

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

Wednesday, October 28, 2020 | 9:00 a.m.

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

**Agenda**

9:00 a.m.	Call to Order the Joint Virtual Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Himanshu Karvir
9:05 a.m.	Approval of Meeting Minutes a. 09.30.20 Regular Meeting Minutes b. 10.15.20 Special Meeting Minutes	Himanshu Karvir
9:10 a.m.	Financial Reports a. September Financial Reports b. Earned Revenue Resolution	Don Warn Chris Cavanaugh
9:20 a.m.	Asheville Regional Airport Report	Tina Kinsey
9:35 a.m.	Tourism Product Development Fund Project Update a. Woodfin Greenway & Blueway Project Update b. Woodfin Greenway & Blueway Contract Amendment Request	Peyton O’Conner, Eric Hardy, Karla Furnari Pat Kappes
9:55 a.m.	Interim Executive’s Report a. New CEO Update b. CVB Staff Recap c. Destination Dashboard d. Quick List e. Other Updates	Chris Cavanaugh
10:00 a.m.	Strategic Marketing Overview	Chris Cavanaugh
10:25 a.m.	New Visitor Safety Initiatives	Pat Kappes
10:30 a.m.	Advertising Update	Marla Tambellini
10:40 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
10:45 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
10:50 a.m.	Miscellaneous Business	Himanshu Karvir
10:55 a.m.	Comments from the General Public	Himanshu Karvir
11:00 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, November 18, 2020**, at 9:00 a.m. Please contact Jonna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 with any questions.

**Upcoming Virtual Event**

**Partner Webinar: “People First – Website Usability Best Practices” | Thursday | November 5 | 9:00 a.m.**

# Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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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 & Bissette
- 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; 360i  
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.

## **Executive Summary of Meeting Minutes**

- Chairman Karvir called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:00 a.m.
- Minutes from the August 26, 2020 BCTDA regular monthly meeting were approved with a 9-0 vote.
- The August 2020 financial statements were approved with a 9-0 vote.
- A motion to bulk-approve all COVID-19 related penalties due and yet to be assessed through September 2020 was approved with a 5-0 vote, with four members having been recused.
- An earned revenue budget amendment, in the amount of \$100,000, was approved with a 9-0 vote.
- Demp Bradford provided an Asheville-Buncombe Regional Sports Commission update.
- In his Interim Executive's report, Mr. Cavanaugh reviewed recent lodging metrics.
- Ms. Tambellini provided a research and advertising update.
- Ms. Pierce and members of the group sales and services team provided a Group Sales Outlook presentation.
- Brief updates from Asheville City Councilmember Julie Mayfield and Buncombe County Commissioner Joe Belcher were provided.
- Under Miscellaneous Business, Demp Bradford shared clarifying comments related to his earlier presentation.
- Under Comments from the General Public, Chairman Karvir reported one email was received and a brief discussion on the topic took place.
- Vice Chairman Froeba provided an update on the CEO search, which was followed by a closed session related to next steps in the search process.
- With an 8-0 vote, the closed session and BCTDA meeting adjourned at 11:28 a.m.

## **Call of the Joint BCTDA Meeting to Order**

Chairman Karvir called the virtual joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:00 a.m. He welcomed the board members and online attendees and said meeting materials for the public are provided on the [AshevilleCVB.com](http://AshevilleCVB.com) industry website.

*Board Member Roll Call:* Board members responded as Chairman Karvir called roll verifying all BCTDA members were virtually in attendance, except for Commissioner Belcher, who joined the meeting at 9:06 a.m.

## **Welcome New BCTDA Member Brenda Durden**

Chairman Karvir welcomed Brenda Durden as a new member of the BCTDA, having been recently appointed by the Buncombe County Board of Commissioners to a three-year term.

Chairman Karvir also announced Andrew Celwyn was reappointed by Asheville City Council to a second three-year term and thanked him for his willingness to serve.

## **Approval of Meeting Minutes**

Mr. Celwyn made a motion to approve the August 26, 2020 regular meeting minutes as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

## **Financial Reports**

### *August 2020 Financial Reports*

Mr. Warn reviewed the August 2020 financial reports and answered all related questions.

Vice Chairman Froeba made a motion to approve the August 2020 financial reports as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

### *Penalties During COVID-19 Revision*

Chairman Karvir recused himself from the COVID-19 penalties discussion as his company has properties that would be affected by the board's upcoming action. He asked Mr. Cavanaugh to present the recommendation.

Mr. Cavanaugh said that at last month's meeting, the board approved the automatic waiver of all COVID-19 related occupancy tax penalties for the sales months of February through July 2020, with reports and payments due in March through August, provided the property had no late payments or waivers recorded in the three years prior to the pandemic. Mr. Cavanaugh said that after consulting with Mr. Warn and the Buncombe County Tax Office, Explore Asheville staff learned that there is a significant number of properties that have incurred penalties, have not submitted, and/or have had late payments in the past that have not officially requested waivers from the BCTDA. He presented the following recommendation for the board's consideration:

- Extend the waiver to include late occupancy tax reports and remittances *for one additional month*. This would now include the sales months of February through August 2020, due on the 20th day of each month in March through September 2020.
- Include all penalties incurred AND those still to be assessed when late reports are filed.
- Remove the requirement that the property has had no late payments or penalty waivers in the three-year period prior to the start of the pandemic.

Mr. Cavanaugh said Buncombe County and Explore Asheville will communicate this action to all properties to encourage the submission of late reports and payments and inform them of the waiver timeline.

Prior to voting on this recommendation, Vice Chairman Froeba asked for a motion to recuse four board members from the upcoming vote due to conflicts of interest.

Mr. Celwyn made a motion to recuse Himanshu Karvir, Brenda Durden, John Luckett, and James Poole from the upcoming vote regarding the bulk pre-approval of occupancy tax penalties related to COVID-19. Ms. Ashburn seconded the motion. There was no discussion and with Ms. Ashburn, Mr. Celwyn, Mr. McKibbon, Ms. Mosher, and Vice Chairman Froeba all in favor via a roll call vote, the motion carried 5-0.

Mr. Cavanaugh said the recommendation before the board is to take action to approve all COVID-19 related penalties in bulk due through September 2020, which will then be presented to the Buncombe County Board of Commissioners for further and final consideration. He reiterated this action and timeline will be communicated to properties and noted it will alleviate the need to review individual requests.

Vice Chairman Froeba made a motion to revise the board's previous action to automatically waive all COVID-19 related penalties incurred, or to be assessed, for late occupancy tax reports and remittances for the sales months of February through August 2020, due on the 20th day of each month in March through September 2020. Mr. McKibbon seconded the motion. There was no discussion and with Ms. Ashburn, Mr. Celwyn, Mr. McKibbon, Ms. Mosher, and Vice Chairman Froeba all in favor via a roll call vote, the motion carried 5-0.

### Earned Revenue Fund Budget Amendment

Mr. Cavanaugh presented a budget amendment to the board, requesting to transfer \$100,000 in earned revenue funds currently being collected from advertising and reservations on the ExploreAsheville.com website into the FY 21 operating budget. He noted that due to COVID-related financial uncertainties when the budget was approved, no money was budgeted in the earned revenue category. Mr. Cavanaugh said revenue is being received and cannot be spent without an amendment approved by the board.

Mr. Cavanaugh said that normally, earned revenue funds were used to fund event and festival grants to partners via a funding cycle, however, due to the pandemic, there will not be a grant funding cycle this year. He said a plan to spend the funds is in development and requested the board approve the amendment so that the funds being collected will be accessible.

Councilwoman Mayfield said she hopes this money can help in unexpected recovery costs for local businesses. Mr. Cavanaugh responded that it was this from this earned revenue account that the BCTDA contributed \$50,000 to the One Buncombe Fund. He added staff agrees that this Fund should be used to reduce pandemic-related impacts.

Ms. Ashburn made a motion to approve the Earned Revenue budget amendment to transfer \$100,000 from the Earned Revenue Fund Balance into the FY 21 Earned Revenue operating budget, in the Local Support spend category, as presented. Mr. McKibbon seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

### Asheville Buncombe Regional Sports Commission Update

Demp Bradford, president and executive director of the Asheville-Buncombe Regional Sports Commission (ABRSC), thanked the BCTDA for its support of the sports commission for the past 10 years. He shared a PowerPoint presentation and reported on program-related challenges, initiatives, and canceled sporting events due to COVID-19. Mr. Bradford also shared a significant gain: the announcement that the [Maui Jim Maui Invitational](#) will be relocating to Asheville from Hawaii, scheduled November 30 through December 2, 2020, due to the pandemic. Mr. Bradford stated 12 tournament basketball games will be televised from Asheville on the ESPN platform and it will be the first time the Harrah's Cherokee Center Asheville staff will be back to work since the start of the pandemic. He shared [a video](#) that has been created announcing the tournament's move

to Asheville and thanked Explore Asheville's marketing and sales teams for working with the sports commission on this event.

Next, Mr. Bradford reviewed obstacles the ABRSC faces in bringing sporting events to Asheville. He explained the Bubble Concept, which will be executed for the Maui Invitational and other basketball groups, to include guidelines related to housing, meals, testing, restricted contact, and travel specific to each event. Mr. Bradford said securing the Maui Invitational has raised the level of awareness for Asheville as a location for other sporting events, and that a comprehensive safety plan, developed in coordination with Buncombe County Health and Human Services officials, will be in place for each event prior to contract execution.

Mr. Bradford concluded his report by thanking Councilmember Mayfield, Commissioner Belcher, the BCTDA, Mr. Cavanaugh and the Explore Asheville staff for their support.

Chairman Karvir thanked Mr. Bradford for his report and the hard work of the ABRSC.

### **Interim Executive's Report**

In his Interim Executive's report, Mr. Cavanaugh provided an overview of recent lodging metrics and comparisons to peer destinations. He also reviewed the increased popularity of short-term rental lodging units during the COVID-19 pandemic. Next, Mr. Cavanaugh shared a brief organizational update and concluded his report by encouraging everyone to attend both parts of the BCTDA's upcoming virtual annual meeting.

CVB Staff Recaps, Destination Dashboards, Quick Lists, financial statements, board meeting minutes, agendas, and research reports can be found on [AshevilleCVB.com](https://www.ashevillecvb.com).

### **Advertising & Research Update**

Ms. Tambellini shared a PowerPoint presentation providing an overview of current traveler sentiment during the pandemic and a review of case trends that are part of the ongoing methodology that help guide advertising decisions. She reviewed US Travel's "Let's Go There" campaign partnership, noting new research shows that even the act of planning a trip can boost happiness. Ms. Tambellini also reviewed Visit NC's Credit Program, stating a grant was awarded to Explore Asheville and will help underwrite a collaborative safety initiative spearheaded by Ms. Kappes and the Asheville Arts Council, as well as reminder ads served to people on the ground in key visitor locations.

Following Ms. Tambellini's presentation, a lengthy discussion centering on advertising, visitation during the pandemic, concerns related to winter, weekday occupancy, day trip visitation, and safety perceptions and messaging took place.

When the discussion ended, Chairman Karvir thanked Ms. Tambellini for her presentation and the board members for their comments.

### **Group Sales Outlook**

Ms. Pierce and five members of the Group Sales and Services department shared a PowerPoint presentation highlighting ways the team has strategically responded to the pandemic by shifting gears and implementing initiatives to virtually showcase Asheville to secure future group business.

Ms. Pierce reviewed the recent increase in sales activity and said that as of September 10, 70 percent of local sales positions have been reinstated to pre-COVID-19 staffing levels.

Next, Explore Asheville's Senior Sales Managers Connie Holliday and Tina Porter, Sales Managers Kathryn Dewey and Beth McKinney, and Group Communications & Services Manager Carli Adams, each shared COVID-related strategies that were specific to their areas of focus and expertise.

Ms. Pierce commended Group Sales & Services Specialists Daniel Bradley and Glenn Ramey for supporting the sales managers day in and day out.

Ms. Pierce concluded her presentation by sharing the following key points:

1. Asheville is positioned better than most destinations for the return of meetings and events.
2. Asheville has a strong virtual presence and is addressing planners' new needs.
3. Explore Asheville has taken additional steps to provide support for industry partners to secure future business.
4. Explore Asheville has a strong and passionate staff dedicated to bringing meetings and events to the community and to our partners.

Following the presentation, Ms. Pierce and Ms. McKinney responded to questions related to the motorcoach market.

Chairman Karvir commended the entire sales team for their efforts and the presentation.

### **Asheville City Council Update**

Councilmember Mayfield reported on city-related business, clarifying that Asheville City Council did not actually "defund" the Asheville Police Department, but is working on a long-range plan to "reimagine" the department to allow officers to focus on what they do best. She also reported on the status of the city's budget, the Vance Monument review process, and the appointment of a new councilmember.

Chairman Karvir thanked Councilmember Mayfield for her report.

### **Buncombe County Commission Update**

Commissioner Belcher reported on county-related business, including budget implementation, the approval of funding to install solar on several county buildings and schools, a resolution adopting LEED certification standards for the county, capital projects, and the county's positive financial standing.

Chairman Karvir thanked Commissioner Belcher for the update.

## **Miscellaneous Business**

Mr. Bradford said that earlier in his presentation, when describing the Skyview Golf Tournament, he referred to it as “the oldest consecutively running Negro golf tournament.” He said he wanted to come back on to clarify that this description was what was shared with him as the way to promote the tournament by the event organizer and he apologized for any misunderstanding.

Chairman Karvir thanked Mr. Bradford for providing the clarification.

## **Comments from the General Public**

Chairman Karvir said members of the general public were invited to submit comments via email to [reply@ExploreAsheville.com](mailto:reply@ExploreAsheville.com) through 4:00 p.m. on Tuesday, September 29, 2020. He reported one comment was received and it was previously sent to the board.

Mr. Celwyn asked if there were any comments regarding the email received from the Homestay Network requesting a seat on the BCTDA. Chairman Karvir responded that prior to the pandemic, the Asheville Buncombe Hotel Association was working with city and county elected officials to propose a change to the legislation that would include an expansion of the board, which would include a seat for a short-term rentals representative. He said he fully anticipates that will be revisited at the appropriate time. Councilmember Mayfield echoed Chairman Karvir’s response and said those involved are committed to keeping that seat in as part of future discussions.

## **CEO Search Committee Update**

Vice Chairman Froeba provided a brief update on the CEO search process, noting that in September, the committee interviewed six candidates in person. He said from that pool, three finalists were selected to come back for a second round of interviews, and the search committee has selected a person to recommend to the board to become the next CEO. Vice Chairman Froeba said the committee needs permission from the board to take the next step in the process, which will require meeting in closed session.

## **Closed Session**

Vice Chairman Froeba made a motion to go into closed session for the following reasons: (1) Pursuant to North Carolina General Statute 142-318.11(a)(1), to prevent disclosure of information that is confidential pursuant to the laws of North Carolina, or not considered a public record within the meaning of Chapter 132 of the General Statutes; (2) Pursuant to North Carolina General Statutes 154-318.11(a)(6) and 142-318.11(a)(1) to consider the qualifications, competence, performance, character, fitness, and conditions appointment of an individual public officer or employee or prospective public officer or employee, and (3) Pursuant to North Carolina General Statute 143-318.11(a)(3) to consult with an attorney retained by the Buncombe County Tourism Development Authority about matters with respect to which the attorney-client privilege between the BCTDA and its attorney must be preserved.

Mr. McKibbon seconded the motion. There was no discussion and with all in favor via a roll call vote with Ms. Ashburn now absent from the meeting, the motion carried 8-0. All staff members, partners, and members of the public exited the meeting, leaving the board and Ms. Rockoff in attendance for the closed session, which began at 11:10 a.m.



**Adjournment of the Closed Session and BCTDA Meeting**

Ms. Rockoff reported to Ms. Sampson that Mr. Poole made the motion to end the closed session and adjourn the meeting, which was seconded by Mr. Celwyn. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0 and the closed session and BCTDA meeting simultaneously ended at 11:28 a.m.

The BCTDA will next meet on Wednesday, October 28, 2020, at 9:00 a.m.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

# Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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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 McKibbon, 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 & Bissette
- 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.

- Vice Chairman Froeba announced Victoria “Vic” Isley was selected by the search committee to become Explore Asheville’s new President & CEO. He shared information about Ms. Isley’s background.
- Chairman Karvir recognized and extended his gratitude to the members of the CEO search committee.
- In an 8-0 vote, Victoria Isley was appointed to the position of President and CEO of the Buncombe County Tourism Development Authority, d/b/a Explore Asheville, and the BCTDA chair was authorized to execute an employment agreement consistent with the terms sheet provided.
- Ms. Isley thanked the board for their confidence in appointing her to the position and expressed her excitement in joining the team. Board members welcomed her to the position and Asheville.
- With an 8-0 vote, the meeting adjourned at 11:14 a.m.

### **Call of the Joint BCTDA Special Meeting to Order**

Chairman Karvir called the virtual joint special meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 11:01 a.m. He welcomed board members and online attendees.

*Board Member Roll Call:* Board members responded as Chairman Karvir called roll verifying all BCTDA members were virtually in attendance, except for Mr. Celwyn, who was absent from the meeting.

### **Hiring of the new Explore Asheville President & CEO**

#### *CEO Search Timeline*

Vice Chairman Froeba reviewed the CEO search timeline and process:

- April: Explore Asheville President & CEO Stephanie Brown announced her resignation, effective June 30, 2020.
- May: The BCTDA contracted with SearchWide Global, a firm with expertise in recruiting tourism industry executives, to coordinate a nationwide CEO search.
- June: The BCTDA appointed a 10-member CEO search committee consisting of industry and business leaders and elected officials; SearchWide Global hosted over 100 stakeholder interviews; significant interest in the position was received.
- July: Interim Executive Chris Cavanaugh began on July 1; the position overview was finalized; preliminary candidate vetting took place.
- August: The search committee narrowed the field to 12 candidates; vetting continued.
- September: In-person interviews were held with six candidates; three candidates returned to Asheville for final interviews and presentations; the search committee voted to select a new CEO from the three finalists.
- October: A special board meeting was scheduled to officially hire the new CEO.

Vice Chairman Froeba thanked Mr. Cavanaugh and the Explore Asheville team for their help with search logistics and for keeping the momentum going during the transition.

### New CEO: Victoria “Vic” Isley

Vice Chairman Froeba announced Victoria “Vic” Isley was unanimously selected as the new CEO by the search committee and shared the following information regarding her background:

- Vic Isley graduated from the University of North Carolina at Chapel Hill with a B.S. in business administration/marketing.
- She began her career in tourism in the mid-1990s at the Durham CVB as the director of marketing and communications.
- Ms. Isley held senior executive-level positions at the Tampa Bay CVB and Destination DC in Washington, DC.
- She was the former COO at Destination Marketing Association International (the national trade association of DMOs/CVBs, now called Destinations International), and was executive director of the DMAI Foundation.
- Ms. Isley currently serves as chief sales and marketing officer for the Bermuda Tourism Authority, overseeing a \$25 million budget and staff of 19 in the New York City office.

### Gratitude to the Search Committee

On behalf of the BCTDA board and the industry, Chairman Karvir thanked Vice Chairman Froeba for his leadership in serving as chair of the CEO search committee and all of the members who gave their time and input during the process. He recognized and thanked the committee members:

Gary Froeba (Chair) | BCTDA Vice Chair and Managing Director of The Omni Grove Park Inn  
Himanshu Karvir | BCTDA Chair and President and CEO of Virtelle Hospitality  
Jane Anderson | Executive Director of the Asheville Independent Restaurant Association  
Joe Belcher | Buncombe County Commissioner and BCTDA ex-officio member  
Kit Cramer | President & CEO of the Asheville Area Chamber of Commerce  
John Ellis | Retired Managing Director of the Diana Wortham Theatre and past BCTDA member  
Julie Mayfield | Asheville City Councilmember and BCTDA ex-officio member  
John McKibbon | Chairman of McKibbon Hospitality and BCTDA member  
Kathleen Mosher | Vice President of Communications at Biltmore and BCTDA member  
Jim Muth | Executive Director of the Asheville Buncombe Hotel Association and past BCTDA chair

Chairman Karvir also thanked Mr. Cavanaugh for stepping in and providing leadership during the transition.

### Action to Hire the President & CEO

Vice Chairman Froeba made a motion to appoint Victoria Isley to the position of President and CEO of the Buncombe County Tourism Development Authority, d/b/a Explore Asheville, pursuant to an employment agreement consistent with the terms of the employment term sheet provided and approval for the Chairman of the Board to execute such an agreement. Mr. McKibbon seconded the vote. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

Chairman Karvir was the first to officially welcome Ms. Isley to her new role and invited her to say a few words.

### Words from the new CEO

Ms. Isley thanked board members for their confidence and the opportunity to be the next President & CEO of Explore Asheville. She said during this critical time, she is delighted and honored to play a role in Asheville's recovery and the balanced growth of Buncombe County tourism into the future. Ms. Isley said that having grown up in North Carolina and starting her career in destination marketing in the state, she has long-admired Asheville and is excited to return to the state and become part of this important and diverse community.

Vice Chairman Froeba said Ms. Isley will officially start as President and CEO on December 1, 2020. Several board members welcomed her to the position and expressed their excitement in having her become part of Team Asheville.

### **Adjournment**

With no further business, Mr. McKibbon moved to adjourn the meeting and Mr. Lockett seconded the motion. A vote was taken and with all in favor via a roll call vote, the motion carried 8-0 and the meeting adjourned at 11:14 a.m. The BCTDA will next meet on Wednesday, October 28, 2020, at 9:00 a.m.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

### Operating Fund, Budget and Actual

September 30, 2020

	Current	Current Month	Year to Date	Budget	(%)	Prior Year	
	Budget	Actual	Actual	Remaining	Budget	Year to Date	(%)
					Used	Actual	Change From
<b>Revenues:</b>							
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>
<b>Expenditures:</b>							
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>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>100,000</u>	<u>-</u>	<u>-</u>				
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			<u>12,465,092</u>				
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.

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	(%) (%)	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	<u>\$ 2,966,859</u>	<u>\$ 14,408,792</u>		<u>\$ 2,966,859</u>	<u>\$ 14,408,792</u>		<u>\$ 988,953</u>	<u>\$4,754,810</u>		<u>\$ 988,953</u>	<u>\$4,754,810</u>	

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

September 30, 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$27,203,000	\$ 27,219,015	\$ (16,015)	100.1%
Investment Income	-	1,229,118	(1,229,118)	0.0%
<b>Total revenues</b>	<u>27,203,000</u>	<u>28,448,133</u>	<u>(1,245,133)</u>	<u>104.6%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
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 Conversion)	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	<u>26,685,000</u>	<u>12,319,180</u>	<u>14,365,820</u>	<u>46.2%</u>
Product development fund administration	<u>518,000</u>	<u>183,434</u>	<u>334,566</u>	<u>35.4%</u>
Total product development fund	<u>\$27,203,000</u>	<u>\$ 12,502,614</u>	<u>\$14,700,386</u>	<u>46.0%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 15,945,519		
Less: Liabilities/Outstanding Grants		(14,365,820)		
Less: Unspent Admin Budget (Current Year)		<u>(334,566)</u>		
Current Product Development Amount Available		<u>\$ 1,245,133</u>		



# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

September 30, 2020

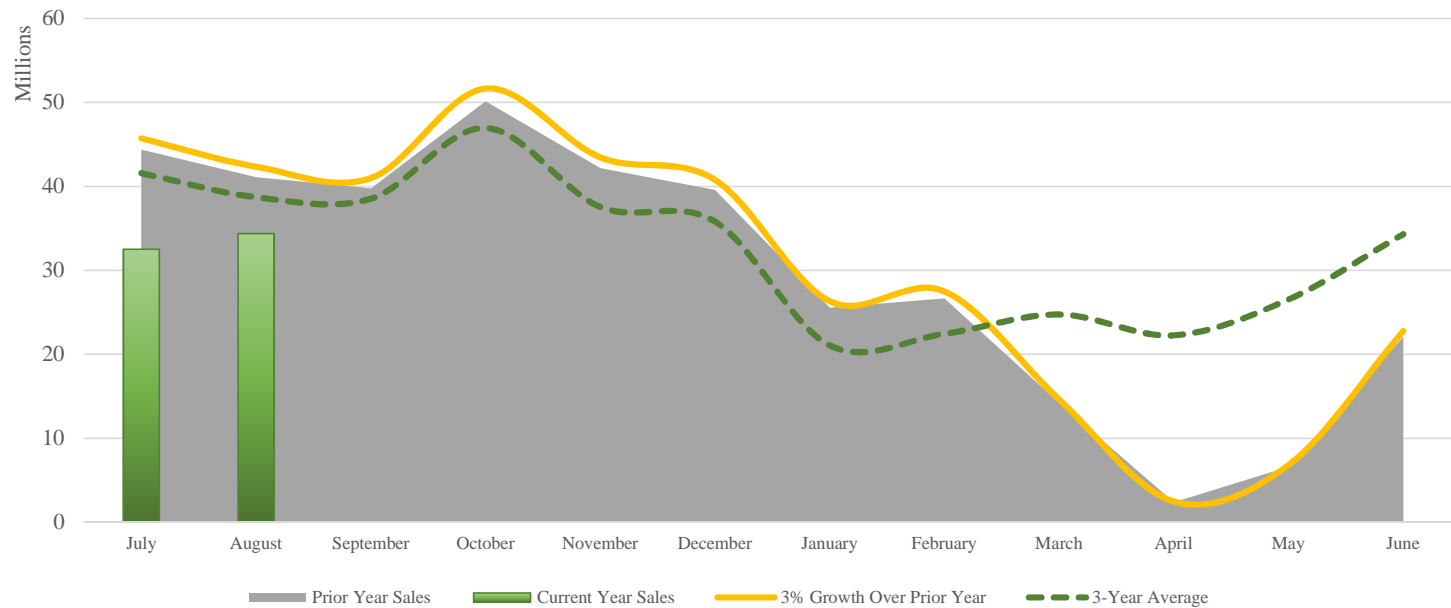
	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 13,995,394	\$ 15,945,519	\$ 29,940,913
Receivables	-	-	-
Total current assets	<u>\$ 13,995,394</u>	<u>\$ 15,945,519</u>	<u>29,940,913</u>
<b>Liabilities:</b>			
Current liabilities:			-
Accounts 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>
<b>Fund Balances:</b>			
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



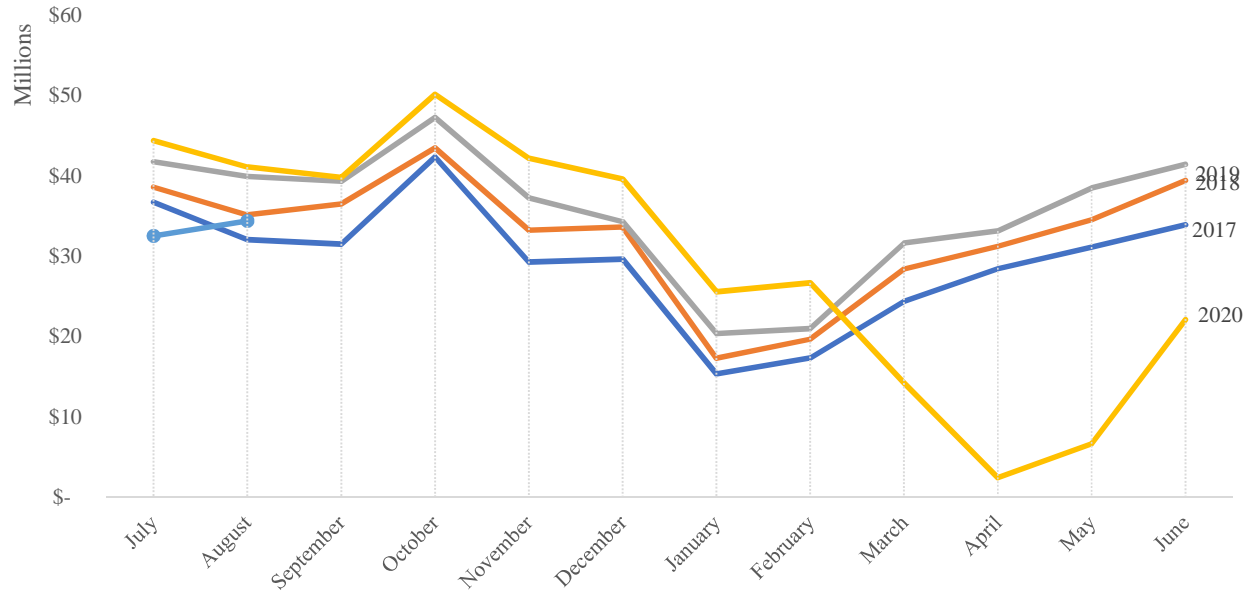
Month of room sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 32,524,077	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,387,654	41,115,834	-16%	-22%	42,349,309	38,717,282
September	-	39,796,041	-	-	40,989,923	38,532,969
October	-	50,150,018	-	-	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
<b>Total revenues</b>	<b>\$ 66,911,731</b>	<b>\$ 354,834,993</b>			<b>\$365,480,043</b>	<b>\$390,561,414</b>

# 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
<b>Month of room sales:</b>					
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		

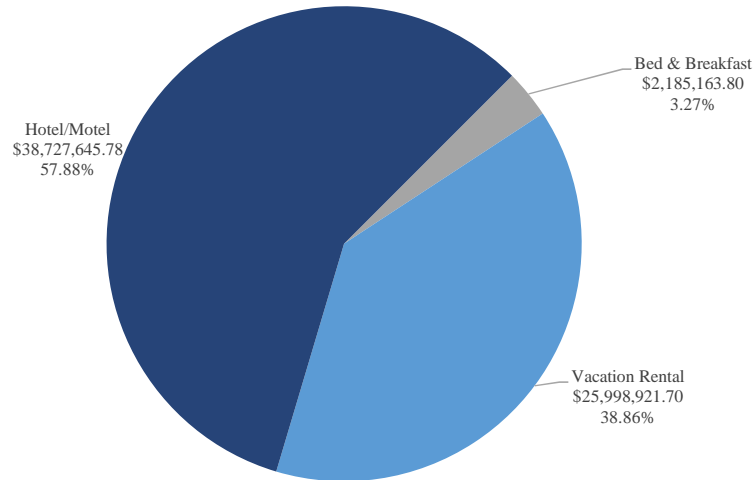
# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales by Category

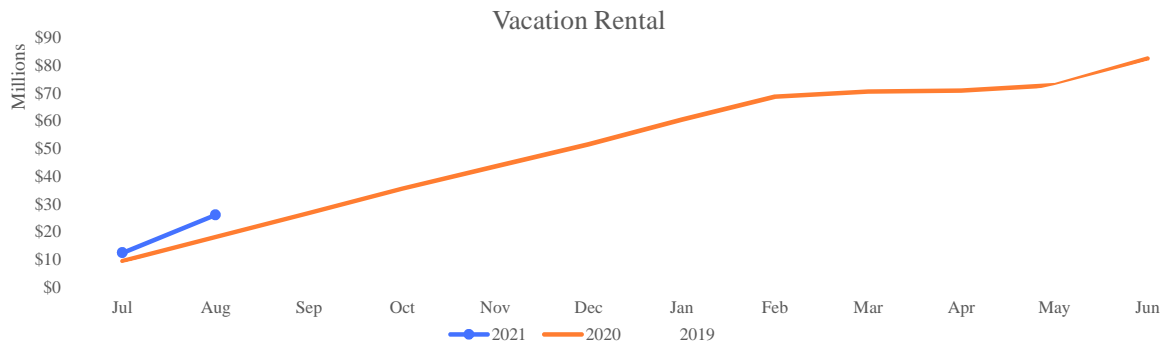
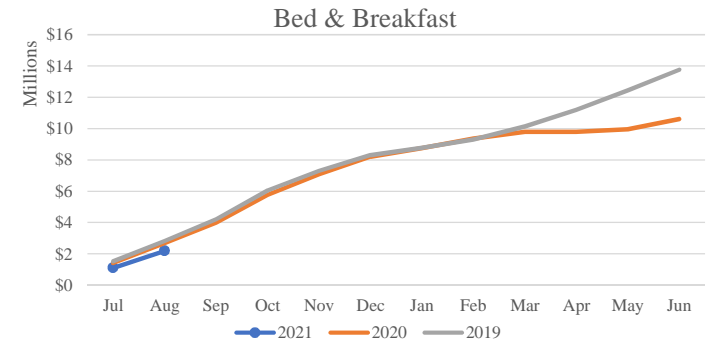
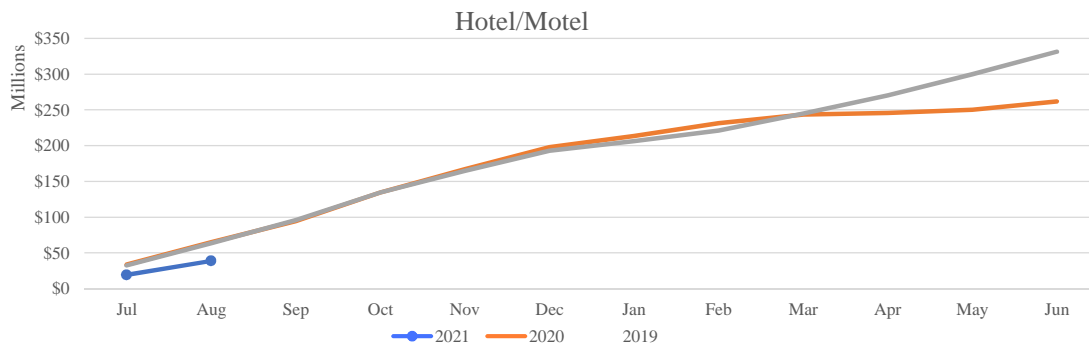
Shown by Month of Sale, Year-to-Date

September 30, 2020

Total Room Sales by Category, Year-to-Date



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





October 28, 2020

To: Buncombe County Tourism Development Authority  
From: Chris Cavanaugh  
Subject: Interim Executive's Report of September 2020 Activities

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Visitation to Asheville and Buncombe County continued to improve in September, although hotel occupancy (again, just one indicator of the health of the tourism sector) was still well below 2019 levels. Hotel occupancy in September was 59.6%, down from 78.9% in the same month a year ago, but it was up just slightly from August. Weekday occupancy lags well behind weekend stays as meetings and conventions are still highly restricted and business travel is still almost non-existent.

However, Buncombe County hotel occupancy in September was higher than all peer markets measured by Smith Travel Research except Gatlinburg and Pigeon Forge. Short-term rentals continue to be very popular in most destinations, with AirDNA reporting that entire place short-term rentals in Buncombe County were booked at a 71.1% occupancy rate (down from 76.3% in August). Hotel occupancy continues to be strongest in the Tunnel Road and Biltmore Village submarkets but has begun recovering in the downtown district.

The renewed spread of the coronavirus pandemic continues to restrict Explore Asheville's ability to execute broad market digital advertising in accordance with the strategy presented to the board in late June. The outlook had been improving in September after the second wave of the virus in July and August, but the recent increased number of cases has prevented the CVB from implementing its digital advertising campaign in the drive-market radius. We are hopeful that we will be able to execute in time for the holiday and winter season in order to drive visitation during a crucial time of the year, but we will continue to monitor trends in virus spread both regionally and locally.

Explore Asheville continues to work on new initiatives to encourage adherence to mandates and safety protocols among both partners and visitors, recognizing that as colder weather arrives the need for responsible behavior will likely be greater than ever.

## **SEPTEMBER BY THE NUMBERS**

- During September, the sales team posted 616 personal contacts (down 42%). September sales activities generated 28 sales leads (down 68%) and 18 convention bookings (down 40%), representing 3,786 rooms (down 17%). Three months into the fiscal year, year-to-date bookings are down one percent and room nights represented are down one percent.
- CVB sales leads generated 13 group events in September (down 75%), with corresponding revenue of \$130,335 (down 96%). The services team assisted 17 groups (down 63%).
- The PR team landed 43 significant placements in September (up 13%), with 52 media touchpoints (flat). The publicity value of print and broadcast placements totaled \$131,426 with reach of nearly 748 thousand. Online placements added \$2,221,765 in value and reach of nearly 1.2 billion.
- ExploreAsheville.com attracted 472,107 visits (down 18%), including 317,251 to the mobile site (down 25%). Our Facebook fan base total is 297,968 (up 2%) and video views totaled 42,161 (down 43%).
- Online hotel reservations totaled 105 room nights (up 9%) with total room revenue of \$16,777 (down 8%).
- The Asheville Visitor Center welcomed 9,087 visitors (down 58%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 3,535 visitors (up 47%).

## **LODGING & AIRPORT RESULTS**

- Buncombe County Finance reported lodging sales totaling \$34,409,280 in August (down 16%).
- Smith Travel Research reported hotel occupancy of 61 percent during August (down 24%). The average daily room rate was \$135.82 (down 17%), and RevPAR (revenue per available room) was \$82.79 (down 37%). Room demand decreased 24 percent with 145,627 rooms sold.
- AirDNA reported short term rental occupancy of 75.1 percent (up 30%), ADR of \$101.09 (up 2%), and RevPAR of \$75.93 (up 32%). Total demand for short term rentals increased 15 percent to total 137,135 rooms sold.
- Passengers at the Asheville Regional Airport decreased 64 percent to total 55,005 in August.

## **Interim Executive – Chris Cavanaugh**

### **Project Updates:**

- Participated in the county's semi-weekly COVID conference calls and worked with representatives of the county to identify improvements in communication of safety mandates to visitors and residents.
- Attended the opening of the new Hilton Garden Inn at the Asheville Outlets.
- Participated in the quarterly directors of sales call with local hotels and the group sales staff.
- Worked with Buncombe County finance and tax departments on plans to address late and non-payment occupancy tax penalty waivers.
- Worked with staff to develop new partner programming and plans for the annual meeting.

- Met with representatives of 360i to review destination advertising plans for pausing and restarting advertising in drive markets.
- Participated in a video meeting with the Asheville Police Department, representatives of the hotel community, and several business membership organizations on how to enhance communications around planned protests in the downtown area.
- Worked with the Asheville Buncombe Sports Commission and sports marketing firm KemperLesnik on plans for the Maui Invitational college basketball tournament.
- Answered routine questions as part of the annual audit process.
- Participated on the VisitNC committee reviewing CARES Act applications for funding.

## **MARKETING & PUBLIC RELATIONS – Marla Tambellini & Team**

### **Project Updates:**

- Launched ExploreAsheville.com refreshed site.
- The paid media plan remains paused due to an uptick in the trendline in September reflecting an increase in County Exclusions data.
- Worked with Visit NC staff and agency on assets and deliverables for the Marketing Credit Program that launched in October and continues into November.
- Produced custom version of assets for both fall and holidays for the Let's Go There campaign which will also be used as part of the Visit NC marketing co-op.
- Integrated social messaging, pop-ups, and landing page for the "Let's Go There" national campaign spearheaded by US Travel to inspire future travel with a Book Now, Travel Later message.
- Provided guidance and sign off on holiday creative and messaging.
- Jointly developed a national sponsorship package with the KemperLesnik that builds brand awareness during the Maui Invitational.
- Supported ABRSC with a release welcoming the Maui Jim Invitational and offering destination perspective. Distribution included 186 sports editors, national networks, and college basketball reporters.
- The PR team logged 52 media touchpoints, initiated 216 targeted pitches, and hosted four media on the ground in Asheville in September. The pitch total includes 186 individual media pitches of the press release announcing the Maui Jim Invitational's move to Asheville for 2020.
- The PR team recently provided story support for *Travel + Leisure*, *Gannet*, *Readers Digest*, *All Recipes*, *Conde Nast Travel*, *USA Today*, *Instinct Magazine* and *TripSavvy.com*.
- Participated in planning efforts and content creation for Visit NC's October Virtual Media Panel. Artist Jenny Pickens was nominated for the panel by Explore Asheville PR Team and selected as one of five female entrepreneurs to represent North Carolina.
- Crafted and distributed a press release on the Group Sales & Services Team's recent series of timely virtual tools to support meeting planners and local industry partners, as well as the Asheville Cares Meet Safe Pledge. The pitch went to 24 editors of meetings-focused media outlets.
- There were 2,724 requests of the Official Asheville Visitor Guide in September compared to 2,856 the previous year.
- Launched Pledge for the Wild assets.

### **Future Updates:**

- Shoot fall b-roll video and photography in mid-October.
- Work with agency on planning second half of FY21.
- Build out holiday content that aligns with PR efforts, including development of an online Holiday Gift Guide.



- Continued distribution and pitching of fall destination news and calls for partner news for winter, holiday and 2021.
- Provide media support, with anticipation of media interest throughout the fall.
- Participate in online version of the annual Society of American Travel Writers Conference.
- Align editorial calendar to FY21 second half and ensure alignment with shifting media and PR plans.
- Hire new director of content to replace Ritchie Rozzelle.

## **GROUP SALES & SERVICES – Dianna Pierce & Team**

### **Project Updates:**

- Staff presented at BCTDA board meeting.
- Fulfilled 11 wedding guides from the website, compared to 17 last year.
- Hosted one site visit in September for Best of Times Travel for business in future years.
- Held quarterly DOS meeting to update directors on current and future initiatives.
- Definite bookings for September include: Wedding – four groups; 2021 Anderson Coach’s Birthday Bash – 600 rooms (Group Tours), 2022 NC Association of Certified Public Accountants – 600 rooms, 2022 National Association of Publicly Funded Truck Driving Schools – 265 rooms, and more.
- Tentative bookings for September include: 2023 Scottish Terrier Club (result from targeted mailing) – 105 rooms, 2022 NC CPA’s – 600 room, 2020 Roark Capital Group – 80 rooms, 2021 Specialty Pharmacy President’s Club – 211 rooms, 2021 American Cornhole Championship – 700 rooms and more.
- Prepared hotel proposals for Maui Invitational bid for ABRSC.
- Coordinated “Basketball Bubbles in Asheville” virtual meeting with ABRSC and industry partners to review guidelines associated with the hosting of controlled sporting environments.
- Finalized and launched the Asheville Cares Meet Safe Pledge, a necessary item when talking to event planners about how the community is enacting safety measures.
- Attended the Blue Ridge Parkway Association fall board meeting virtually.
- Attended numerous webinars specific to meetings to stay current on trends affecting the various markets.
- Finalized landing page with links to 3D virtual hotel tours incorporating the messaging: *Tour 14 of Asheville’s top meeting hotels from the comfort of your office*. A tutorial/intro video was recorded/included advising visitors of best practices for use.
- Shared a press release spotlighting the team’s efforts to meet the new needs of planners with meeting- focused media. Included was information on virtual 3D site tours, “Mug Moments” and the Asheville Cares Meet Safe Pledge.
- Finalized and accepted delivery of new fact sheets and email marketing strategy and templates for brand refresh.
- Performed an audio interview with the Group Travel Voice targeting the motorcoach market.
- Finalized and launched updated city guide page on CVent for Asheville.
- Sent an email to 391 past connections from IMEX America (since 2020 in-person was cancelled) with open rate of 32 percent and 33 click-throughs.
- Sent an email to 3200 southeast-based clients to promote Asheville’s attractiveness as a regional meeting destination with an open rate of 18 percent and 208 click-throughs.
- Sent a promotional email for Mug Moments to 2847 clients with an open rate of 20 percent and 165 click-throughs.

### **Future Updates:**

- Solidify framework for a new virtual education series called Mug Moments about how meetings are happening safely at Asheville's hotels. Episodes will feature casual and brief conversations with Directors of Sales and be available through GoToWebinar monthly (with the first episode on October 8).
- Establish a framework for updating meeting planners guide, most notable how to accurately display meeting room schematics.
- Craft next iteration of destination virtual tour to launch in November (replacing FAM).
- Finalize destination virtual tour targeting group tour / adventure operators.
- Attend virtual trade shows as assigned.

## **COMMUNITY ENGAGEMENT (FORMERLY PUBLIC AFFAIRS) – Pat Kappes & Team**

### **Project Updates:**

- In September, 48 partner records were updated – 20 attractions & retail, 9 lodging, 13 food & drink, and 6 venue/wedding services. There were 152 events processed for the calendar.
- Seven new partners were added in September: The Regeneration Station, Fairfield Inn and Suites Asheville Weaverville, Rising Fern Events, Asheville Luxury Elopement Company, Ice Mill Ice Sculptures and Cocktail Ice, The Clean Plate, and Nick Levine Photography.
- Partner accounts cancelled due to permanent business closures are as follows: Creative Mountain Food Tours, Golden Fleece, Asheville Barn Weddings, Aux Bar, Button and Co. Bagels, Save Me The Waltz, Burgerworx South and C&Co Biltmore Village.
- Two partner webinars were hosted in September: "5-Step Action Plan for How to Handle Anti-Mask Guests" presented by NCRLA's legal partner on September 2 with 185 registrants and "Maximizing Your Digital Brand on Google" presented by 360i on September 23 with 111 registrants.
- Pat is managing a process for updating the content on all kiosks throughout the county which have not been refreshed since original installation 10+ years ago.
- Final TPDF disbursements were processed for the City of Asheville Harrah's Cherokee Center and the Asheville Art Museum.
- The new Wayfinding inter-district signage system designed for the River Arts District was installed and includes vehicular, pedestrian, gateway, kiosks, and a landmark.
- Pat met with City staff to discuss a future request for assistance in parking signage for public lots in West Asheville in support of the West Asheville Business Association.
- Pat was invited to participate in the Biltmore Ave Corridor Study Steering Committee and attended the first meeting.
- Pat continues to seek support in the research phase of the African American Heritage Trail project including reviewing options for partnering with UNC Asheville.
- In support of Buncombe County's effort to encourage the use of masks and the 3 W's, staff coordinated the commission of a custom graphic by a local artist to be used in public spaces including window clings, sidewalk decals, pole banners, and other signage. We worked with the Asheville Area Arts Council and the Asheville Art Museum to help us identify a local artist and select a design. The collateral will be produced and distributed in the community in the coming weeks.

### **Future Updates:**

- Partner virtual events and webinars are in development including the BCTDA Annual Meeting on October 7, and a follow up Sales, Marketing & Community Engagement Update on October 20.

- Pat and the members of the Community Engagement team are pursuing professional development in equity, diversity, and inclusion, and have enrolled in coursework at the Lenoir-Rhyne Equity & Diversity Institute.
- Robert Stevenson of Homeward Bound, the City's liaison contracted to connect people in the community with resources, will meet with CVB staff to share insights on his work, and Pat will coordinate a convening of tourism partner organizations to learn more about current homelessness-related issues in the community and provide Mr. Stevenson with direct feedback from businesses.

## **PUBLIC INFORMATION – Kathi Petersen**

### **Project Updates:**

- Managed all aspects of the FY 2019-20 BCTDA Annual Report including: planning; developing, writing, and editing content; working with the designer on layout; copyfitting, proofs; and final publication.
- Continued training on and development of plans for the partner/community e-newsletter using a new platform, Act-On. Wrote copy for partner newsletters and e-alerts – in total, 5 were sent out in September.
- Made numerous updates to the industry website to include information on new public health orders from Gov. Cooper; also developed other additional new content for AshevilleCVB.com.
- Widely publicized and helped coordinate a partner webinar on handling anti-mask customers; followed up with various media outlets and developed post-publicity on AshevilleCVB.com and on industry social media.
- Provided in-person, one-on-one, tours to six final candidates for the position of new Explore Asheville President & CEO.
- With other Explore Asheville team members, wrote a draft press release announcing the relocation of the tournament to Asheville; disseminated to local media and assisted reporters as requested. Publicized tournament on industry website and social media; also conducted research on potential sponsors.
- Included publicity for 2020 BCTDA Annual Meeting.
- Participated in a business community call with the Asheville Police Department related to downtown protests and keeping industry partners appropriately informed about recommended actions and precautions.
- With other Explore Asheville team members, participated in the “virtual” Chamber Challenge 5K race, then publicized afterward on industry social media.

### **Future Updates:**

- The new Act-On platform for partner/community e-newsletters originally scheduled for implementation in September is expected to be operational by the end of October, with Kathi managing all aspects of content and production/publication.
- Continued support of the BCTDA in announcing and preparing for the new President & CEO, including responding to media requests.

## **EXECUTIVE OFFICE – Glenn Cox, Jennifer Kass-Green and Jonna Sampson**

### **Project Updates:**

- At the September 30 meeting of the Buncombe County Tourism Development Authority, Brenda Durden was welcomed as a new board member appointed by the Buncombe County Commissioners, and the reappointment of Andrew Celwyn to a second term by Asheville

City Council was announced. The board acted to automatically approve all COVID-19 related penalties due in March through September 2020, which will be passed along to the Commissioners for further and final consideration.

- Assisted the CEO Search Committee with public meeting notices and coordinated the in-person interview meeting logistics in the Explore Asheville boardroom.
- Completed the onboarding process for the newly hired Community Engagement Specialist.
- Divvied up the Director of Finance job responsibilities as she began a three month leave effective September 30.
- Assisted the Community Engagement department with technical and logistical assistance related to partner engagement events.
- In collaboration with Ms. Tambellini, managed the application process to hire a new Director of Content.
- Met with Geograph to review and discuss the locations for Wayfinding kiosks in the River Arts District.
- Onboarded new Team Member, Nicole Will, into the Workday financial platform; Kathi Petersen into the BCTDA's 401(k) plan; and Dodie Stephens into the BCTDA's medical plan with Aetna.
- Terminated former Director of Content, Ritchie Rozzelle, from Explore Asheville and all benefit providers.

**Future Updates:**

- Prepare for the virtual special BCTDA meeting to hire a new President and CEO scheduled on October 15, and the virtual BCTDA monthly meeting scheduled on October 28, 2020.
- Work with Buncombe County Finance on the annual audit.
- Further assist the CEO Search Committee with CEO hiring logistics as appropriate.
- Continue working through the hiring process for a new Director of Content.

# Destination Performance Report



## Lodging & Visitor Overview - September 2020

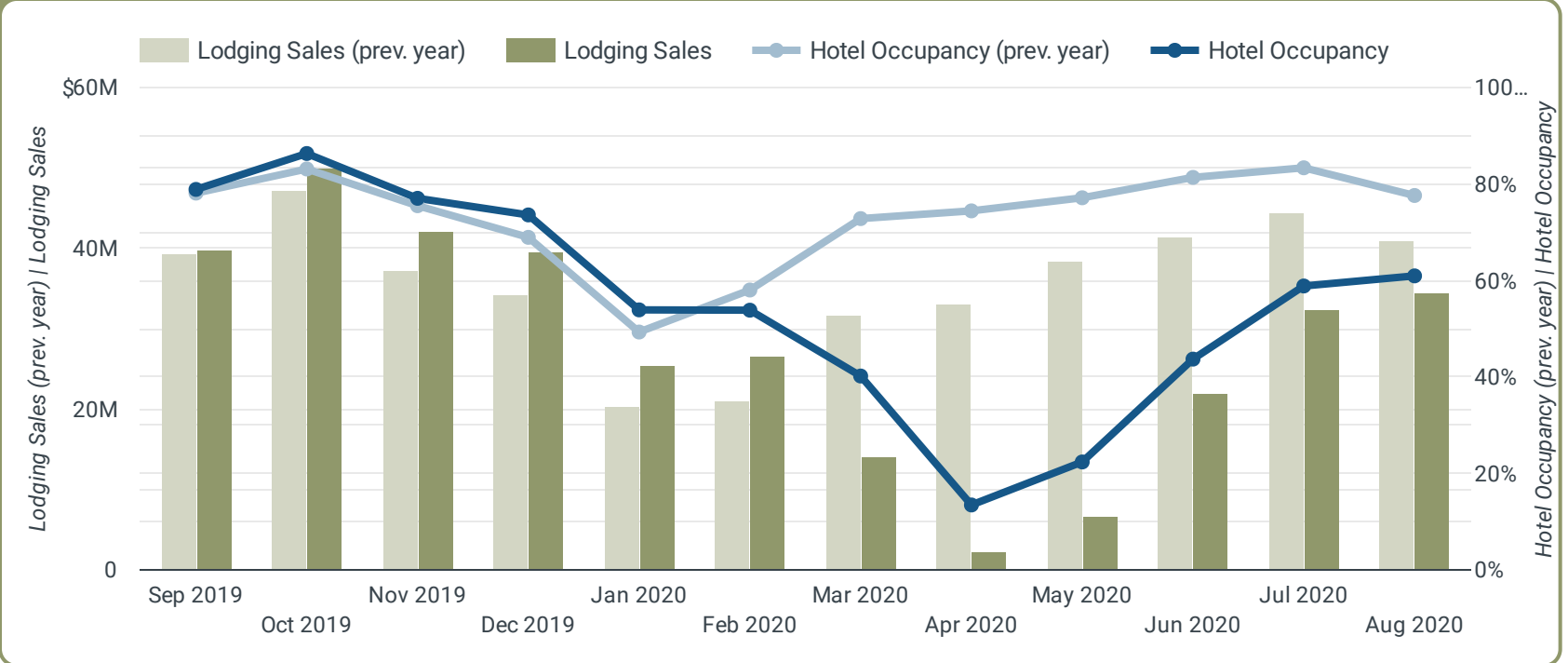
Lodging Sales <b>\$34,409,280</b> (August) <span style="color:red">↓ -16.3%</span>	Hotel Occupancy* <b>61.0%</b> (August) <span style="color:red">↓ -24.0%</span>	Hotel Demand* <b>145,627</b> (August) <span style="color:red">↓ -24.0%</span>	Hotel ADR* <b>\$135.82</b> (August) <span style="color:red">↓ -17.3%</span>	Hotel RevPAR* <b>\$82.79</b> (August) <span style="color:red">↓ -37.1%</span>
Airport Passengers <b>55,005</b> (August) <span style="color:red">↓ -63.8%</span>	Asheville Visitor Center <b>9,087</b> <span style="color:red">↓ -58.0%</span>	Pack Sq Visitor Center <b>0</b> <span style="color:red">↓ -100.0%</span>	Black Mtn Visitor Center <b>3,535</b> <span style="color:green">↑ 47.1%</span>	Travel Guide Requests <b>2,724</b> <span style="color:red">↓ -4.6%</span>

## Lodging & Visitor Overview - Fiscal Year 20-21

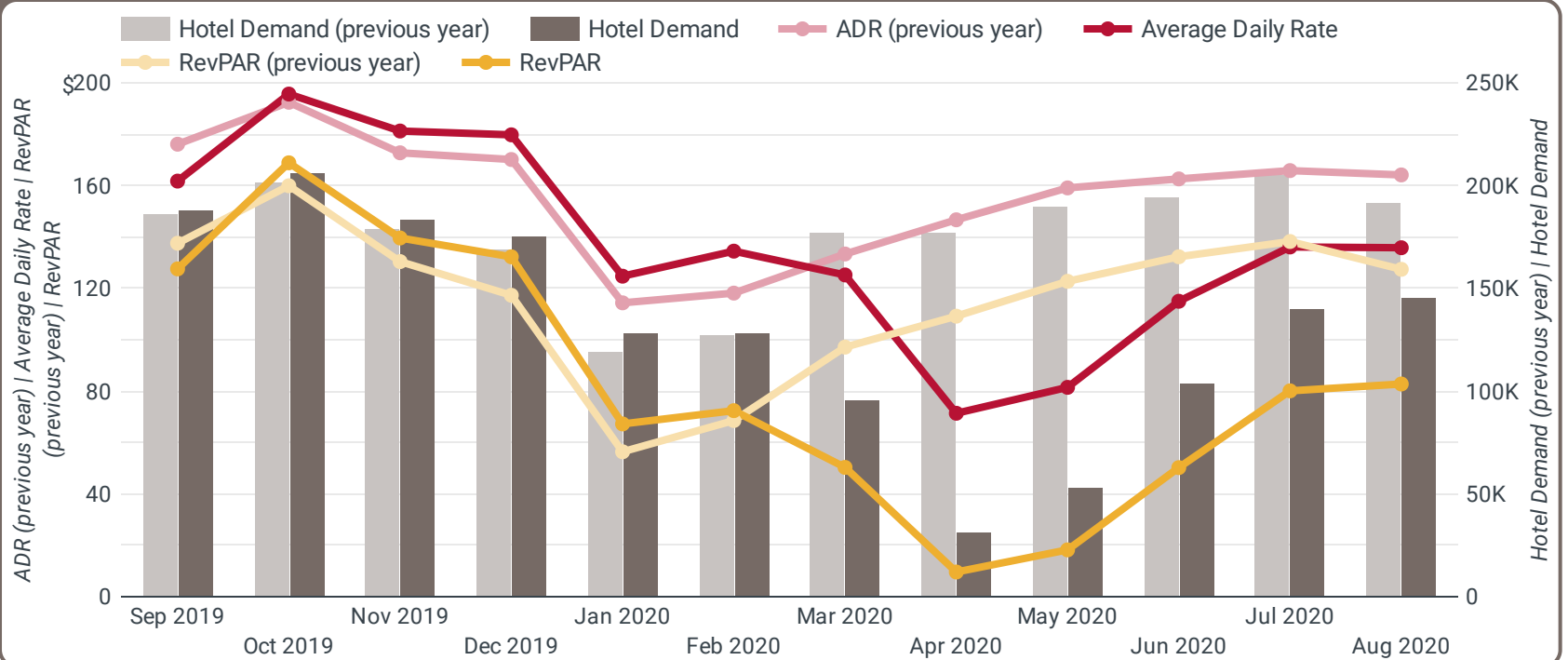
Lodging Sales <b>\$66,941,701</b> <span style="color:red">↓ -21.7%</span>	Hotel Occupancy* <b>59.9%</b> <span style="color:red">↓ -28.0%</span>	Hotel Demand* <b>286,246</b> <span style="color:red">↓ -28.0%</span>	Hotel ADR* <b>\$135.97</b> <span style="color:red">↓ -17.6%</span>	Hotel RevPAR* <b>\$81.45</b> <span style="color:red">↓ -40.7%</span>
Airport Passengers <b>108,314</b> <span style="color:red">↓ -65.7%</span>	Asheville Visitor Center <b>17,995</b> <span style="color:red">↓ -73.2%</span>	Pack Sq Visitor Center <b>0</b> <span style="color:red">↓ -100.0%</span>	Black Mtn Visitor Center <b>8,695</b> <span style="color:green">↑ 2.2%</span>	Travel Guide Requests <b>7,216</b> <span style="color:red">↓ -15.9%</span>

## Lodging Sales and Hotel Occupancy\*

\*Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



## Hotel Demand\*, Average Daily Rate\* and Revenue Per Available Room\*



# Destination Performance Report



## Short Term Rental Data - August 2020

Occupancy	ADR	RevPAR	Demand
75.1%	\$101.09	\$75.93	137,135
↑ 29.7%	↑ 1.6%	↑ 31.8%	↑ 15.2%

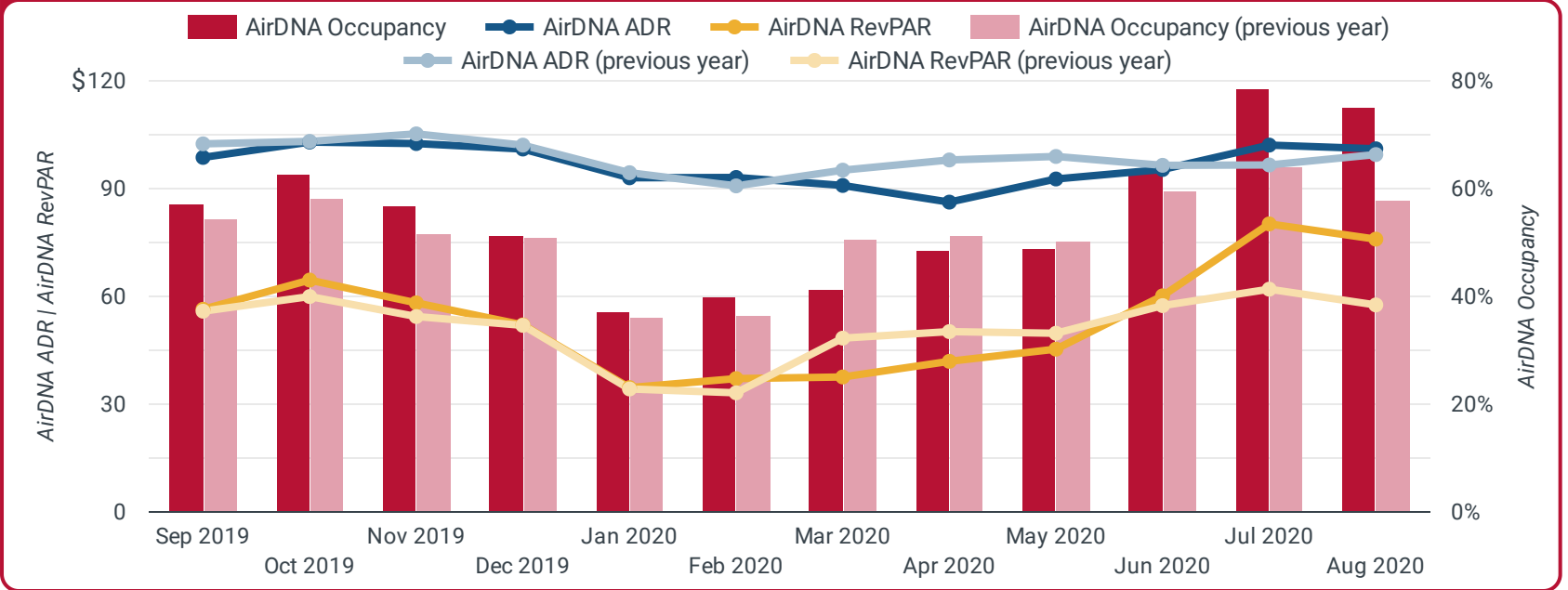
## Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
76.9%	\$101.62	\$78.10	287,430
↑ 25.9%	↑ 3.7%	↑ 30.6%	↑ 14.3%

## AirDNA ADR, RevPAR and Occupancy

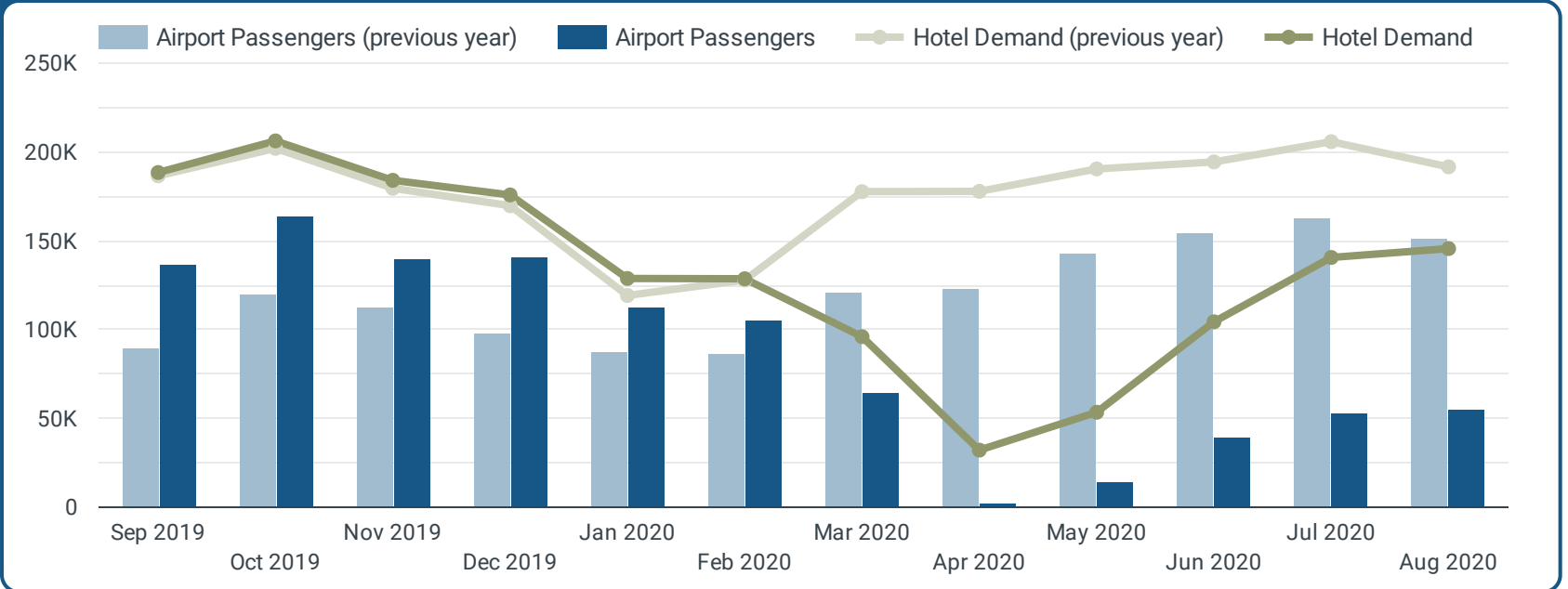
\* Short Term Rental Data Source: AirDNA

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

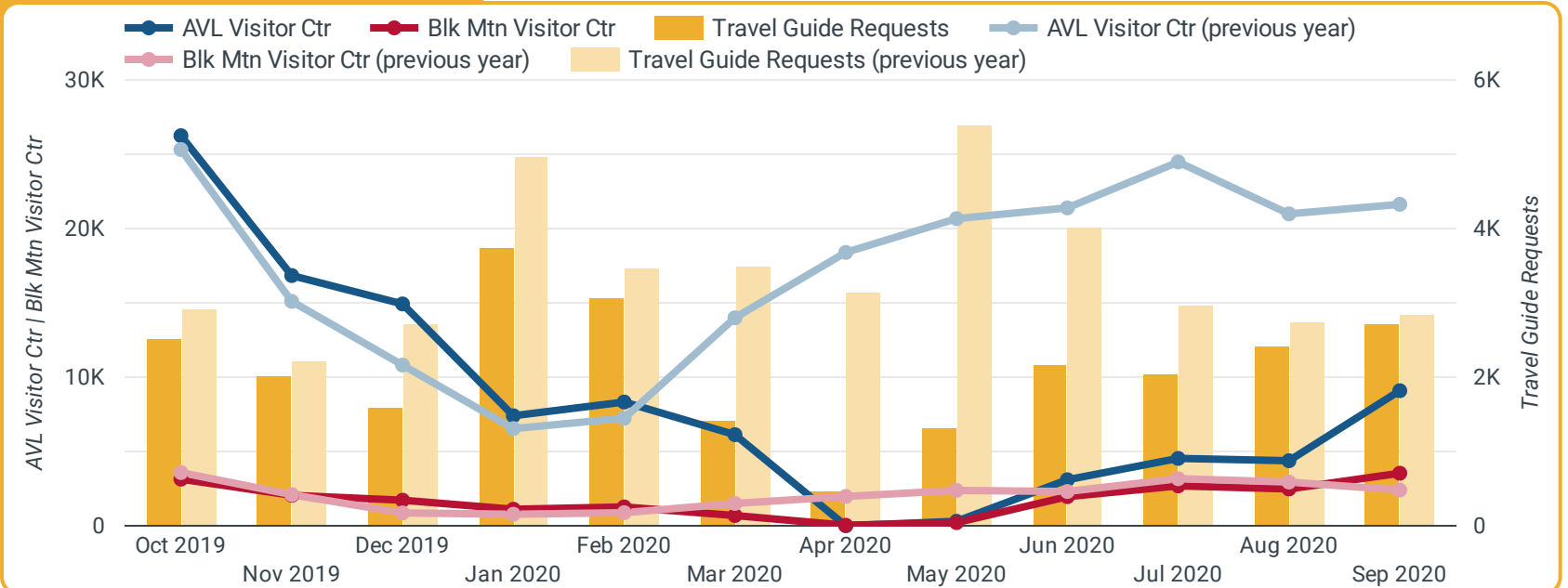


## Airport Passengers vs. Hotel Demand\*

\* Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.



## Visitor Center & Travel Guide



# Sales Department Performance Report



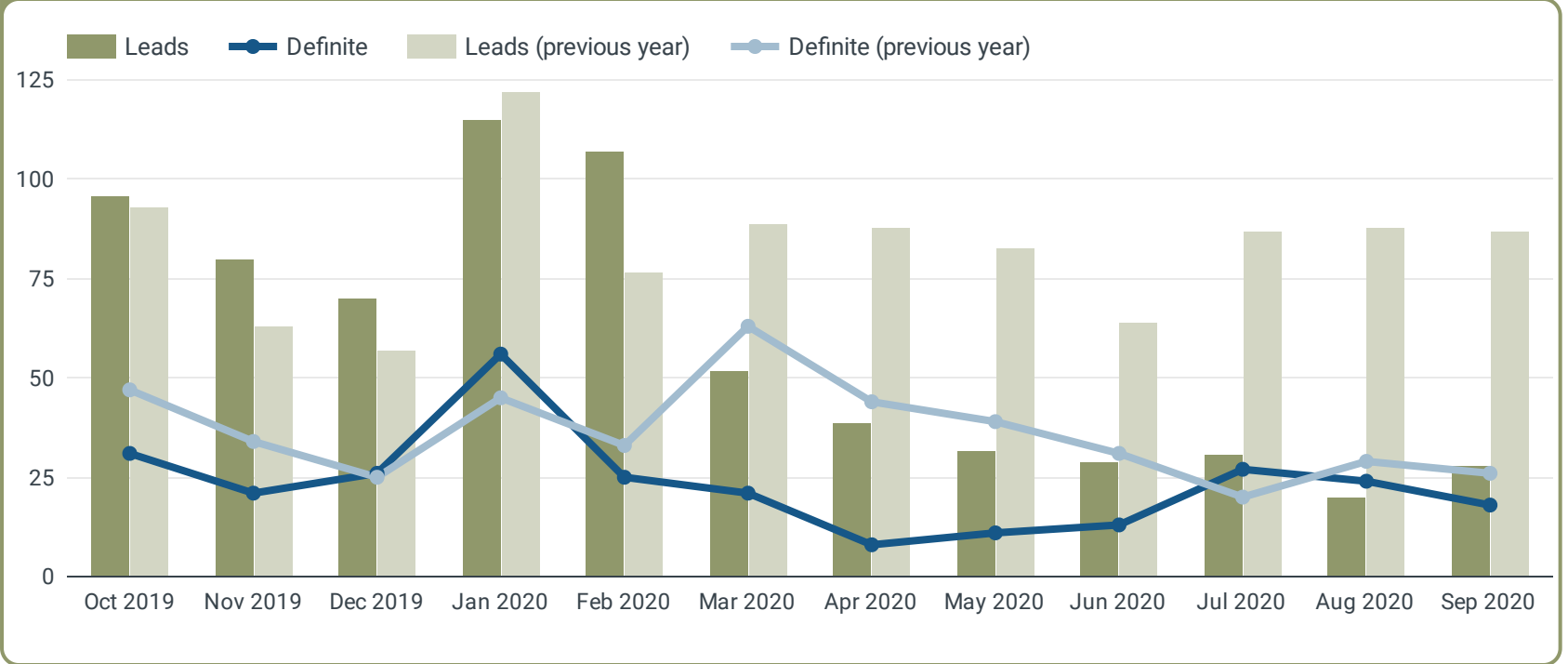
## Sales Leads and Outreach - September 2020

Sales Leads Issued <b>28</b> ↓ -67.8%	Room Nights (Leads) <b>11,144</b> ↓ -17.7%	Leads Turned Definite <b>18</b> ↓ -40.0%	Room Nights (Definite) <b>3,786</b> ↓ -16.8%	Estimated Revenue <b>\$984,785</b> ↓ -14.2%	
P2P Outreach <b>616</b> ↓ -42.0%	Indirect Outreach <b>6,414</b> ↓ -65.6%	Group Events <b>13</b> ↓ -75.0%	Room Nights Generated <b>548</b> ↓ -93.5%	Actualized Revenue <b>\$130,335</b> ↓ -96.0%	Groups Served <b>17</b> ↓ -63.0%

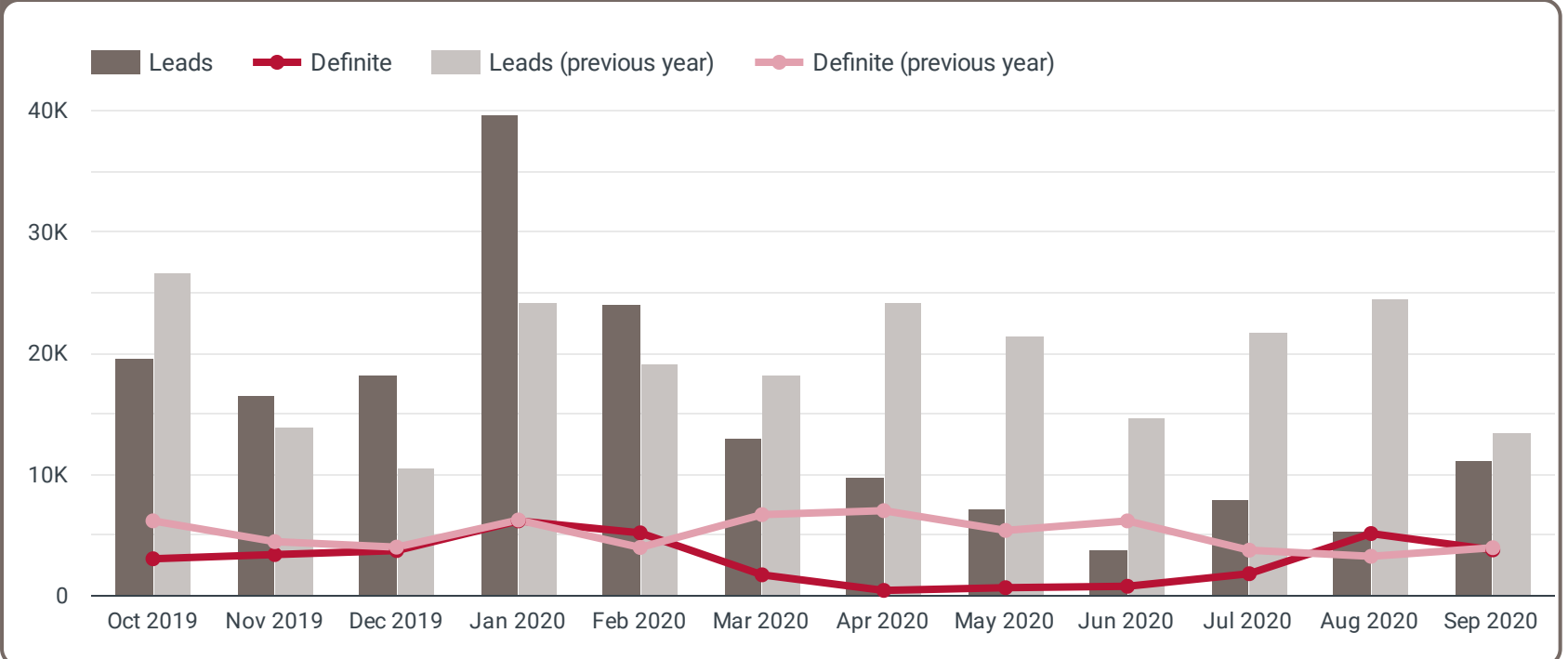
## Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued <b>79</b> ↓ -69.8%	Room Nights (Leads) <b>24,523</b> ↓ -59.0%	Leads Turned Definite <b>79</b> ↓ -1.3%	Room Nights (Definite) <b>11,519</b> ↓ -0.6%	Estimated Total Revenue <b>\$3,369,015</b> ↑ 25.8%	
P2P Outreach <b>2,072</b> ↓ -36.9%	Indirect Outreach <b>21,222</b> ↓ -65.7%	Group Events <b>30</b> ↓ -76.4%	Room Nights Generated <b>1,465</b> ↓ -92.9%	Actualized Revenue <b>\$260,680</b> ↓ -96.3%	Groups Served <b>39</b> ↓ -66.9%

## Sales Leads vs. Definite



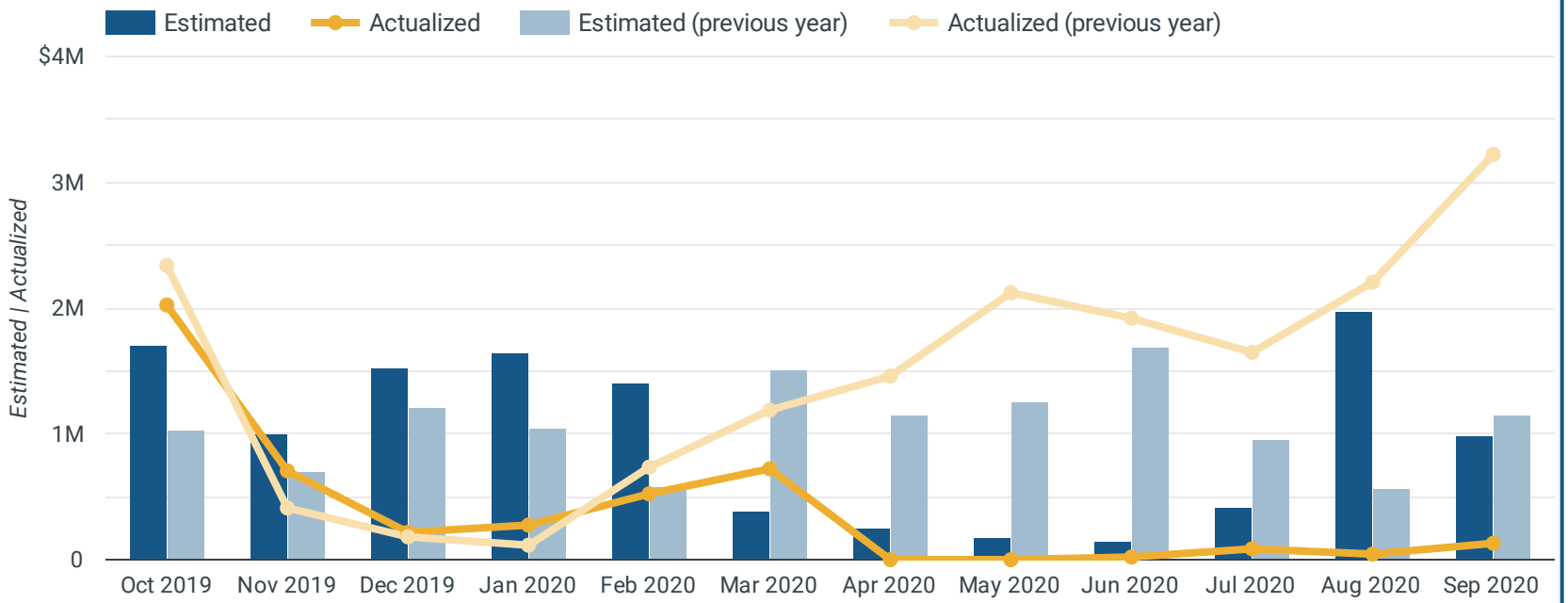
## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report



## Estimated vs. Actualized Revenue



## Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Sep 2020	616	-42.0%	6,414	-65.6%
2.	Aug 2020	646	-44.4%	14,771	-59.3%
3.	Jul 2020	810	-23.6%	37	-99.5%
4.	Jun 2020	471	-50.6%	8,900	-44.1%
5.	May 2020	927	-20.2%	12,458	148.7%
6.	Apr 2020	682	-35.9%	217	-98.2%
7.	Mar 2020	783	-24.9%	26,435	null
8.	Feb 2020	907	-1.3%	5,062	39.4%
9.	Jan 2020	873	-20.6%	13,239	-9.7%

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Sep 2020	13	-75.0%	548	-89.7%
2.	Aug 2020	6	-83.3%	310	-93.6%
3.	Jul 2020	11	-71.8%	497	-87.8%
4.	Jun 2020	0	-100.0%	0	-100.0%
5.	May 2020	0	-100.0%	0	-100.0%
6.	Apr 2020	0	-100.0%	0	-100.0%
7.	Mar 2020	17	-56.4%	3,785	-35.7%
8.	Feb 2020	18	-5.3%	2,383	-27.7%
9.	Jan 2020	11	10.0%	1,572	100.3%



# Marketing Department Performance Report



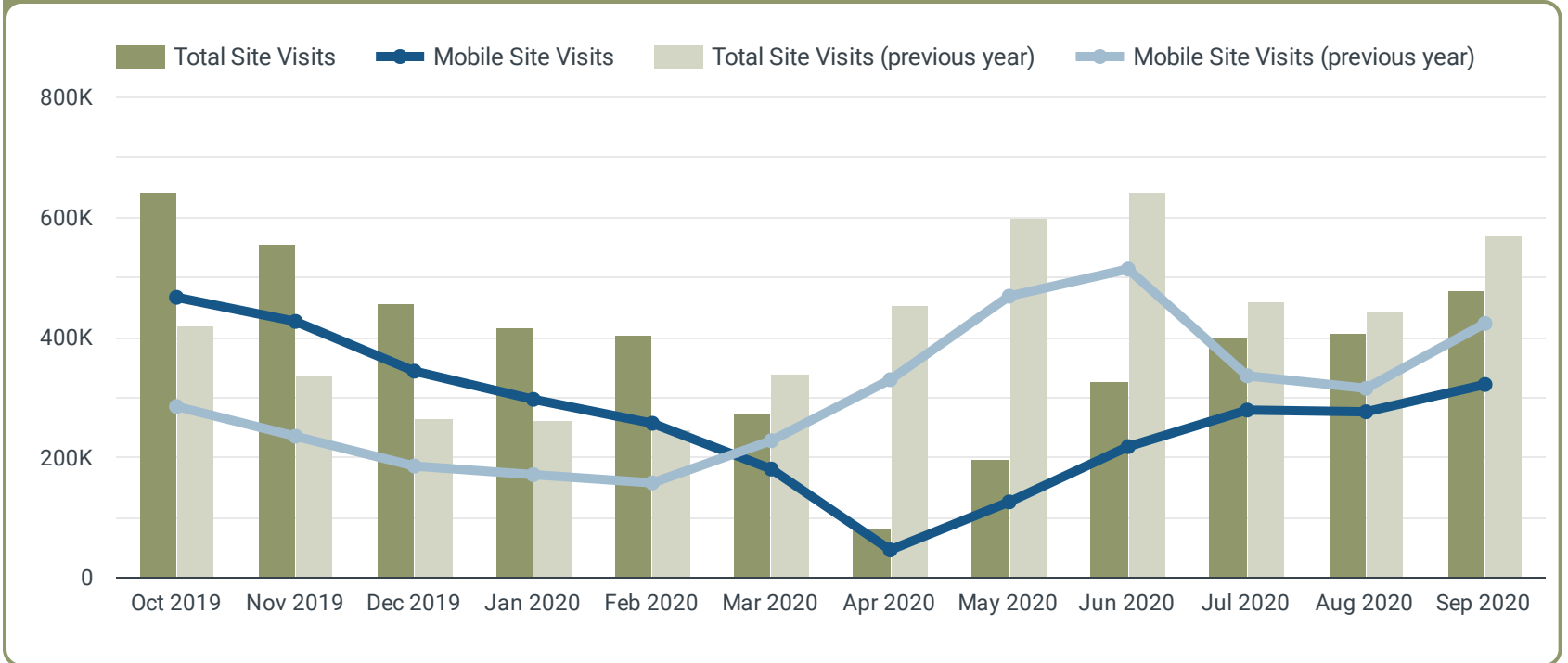
## Marketing Metrics Overview - September 2020

Website Visits <b>472,107</b> ↓ -17.6%	Mobile Site Visits <b>317,251</b> ↓ -25.4%	aRes - Room Nights <b>105</b> ↑ 9.4%	aRes - Room Revenue <b>\$16,777</b> ↓ -7.6%	Total Facebook Fans <b>297,968</b> ↑ 1.7%
PR Publicity Value <b>\$2,353,191</b> ↑ 5.4%	PR Estimated Impressions <b>1,182,537,793</b> ↑ 602.7%	Significant Placements <b>43</b> ↑ 13.2%	Media Touchpoints <b>52</b> 0.0%	Video Views <b>42,161</b> ↓ -43.4%

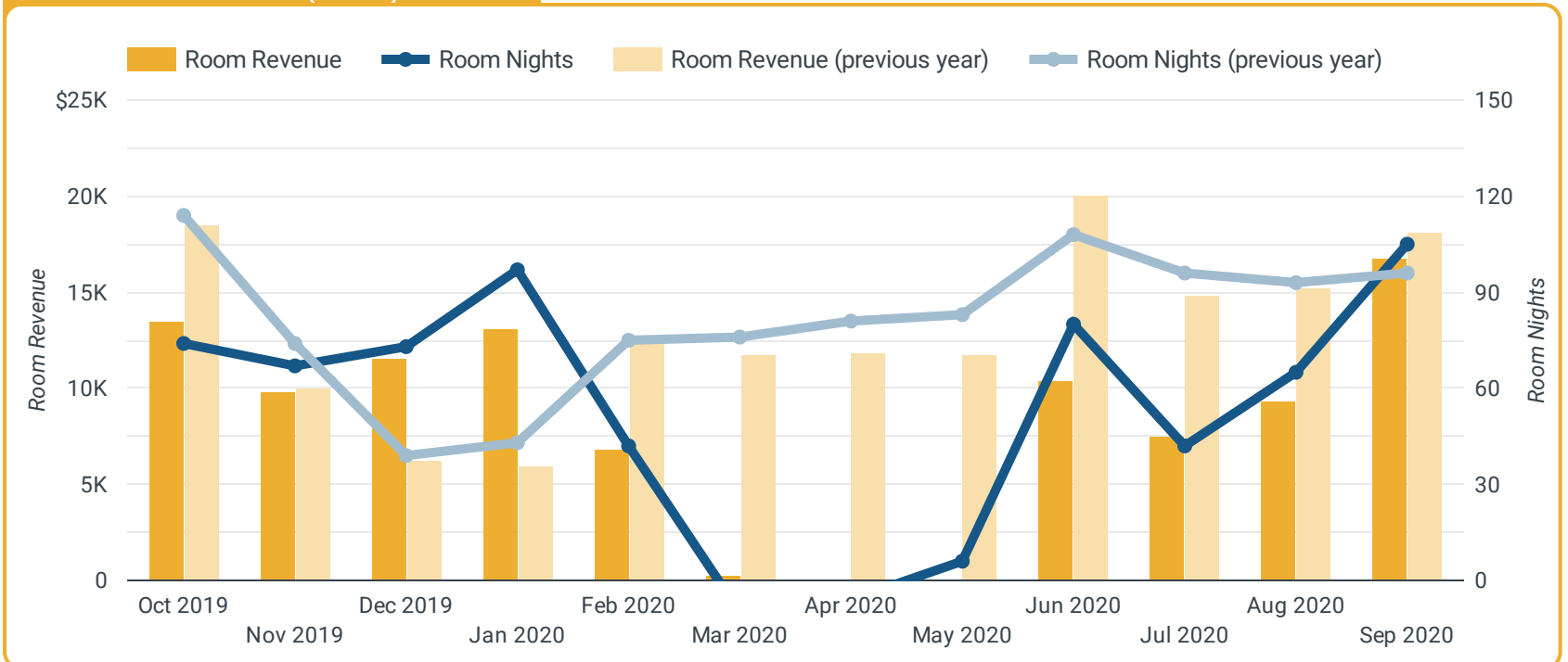
## Marketing Metrics Overview - Fiscal Year 20-21

Website Visits <b>1,268,975</b> ↓ -14.3%	Mobile Site Visits <b>863,939</b> ↓ -20.0%	aRes - Room Nights <b>212</b> ↓ -25.6%	aRes - Room Revenue <b>\$33,707</b> ↓ -30.2%	Avg. Total Facebook Fans <b>297,933</b> ↑ 2.1%
PR Publicity Value <b>\$6,914,849</b> ↓ -62.4%	PR Estimated Impressions <b>2,803,891,750</b> ↑ 626.5%	Significant Placements <b>117</b> ↑ 11.4%	Media Touchpoints <b>125</b> ↓ -26.5%	Video Views <b>156,118</b> ↓ -6.4%

## ExploreAsheville.com Web Stats



## Online Reservation (aRes) Data



# Marketing Department Performance Report



## Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Sep 2020	\$131,426	-94%	747,759	-90.79%
2.	Aug 2020	\$49,694	-98%	120,399	-97.86%
3.	Jul 2020	\$1,471,138	-89%	1,445,288	-88.54%
4.	Jun 2020	\$710,699	-94%	1,545,709	-77.78%
5.	May 2020	\$1,995,115	377%	3,495,050	280.22%
6.	Apr 2020	\$86,306	-94%	404,247	-90.36%
7.	Mar 2020	\$72,459	-98%	207,322	-94.5%

## Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Sep 2020	\$2,221,765	1,835%	1,181,790,034	602.66%
2.	Aug 2020	\$2,035,067	8,187%	1,084,810,562	1,902.78%
3.	Jul 2020	\$1,005,758	1,694%	534,977,708	228.13%
4.	Jun 2020	\$628,414	416%	334,262,840	92.56%
5.	May 2020	\$461,838	997%	245,658,741	261.11%
6.	Apr 2020	\$1,049,567	1,726%	558,280,440	607.01%
7.	Mar 2020	\$1,109,518	2,004%	590,169,197	318.79%

## Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Sep 2020	52	0.0%	43	13.2%
2.	Aug 2020	48	-34.2%	48	92.0%
3.	Jul 2020	25	-44.4%	26	-38.1%
4.	Jun 2020	46	-33.3%	22	-55.1%
5.	May 2020	18	-65.4%	21	-4.5%
6.	Apr 2020	29	-69.1%	31	6.9%
7.	Mar 2020	72	41.2%	28	3.7%

## Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Sep 2020	297,968	1.7%	42,161	-43.4%
2.	Aug 2020	297,940	2.2%	57,348	33.3%
3.	Jul 2020	297,890	2.5%	56,609	15.0%
4.	Jun 2020	297,718	3.0%	51,333	-33.8%
5.	May 2020	297,395	3.4%	108,434	-65.9%
6.	Apr 2020	297,151	4.0%	112,659	-79.5%
7.	Mar 2020	297,029	4.7%	37,944	-43.3%

# Destination Performance Report - Glossary



## Destination Performance Metrics

**Lodging Sales** - Total lodging sales for all property types reported for the previous month. Data is provided by the Buncombe County Finance Department.

**Hotel Occupancy** - Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research.

**Hotel Average Daily Rate (ADR)** - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

**Hotel Demand** - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

**Hotel Revenue Per Available Room (RevPAR)** - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

**Total Airport Passengers** - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

**Asheville Visitor Center** - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

**Pack Square Park Visitor Center** - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

**Black Mountain Visitor Center** - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

**Travel Guide Requests** - The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

**AirDNA Listing room nights** - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

**AirDNA Occupancy** - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

**AirDNA ADR (Average Daily Rate)** - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights booked in a given month. ADR includes cleaning fees but not other AirDNA service fees or taxes. Data is provided by AirDNA.

**AirDNA RevPAR (Revenue Per Available Room)** - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

## Sales Performance Metrics

**Sales Leads Issued** - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

**Room Nights (Leads)** - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

**Leads Turned Definite** - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

**Room Nights (Definite)** - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

**Estimated Revenue** - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

**P2P Outreach** - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

**Indirect Outreach** - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

**Group Events** - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

**Room Nights Generated** - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

**Actualized Revenue** - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

**Groups Serviced** - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.

## Marketing Performance Metrics

**Website Visits** - Number of monthly website sessions to ExploreAsheville.com. Data is provided by Google Analytics.

**Mobile Site Visits** - Number of monthly website sessions from mobile and tablet devices to ExploreAsheville.com. Data is provided by Google Analytics.

**aRes - Room Nights** - Number of monthly room nights booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data is provided by aRes Travel.

**aRes - Room Revenue** - Total monthly room revenue for rooms booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data excludes cancellations and is provided by aRes Travel.

**Total Facebook Fans** - Total number of Facebook fans for the Visit Asheville Facebook page reported monthly. Data is provided by Facebook.

**PR Publicity Value** – Estimated ad equivalency cost of clips secured across multiple mediums reported for the previous month. Data is provided by Cision.

**PR Estimated Impressions** – The circulation of the publication and the estimated gross impressions for broadcast and digital articles by the placements reported for the previous month. Data is provided by Cision.

**Significant Placements** – Clips from online, print or broadcast media that Explore Asheville had a hand in securing or that feature Asheville predominantly and have a reach of certain threshold. Reported for the previous month. Data is provided by Cision.

**Media Touchpoints** – Monthly contact that members of the PR team had with various media outlets or journalists. Data is provided by Explore Asheville PR Team.

**Video Views (All Platforms)** - Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Facebook, and Instagram and does not include advertising campaign views.

\* **Source:** STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

\*\* **AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations. During periods of unusually high cancellations, AIRDNA may overestimate room night demand for short term rentals.

## BCTDA

### September 2020 Quick List

- Source: Smith Travel Research, Monthly Report

	September	Running 12 Months
Occupancy	59.6% (-24.4%)	44.8% (-38.4%)
ADR	\$142.81 (-11.7%)	\$150.33 (-15.5%)
RevPAR	\$85.11 (-33.3%)	\$56.95 (-47.9%)
Supply	259,410 (+8.6%)	2,195,598 (+1.5%)
Demand	154,601 (-18.0%)	984,303 (-37.4%)
Revenue	\$22,078,952 (-27.6%)	\$125,047,449 (-47.1%)

### Running 28 Days, Ending October 17, 2020

- Source: Smith Travel Research, Weekly Report

	Weekday	Weekend	Total
Occupancy	63.2% (-18.4%)	89.2% (-3.1%)	70.6% (-13.5%)
ADR	\$134.77 (-14.6%)	\$222.83 (-13.0%)	\$166.54 (-12.1%)
RevPAR	\$85.16(-30.3%)	\$198.68 (-15.7%)	\$117.59 (-24.0%)

### September 2020 AIRDNA

- Source: AIRDNA, Monthly Report

	Hotel Comparable	All Short Term Rentals
Occupancy	74.0% (+15.1%)	76.3% (+28.0%)
ADR	\$137.65 (+12.5%)	\$221.50 (+8.9%)
RevPAR	\$101.85 (+29.4%)	\$157.45 (+28.9%)
Room Nights Booked	25,690 (+5.3%)	124,267 (+9.6%)

**AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations.

**TPDF Funded Projects  
September 2020**

Company/Organization	UPDATED PROJECT NAME TO CORRELATE WITH COUNTY FINANCE DEPT	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Completion Date Required by Contract	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Asheville Art Museum (AAM) <sup>1</sup>	2007 Asheville Art Museum (Museum Expansion)	2007 2009	\$1,000,000 \$500,000	\$1,000,000	\$500,000	September 24, 2014	July 1, 2015	June 2015 (The terms of the contract to commence work have been met.)	Early 2019	August 2018 \$500,000 paid	October 2018 \$500,000 paid	Project is complete, disbursement request in review <sup>1</sup>
Montford Park Players	2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	2012	\$125,000	\$0	\$125,000	December 3, 2012	June 3, 2014	May 2014	December 2019 <sup>2</sup>	upon project commencement	1/2 completed	upon completion
City of Asheville <sup>3</sup>	2014 City of Asheville (Riverfront Destination Development 1.0)	2014 & 2017	\$7,100,000	\$3,300,000	\$3,800,000	Effective January 15, 2015	October 31, 2015	Fall 2015	December 31, 2020	\$650,000 upon completion of Phase I, Disbursement paid August 2018	\$2,650,000 upon completion of Phase II, Disbursement paid September 2019	Balance due upon project completion
Asheville Community Theatre	2016 Asheville Community Theatre (Theatre Expansion & Renovation)	2016	\$1,000,000	\$430,000	\$570,000	Effective January 15, 2017	June 30, 2018	January 2017	November 30, 2021	43% upon completion of Phase I \$430,000 paid in August 2017		Balance upon completion of Phase II
City of Asheville/U.S. Cellular Center <sup>5</sup>	2016 City of Asheville (U.S. Cellular Center Theatre Creation & Meeting Room Conversion)	2016	\$0	\$1,500,000	\$0	Effective January 15, 2017	September 30, 2017	September 2017	January 31, 2020	1/3 complete	2/3 complete	Project is complete, \$1,500,000 paid September 2020
Town of Woodfin & Buncombe County Government	2017 Buncombe County Government (Woodfin Greenway & Blueway)	2017	\$2,250,000	\$0	\$2,250,000	Effective May 1, 2018	January 31, 2018	January 2018	December 31, 2020	\$800,000 upon completion of Phase I	\$1,350,000 upon completion of Phase II	\$100,000 upon completion of Phase III
Buncombe County Recreation Services	2018 Buncombe County Government (Enka Recreation Destination)	2018	\$6,000,000	\$0	\$6,000,000	Effective January 15, 2019	September 1, 2019	September 1, 2019	September 1, 2022	May 2020 disbursement request withdrawn by grantee	2/3 complete	upon completion
YMI Cultural Center (YMICC) <sup>7</sup>	2018 YMICC (YMI Cultural Center Improvements)	2018	\$800,000	\$0	\$800,000	Effective January 15, 2019	April 30, 2019	January 2021	January 31, 2021	1/3 complete <sup>7</sup>	2/3 complete	upon completion
North Carolina Arboretum Society	2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	2018	\$905,000	\$684,180	\$220,820	Effective January 15, 2019	June 1, 2019	June 1, 2019	September 1, 2020 <sup>8</sup>	16.5% upon completion of Phase I, \$149,325 pd in October 2019	59.1% upon completion of Phase II, \$534,855 pd in August 2020	24.4% upon completion of Phase III
River Front Development Group	2018 River Front Development Group (African-American Heritage Museum at Stephens-Lee Community Center)	2018	\$100,000	\$0	\$100,000	Contract in progress, pending MOU						

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

<sup>1</sup> AAM submitted a request to amend the contract to release funds upon opening versus receipt of Certificate of Occupancy. The project completed and opened to the public in November 2019. The BCTDA approved the request on 4/2/2020.

<sup>2</sup> Partial construction postponed until after the 2015 season due to minor delays with engineering drawings and input from City of Asheville Parks and Recreation Department. Update per update John Russell on 7/19/18, additional delays due to permitting issues with Parks & Rec and need for ADA accessible parking.

<sup>3</sup> \$700,000 originally awarded for the French Broad River Greenway West Bank Connector was reallocated to the City of Asheville's Riverfront Destination Development project. Additionally, \$4,600,000 was awarded to the Riverfront Destination Development in the 2017 TPDF cycle.

<sup>4</sup> The City of Asheville provided an updated scope in January 2019 that removed the Beaucatcher Greenway from the project and reduced the grant from \$1 million to \$25,000 for the Amboy Crosswalk. The BCTDA approved the amendment and voted to disburse the \$25,000 as the remaining scope is complete.

<sup>5</sup> The City of Asheville requested a full grant disbursement for the US Cellular Center Theater and Meeting Room Conversion Project which received a Certificate of Occupancy in early 2020 but has been delayed due to a minor punch list item. The BCTDA approved the request at the July 2020 board meeting.

<sup>7</sup> The YMI Cultural Center requested a contract amendment to update the scope to include repair of the roof and elevator shaft as the first step in upgrading the building's roofing system, not to exceed \$10,000, and to add a full building assessment and financial feasibility analysis, not to exceed \$40,000. The BCTDA approved the amendment on 4/2/2020 with funds for each of these items to be disbursed upon receipt

<sup>8</sup> The NC Arboretum submitted a TPDF contract amendment request to extend the completion deadline to September 2020. The BCTDA approved the request at the July 2020 board meeting.

**COMPLETED PROJECTS**

Company/Organization	Project	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Estimated Completion Date	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Asheville Buncombe Sustainable Community Initiatives, Inc. (ABSCI)	Meeting space at the Collider	2014 - 2015	\$300,000	\$300,000	\$0	Effective January 15, 2015	July 1, 2015	Summer 2015	February 2016	n/a	n/a	March 2016 - Total payment \$300,000 pd.
Asheville Buncombe Youth Soccer Association (ABYSA)	JBL Soccer Complex Improvements	2015	\$1,100,000	\$899,522	\$0	Effective January 15, 2016	August 31, 2016	Summer 2016	November 2017	March 2018 - Total pymt \$899,522. pd Costs came in under budget, disbursement request is less than total award		
Asheville Downtown Association	Pack Square Park Canopy	2013	\$50,000	\$50,000	\$0	April 29, 2013	November 2014	July 2013	June 2014	request scheduled for June 2014 (one payment)	N/A	July 2014 - Total payment \$50,000. pd

Asheville Museum of Science (formerly Colburn Earth Science Museum)	Moving Science Education Into the Spotlight	2015	\$400,000	\$400,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	January 2017	Sept 2016 \$133,333 pd	October 2016 \$133,333. pd.	November 2016 \$133,333. pd
Black Mountain College Museum + Arts Center	Black Mountain College Museum + Arts Center on Pack Square	2017	\$200,000	\$200,000	\$0	Effective February 16, 2017	February 1, 2018	January 2018	November 2018	September 2018 - Total Payment \$200,000 paid		
Center for Craft	2018 Center for Craft (National Craft Innovation Hub)	2018	\$975,000	\$975,000	\$0	Effective January 15, 2019	April 1, 2019	April 1, 2019	January 1, 2020	1/3 complete August 2019 \$325,000 pd	2/3 complete October 2019 \$325,000 pd	Final disbursement paid December 2019 \$325,000 pd
City of Asheville	U.S. Cellular Center - Phase I renovations	2010	\$2,000,000	\$2,000,000	\$0	N/A	N/A	N/A	N/A	October 2011 \$1,750,000 pd	November 2012 \$150,000 pd	August 2013 \$100,000 pd
City of Asheville	U.S. Cellular Center - Phase II renovations	2012	\$1,375,000	\$1,375,000	\$0	July 31, 2012	January 31, 2014	April 2013	February 2014	1/3 complete August 2013 \$458,333 pd	2/3 complete	February 2014 \$916,667.67 pd
City of Asheville	U.S. Cellular Center - Phase III renovations	2013	\$800,000	\$800,000	\$0	April 11, 2013	October 11, 2014	Construction began March 2013	February 2014**	1/3 complete \$266,666	2/3 complete	August 2014 \$800,000 pd
City of Asheville <sup>4</sup>	2015 City of Asheville (Riverfront Destination Development 2.0) - Amboy Crosswalk	2015	\$25,000	\$25,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	Done	Disbursement paid in full September 2019		
Enka Center	Ballfields	2014	\$2,000,000	\$2,000,000	\$0	Effective January 15, 2015	September 30, 2016	Fall 2016	June 30, 2018	January 2018 pd. \$666,667.	June 2018 pd. \$666,667.	Final disbursement paid August 2018
Friends of the Western North Carolina Nature Center	2015 Friends of the WNC Nature Center (WNC Nature Center Front Entrance)	2015	\$313,000	\$0	\$313,000	Effective January 15, 2016	February 28, 2017	February 2017	December 2018	December 2018 - Total pymt \$313,000. pd		
Highland Brewing Company	Property Development	2014	\$850,000	\$850,000	\$0	Effective January 15, 2015	March 1, 2015	Fall 2014	October 2016 <sup>4</sup>	October 2015 \$283,333. pd	February 2016 \$283,333. pd	July 2016 (3rd payment) \$230,333. pd November 2016 (4th payment) \$53,000 pd
LEAF Community Arts (LEAF)	2018 LEAF Community Arts (LEAF Global Arts Center)	2018	\$705,000	\$705,000	\$0	Effective January 15, 2019	June 30, 2019	June 30, 2019	February 29, 2020	30% upon completion of Phase I \$211,500 pd JAN 2020	March 2020 Total balance \$493,500. pd	
Montreat College	Pulliam Stadium-Phase II	2016	\$350,000	\$350,000	\$0	Effective January 15, 2017	May 31, 2017	February 2017	August 2017	One disbursement upon completion		May 2017
NC Dept. of Ag. & Consumer Services - WNC Farmers Market	2016 NC Dept. of Ag. & Consumer Services (WNC Farmers Market Retail Revitalization)	2016	\$380,000	\$0	\$380,000	Effective January 15, 2017	January 31, 2018	January 2018	March 2019	40% for Phase I Paid January 2019	37% upon completion of Phase II - Paid March 2019	23% upon completion of Phase II - Paid June 2019
Navitat Canopy Tours	New zipline attraction & welcome center	2012	\$500,000	\$500,000	\$0	August 15, 2012	February 15, 2014	July 2013	April 2014	August 2013 - 1st pymt \$68,485.88 pd		June 2014 - Final pymt \$32,884.22 pd
										October 2013 - 2nd pymt \$45,052.10 pd		
										November 2013 - 3rd pymt \$58,198.53 pd		
										December 2013 - 4th pymt \$46,034.30 pd		
										January 2014 - 5th pymt \$58,484.10 pd		
										February 2014 - 6th pymt \$42,345.44 pd		
										March 2014 - 7th pymt \$47,208.15 pd		
										April 2014 - 8th pymt \$54,069.80 pd		
Orange Peel	Renovations/expansion	2009	\$300,000	\$50,000	\$0	N/A	N/A	N/A	N/A	February 2010 \$50,000 pd	Orange Peel submitted bank letter in May 2014 releasing BCTDA as guarantors of the expansion loan.	
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center)	2016	\$700,000	\$700,000	\$0	Effective January 15, 2017	June 2018	Spring 2018	September 2019	1/3 complete, October 2019 \$233,333 pd	2/3 complete, October 2019 \$233,333 pd	Final disbursement April 2020 \$233,333 pd
RiverLink	River Access at Pearson Bridge	2014	\$25,000	\$25,000	\$0	Effective January 15, 2015	June 1, 2015	Spring 2015	August 2015	n/a	n/a	August 2015 - Total payment \$25,000. pd
Smoky Mountain Adventure Center	New adventure center facility	2012	\$100,000	\$100,000	\$0	December 12, 2012	January 31, 2014	January 31, 2014	Summer/Fall 2015	At project launch December 2014 \$33,333 pd	1/2 complete February 2015 \$33,333 pd	Project completed December 2015 \$33,333. pd
UNC Asheville	Lights/Soccer & Baseball fields	2013	\$500,000	\$500,000	\$0	April 10, 2013	October 11, 2014	September 2013	January 2014	October 2013 \$166,498 pd	February 2014 \$166,498.34 pd	June 2014 \$167,003.32 pd
City of Asheville <sup>3</sup> - CANCELLED, Money reallocated to Riverfront Destination Development	French Broad River Greenway West Bank Connector	2016	\$700,000	\$0	\$0	Effective July 15, 2016	December 31, 2017	December 2017	November 2018	1/3 complete	2/3 complete	upon completion