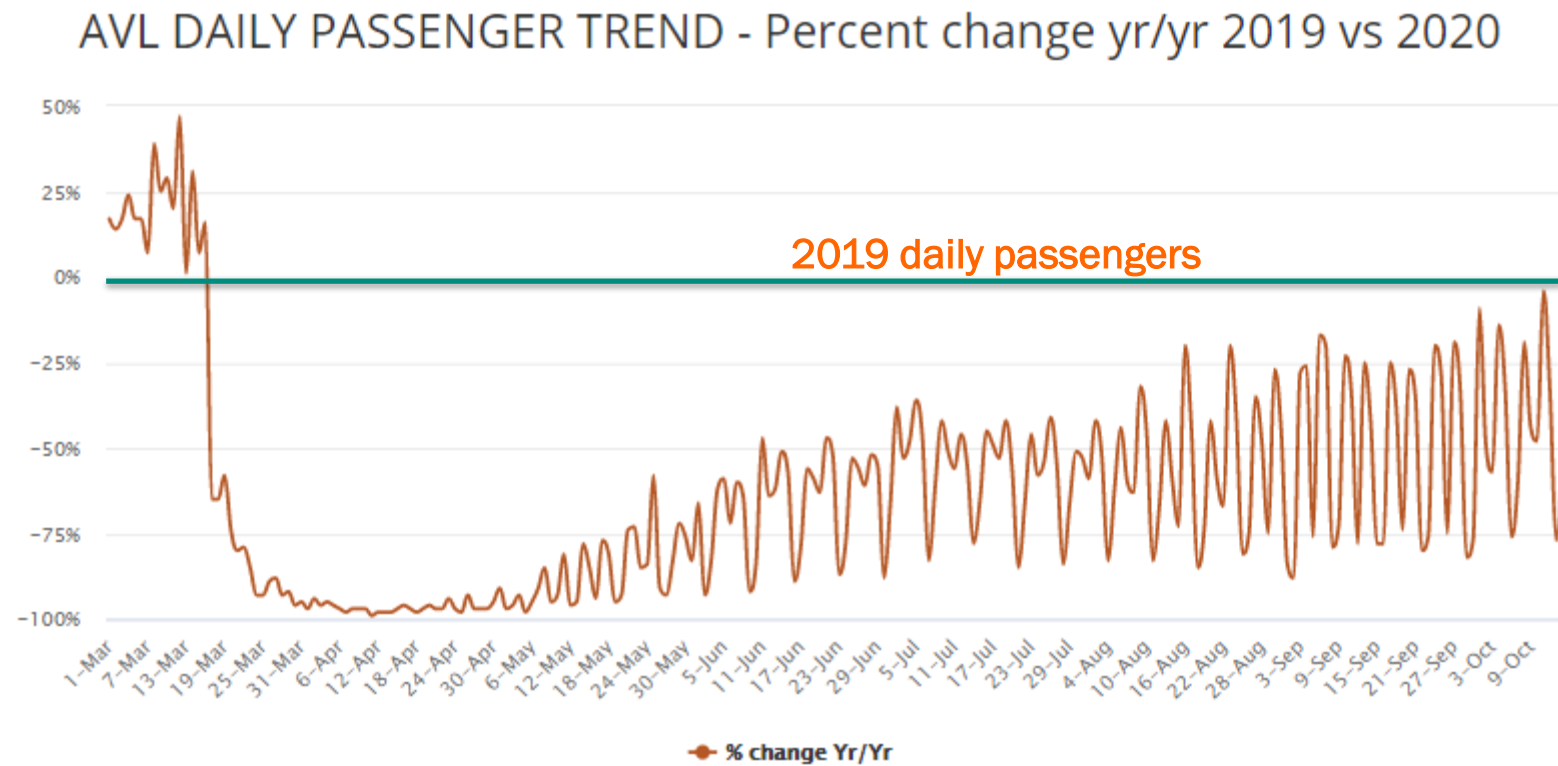


7 point shift
post-Covid

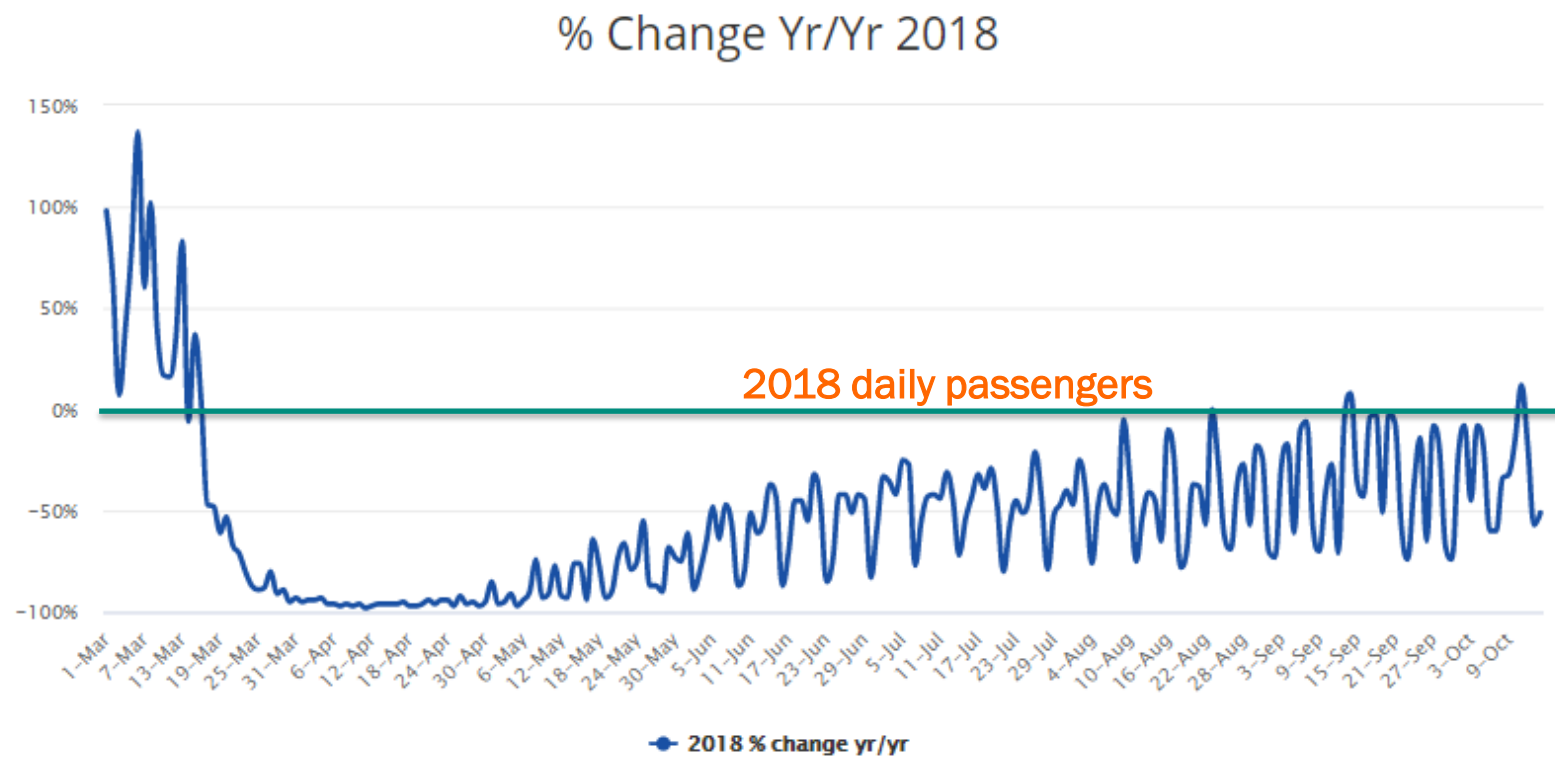


Sample size: 32,278 AVL travelers

A closer look – daily passengers compared to previous years

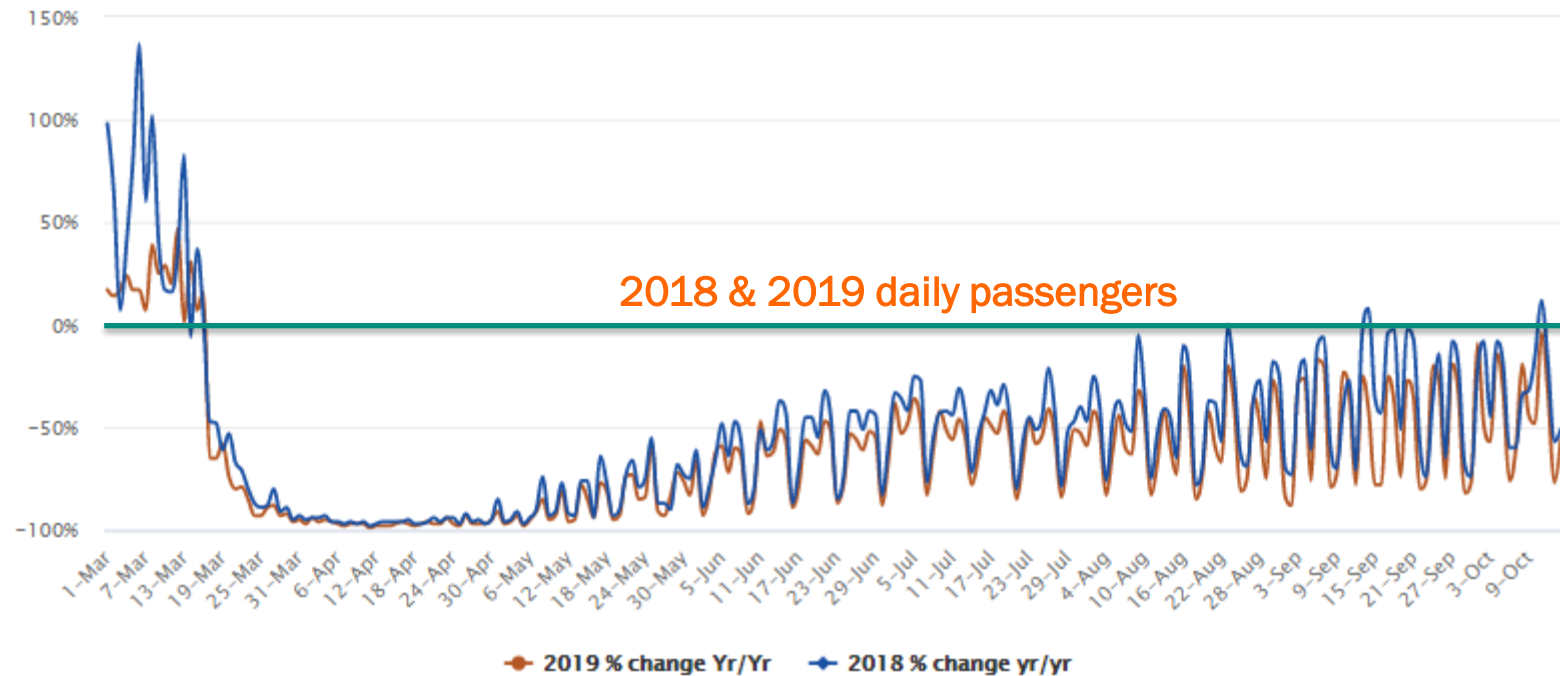


A closer look – daily passengers compared to previous years



CURRENT compared to 2018 & 2019

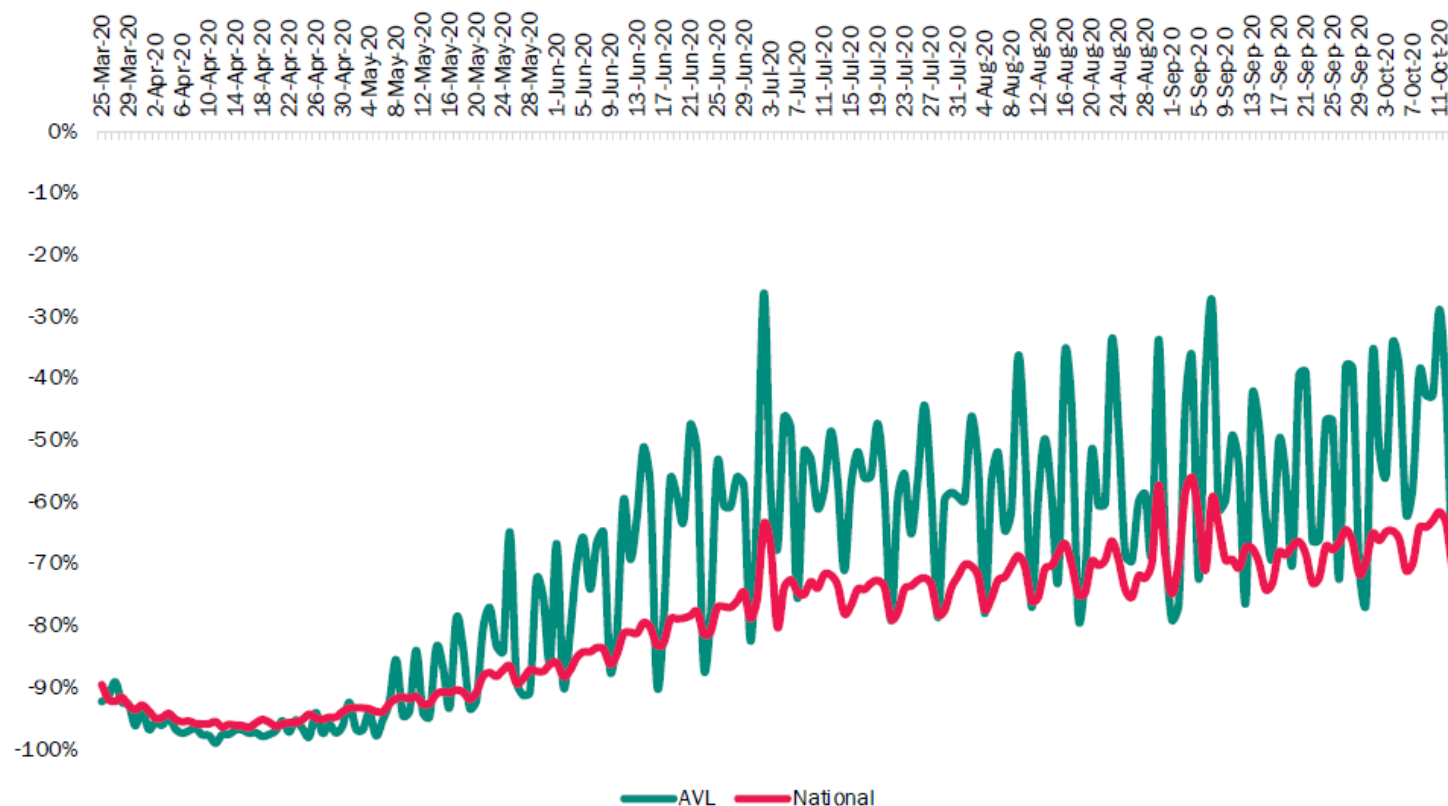
% Change Yr/Yr 2018 and 2019



AVL has been significantly above the national TSA throughput since June

AVL TSA VS. NATIONAL TSA – YEAR-OVER-YEAR CHANGE

Day of week adjusted



YoY Passenger Change %	AVL	National	Difference
March (25 to 31)	(92%)	(92%)	-
April	(97%)	(95%)	(1 pt)
May	(87%)	(90%)	+3 pts
June	(67%)	(81%)	+14 pts
July	(57%)	(74%)	+17 pts
August	(57%)	(71%)	+14 pts
September	(54%)	(68%)	+14 pts
October (1 to 14)	(45%)	(66%)	+21 pts

Sources: AVL TSA internal numbers. Transportation Security Administration.
Ailevon Pacific Aviation Consulting analysis.



**RECOVERY
WILL TAKE
TIME**

- AVL is poised to recover sooner than national average –
 - Strong leisure market (local and visitor)
 - Strong, affluent traveler base
 - Airlines can typically be profitable in the AVL market
- *Note: airline industry is changing/shrinking. A lot remains to be understood about future recovery.

We are doing
our part at AVL
to promote
health & safety



AVL is committed to following best practices to protect the travelers of WNC. Thank you for also doing your part and educating yourself about what to expect so we can all #travelsmart. Together, we can enhance the health and safety of everyone involved in the travel journey.



Our plan – strategic, long-term

Continue to forge ahead with longer-term strategies – current & future – for the vitality of our airport and region.



Strategic focus

- Air Service Recovery
- Capital improvements/
infrastructure enhancements
- Revenue diversification





Questions?

Woodfin Greenway & Blueway

October 28, 2020

Peyton O'Conner – Buncombe County

Karla Furnari – Buncombe County

Eric Hardy – Town of Woodfin

Garrett Artz - Riverlink



BUNCOMBE COUNTY



Agenda

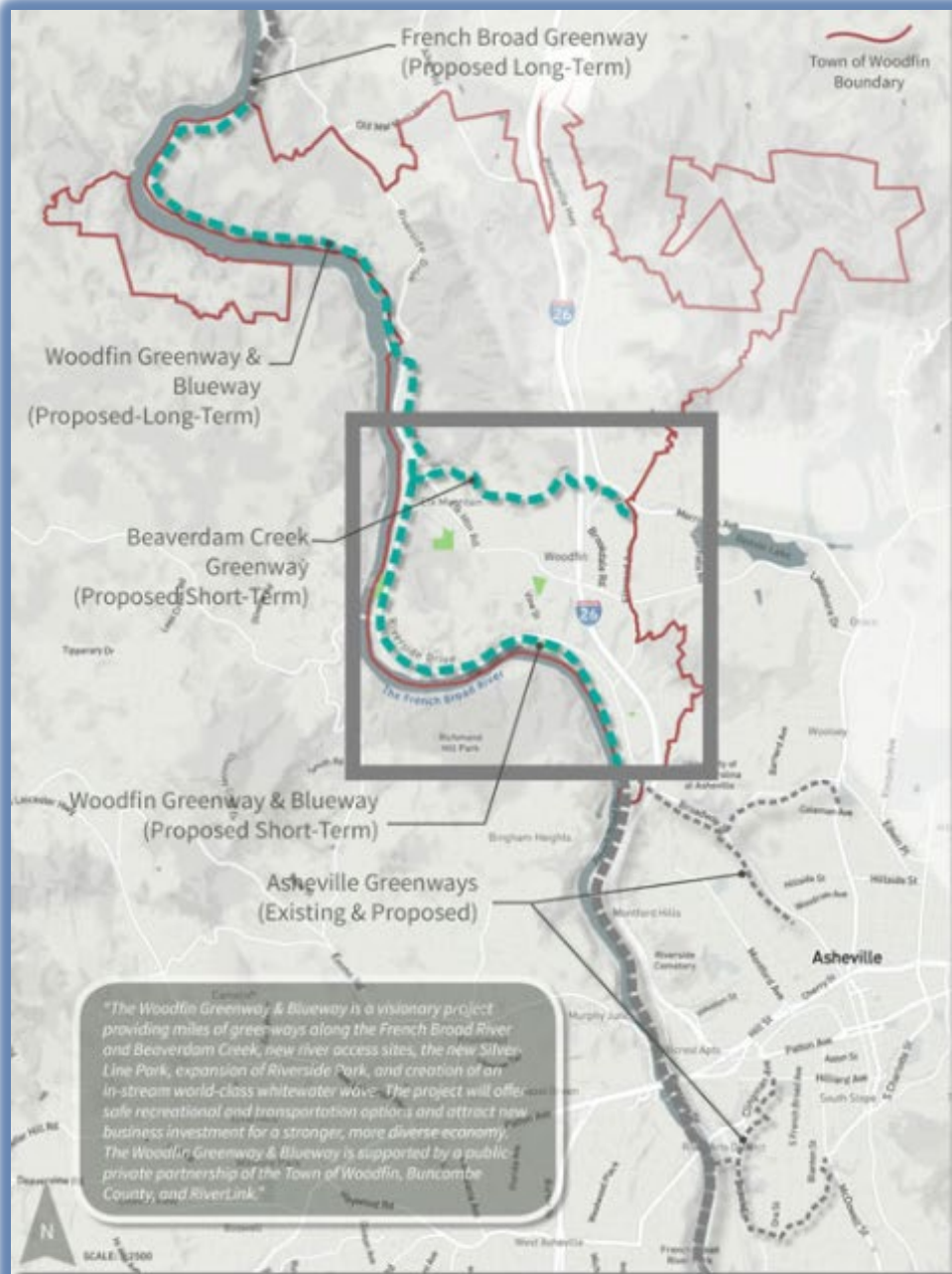
Introductions

Project Portfolio

Timeline

Amended Request



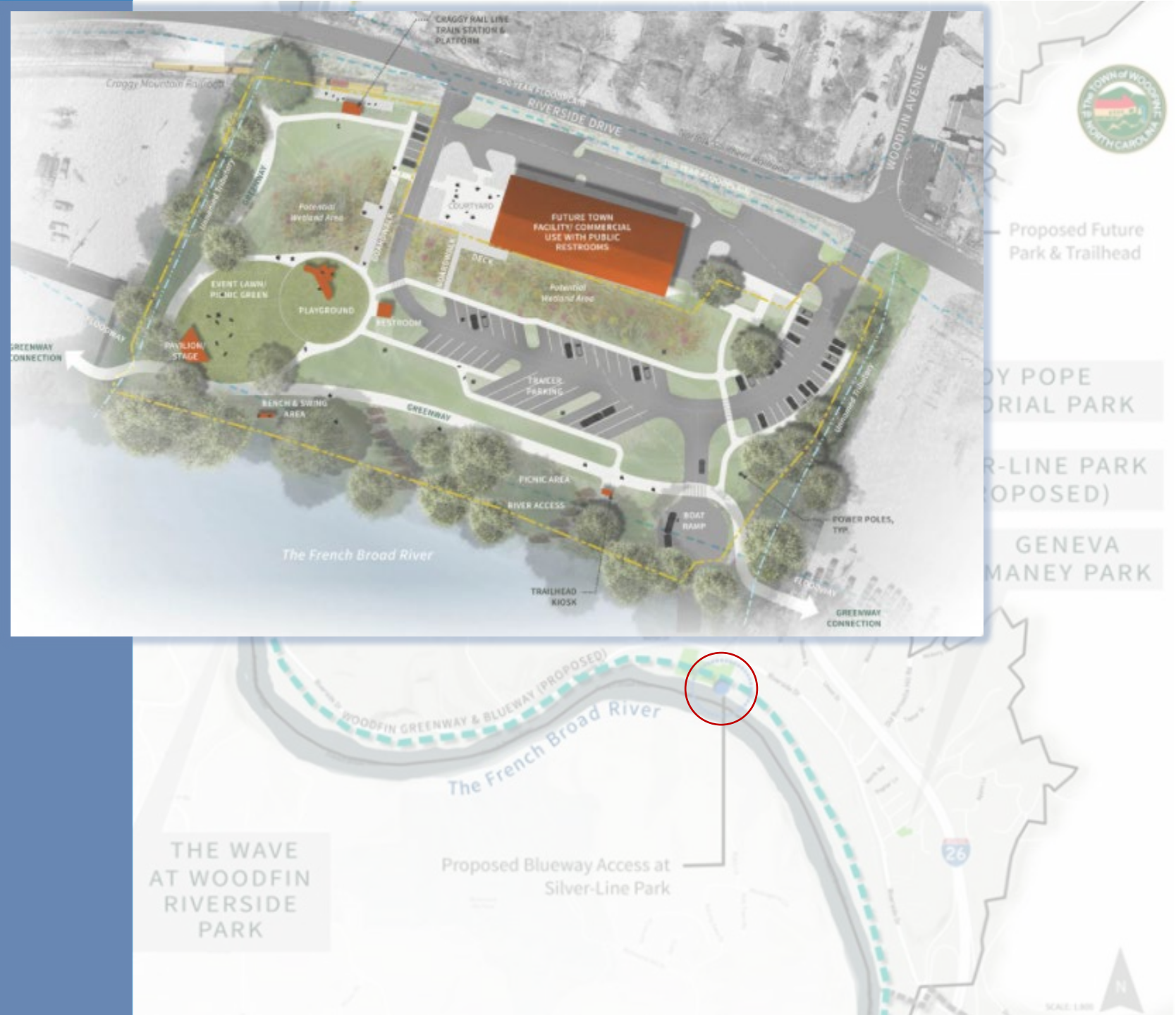


TOWN OF WOODFIN PARKS, GREENWAYS & RECREATION MASTER PLAN

Woodfin Greenway & Blueway

Silverline Park

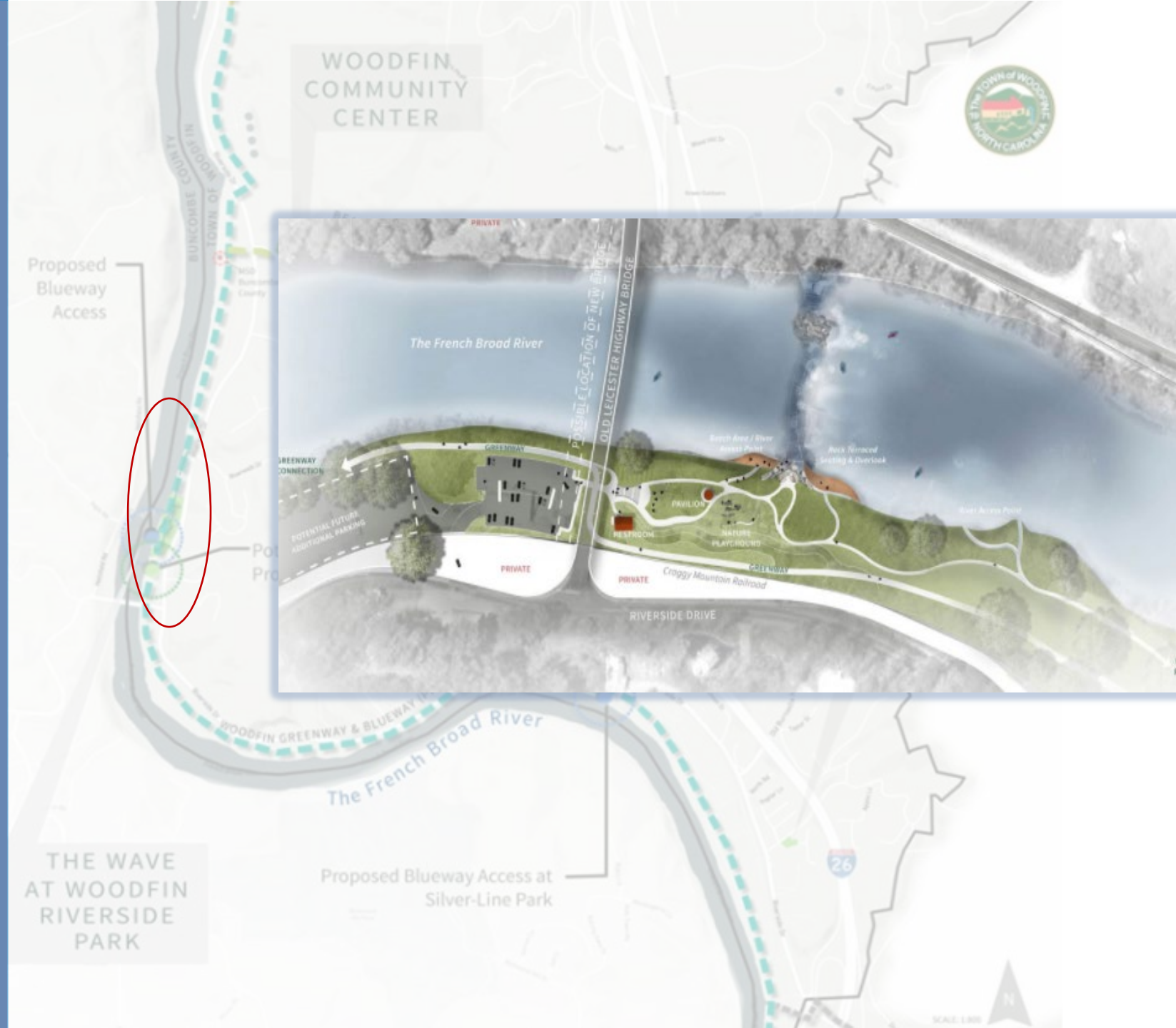
- Now under construction (Sep 2020)
- \$2.9 million budget
- Completion late summer 2021
- Fundraising target \$- 0-
- Features:
 - Picnic shelters
 - Playground including sunken pirate ship
 - Craggy Mountain rail line boarding platform
 - Boat launch



Woodfin Greenway & Blueway

Riverside Park Expansion

- Request for Qualification for final design (draft)
- Proposals due November 2020
- \$3.4 million budget
- Funding target \$830,000
- Estimated 12 months to construct
- Features:
 - Observation pavilion for The Wave
 - River access to The Wave



Woodfin Greenway & Blueway

Whitewater Wave

- Request for Qualification for final design (draft)
- Proposals due November 2020
- \$2.2 million budget
- Funding target \$1.5 million
- Estimated 12 months to construct





RIVERSIDE DRIVE (WOODFIN GREENWAY)

Bounds		Riverside Drive from Broadway to Elk Mountain Road
Length		3 miles
Cost		\$2.5 million per mile (based on previous greenway comparisons). Does not include land acquisition.
Timeline		Design schedule to be completed in Q2 2021. Construction scheduled to begin in Q4 of 2021.
Project Phase	Feasibility	Complete
	PE/Design	Currently Underway
	Construction	Funded. Waiting for funding availability.
Current Grant Total		\$4,464,000 (\$1.6m design and \$2.864m construction)
Current County Commitment		\$1,116,000
Funding Outlook		Project has significant funding from Woodfin bond and TDA grant.
Known Constraints		Terrain difficulties and rail right-of-way create challenges. Additionally environmental contamination may be an issue along some of the sites.
Known Opportunities		Landowner willingness appears to be high relative to granting greenway easements.
Funding Rescission		10 years from PE/Design agreement
Funding Sources	STBG (Federal Highway)	Yes
	NC DOT	No
	TDA	Yes

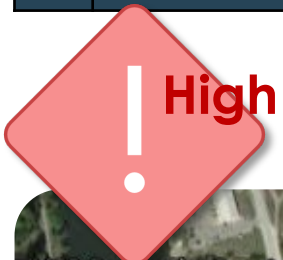


BEAVERDAM CREEK (WOODFIN GREENWAY)



Current Grant Total		\$1,600,000
Current County Commitment		\$400,000
Funding Outlook		Project has significant funding from Woodfin bond and TDA grant.
Known Constraints		None documented.
Known Opportunities		Landowner willingness appears to be high relative to granting greenway easements.
Funding Rescission		10 years from construction agreement
Funding Sources	STBG (Federal Highway)	Yes
	NC DOT	No
	TDA	Yes

Bounds		MSD to Merrimon Ave along Beaverdam Creek
Length		2 miles
Cost		\$2.5 million per mile (based on previous greenway comparisons). Does not include land acquisition.
Timeline		Construction scheduled to begin in Q4 of 2021.
Phase	Feasibility	None
	PE/Design	No
	Construction	Funded. Waiting for funding availability.



Woodfin Project Status

- Initial cost estimates for the project used \$1m per mile greenway rule of thumb
- Current area greenway cost estimates have escalated to an accepted average of \$2.5m per mile
- Engineering and design efforts have been complicated by:
 - Regulatory requirements
 - Poor land quality
 - Landowner preferences
 - Utility coordination
 - Historical environmental damage and degradation
 - Transportation constraints



Woodfin Federal & County Funding

	Design Funding County	Design Funding Grants	Total	Estimated Design Cost	Construction Funding County	Construction Funding Grants	Total	Estimated Construction Cost
Riverside Drive Greenway	\$400k	\$1.6m	\$2m	\$2m	\$716k	\$2.864m	\$3.580m	\$6m+
Beaverdam Creek Greenway	\$44k	\$176k	\$220k	\$220k	\$356k	\$1.424m	\$1.780m	\$2m+



Obstacles

- Initial design grant was for \$660k for the Riverside Drive portion of greenway
- Current cost estimate from the engineer places our cost estimate at \$1.62m
- Additional capital was needed to advance design
- COVID induced budget problems with NCDOT froze project from March until October.
- Potential exists for funding snag due to reduction in gas tax collections

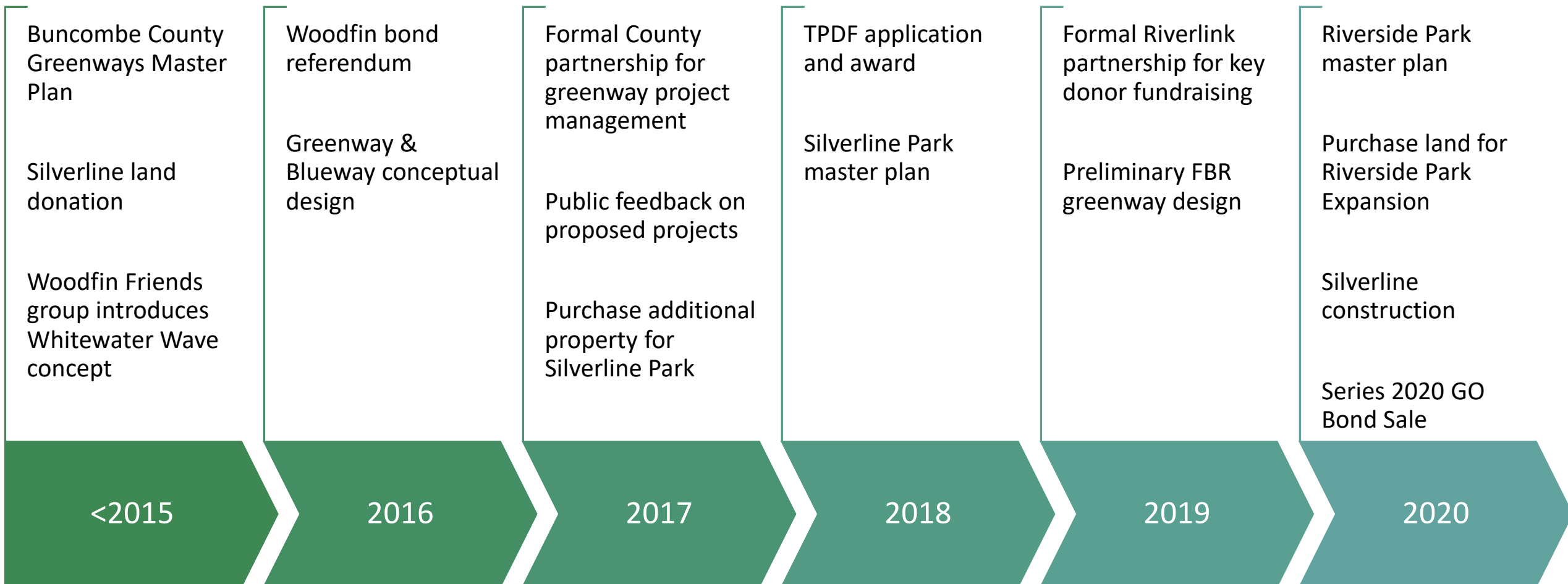


Corrective Actions

- Requested and received an additional \$1m through FHWA STBG program administered by French Broad River MPO
- Have worked with NCDOT and French Broad River MPO to prioritize the project as NCDOT works to reauthorize project
- Working with engineering firm to revise project scope upon full authorization from NCDOT
- Greenway project “legs” have been combined to save time and mobilization cost moving forward
- As of October 8th NCDOT provided tentative approval to begin spending funds



Milestones



Woodfin Greenway & Blueway
Project Component Timelines

		2015-2017	CY 2018				CY 2019				CY 2020				CY 2021				CY 2022				CY 2023	
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
French Broad River & Beaverdam Creek Greenways	Conceptual	2012: Master Plan (BC)																						
	Acquisition										ROW				Acquisition									
	Design	2017: Req for Qual	Prelim design				Req for qual				Final design													
	Permitting														Permitting									
	Construction														Req for proposals				Construction					
Silverline Park	Conceptual	2015: Conceptual																						
	Acquisition	2012: Donation 2017: Acquisition																						
	Design		Req for qual				Req for qual				Final design													
	Permitting	2017: Environ Assess									Permitting													
	Construction										Req for proposals				Construction									
Riverside Park Improvements & Expansion	Conceptual	2017: Master Plan																						
	Acquisition						Acquisition																	
	Design		Req for qual				Master Plan Development				Req for qual				Final design									
	Permitting						Environ Assess								Permitting									
	Construction														Req for proposals				Construction					
Whitewater Wave	Conceptual	2016: Conceptual design																						
	Acquisition																							
	Design		Req for qual?				Preliminary design?				Req for qual				Final design									
	Permitting														Permitting									
	Construction														Req for proposals				Construction					

Woodfin Greenway & Blueway Project Component Timelines

		2015-2017	CY 2018				CY 2019				CY 2020				CY 2021				CY 2022				CY 2023	
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
French Broad River & Beaverdam Creek Greenways	Conceptual	2012: Master Plan (BC)																						
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	Permitting														Permitting									
	Construction														Req for proposals				Construction					
Silverline Park	Conceptual	2015: Conceptual																						
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	Construction										Req for proposals				Construction									
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	Acquisition						Acquisition																	
	Design		Req for qual		Master Plan Development		Req for qual				Final design													
	Permitting						Environ Assess								Permitting									
	Construction														Req for proposals				Construction					
Whitewater Wave	Conceptual	2016: Conceptual design																						
	Acquisition																							
	Design		Prelim design								Req for qual				Final design									
	Permitting														Permitting									
	Construction														Req for proposals				Construction					

Tourism Development Authority

Tourism Product Development Fund

Project element		Fiscal year (ending June 30)	Current TPDF funding	Fiscal year (ending June 30)	Proposed TPDF funding	Remaining funding gaps
Phase I	FBR Greenway 1	2018	\$ 150,000	2023	\$ 465,773	\$ -0-
Phase I	Silverline Park	2018	\$ 650,000	2021-2022	\$ 650,000	\$ -0-
Phase II	FBR Greenway 2	2019-2020	\$ 610,000	2023	\$ 380,000	\$ 1,443,261
Phase II	Riverside Park Expansion	2019-2020	\$ 140,000	2023	\$ 140,000	\$ 831,689
Phase II	Whitewater Wave	2019-2020	\$ 600,000	2023	\$ 600,000	\$ 1,514,000
Phase III	Beaverdam Creek Greenway	2021	\$ 100,000	2023	\$ 14,227	\$ -0-
Totals			\$ 2,250,000		\$ 2,250,000	\$ 3,788,950

REVISED ESTIMATES (SEPTEMBER 2020)									
PROJECT FINANCES	Greenway Projects				Parks Projects				
	French Broad Greenway Section 1 (MSD to Silver- Line Park)**	French Broad Greenway Section 2 (Silver-Line Park to Broadway)**	Beaverdam Crk Greenway (MSD to Woodfin Ave.)***	Greenways Total	SiverLine Park †	Whitewater Wave ††	Riverside Park Improvements and Expansion (Phase 1) †††	Parks Total	Totals
Project Costs									
Acquisition costs	98,332	42,668	-	141,000	556,000	-	600,000	1,156,000	1,297,000
Design costs	1,128,242	489,558	288,000	1,905,800	265,235	382,000	235,250	882,485	2,788,285
Construction costs	2,195,501	1,945,327	1,920,000	6,060,828	1,890,459	1,262,000	2,045,660	5,198,119	11,258,947
Project Contingency	987,975	875,397	331,200	2,194,573	189,046	500,000	542,100	1,231,146	3,425,719
Total Project Costs	4,410,050	3,352,950	2,539,200	10,302,201	2,900,740	2,144,000	3,423,010	8,467,750	18,769,951
Funding Sources									
Woodfin GO bonds proceeds	418,939	-	-	418,939	1,629,740	-	2,451,321	4,081,061	4,500,000
Woodfin General Fund contribution	-	-	-	-	556,000	-	-	556,000	556,000
Federal Highway Administration (NCDOT) *	2,820,270	1,223,751	2,019,978	6,064,000	-	-	-	-	6,064,000
Buncombe County TDA TPDF grant	465,773	380,000	14,227	860,000	650,000	600,000	140,000	1,390,000	2,250,000
Buncombe County contrib (20% match NCDOT) *	705,068	305,938	504,995	1,516,000	-	-	-	-	1,516,000
Friends of Woodfin Greenway Blueway	-	-	-	-	-	30,000	-	30,000	30,000
Riverlink - community contributions	-	-	-	-	-	-	-	-	-
Pigeon grant (wetlands only)	-	-	-	-	35,000	-	-	35,000	35,000
Cannon grant (landscaping only)	-	-	-	-	25,000	-	-	25,000	25,000
Duke Energy grant	-	-	-	-	5,000	-	-	5,000	5,000
Total Project Sources	4,410,050	1,909,689	2,539,200	8,858,939	2,900,740	630,000	2,591,321	6,122,061	14,981,000
Additional Funding Targets	-	(1,443,261)	-	(1,443,261)	-	(1,514,000)	(831,689)	(2,345,689)	(3,788,950)

Additional information



[Woodfin Greenway & Blueway](#) @ Riverlink.org



[Town of Woodfin Parks and Greenways](#) @ Woodfin-NC.gov



[Buncombe County Greenways](#) @ BuncombeCounty.org



Questions?

Thank you for your continued support!



TPDF AMENDMENT REQUEST

Woodfin Blueway & Greenway

Pat Kappes

- The amendment request before the board is to extend the Woodfin Blueway & Greenway project completion date from December 31, 2020 to December 31, 2023, and
- Restructure the disbursement schedule from the standard three payments to six disbursements paid upon completion of the six individual projects included in the scope.
- Questions/Discussion?

PROJECT ELEMENT	TPDF FUNDING
French Broad River Greenway 1	\$ 465,773
Silverline Park	\$ 650,000
French Broad River Greenway 2	\$ 380,000
Riverside Park Expansion	\$ 140,000
Whitewater Wave	\$ 600,000
Beaverdam Creek	\$ 14,227

TPDF AMENDMENT REQUEST

Woodfin Blueway & Greenway

Chairman Himanshu Karvir

Motion for consideration:

Motion to extend the Woodfin Blueway & Greenway project completion date from December 31, 2020 to December 31, 2023, and restructure the disbursement schedule from the standard three payments to six disbursements paid upon completion of the six individual projects included in the scope as presented.

ROLL CALL VOTE

Chairman Himanshu Karvir

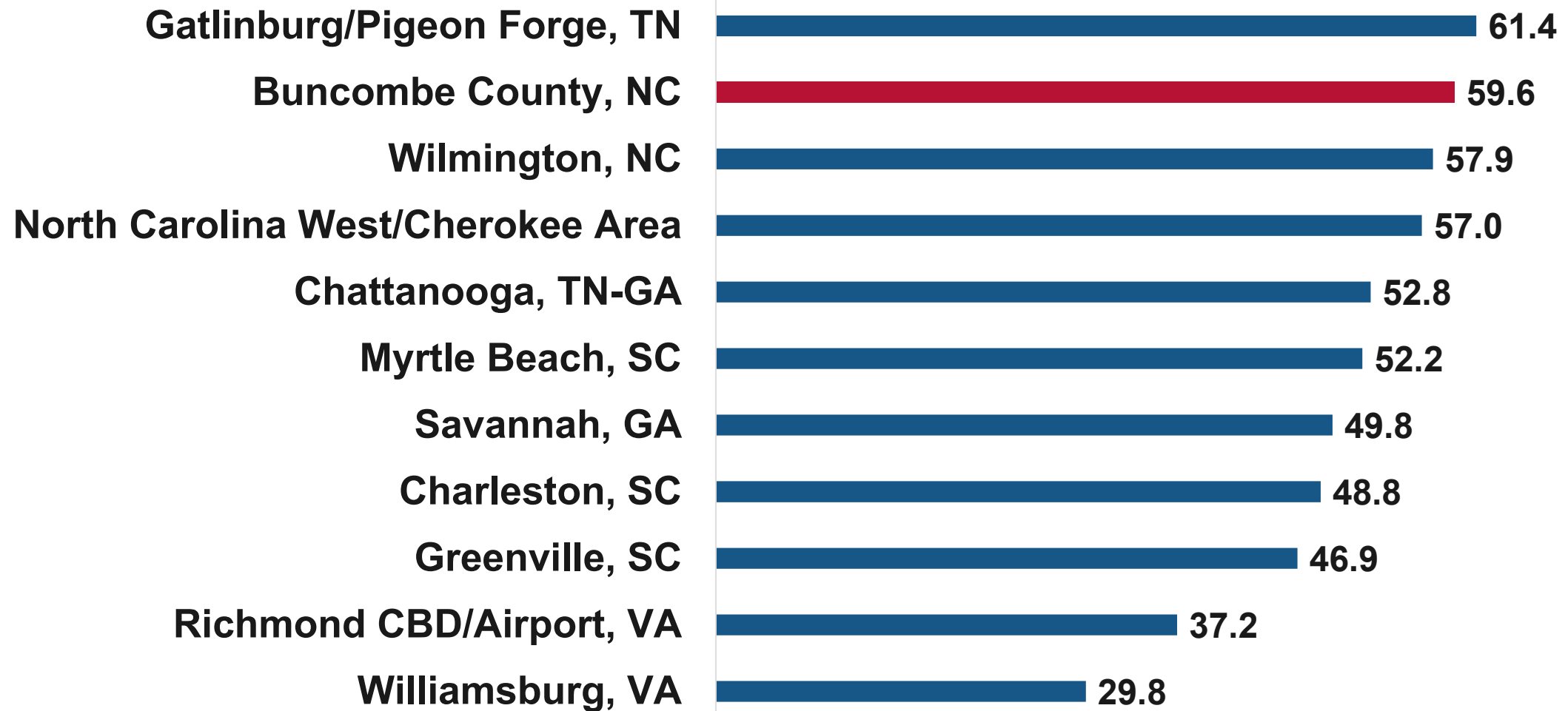
- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- Chairman Himanshu Karvir

INTERIM EXECUTIVE'S REPORT

CHRIS CAVANAUGH
INTERIM EXECUTIVE

Explore **ASHEVILLE**

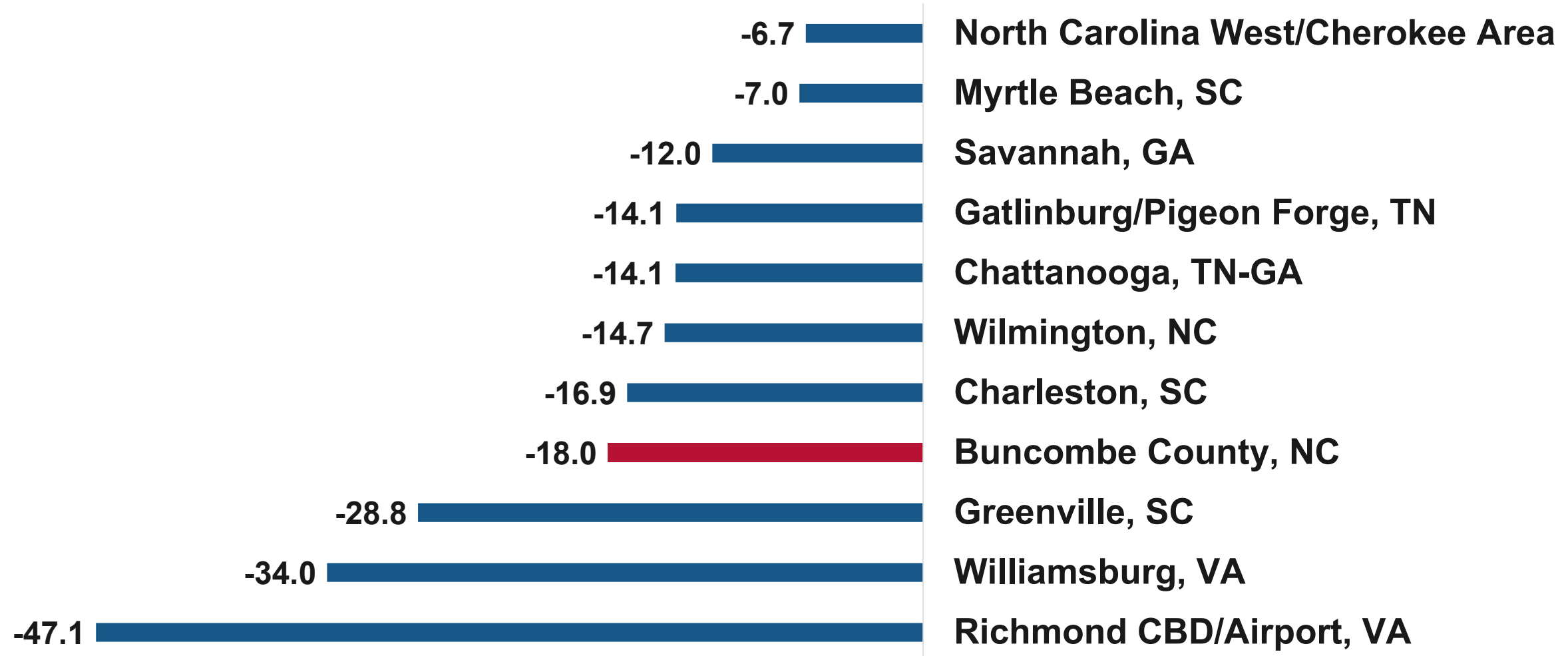
PEER DESTINATION HOTEL OCCUPANCY: SEPTEMBER 2020



Source: Smith Travel Research (hotels only)

PEER DESTINATION HOTEL DEMAND:

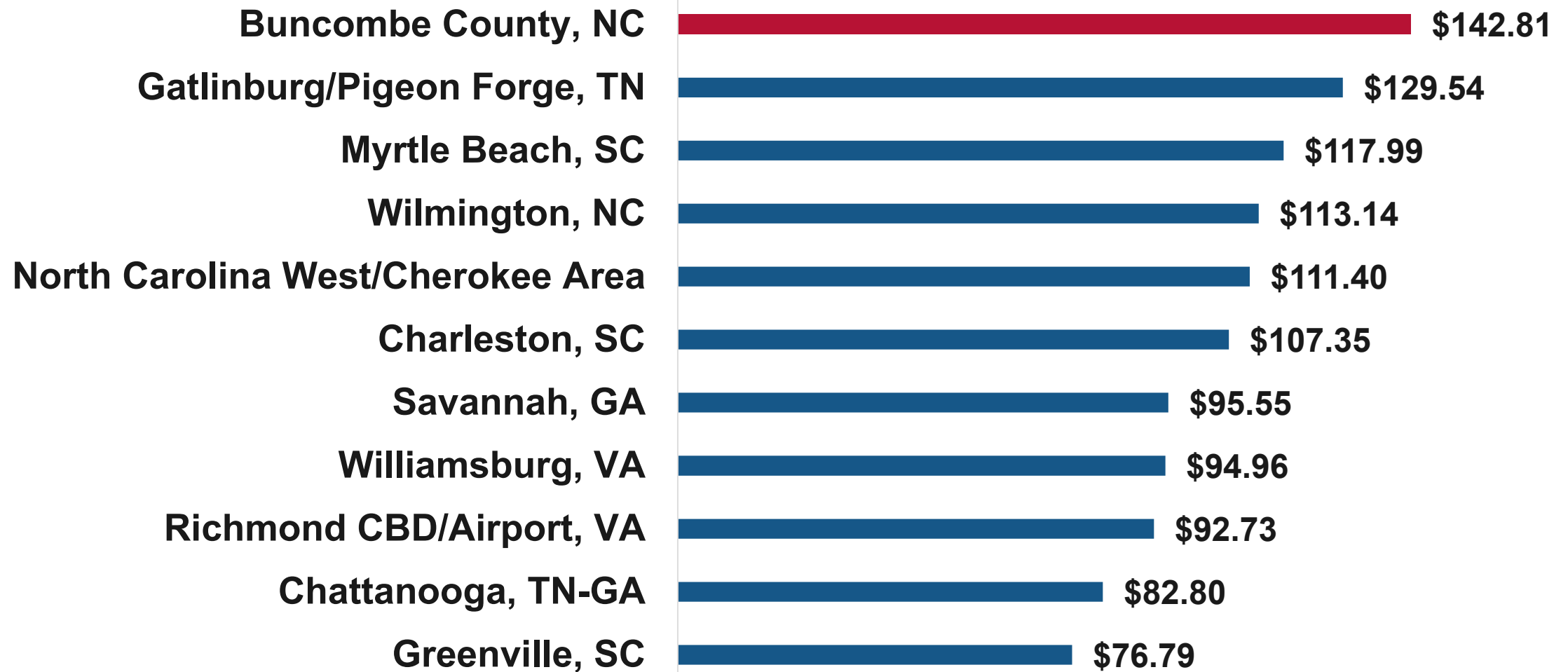
% CHANGE, SEPTEMBER 2020 VS. YR AGO



Source: Smith Travel Research (hotels only)

PEER DESTINATION HOTEL ADR:

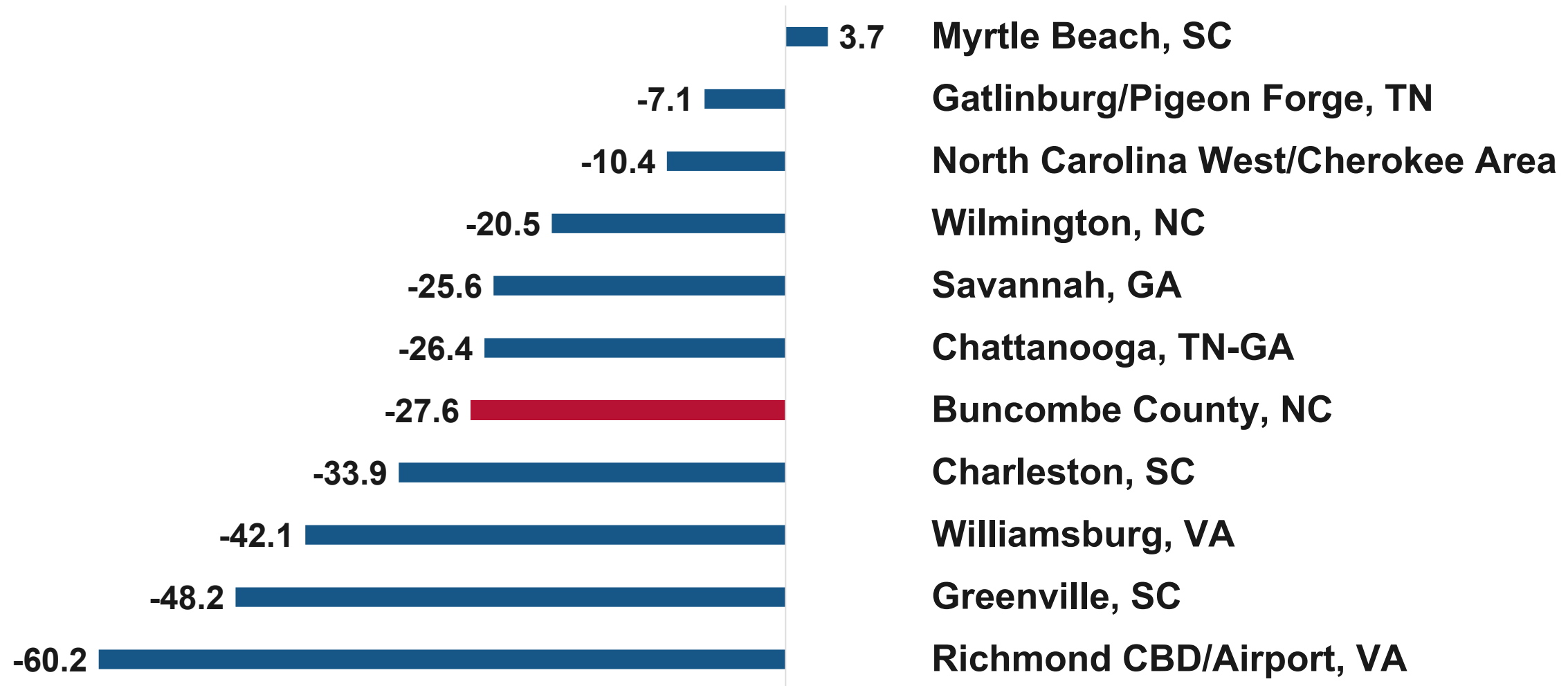
SEPTEMBER 2020



Source: Smith Travel Research (hotels only)

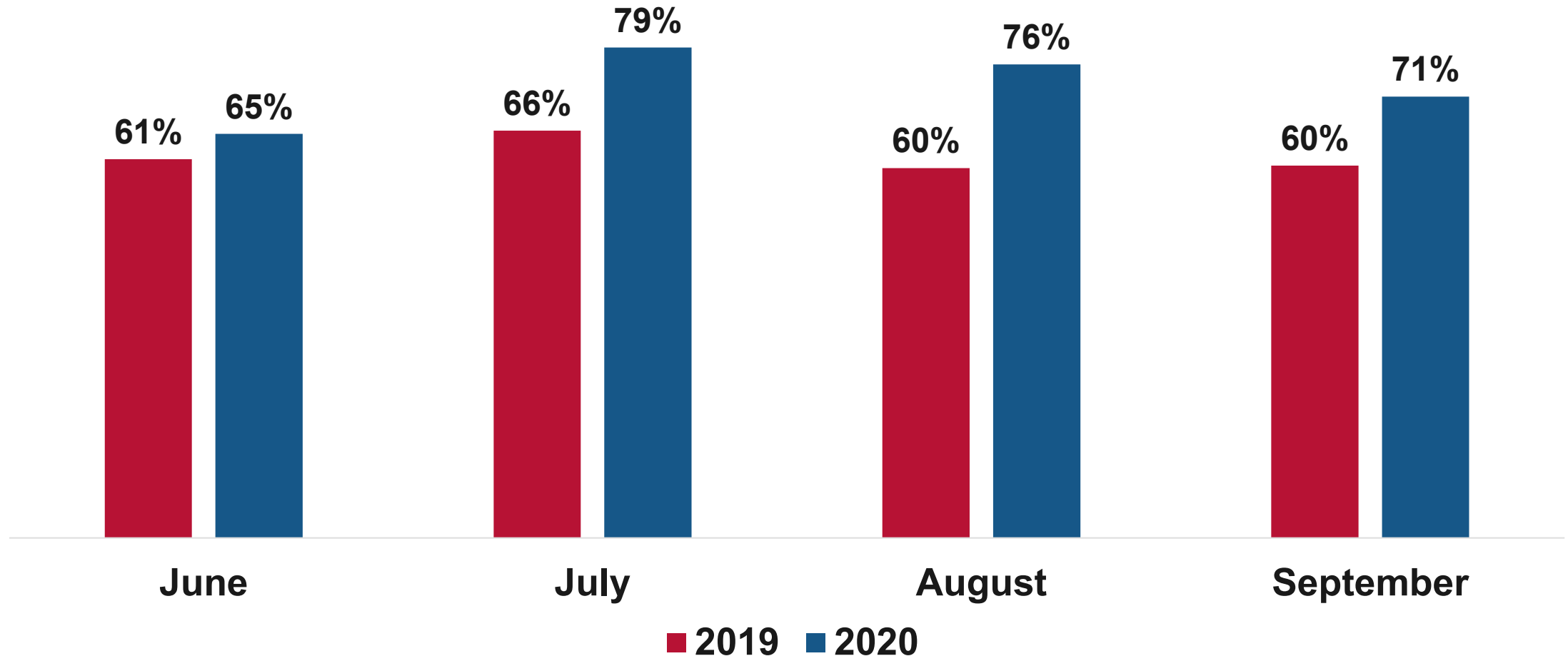
PEER DESTINATION HOTEL REVENUE:


% CHANGE, SEPTEMBER 2020 VS. YR AGO



Source: Smith Travel Research (hotels only)

ENTIRE PLACE SHORT-TERM RENTAL OCCUPANCY BUNCOMBE COUNTY, JUNE – SEPT 2020 VS. YR AGO



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



The Road Ahead

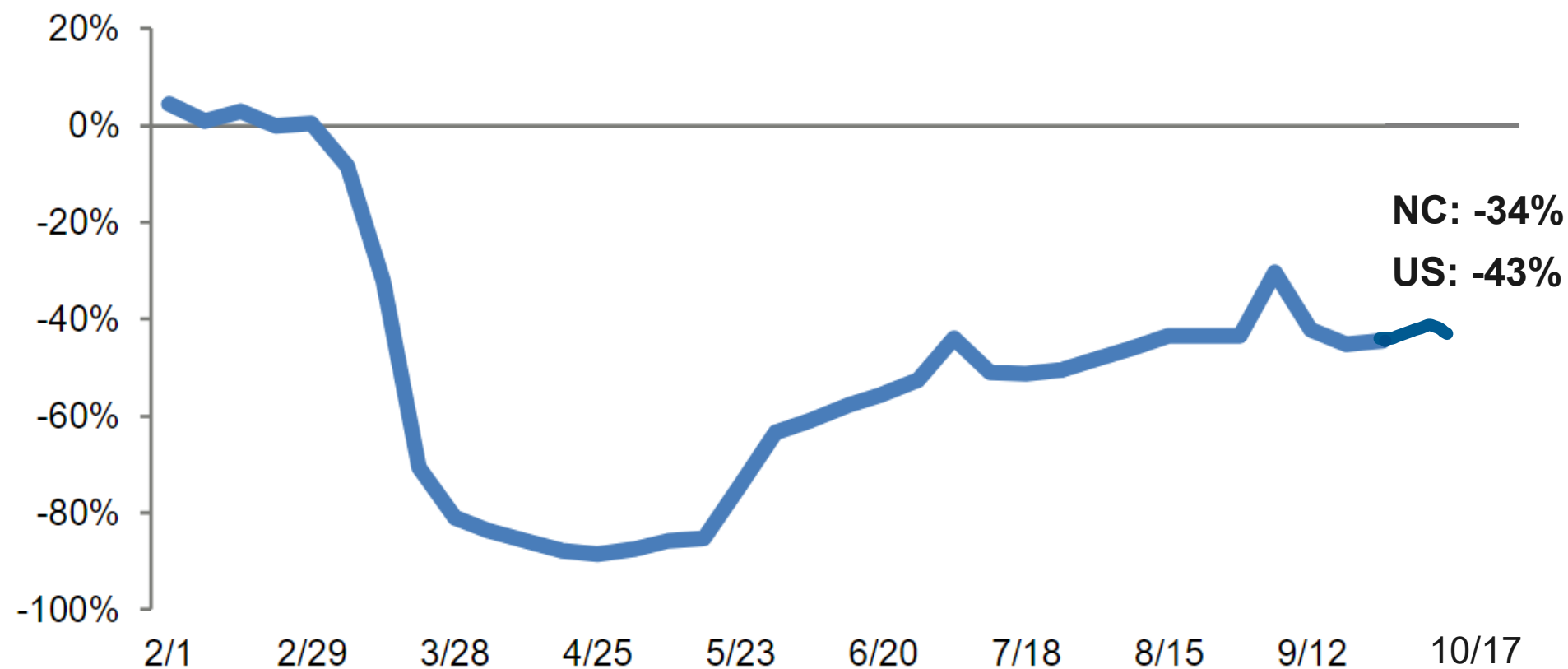
A 30,000-Foot Strategic View of Tourism in the Next 6 – 24 Months

Chris Cavanaugh | Interim Executive

Explore ASHEVILLE

THE DECLINE IN NATIONAL TRAVEL SPENDING HAS MOSTLY LEVELED OFF, BUT REMAINS WELL BELOW 2019

National weekly travel spending
year-over-year change



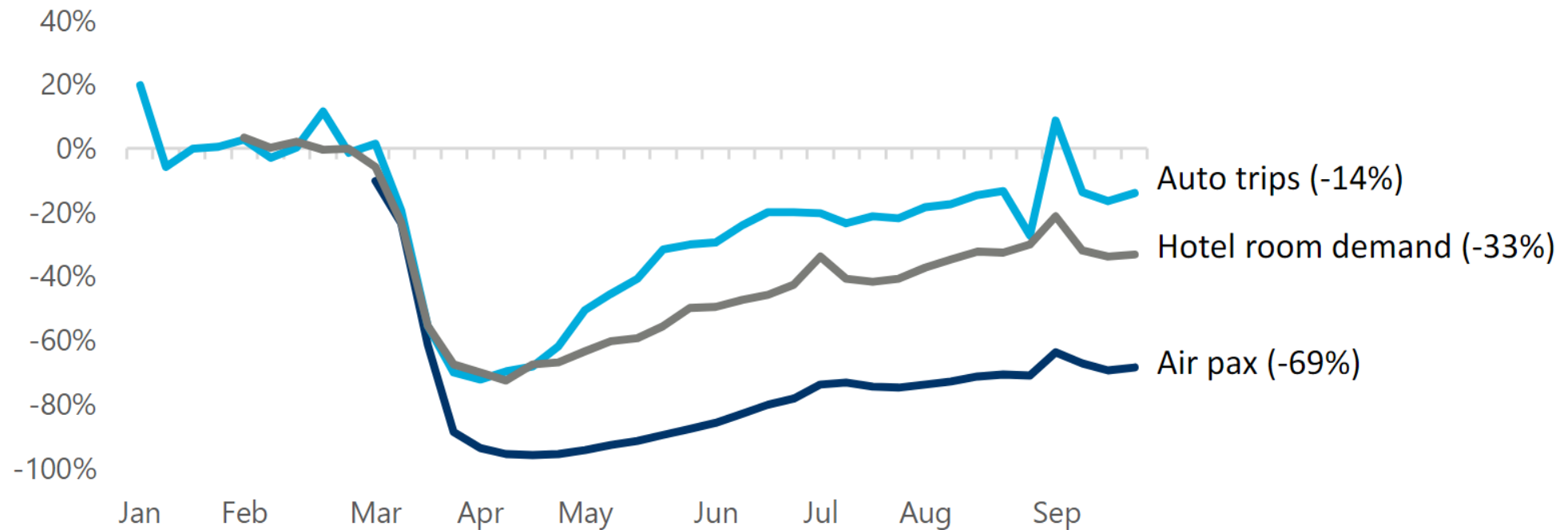
Source: Tourism Economics

LEISURE DRIVE TRAVEL CONTINUES TO LEAD THE RECOVERY

Three snapshots of the travel landscape

Travel performance

Year-over-year % change



Source: TSA, Arrivalist, STR

Air Travel High: TSA Screens 1 Million For 1st Time Since March

October 19, 2020 · 7:24 PM ET

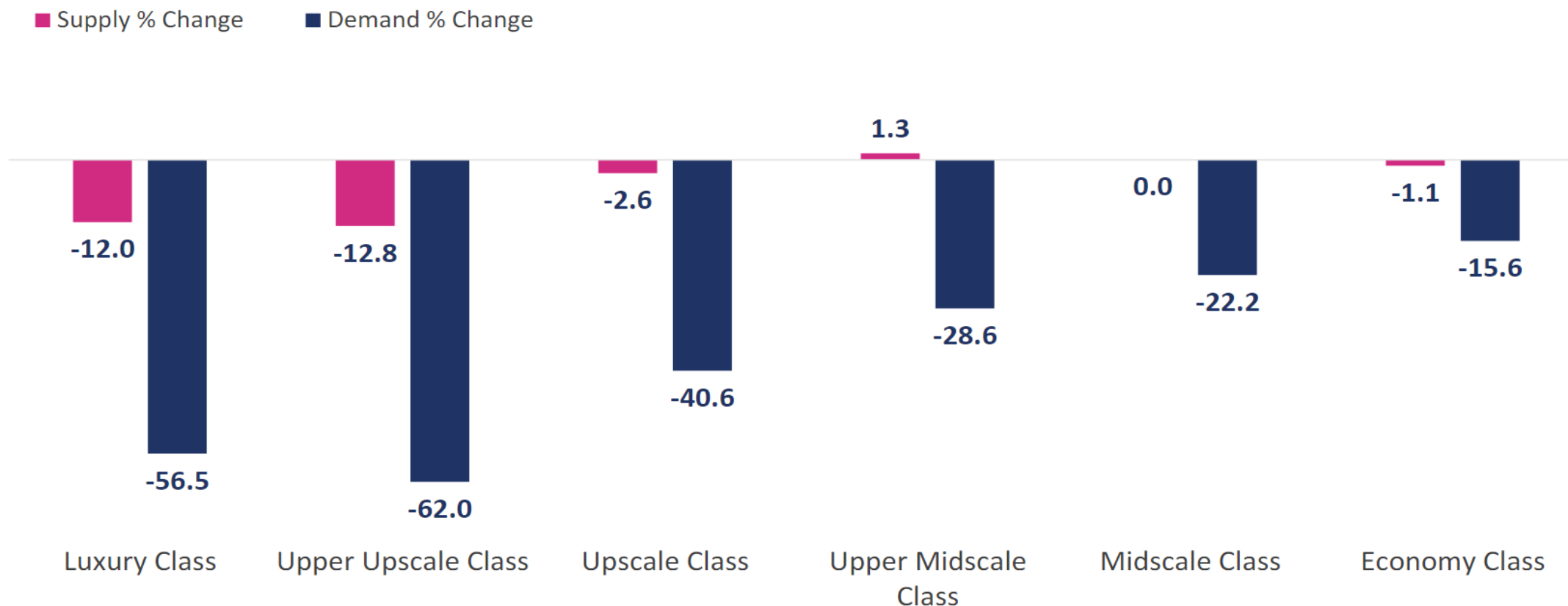
DAVID SCHAPER



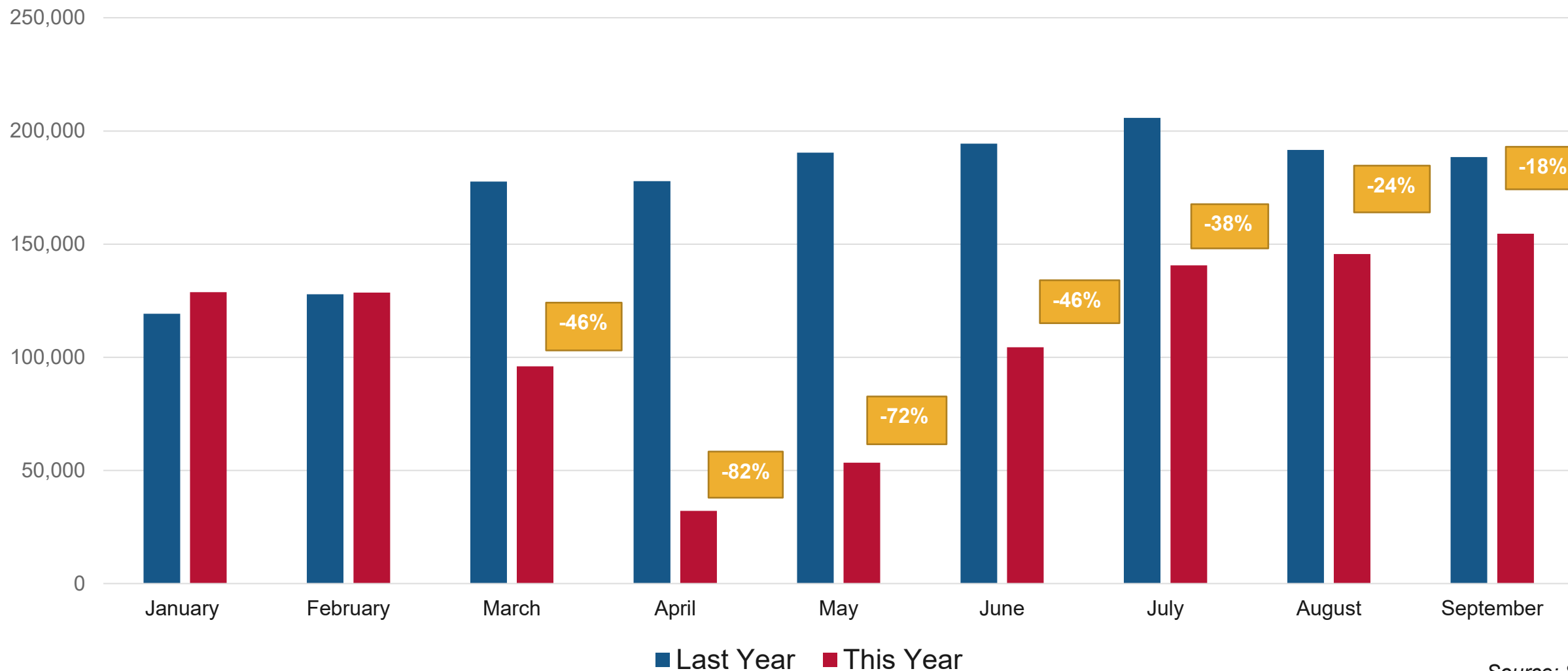
LOSS OF GROUP AND CORPORATE TRAVEL HAS DRAMATICALLY AFFECTED TOTAL U.S. DEMAND FOR SOME HOTEL TYPES

No Groups And Little Corporate Demand

August 2020



BUNCOMBE COUNTY HOTEL ROOM DEMAND



Source: STR

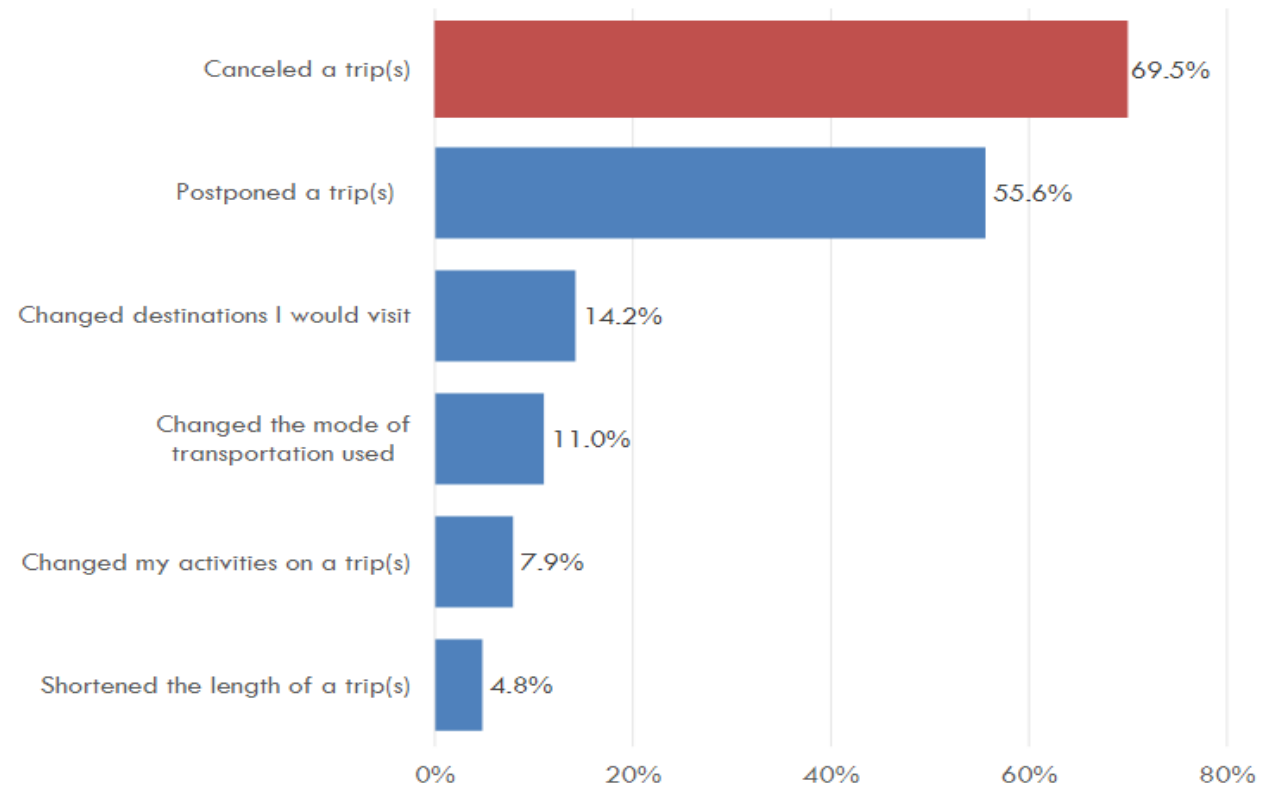


OVER 2/3 OF AMERICANS HAVE CANCELED A TRIP DUE TO COVID, BUT 56% ALSO SIMPLY *POSTPONED* ONE

HOW THE CORONAVIRUS HAS IMPACTED TRAVEL

Question: How has the coronavirus situation affected your travel? (Select all that apply)

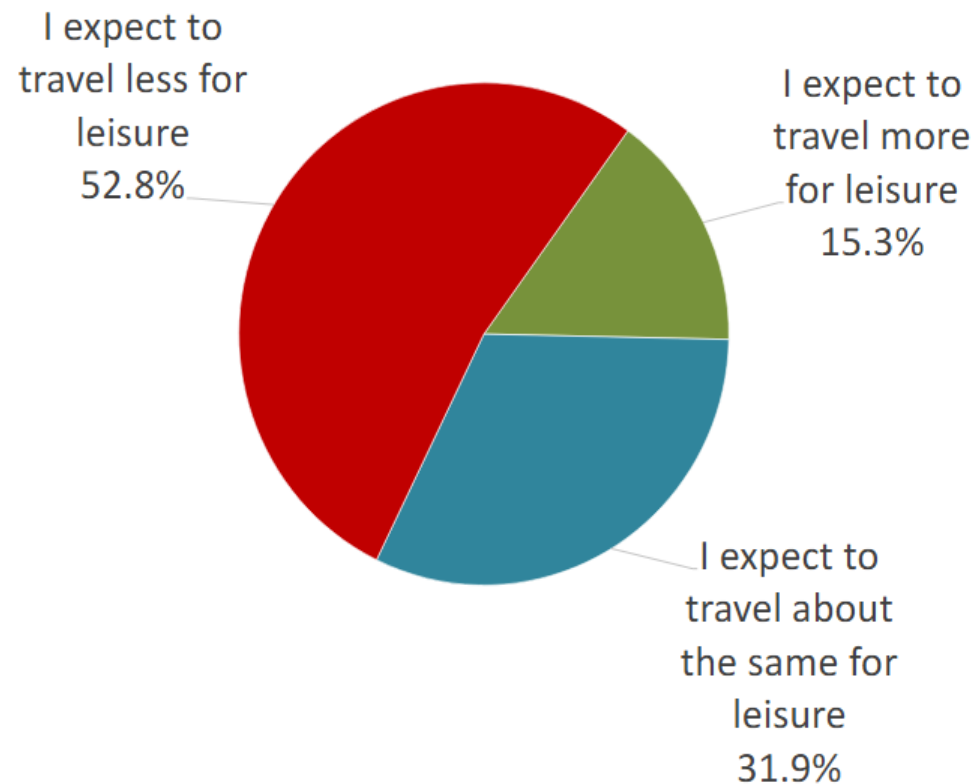
Due to the coronavirus situation, I have_____.



ABOUT 50% OF TRAVELERS EXPECT TO TRAVEL AS MUCH OR MORE IN THE NEXT 12 MONTHS

TRAVEL IN THE NEXT TWELVE MONTHS: TRIPS

Question: In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12-month period?

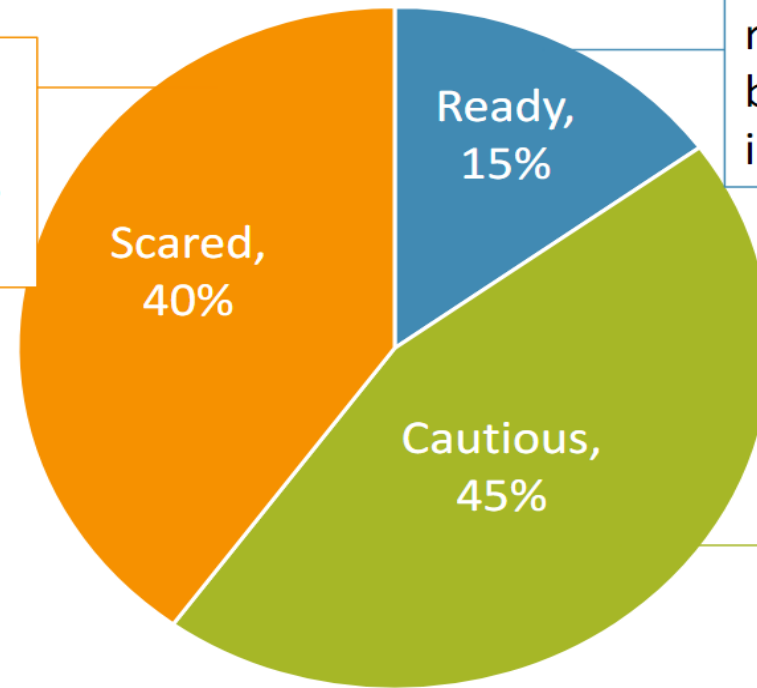


OTHER RESEARCH SHOWS A SIMILAR SEGMENTATION OF AMERICAN TRAVELERS

Three Groups Emerged

- Defined by reported behaviors
- The size of these groups changed slightly from week to week – but not in a steady progression

Say they are mostly staying at home and venturing out as little as possible



Say they are resuming normal behavior day-to-day, including travel

Say they are resuming activities, but concerned about the safety of places and activities

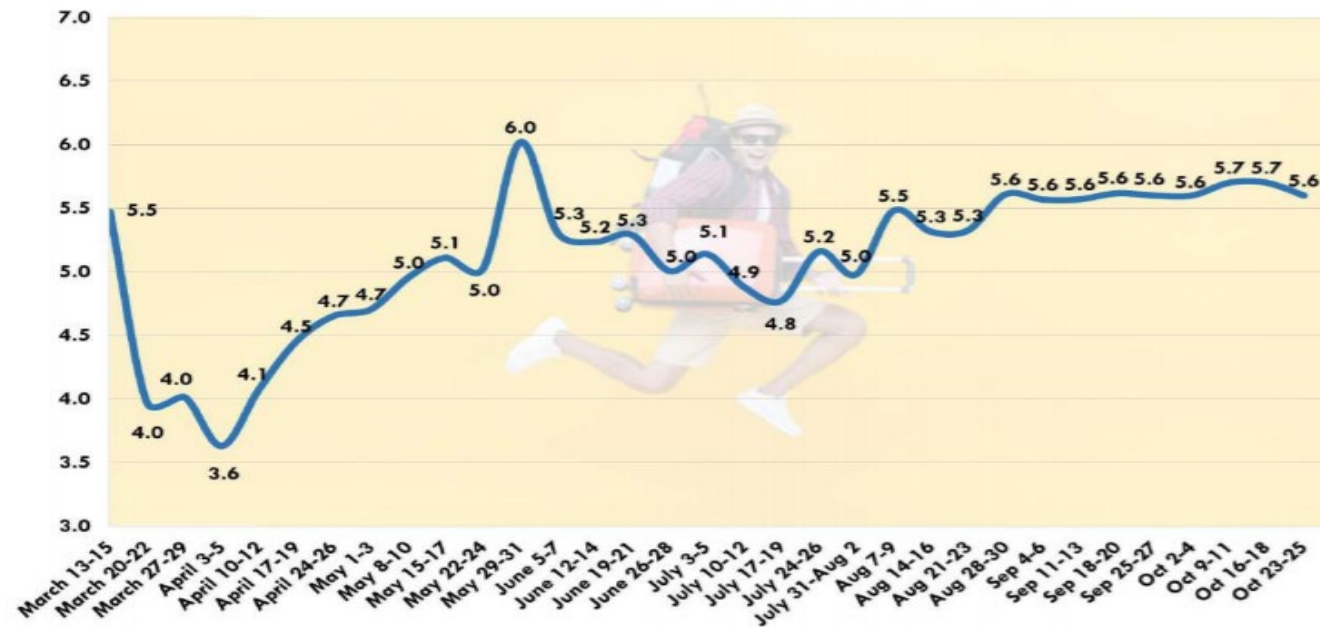
THE LEVEL OF PERSONAL EXCITEMENT ABOUT TRAVEL IS LARGELY UNCHANGED IN THE LAST FEW WEEKS...

EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13 – OCTOBER 25



EXCITED TO TRAVEL RIGHT NOW
(AVERAGE SCORE ON AN 11-POINT SCALE)

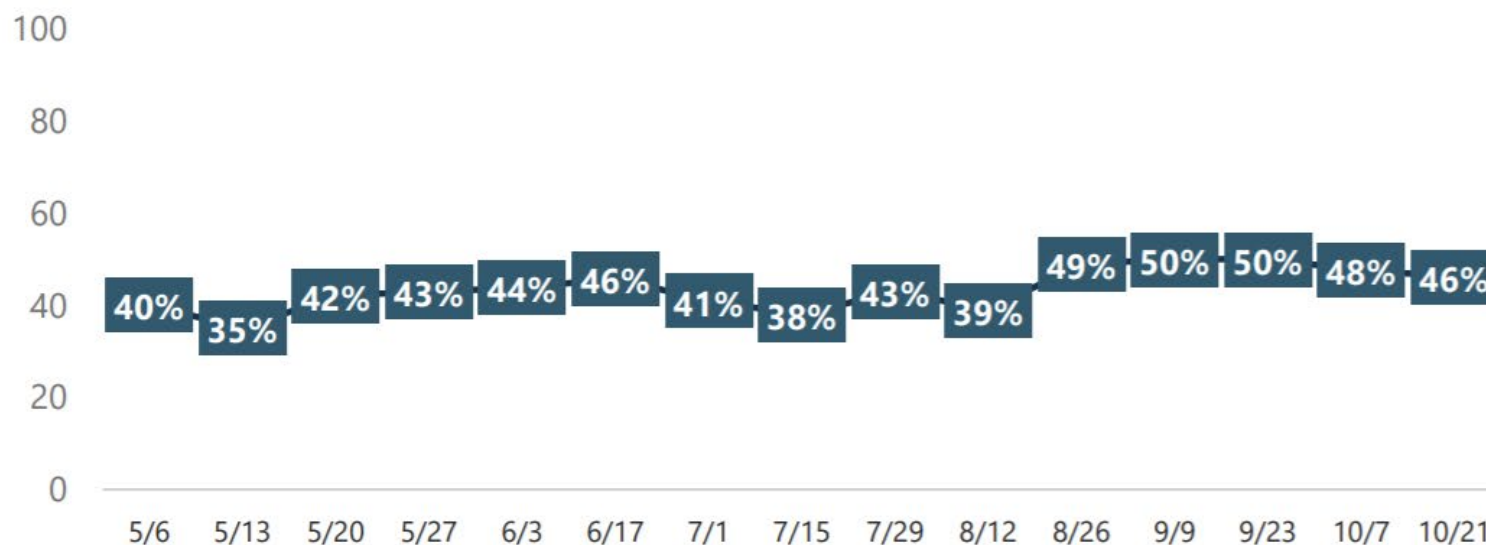


Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go?
(Assume the getaway is to a place you want to visit)

THE NATIONAL PERCEPTION OF TRAVEL SAFETY HAS BEEN STAGNANT IN THE LAST FEW WEEKS

TRAVEL PERCEPTIONS

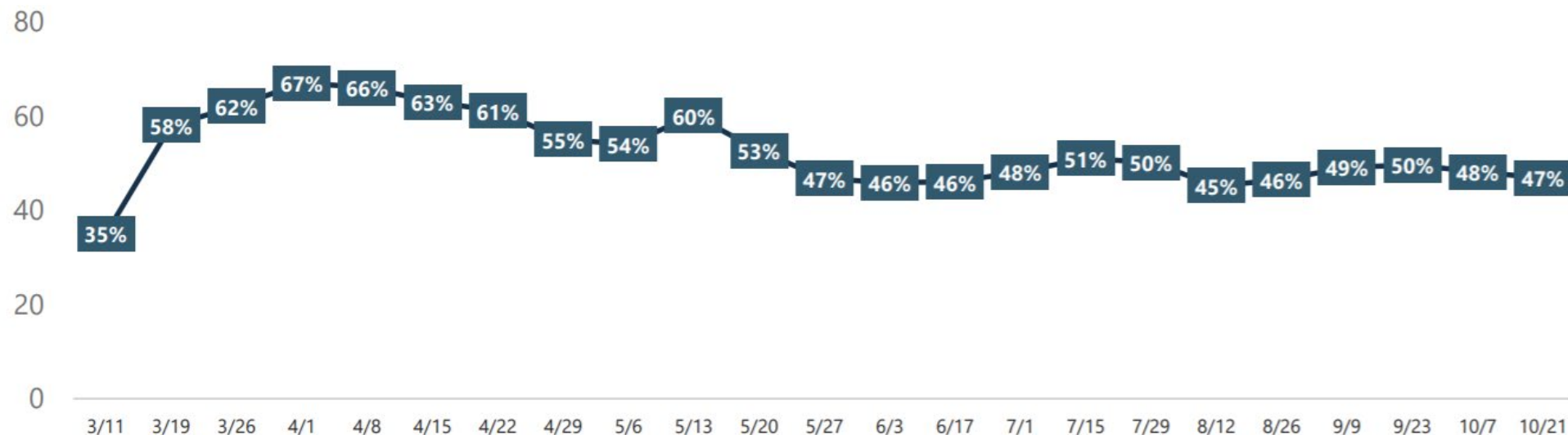
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



ABOUT HALF OF TRAVELERS SAY THAT CORONAVIRUS WOULD GREATLY IMPACT DECISION TO TRAVEL IN NEXT 6 MONTHS

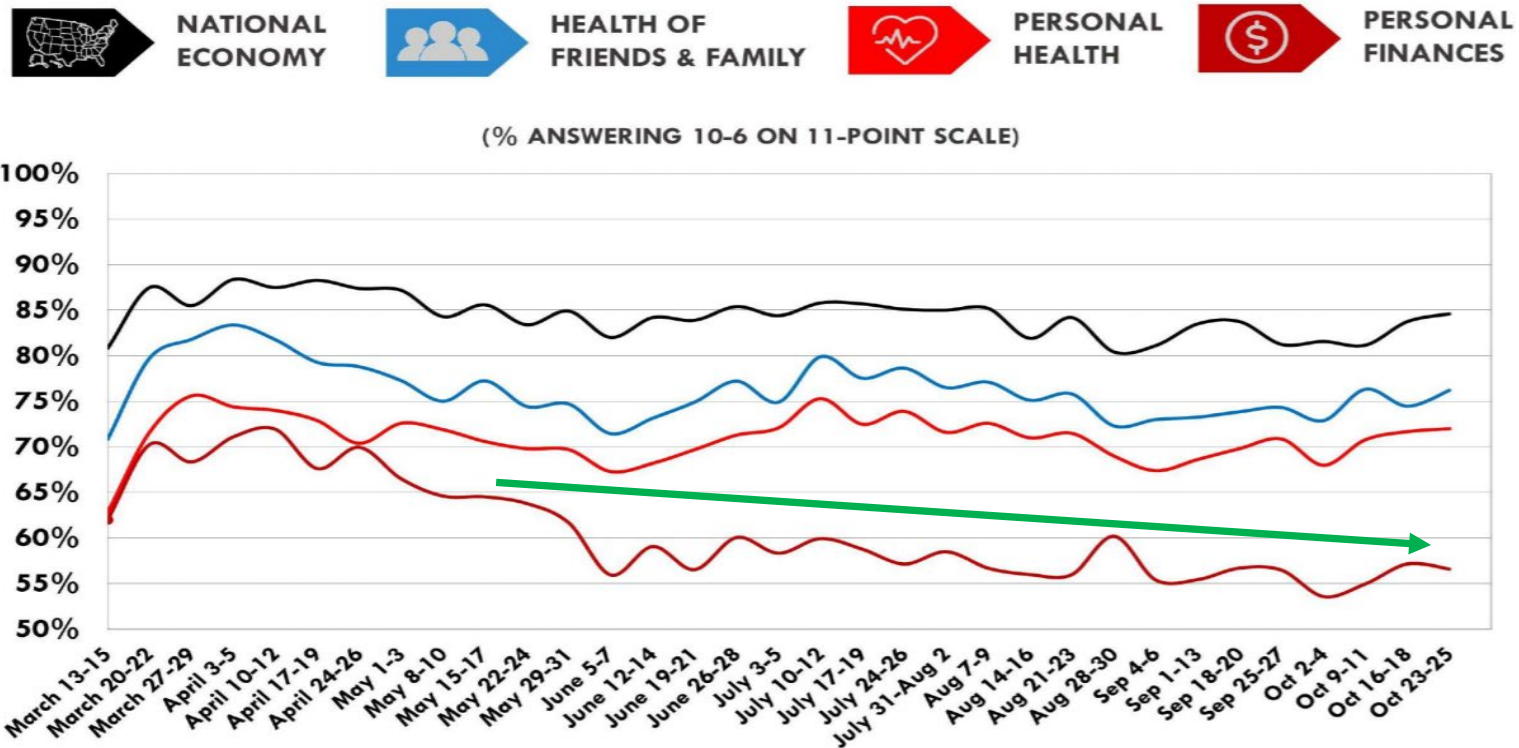
IMPACT ON TRAVEL PLANS

Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



PERSONAL FINANCES ARE LESS OF A THREAT THAN THE PERCEPTION OF PERSONAL HEALTH RISKS

NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT AS OF OCTOBER 25TH



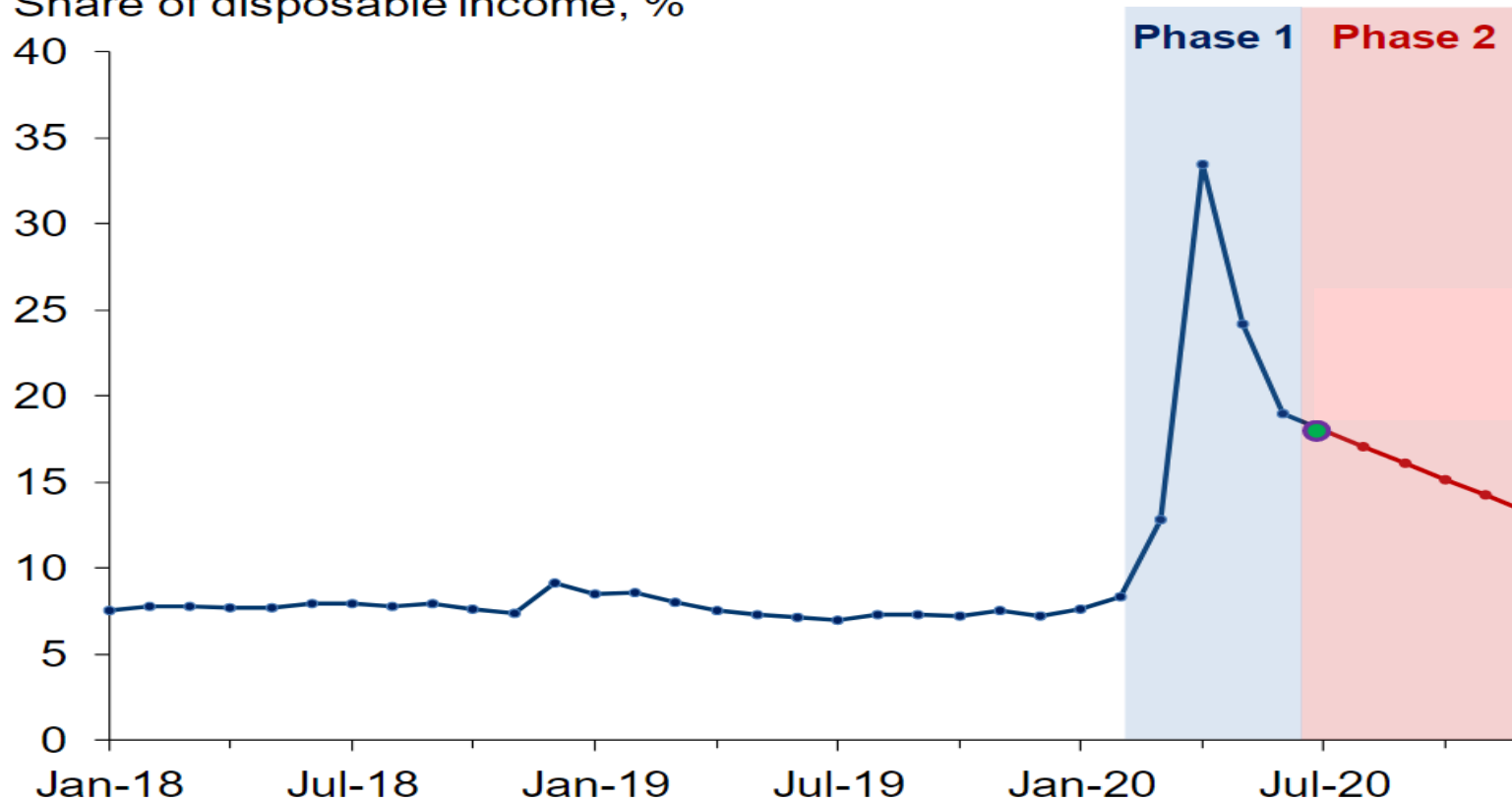
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the/your_____?

SOME CATEGORIES HAVE BENEFITED GREATLY FROM AN INCREASE IN PERSONAL SAVINGS & THE STIMULUS

Rebound in spending supported by savings

US: Personal saving rate

Share of disposable income, %

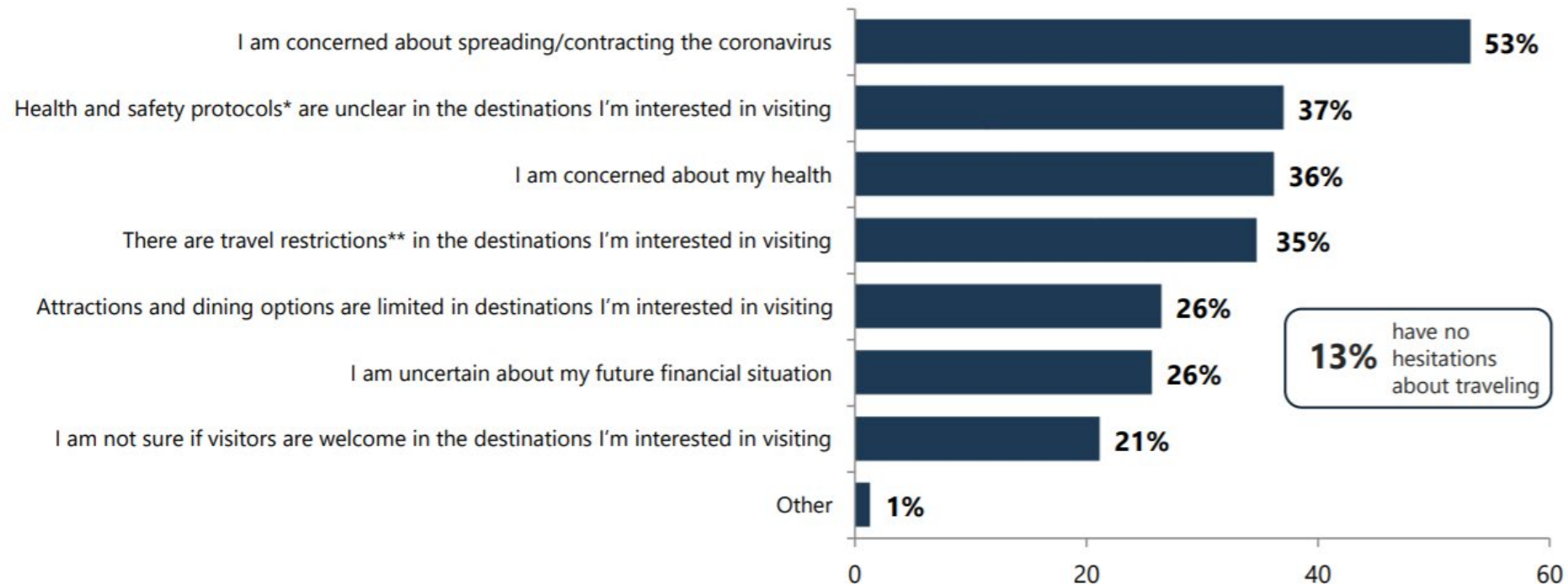


Source: Oxford Economics/Haver Analytics

TRAVELERS' HESITATIONS REVEAL A VARIETY OF COVID CONCERNS, SOME OF WHICH CAN BE ADDRESSED

IMPACT ON TRAVEL PLANS

Factors Preventing Travelers From Taking a Trip



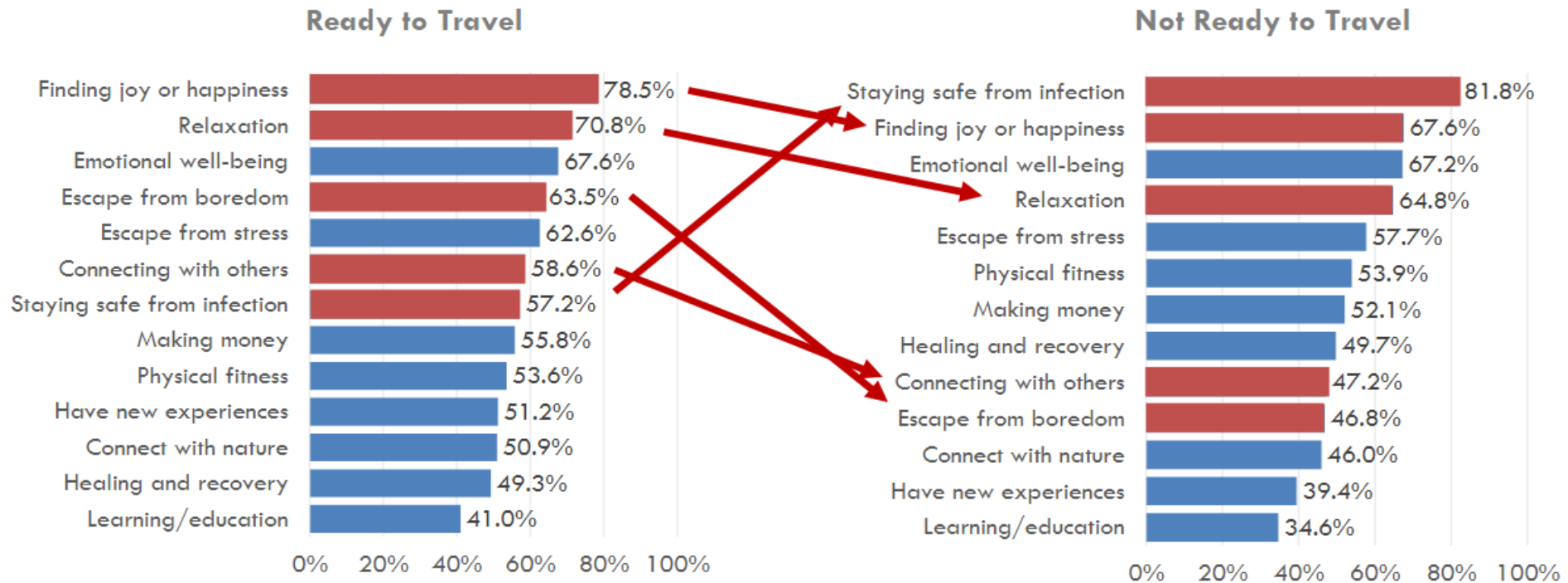
*e.g., mask requirements, social distancing

**e.g., travel quarantines

Base: All Travelers

CLEAR DIFFERENCES IN PRIORITIES BETWEEN THOSE READY TO TRAVEL AND THOSE WHO AREN'T

LIFESTYLE PRIORITIES: BY READINESS TO TRAVEL

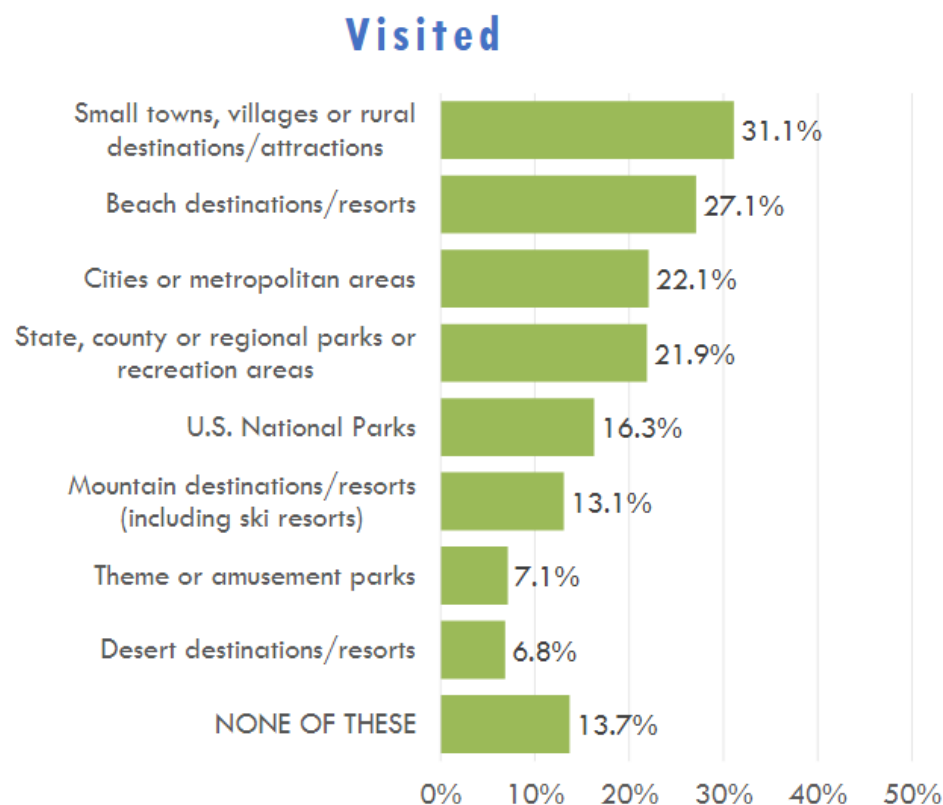


% High priority or Essential priority

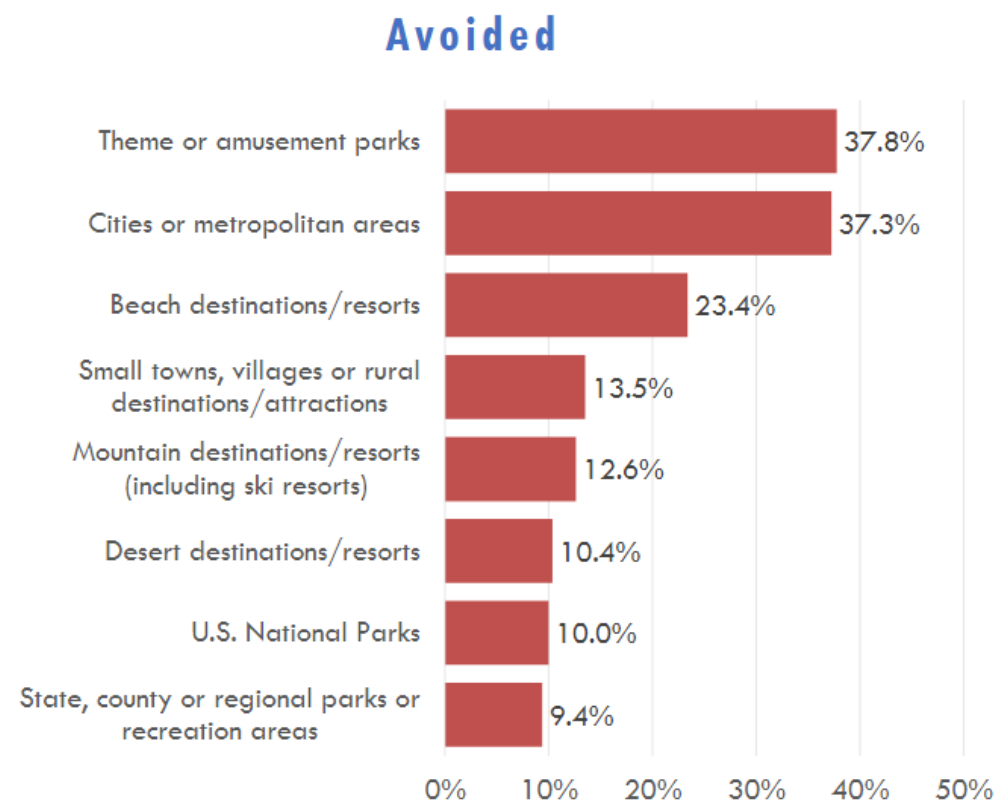
Question: Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

TRAVELERS PREFERRED SMALL TOWNS AND BEACHES FOR THEIR TRIPS THIS SUMMER...

DESTINATION TYPES VISITED AND AVOIDED



Question: Which types of destinations did you visit on your most recent summer leisure trip(s)? (Select all that apply)

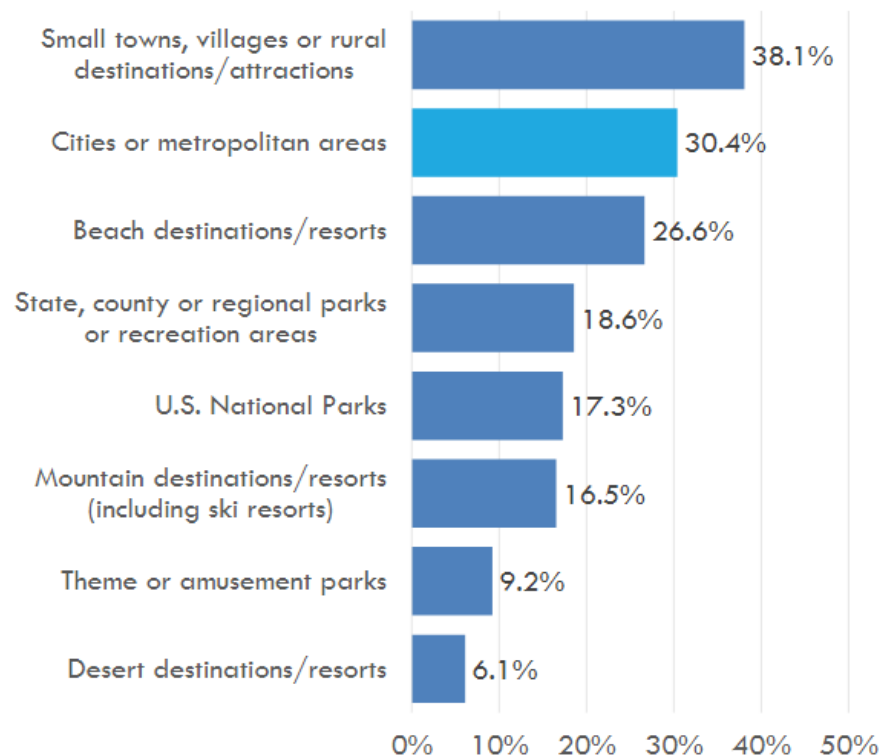


Question: Did you SPECIFICALLY AVOID any of these destination types this summer due to the Coronavirus situation? (Select all that apply)

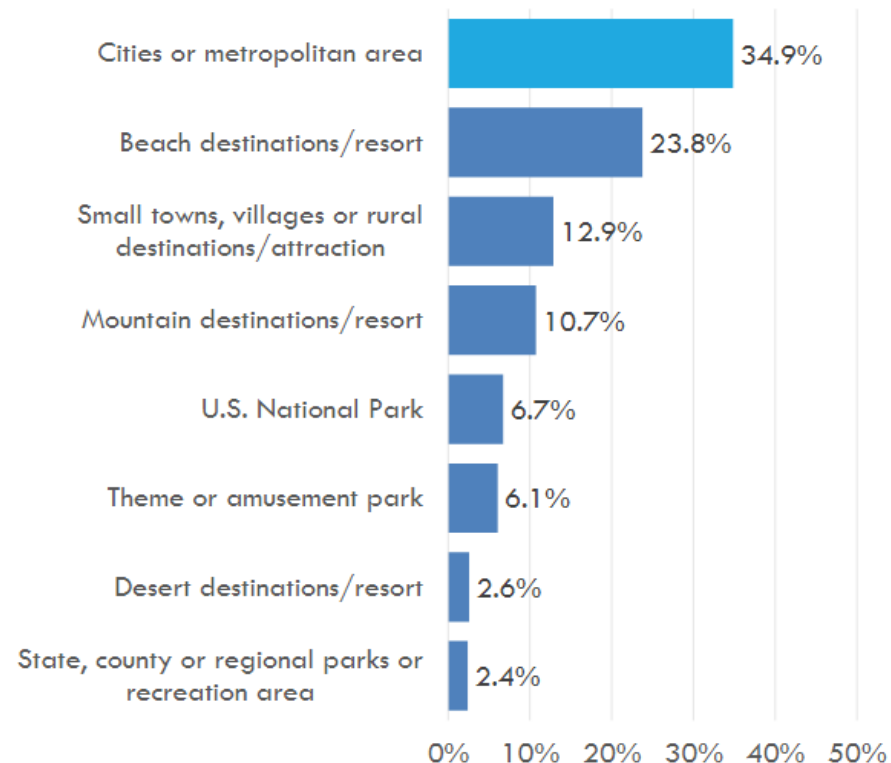
...BUT THERE'S PENT-UP DEMAND FOR VISITING CITIES OVER THE NEXT YEAR

MOST DESIRED DESTINATION TYPES

On Fall Trips



In the Next 12 Months



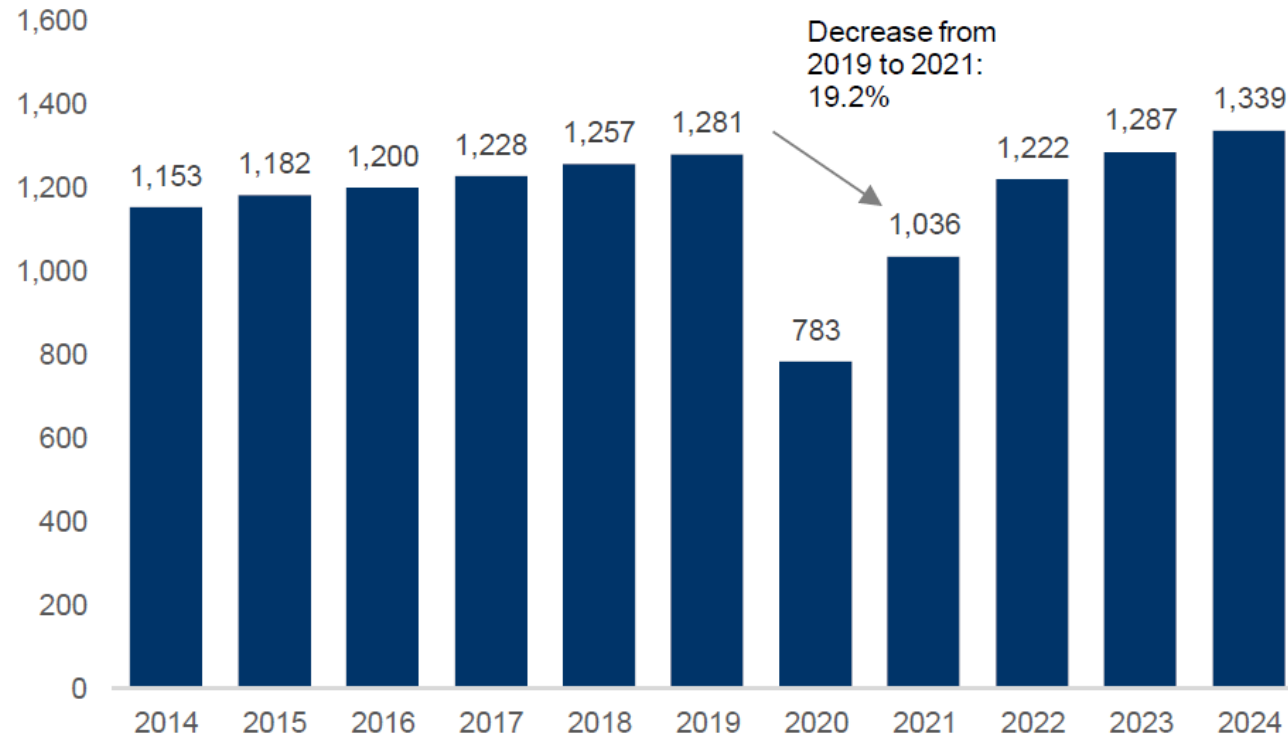
MEETING AND EVENT IMPACTS

- Current focus of most planners is to push many (but not all) events into 2Q 2021 and beyond.
- Planners still have a fair amount of confidence in the future of meetings and events.
- More local and regional events, and events with 100 or fewer attendees, continue to be the focus of most planners.
- Planners have the highest optimism for SMERF and sports events over the next 12-18 months.
- Boutique hotels, resorts most likely to attract meetings in the short-term, although outlook for almost all venue types has been improving.

US hotel room demand: down 39% this year

Demand

US, room nights, in millions



Source: STR; Tourism Economics

However, next year will recover to 81% of 2019 demand levels

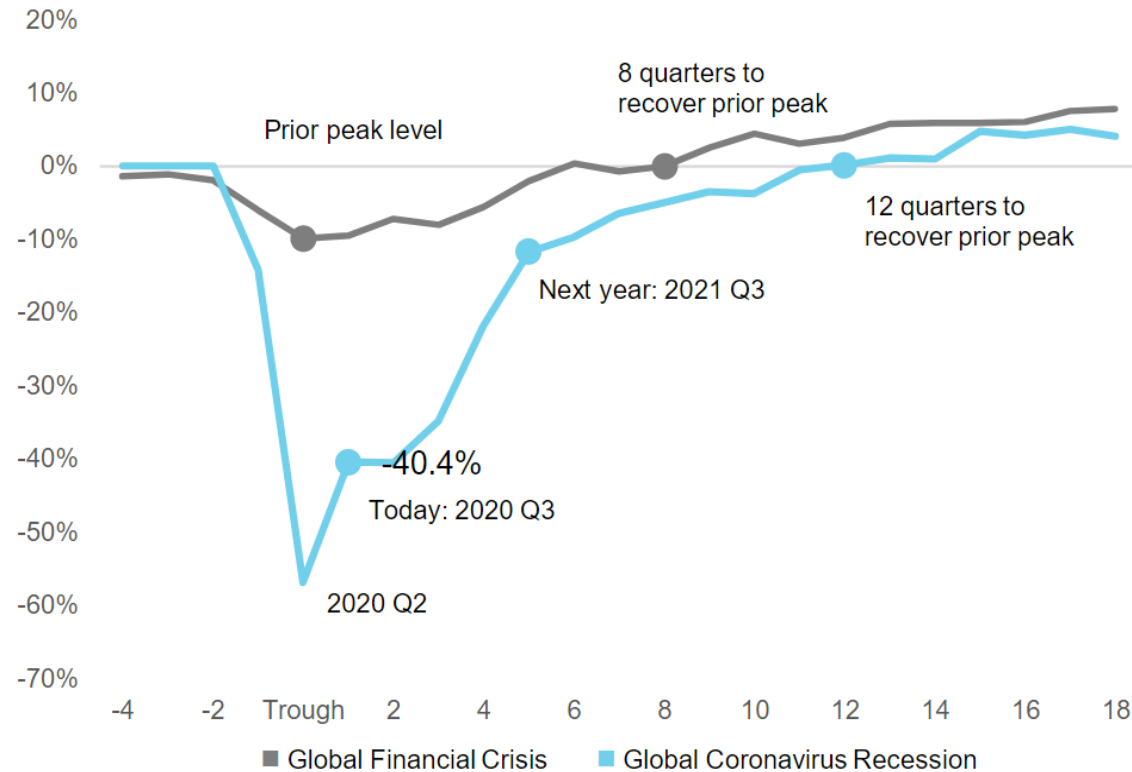
Back to “par” in 2023

TOTAL US HOTEL ROOM DEMAND IS NOT EXPECTED TO RETURN TO PRE-PANDEMIC LEVELS UNTIL LATE 2023

US hotel room demand: 3-year recovery period (2023Q3)

Room demand: US

Quarters relative to trough, level relative to prior peak



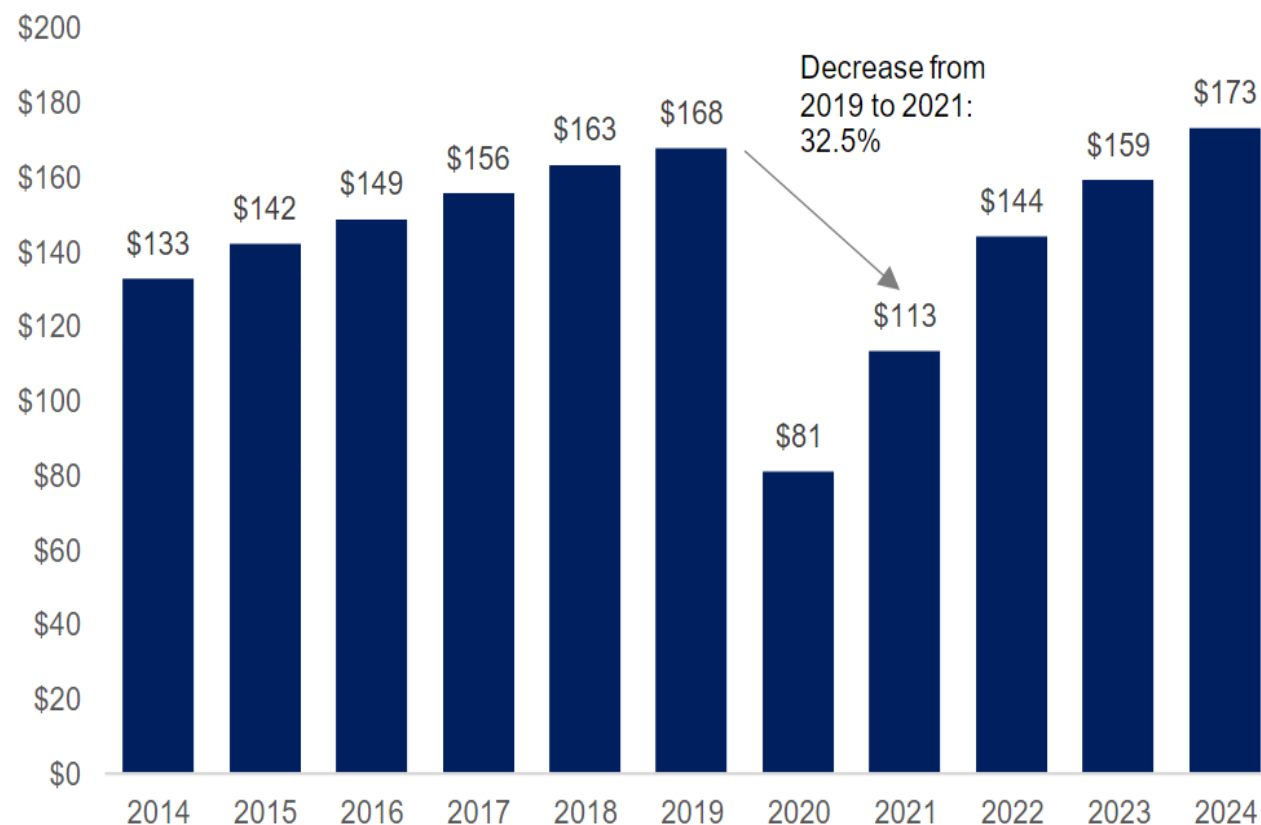
Compares to 2 years after GFC...

But we start the timer in 2021Q2 in a post-pandemic world

ROOM REVENUE EXPECTED TO RETURN MORE SLOWLY DUE TO DISCOUNTING IN SOME SEGMENTS

Room revenue

US, in billions

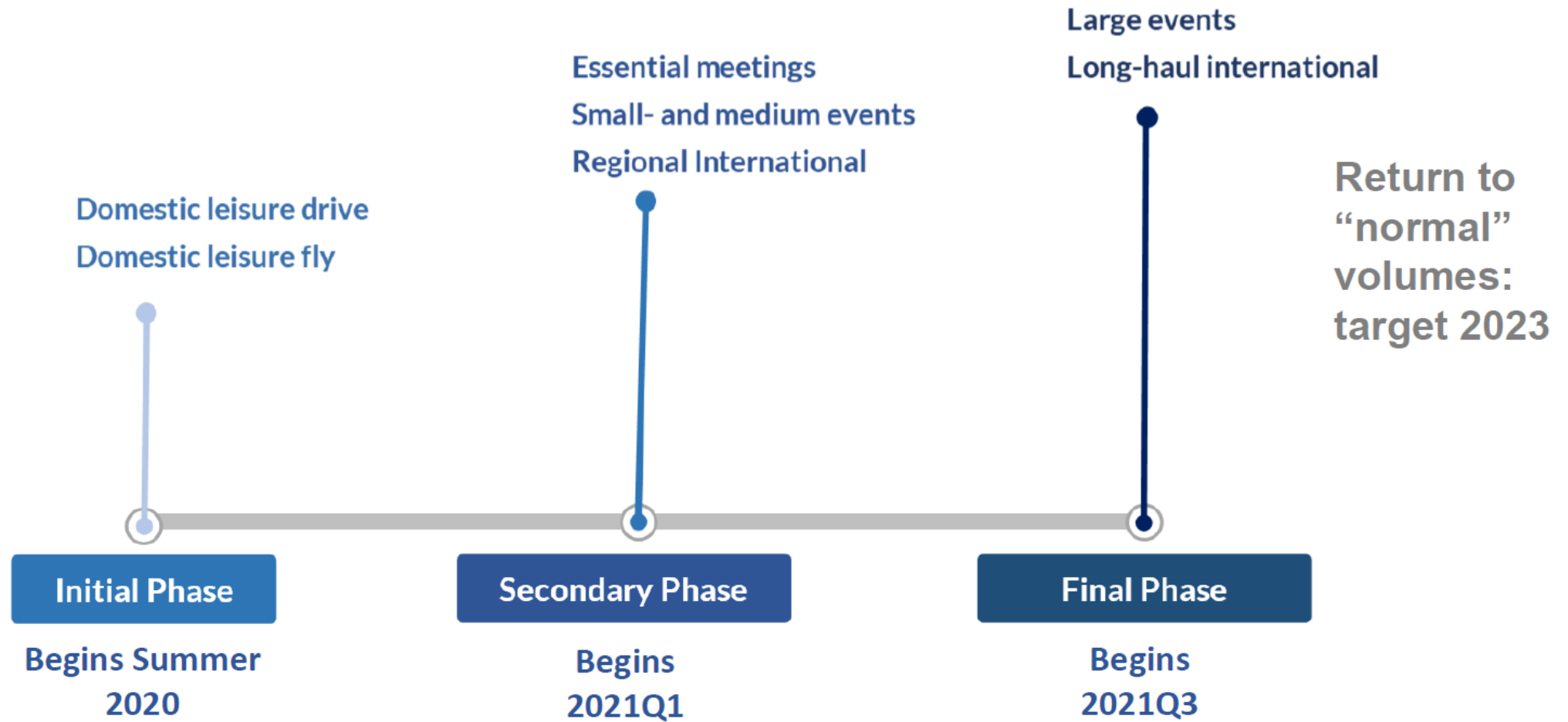


Compares to 9 quarters
after GFC...

Revenue will recover to
68% of 2019 levels in 2021

...86% of prior peaks in
2022

Anatomy of a travel recovery



KEY TAKEAWAYS

- Caution against any autumnal “irrational exuberance.”
- Roughly half of American travelers are open to travel.
- Tourism sector recovery will be fragile and very uneven for months to come.
- The availability of a vaccine will help but is no guarantee of a quick return to pre-pandemic levels of activity.
- Buncombe County is well positioned for recovery, but will also face significant competition for time and dollars.
- Next few months will still be challenging.

KEY STRATEGIC RESPONSES

Focus upon:

- Safety, pre- and during the visit
- Regional markets
- Audiences most likely to travel and travel responsibly
- Inspirational, aspirational, yet practical messaging
- “Lowest hanging fruit” in groups and events
- Building future demand for the destination
- Flexibility



Adam Sacks

President, Tourism Economics

1mo • Edited •



All our forecasts and scenarios are moored to the non-negotiable assumption that travel will fully recover. The pandemic will end. The drivers of travel – income growth, demographic shifts, the importance of meetings and the intrinsic value of a vacation – will still be intact on the other side. History supports the premise; recovery is inevitable.

402 • 58 Comments



Like



Comment



Share



Send



35,985 views of your post in the feed



A scenic view of a mountain range at sunset or sunrise. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The mountains are layered, with the foreground showing dense green and brown foliage, including evergreen and deciduous trees. The text "Questions/Discussion?" is centered in a white dashed box.

Questions/Discussion?

Explore **ASHEVILLE**

NEW VISITOR SAFETY INITIATIVES

Pat Kappes

Director of Community Engagement



OLD NORTH

**YOUR MASK PROTECTS ME
MY MASK PROTECTS YOU**



**WE MUST ALL WEAR A FACE
COVERING IN NORTH CAROLINA**

GO TO [BUNCOMBEREADY.ORG](https://www.buncombeready.org) FOR MORE INFORMATION ON COVID-19 **ONE BUNCOMBE**



COLLABORATIVE EFFORT



ASHEVILLE AREA
ARTS COUNCIL

ASHEVILLE
ART MUSEUM



DESIGNED BY LOCAL ARTIST

Asheville Area Arts Council
managed the artist selection
process

Submissions received from three
local artists; Artists paid for design
concepts



Will Hornaday



Tourism Recovery Grant Program

Provided by **The Coronavirus Aid, Relief, and Economic Security (CARES) Act**

Administered through the Economic Development Partnership of North Carolina (EDPNC)

- Funding available to DMOs for promotional efforts in support of Response & Recovery
- Explore Asheville received \$15,000 grant



Flyers

Posters

Sidewalk Decals

Window Clings

Barricade Banners

Pole Banners

Wayfinding Kiosks



EL GALLO
MEXICAN
CUISINE
+
Cocktails!
→







GEOFENCING CAMPAIGN

Objective: Utilize geofencing campaign to deliver COVID safety messages in the form of digital ads

- Served to those who enter heavily trafficked geofenced areas in Buncombe County
 - Downtown Central Business District
 - South Slope
 - Biltmore Village
 - River Arts District
- Flighting: October 5 – December 31, 2020
- Creative aligned with new custom creative of COVID messaging being implemented throughout the County



NEW VISITOR SAFETY INITIATIVE

Questions?



ADVERTISING UPDATE



**MARLA
TAMBELLINI**

Deputy Director/
VP of Marketing

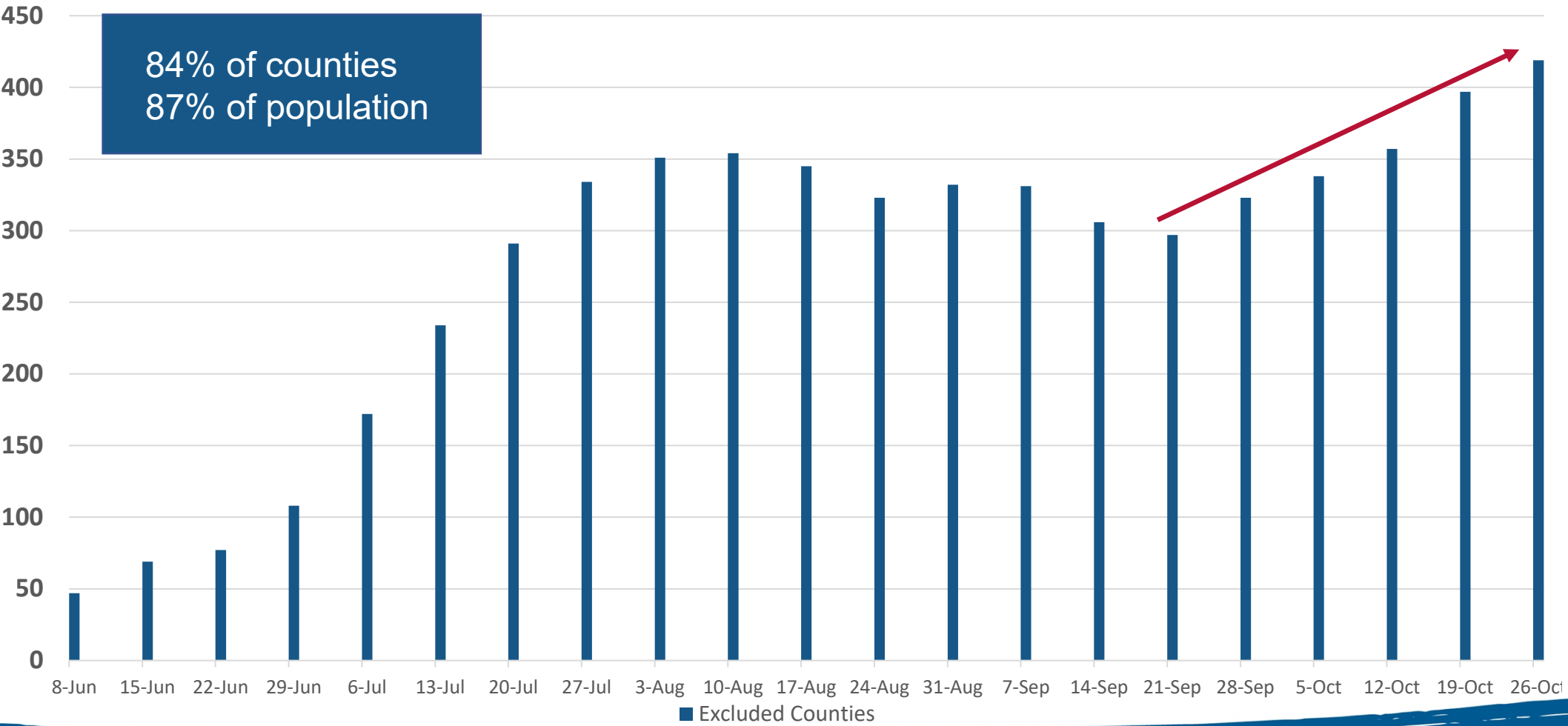
ASHEVILLE



CURRENT STATUS

Market Exclusions – Current Status

Weekly County Saturation



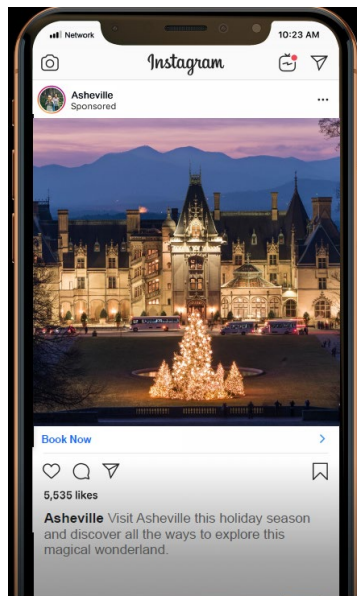
MARKET EXCLUSIONS – DMA

Same Methodology | Different Approach

Allows for more precision targeting

DMA	Total Counties	Total Excluded	% Excluded	WoW Change
ATLANTA (GA)	53	34	64%	0%
AUGUSTA (GA)	18	14	78%	56%
BOWLING GREEN (KY)	8	8	100%	0%
CHARLESTON (SC)	6	6	100%	50%
CHARLESTON (WV) - HUNTINGTON (WV)	34	30	88%	0%
CHARLOTTE (NC)	22	22	100%	0%
CHATTANOOGA (TN)	18	18	100%	6%
COLUMBIA (SC)	11	8	73%	14%
FLORENCE (SC) - MYRTLE BEACH (SC)	8	8	100%	0%
GREENSBORO (NC) - HIGH POINT (NC) - WINSTON SALEM (NC)	15	14	93%	0%
GREENVILLE (NC) - NEW BERN (NC) - WASHINGTON (NC)	15	13	87%	0%
GREENVILLE (SC) - SPARTANBURG (SC) - ASHEVILLE (NC) - ANDERSON (SC)	28	25	89%	9%
HUNTSVILLE (AL) - DECATUR (AL) - FLORENCE (AL)	11	11	100%	0%
KINGSPORT (TN) - JOHNSON CITY (TN) - BRISTOL (TN)	19	18	95%	0%
KNOXVILLE (TN)	22	21	95%	5%
LEXINGTON (KY)	39	35	90%	3%
MACON (GA)	22	10	45%	-9%
NASHVILLE (TN)	47	47	100%	2%
RALEIGH (NC) - DURHAM (NC) - FAYETTEVILLE (NC)	22	18	82%	0%
WILMINGTON (NC)	5	5	100%	0%

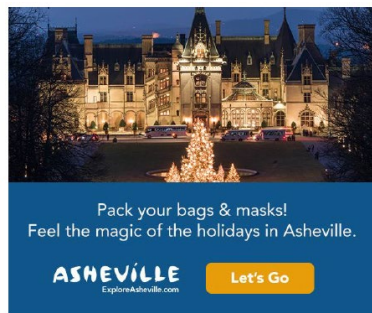
HOLIDAY CREATIVE



Undertone Enhanced Standard

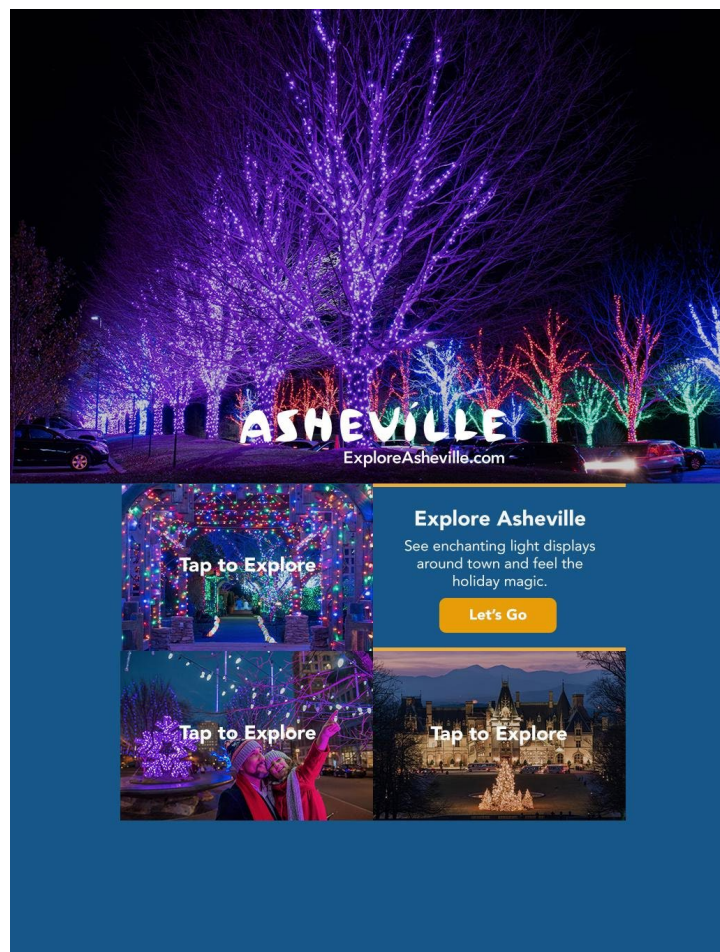


Front

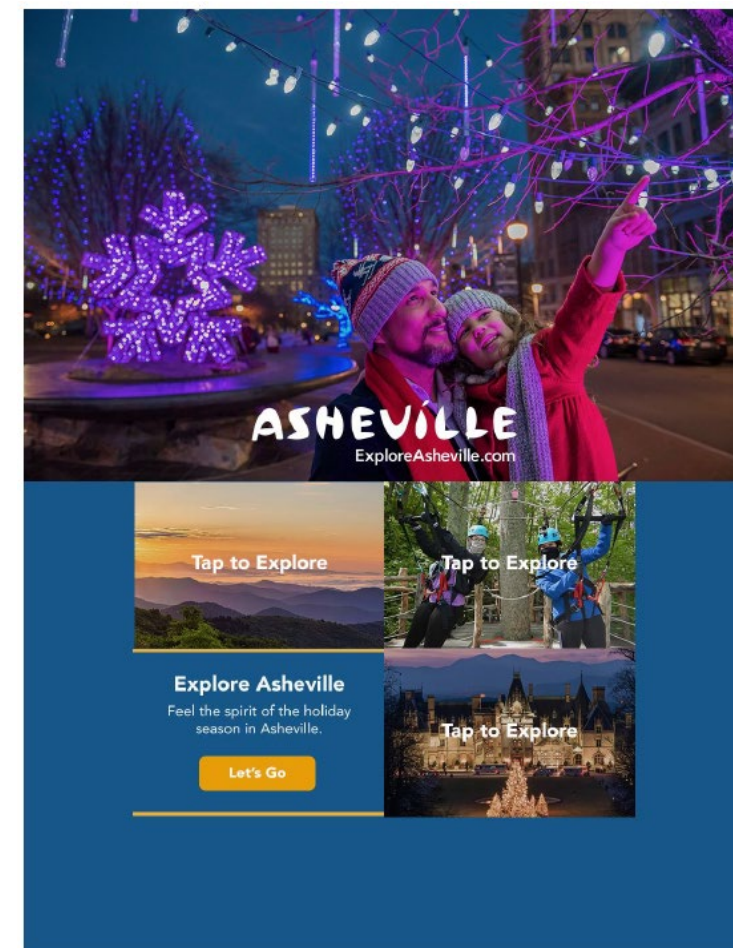


Back

Rich Media - Undertone



Rich Media - Undertone



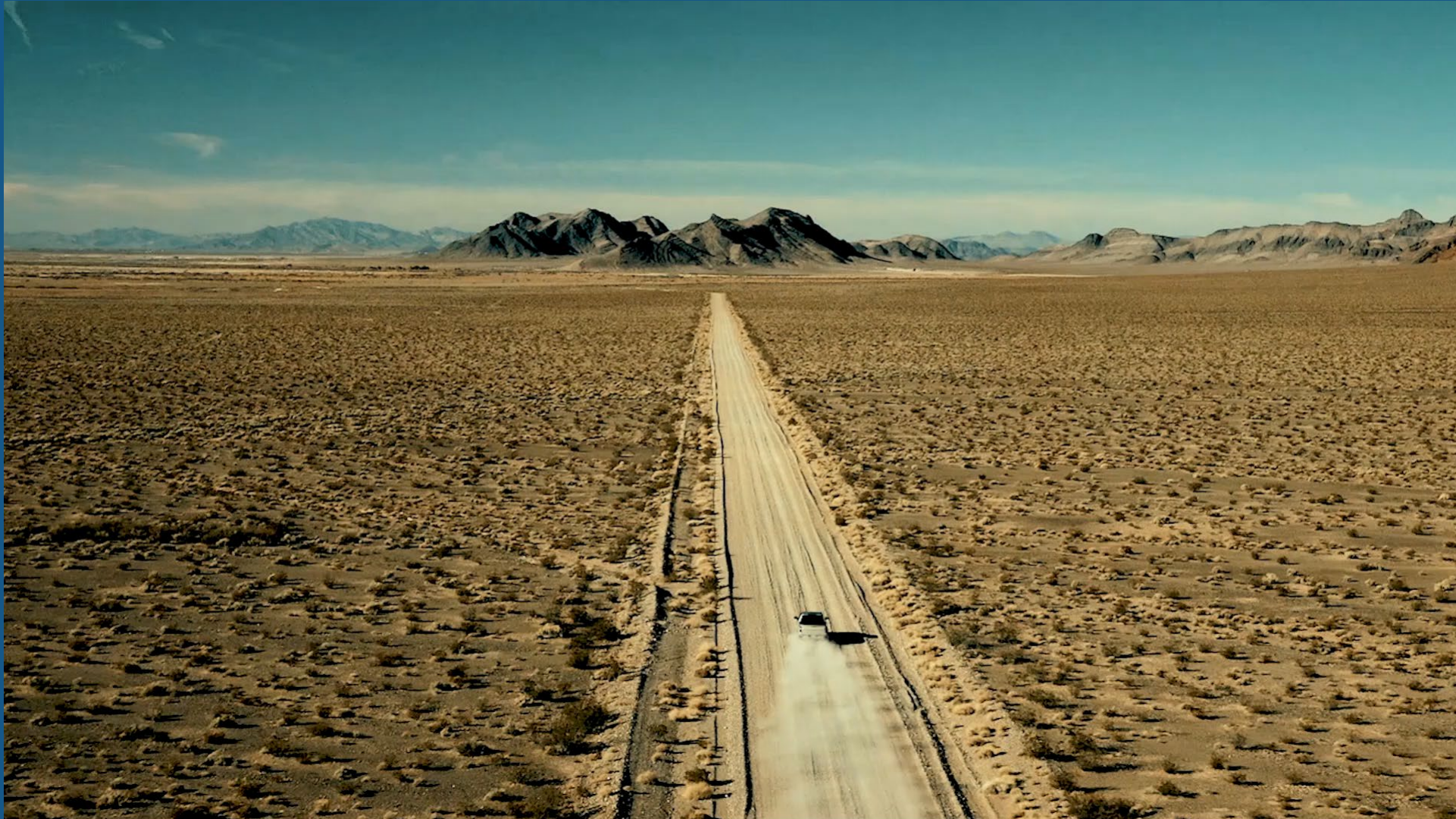


WHAT'S IN THE MARKET

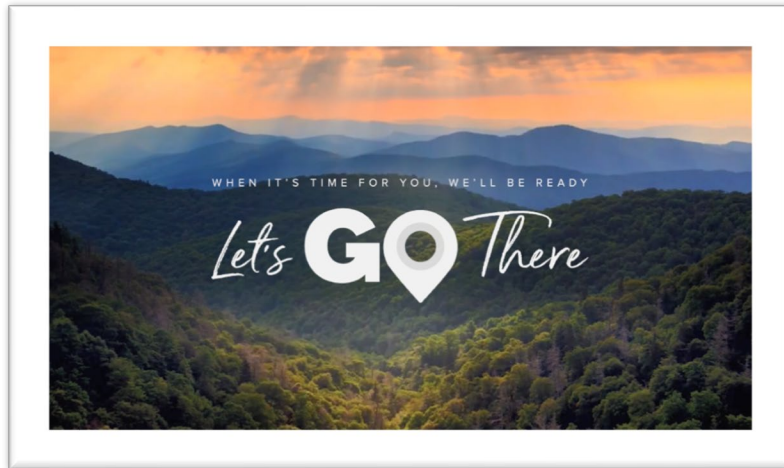
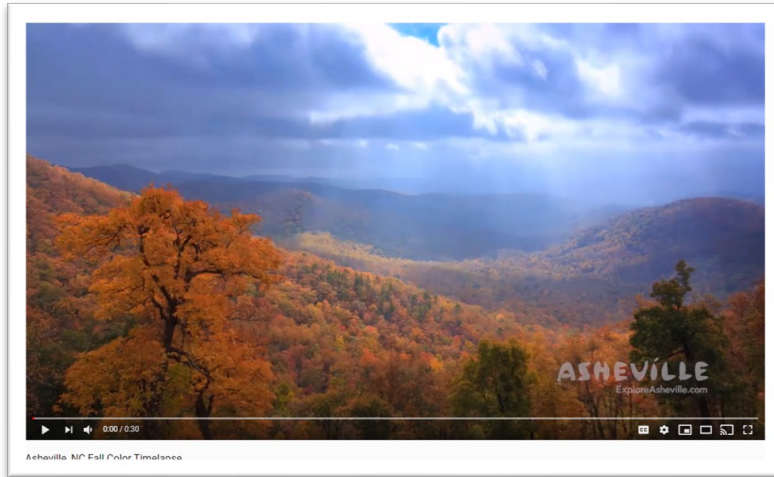
LET'S GO THERE - FALL



LET'S GO THERE – HOLIDAY



VISIT NC MARKETING PARTNERSHIP



TRAVEL

AFAR



Condé Nast
Traveler

KAYAK



OUTDOOR
ADVENTURES

Outside



GEARJUNKIE

Women'sHealth

BACKPACKER

Men'sHealth

Maui Invitational Advertising Sponsorship

- One :30 commercial unit per game (12 total) ESPN network family
- Titus & Tate Brand Content
 - Branded, short form video capturing Asheville experiences
 - Video lives on Twitter, Instagram and YouTube
- ESPN In Game Destination Bumpers
 - Two per game (24 total) b-roll features (:05-:15 seconds) that highlight Asheville area and attractions between games and commercial breaks
- Web site integration and official sponsor recognition



New Google Beta Search Ads

- Mobile ads only
- Use our existing inventory of strong, seasonal images in paid search in a cost-effective way to make our ads more compelling
- Images mean we capture more attention on the page and drive higher click through rates
- Part of our search ad inventory

Holidays in Asheville, NC | Safety is in our nature | Top 50 Travel Destination

Ad exploreasheville.com/Asheville/Holiday

Mask wearing isn't forever, but you can still make forever memories with our safety pledge. Celebrate the holiday season in Asheville, N...



Holidays in Asheville, NC | Safety is in our nature | Top 50 Travel Destination

Ad exploreasheville.com/Asheville/Holiday

Mask wearing isn't forever, but you can still make forever memories with our safety pledge. Celebrate the holiday season in Asheville, N...





IMPACT OF PR

DESTINATIONS

Shop and dine while maintaining social distance in these picturesque places

Erica Lamberg Special to USA TODAY
Published 11:30 a.m. ET Sep. 1, 2020



Asheville, North Carolina, is nestled among the Blue Ridge Mountains and surrounded by close to one million acres of wilderness areas and parks, including the famed Blue Ridge Parkway. [Explore Asheville](#)

Asheville, North Carolina

Capturing views of the Blue Ridge Mountains, Asheville is conveniently located in the center of the Eastern Seaboard. Asheville is known natural attractions, and hiking trails, so [consider a lesser-known path](#) offering the chance to explore the mountain landscape with solitude on a trail less traveled. Asheville's [Hike Finder tool](#) helps trekkers choose trail experiences based on features, difficulty, views, and

11 Amazing Black Artists Who Have Been Flying Under the Radar

 **Jeremy Helligar**

Updated: Oct. 08, 2020

They're bringing vibrant bursts of color to canvases in an increasingly diverse art world.



COURTESY VISIT NC (2)

Jenny Pickens

On July 3, when the Asheville Arts Council in North Carolina announced the three artists who would create the new Black Lives Matter downtown mural, one of the trio was Asheville native Jenny Pickens. It's a somewhat familiar gig for Pickens, who has already designed and painted a number of murals around her hometown and recently became the first Artist in Residence at 22 London, a local art studio.

TRAVEL

Parade

12 Fall Foliage Trips to Plan Right Now Because Leaf Peeping Season is At Its Peak

OCTOBER 12, 2020 – 9:01 AM – 0 COMMENTS



By **KELLI ACCIARDO** @kelliacciaro



Fall is in full swing and along with [apple](#) and [pumpkin picking](#), copious amounts of plaid, [Oktoberfest shenanigans](#) and sweater weather, comes leaf peeping season, which is a *big* deal to [nature-lovers](#) and Instagrammers alike.

Planning a [weekend escape](#) around scenic drives cascaded by [trees changing colors](#) has basically become the quintessential way to welcome

IN THE NEWS – FALL



9 Beautiful
Destinations to
View Fall Foliage
UVPM: 5,833,836



16 Fall Road Trip
Ideas Throughout
the US
UVPM: 630,943



10 Best Fall
Vacations for
Foliage Views
UVPM: 2,005,222



The Best Fall
Foliage
Destinations for
Bike Trips
UVPM: 306,864



What to Expect for
Fall Foliage in
Asheville This
Year
UVPM: 1,944,926



5 Fall Vacation
Ideas for the
Socially-Distanced
Traveler
UVPM: 1,184,370



14 Fall Foliage Trips to
Plan Right Now
Because Leaf Peeping
Season is At Its Peak
UVPM: 1,599,153



10 beautiful places
in the US to see fall
foliage
UVPM: 21,295,210


DRONE FOOTAGE RELEASE

The
Weather
Channel

The News & Observer **IMPACT2020**

The News & Observer

Local



LOCAL

Autumn colors blanket the mountains in western NC

BY EXPLOREASHEVILLE.COM OCTOBER 22, 2020, 3:27 PM

05:15 WTVF-NAS (CBS) - NewsChannel 5 Mornin...
Friday, October 23, 2020



NEW VIDEO

FALL IN THE BLUE RIDGE MOUNTAINS
COURTESY EXPLORE ASHEVILLE

5:16
66°

5

IN THE NEWS - HOLIDAY



5 Holiday Ideas
for Reconnecting
on the Road

UVPM: 22,733



14 Thanksgiving
Destinations to
Satisfy Your
Wanderlust This Fall

UVPM: 122,030



Celebrate Christmas
at Biltmore

UVPM: 2,549,649



12 Idyllic
Destinations to
Spend the Holidays
at This Winter

UVPM: 122,030



The Best Holiday
Vacations in the US to
Book for a Festive
Getaway

Reach: 1,400,000



7 Magical U.S.
Towns to Visit
During Christmas

UVPM: 125,275

DISCUSSION



CITY COUNCIL UPDATE

Councilmember Julie Mayfield

Asheville City Council Update

BC COMMISSION UPDATE

Commissioner Joe Belcher

Buncombe County Commission Update

MISCELLANEOUS BUSINESS

Chairman Himanshu Karvir

Miscellaneous Business

PUBLIC COMMENTS

Chairman Himanshu Karvir

Members of the Public were invited to submit comments via email to reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, October 27, 2020.

There were no comments received by the deadline.

ADJOURNMENT

Chairman Himanshu Karvir

Call for Motion to Adjourn the Meeting

ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- Chairman Himanshu Karvir

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting will be on
Wednesday, November 18, 2020
at 9:00 a.m.