

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

Wednesday, November 17, 2021 | 9:00 a.m.

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

Agenda

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of 10.27.21 Meeting Minutes	Kathleen Mosher
9:07 a.m.	Financial Reports <ul style="list-style-type: none">a. October 2021 Financial Reportsb. Final June 2021 Financial Reportsc. FY 2020-21 Audit Presentation	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent Don Warn Chris Kessler, Principal, State & Local Government Gaby Miller, Engagement Director CliftonLarsonAllen LLP
9:20 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:30 a.m.	Tourism Product Development Fund (TPDF) Update	Pat Kappes
9:50 a.m.	Marketing Update	Marla Tambellini
10:15 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:20 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:25 a.m.	Consideration to Cancel December Board Meeting	Kathleen Mosher
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:45 a.m.	Adjournment	Kathleen Mosher

Save the Date:

[2021 Explore Asheville Holiday Party](#) | Wednesday, December 8 | 4:30 to 6:30 p.m. | Center for Craft

Upcoming BCTDA Meetings:

Wednesday, December 15, 2021 | 9:00 a.m. (subject to cancellation)

Wednesday, January 27, 2022 | 9:00 a.m.

Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

Board Meeting Minutes

Wednesday, October 27, 2021

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Leah Ashburn, Andrew Celwyn, Larry Crosby, Matthew Lehman, Michael Lusick, HP Patel, Scott Patel
- Absent (Voting):** None
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
Buncombe County Commissioner Robert Pressley
- Absent (Ex-Officio):** None
- CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Pat Kappes, Jonna Sampson, Julia Simpson
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette
- Online Attendees:** Sybil Tate, Nathan Pennington; Buncombe County
Tracy Swartout, Blue Ridge Parkway
Carli Adams, Glenn Cox, Hannah Dosa, Connie Holliday, Jennifer Kass-Green, Khal Khoury, Sarah Lowery, Holly Oakley, Kathi Petersen, Michael Poandl, Charlie Reed, Dodie Stephens; Explore Asheville Staff
Jane Anderson, Asheville Independent Restaurant Association
Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce
Madison Davis, Asheville Buncombe Regional Sports Commission
Lew Bleiweis, Greater Asheville Regional Airport Authority
Timothy Love, Buncombe County
Meghan Rogers, Asheville Downtown Association
Chip Craig, Greybeard Rentals
Jim Muth, John Ellis; Past BCTDA Board Members
Robert Michel, Asheville Homestay Network
Ruth Summers, Grove Arcade Public Market Foundation
Peter Pollay, Mandara Hospitality
Mark Barrett, Freelance Reporter
Joel Burgess, Asheville Citizen-Times
Brooke Randle, Mountain Xpress
Derek Bryant, Lauren Brigman, WLOS News 13
Sunshine Request

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

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- HP Patel and Sagar “Scott” Patel were welcomed as new board members.
- Minutes from the September 29, 2021, BCTDA meeting were approved with a 9-0 vote.
- The September 2021 financial statements were reviewed and approved with a 9-0 vote.
- With a 9-0 vote, the board approved the Festivals and Cultural Events review committee’s recommendation to provide funding support for 26 events in 2022, totaling \$110,000.
- Ms. Isley shared her President & CEO’s report.
- Sybil Tate and Nathan Pennington shared an overview, timeline, and process to develop Buncombe County’s Comprehensive Plan.
- Blue Ridge Parkway Superintendent Tracy Swartout shared a parkway update.
- Ms. Tambellini and Ms. Kappes shared an Encourage Safe & Responsible Travel update.
- Buncombe County Commissioner Robert Pressley provide a county-related update.
- There were no emailed public comments, nor requests to speak, received for this meeting.
- With a 9-0 vote, the BCTDA meeting adjourned at 10:46 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher called the virtual joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m. She said the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com) and the recording and additional materials will be posted after the meeting.

Board Member Roll Call: Board members responded as Chairwoman Mosher called roll verifying all eleven BCTDA members were virtually in attendance.

Welcome New BCTDA Board Members

Ms. Isley welcomed and introduced two new BCTDA board members that were appointed by the Buncombe County Board of Commissioners earlier this month:

HP Patel, BCA Hotels

Mr. HP Patel was appointed to a three-year term, expiring August 31, 2024, and would subsequently be eligible for reappointment to a second full term. Mr. Patel is the president of BCA Hotels, which owns and operates four hotels in the area, and he is representing a lodging property with 101 or more rooms.

Mr. Patel thanked Ms. Isley and briefly shared his background. He added he is happy to have the opportunity to serve on the board and looks forward to working with everyone.

Sagar “Scott” Patel, Pure Hospitality

Mr. Sagar Patel, who goes by “Scott,” was appointed to a three-year term, expiring August 31, 2024, and would also be eligible for reappointment to a second full term. Mr. Patel is the president of BCA Hotels, operating one hotel in the area, and he is representing a lodging property with 100 rooms or less.

Mr. Patel thanked Ms. Isley and said he is excited to be part of the BCTDA. He shared information about his background and family business.

Approval of Meeting Minutes

Vice Chairwoman Durden made a motion to approve the September 29, 2021, 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.

September 2021 Financial Reports

Mr. Warn reviewed the September 2021 financial reports. There were no questions.

Mr. Celwyn made a motion to approve the September 2021 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.

Mr. Warn said the FY 2020-21 audit is wrapping up and will be presented at the November BCTDA meeting.

Festivals & Cultural Events Funding Recommendations

Ms. Kappes said a grant cycle was just completed for the Festivals & Cultural Events Fund and she presented the review committee's funding recommendations to the board for consideration. She briefly reviewed background information, the process, and the evaluation criteria that was followed leading up to today's recommendations. Highlights included:

- Funding for the program comes from unrestricted, earned revenue collected through advertising sales and lodging reservations booked on ExploreAsheville.com. These funds are not subject to the state-level mandates that apply to occupancy tax.
- The budget allocated to the FY22 Festivals & Cultural Events Support Fund was \$110,000.
- Earned Revenue is also used for a program to provide Sponsorship funding at the discretion of the CEO and that FY22 budget totals \$50,000.
- The Festivals & Cultural Events Support Fund grant program launched in 2016 and was designed to provide financial support for events that serve both the residents of Buncombe County and visitors who travel to the Asheville area. The Fund's primary purposes:
 - To support and preserve the cultural identity within Buncombe County.
 - To stimulate the creation of new, or expansion of existing, festivals and cultural events.
 - To contribute to the financial viability and long-term sustainability of the area's festivals and cultural events.
- Since the inception of the fund, 70+ events have received support totaling over \$580,000.
- Grants range from \$1,000 to \$5,000 and are disbursed following each event.
- Applications were reviewed by a committee and, in addition to meeting eligibility requirements, were assessed using criteria developed to determine the extent of alignment with the BCTDA's strategic pillars. Ms. Kappes shared examples of alignment.
- In the 2021 grant cycle for events taking place in 2022, 33 applications totaling \$161,600 were received, with available funding totaling just \$110,000, making for a competitive cycle.
- Ms. Kappes expressed her gratitude to the members of the review committee, including:
 - Leah Ashburn, BCTDA Board Member/Treasurer of the Nonprofit and Highland Brewing Company, President & CEO/Family Owner
 - Jon Fillman, City of Asheville, Community Event Manager
 - Vic Isley, Explore Asheville, President & CEO
 - Rasheeda McDaniels, Buncombe County, Community Engagement Team
 - Peyton O'Conner, Buncombe County, Parks and Recreation Director

Ms. Kappes presented the committee's recommendations, which included 26 of the 33 submissions that met eligibility requirements and were most closely aligned with the strategic pillars:

	Organization	Event	Amount Requested	Recommended Grant Amount
1	Appalachian Sustainable Agriculture Project (ASAP)	ASAP Farm Tour	\$5,000	\$5,000
2	Asheville Brewers Alliance	AVL Beer Week	\$5,000	\$5,000
3	Asheville Celtic Group	Asheville Celtic Fest	\$5,000	\$5,000
4	Asheville Downtown Association	Downtown After 5	\$5,000	\$5,000
5	Asheville Downtown Association	Asheville Holiday Parade	\$5,000	\$5,000
6	Asheville Fringe Society	The Asheville Fringe Arts Festival	\$5,000	\$5,000
7	Asheville Makers	Asheville Makers Faire	\$2,000	\$2,000
8	Asheville Mardi Gras	Asheville Mardi Gras Parade and Queen's Ball	\$4,000	\$4,000
9	Asheville Quilt Guild	Asheville Quilt Show	\$5,000	\$3,700
10	Asheville Symphony Orchestra	ALT ASO	\$5,000	\$5,000
11	Black Mountain College Museum + Arts Center	{Re}HAPPENING 10	\$3,000	\$3,000
12	Black Mountain Swannanoa Chamber of Commerce	Sourwood Festival	\$5,000	\$5,000
13	Black Wall Street AVL	GRINDfest 2022	\$5,000	\$5,000
14	Blue Ridge Pride Center, Inc.	The Blue Ridge Pride Festival	\$5,000	\$5,000
15	Buncombe County Recreation Services	Lake Julian Festival of Lights	\$5,000	\$5,000
16	Congregation Beth HaTephila	HardLox Jewish Food and Heritage Festival	\$3,600	\$3,600
17	Connect Beyond Festival	Connect Beyond Festival	\$10,000	\$5,000
18	Folk Heritage Committee	(1) Shindig on the Green (2) Mountain Dance and Folk Festival	\$5,000	\$5,000
19	Hola Carolina	Hola Asheville	\$5,000	\$5,000
20	LEAF Global Arts	LEAF Downtown AVL	\$5,000	\$5,000
21	Leicester Artists	Come to Leicester Artists Studio Tour	\$1,000	\$1,000
22	Moog Foundation	Moogmentum: The 15th Anniversary Celebration	\$5,000	\$3,700
23	North Carolina Arboretum	Winter Lights at the North Carolina Arboretum	\$10,000	\$5,000
24	PubCorps	Flacktoberfest 2022	\$5,000	\$1,000
25	Southern Highland Craft Guild	74th Annual Craft Fair of the Southern Highlands	\$5,000	\$5,000
26	Green Built Alliance	CiderFest NC	\$5,000	\$3,000
		TOTAL	\$128,600	\$110,000

Mr. Celwyn thanked Ms. Kappes and the members of the committee for their work in arriving at these recommendations. He then asked that in future cycles, if applicants meet eligibility and pillar alignment requirements, that consideration could also be given to events from organizations with smaller budgets where the BCTDA's investment could make or break having the event, over those from organizations with more financial means and larger budgets. Ms. Ashburn said that is a fair question and she would welcome further conversations about this for future cycles.

Chairwoman Mosher expressed her gratitude to the committee and said these events represent a lot of good things happening in our community.

Mr. Celwyn made a motion to approve the Festivals & Cultural Events committee's recommendation to fund 26 events in 2022 utilizing Earned Revenue for a total of \$110,000 as presented. Ms. Ashburn seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 9-0.

The Explore Asheville team will inform the recipients of the BCTDA's approval and payment will be made upon the successful completion of each event.

President & CEO Report

Industry Metrics

Ms. Isley said the major themes of today's meeting will focus on our strategic imperatives, particularly the second pillar: Encourage Safe & Responsible Travel. In her President & CEO's report, Ms. Isley reviewed recent lodging metrics and provided an overview of the Tourism Product Development Fund's (TPDF) Tourism Management and Investment Plan's (TMIP) process and timeline that was interrupted by the global pandemic. She said staff is currently working with city and county leaders to understand how the influx of Covid relief funds have impacted the priorities identified in the TMIP process and develop a strategic and thoughtful proposal to guide the future of the TPDF, which will be presented to the board before the end of the calendar year.

Other Updates

Ms. Isley concluded her report by noting the CVB Staff Recap, Destination Dashboard, and Quick List are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Buncombe County Comprehensive Plan

Ms. Isley said people have been attracted to this area for generations. She added that given the growth trajectory, Buncombe County has embarked on a [process to develop a comprehensive plan](#) for the future. She introduced Assistant County Manager Sybil Tate and Planning and Development Director Nathan Pennington to share information about the plan and process.

Ms. Tate said developing a comprehensive plan is going to help shape what Buncombe County will look like for our children and grandchildren in the next 10 to 20+ years, noting a youth postcard project is a key component being utilized to help direct the outcome.

Mr. Pennington shared a PowerPoint presentation in which he reviewed some historical information about how Asheville became a national gateway to the mountains and tourism's long history in Buncombe County. He said that with popularity comes challenges, and he highlighted some of those challenges that affect our county related to development, legislation,

infrastructure, a development boom, steep slopes, and, more recently, the influx of Covid refugees.

Mr. Pennington said it's critical to plan for the future, noting that the county is working off a plan from 1998 that was updated in 2013. He noted it's also important to get various strategic plans throughout the community to align and connect with one another. Mr. Pennington concluded his presentation by reviewing the timeline and details related to the planning process, which will include significant public input and should ultimately result in the adoption of the Buncombe County Comprehensive Plan in the spring of 2023.

Ms. Isley thanked Ms. Tate and Mr. Pennington for sharing the process and timeline, adding it's important to have a roadmap such as this for future growth. She looks forward to the BCTDA being involved in planning for these broader community goals and receiving updates throughout the process.

Blue Ridge Parkway Update

Ms. Isley introduced Tracy Swartout, superintendent of the Blue Ridge Parkway, and shared information about her background. She noted that while the parkway is a regional asset that is enjoyed and promoted, it is also something to protect and support.

Ms. Swartout said the Blue Ridge Parkway is one of over 400 units in the National Park Service and is a 469-mile road through Virginia and North Carolina that connects the Shenandoah and Great Smoky Mountains national parks. She said running a park is like running a municipality or a business and provided a verbal overview of the Blue Ridge Parkway's operations and assets. Ms. Swartout said the BRP goes through 29 counties, has 26 tunnels, 180 bridges, 360+ miles of trails, 10 campgrounds, over 14,000 signs, 380 overlooks, 20 cultural landscapes, 900 designated vistas, and 500+ buildings, all mostly oriented around 15 developed areas.

Ms. Swartout said the BRP is always the most- or second-most visited park unit each year, and she shared maintenance costs, visitation numbers, and the economic impact to communities along the corridor. She emphasized the importance of protecting the parkway and surrounding views, recognizing the full-time, part-time, and seasonal employees, 1,300 volunteers, and regional partnerships that help keep it operational. Ms. Swartout then shared challenges and the need to inspire better stewardship and provide more education on how people can recreate responsibly. She expressed gratitude for support from the BCTDA and surrounding counties and shared ways to invest in the Blue Ridge Parkway to enhance everyone's experiences, on and off the road, and to preserve it for years to come.

Chairwoman Mosher thanked Ms. Swartout for providing an overview of the Blue Ridge Parkway's operations, including its challenges and opportunities, and said she looks forward to the BCTDA's and BRP's continued partnership.

Encourage Safe & Responsible Travel Update

Ms. Tambellini shared a PowerPoint presentation highlighting Explore Asheville's efforts as they relate to the Encourage Safe & Responsible Travel strategic pillar. She spoke about the Park2Park Venturing Out series partnership with Outside TV, and a collaboration with Matador to develop custom content sharing outdoor photography tips while leaving only footprints.

Ms. Tambellini spoke about messaging, targeting audiences with responsible traveler characteristics, and a collaborative partnership with Visit NC, Leave No Trace, and the EDPNC.

She shared examples of the Leave No Trace assets on ExploreAsheville.com encouraging responsible principles, social media examples, and the Leave No Trace partner toolkit.

Ms. Tambellini said Asheville is the only East Coast destination that is part of Pledge for the Wild, an initiative of mountain towns that are committed to protecting sacred and wild places, with a philanthropic component. Asheville is directing donations from its efforts to the Blue Ridge Parkway Foundation.

Ms. Tambellini said Explore Asheville is an official sponsor of the upcoming Asheville Championship basketball tournament, and part of the agreement includes giveaways of kayaks made by local manufacturer, Liquidlogic, that will integrate with Pledge for the Wild. She noted this plan will help raise additional donations for the Blue Ridge Parkway Foundation.

Next, Ms. Kappes said that as part of Explore Asheville's partner engagement strategy, events are planned throughout the year to connect partners with resources and networking opportunities that tie into the strategic pillars. She shared examples of two events that focused on the responsible travel pillar, to include a webinar with the keynote speaker from Tourism Cares along with a local partner panel discussion, and a Summer Social event that featured a resource fair highlighting local nonprofit organizations that focus on sustainability.

Ms. Kappes said Explore Asheville has become members of two international organizations focused on sustainability, which helps the team connect with best practices from a destination management perspective. These organizations are Tourism Cares and the Global Sustainable Tourism Council.

Chairwoman Mosher thanked Ms. Tambellini and Ms. Kappes for the presentation, noting she appreciates having an increased understanding of how Explore Asheville is activating the pillars into its program of work.

Asheville City Council Update

Councilmember Kilgore needed to leave the meeting at 10:20 a.m., therefore, an Asheville City Council update was not provided.

Buncombe County Commission Update

Commissioner Pressley welcomed HP Patel and Scott Patel to the BCTDA. He provided an update on county-related business, including the upcoming Asheville Championship basketball tournament, the Buncombe County Sports Park RFP process, community listening sessions, the American Rescue Plan, and the Buncombe County Comprehensive Plan.

Chairwoman Mosher thanked Commissioner Pressley for his report.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Live Public Comments

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

Written Public Comments

Chairwoman Mosher said members of the public were invited to submit comments via email to Reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, October 26, 2021. She reported there were no written public comments received by the deadline.

Adjournment

Vice Chairwoman Durden moved to adjourn the meeting and Mr. Lehman seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0 and the meeting ended at 10:46 a.m. (Ms. Ashburn had exited the meeting at 9:29 a.m. and was not present for the vote.)

The full meeting PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on AshevilleCVB.com.

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

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Funds, Budget and Actual

October 31, 2021

	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	\$ 20,369,690	\$ 2,282,494	\$ 7,417,651	\$ 12,952,039	36.4%	\$ 4,565,021	62.5%
Investment income	-	144	308	(308)	-	66	364.4%
Other income	-	20,024	20,024	(20,024)	-	-	-
Earned revenue	150,000	-	29,998	120,002	20.0%	68,464	-56.2%
Total revenues	20,519,690	2,302,662	7,467,981	13,051,709	36.4%	4,633,551	61.2%
Expenditures:							
Salaries and Benefits	2,889,976	184,135	723,697	2,166,279	25.0%	612,223	18.2%
Sales	1,236,063	25,003	168,878	1,067,185	13.7%	193,742	-12.8%
Marketing	15,321,893	1,247,436	2,436,829	12,885,064	15.9%	980,412	148.6%
Community Engagement	123,178	1,261	18,337	104,841	14.9%	14,982	22.4%
Administration & Facilities	798,580	41,863	221,960	576,621	27.8%	218,315	1.7%
Events/Festivals/Sponsorships	200,564	7,000	13,000	187,564	6.5%	(163)	-8076.9%
Total expenditures	20,570,254	1,506,698	3,582,701	16,987,553	17.4%	2,019,512	77.4%
Revenues over (under) expenditures	(50,564)	795,963	3,885,280			\$ 2,614,039	48.6%
Other Financing Sources:							
Carried over earned income	50,564	-	-				
Total other financing sources	50,564	-	-				
Net change in fund balance	\$ -	\$ 795,963	3,885,280				
Fund balance, beginning of year			19,776,549				
Fund balance, end of month			\$ 23,661,829				

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

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

October 31, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	-	2,329,272	-	-	6,894,292	-	-	\$ 776,424	-	-	2,298,097	-
November	-	1,557,487	-	-	8,451,779	-	-	\$ 519,162	-	-	2,817,260	-
December	-	1,517,197	-	-	9,968,976	-	-	\$ 505,732	-	-	3,322,992	-
January	-	1,095,262	-	-	11,064,238	-	-	\$ 365,087	-	-	3,688,079	-
February	-	1,044,459	-	-	12,108,697	-	-	\$ 348,153	-	-	4,036,232	-
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$ 7,417,651</u>	<u>\$ 20,125,048</u>		<u>\$ 7,417,651</u>	<u>\$ 20,125,048</u>		<u>\$2,472,550</u>	<u>\$6,708,349</u>		<u>\$2,472,550</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

October 31, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 25,699,507	\$ (7,339,507)	140.0%
Investment Income	-	1,232,199	(1,232,199)	0.0%
Total revenues	<u>18,360,000</u>	<u>26,931,706</u>	<u>(8,571,706)</u>	<u>146.7%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	18,141	481,859	3.6%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,636,004</u>	<u>10,283,996</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>1,778</u>	<u>438,222</u>	<u>0.4%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,637,782</u>	<u>\$ 10,722,218</u>	<u>41.6%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 19,293,924		
Less: Liabilities/Outstanding Grants		(10,283,996)		
Less: Unspent Admin Budget (Current Year)		(438,222)		
Current Product Development Amount Available		<u>\$ 8,571,706</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

October 31, 2021

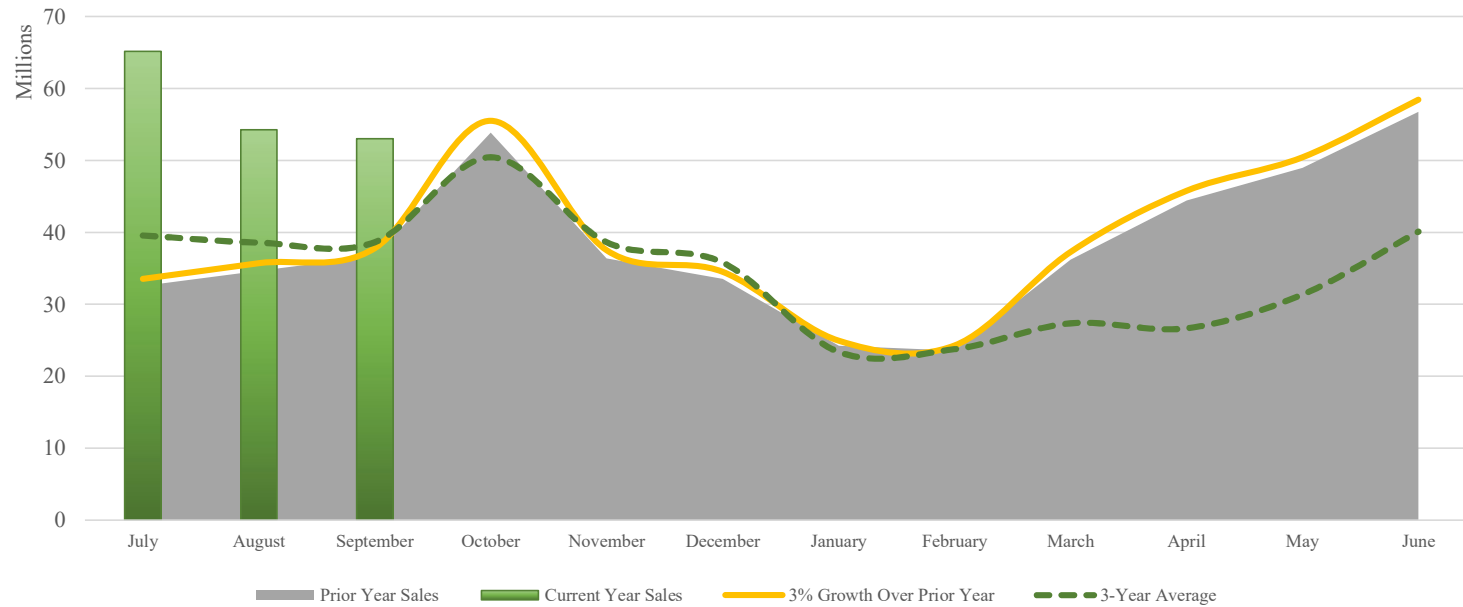
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 23,722,180	\$ 19,293,924	\$ 43,016,104
Receivables	-	-	-
Total current assets	<u>\$ 23,722,180</u>	<u>\$ 19,293,924</u>	<u>43,016,104</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 30,251	\$ -	\$ 30,251
Future events payable	30,100	\$ 10,283,996	\$ 10,314,096
Total current liabilities	<u>60,351</u>	<u>\$ 10,283,996</u>	<u>\$ 10,344,347</u>
Fund Balances:			-
Restricted for product development fund	-	9,009,928	9,009,928
Committed for event support program	109,289	-	109,289
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	11,738,121	-	11,738,121
Total fund balances	<u>23,661,829</u>	<u>9,009,928</u>	<u>32,671,757</u>
 Total liabilities and fund balances	<u>\$ 23,722,180</u>	<u>\$ 19,293,924</u>	<u>\$ 43,016,104</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

October 31, 2021



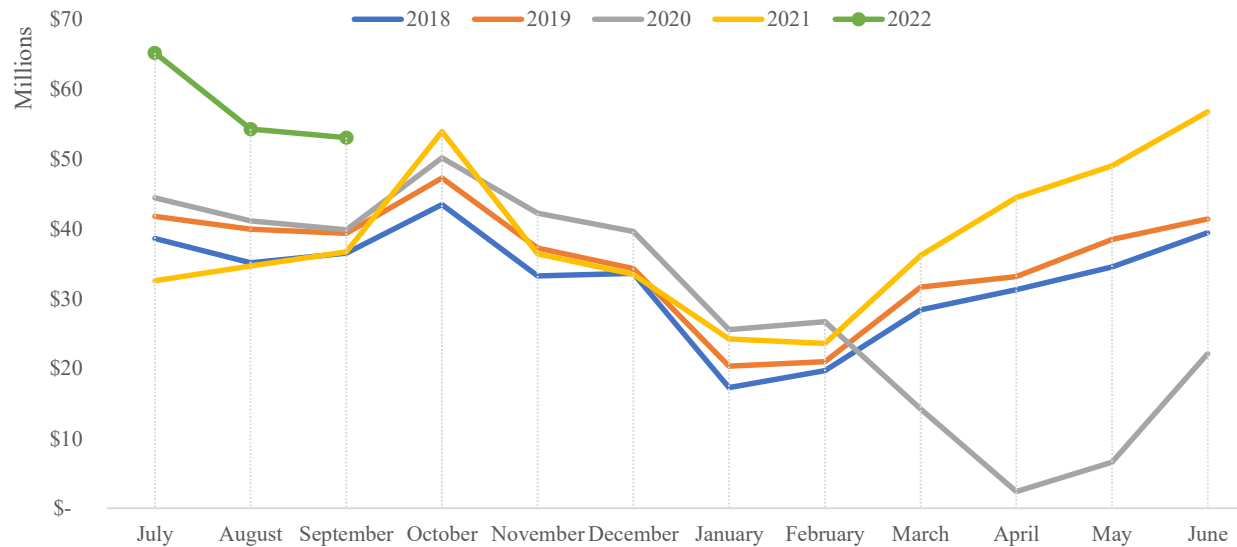
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 65,161,963	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,266,873	34,663,339	57%	78%	35,703,239	38,564,848
September	53,014,937	36,683,164	45%	66%	37,783,659	38,626,462
October	-	53,870,769	-	-	55,486,892	50,430,547
November	-	36,407,948	-	-	37,500,187	38,612,899
December	-	33,504,228	-	-	34,509,355	35,790,730
January	-	24,212,981	-	-	24,939,371	23,373,837
February	-	23,577,105	-	-	24,284,418	23,752,913
March	-	36,200,146	-	-	37,286,151	27,348,756
April	-	44,431,592	-	-	45,764,539	26,658,362
May	-	48,976,074	-	-	50,445,357	31,354,946
June	-	56,741,082	-	-	58,443,315	40,087,708
Total revenues	<u>\$172,443,774</u>	<u>\$ 461,815,541</u>			<u>\$475,670,007</u>	<u>\$414,157,791</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

October 31, 2021



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 65,161,963
August	35,118,463	39,917,550	41,113,655	34,663,339	54,266,873
September	36,475,819	39,327,048	39,869,174	36,683,164	53,014,937
October	43,473,922	47,272,253	50,148,618	53,870,769	-
November	33,231,722	37,240,595	42,190,154	36,407,948	-
December	33,597,999	34,272,393	39,595,569	33,504,228	-
January	17,286,992	20,347,077	25,561,453	24,212,981	-
February	19,676,430	20,985,316	26,696,319	23,577,105	-
March	28,406,443	31,638,002	14,208,120	36,200,146	-
April	31,240,963	33,141,034	2,402,461	44,431,592	-
May	34,544,014	38,464,222	6,624,541	48,976,074	-
June	39,441,126	41,413,202	22,108,839	56,741,082	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 461,815,541	\$ 172,443,774

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

October 31, 2021

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 40,213,765	\$ 19,132,318	110.2%	110.2%	\$ 23,274,029	\$ 12,282,646	89.5%	89.5%	\$ 1,674,168	\$ 1,132,148	47.9%	47.9%	\$ 65,161,963	\$ 32,547,111	100.2%	100.2%
August	33,288,678	19,815,648	68.0%	88.7%	19,568,775	13,723,974	42.6%	64.7%	1,409,421	1,123,717	25.4%	36.7%	54,266,873	34,663,339	56.6%	77.7%
September	33,322,231	22,012,507	51.4%	75.2%	18,253,563	13,374,865	36.5%	55.1%	1,439,143	1,295,793	11.1%	27.3%	53,014,937	36,683,164	44.5%	66.0%
October	-	36,464,280	-		-	15,478,848	-		-	1,927,642	-		-	53,870,769	-	
November	-	24,630,899	-		-	10,553,316	-		-	1,223,733	-		-	36,407,948	-	
December	-	22,871,661	-		-	9,595,156	-		-	1,037,411	-		-	33,504,228	-	
January	-	12,224,275	-		-	11,501,937	-		-	486,770	-		-	24,212,981	-	
February	-	11,355,395	-		-	11,724,546	-		-	497,164	-		-	23,577,105	-	
March	-	17,985,847	-		-	17,425,713	-		-	788,586	-		-	36,200,146	-	
April	-	25,263,739	-		-	17,989,856	-		-	1,177,997	-		-	44,431,592	-	
May	-	28,820,291	-		-	18,720,234	-		-	1,435,549	-		-	48,976,074	-	
June	-	34,585,868	-		-	20,644,236	-		-	1,510,978	-		-	56,741,082	-	
Total	\$ 106,824,674	\$ 275,162,728			\$ 61,096,368	\$ 173,015,327			\$ 4,522,732	\$ 13,637,487			\$ 172,443,774	\$ 461,815,541		

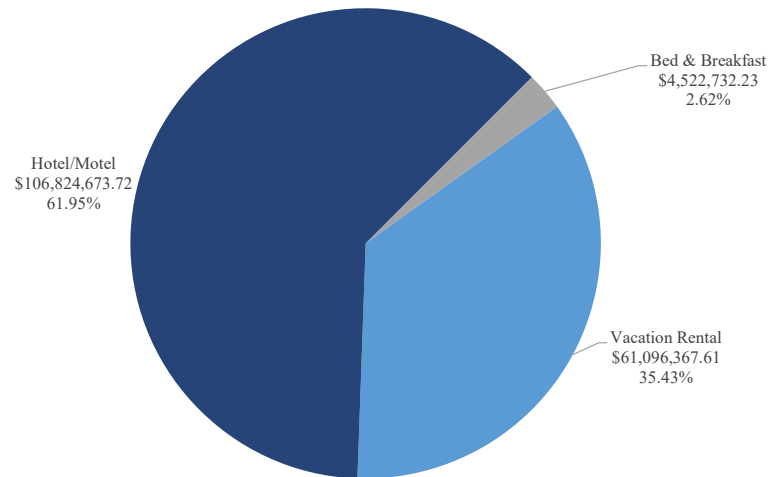
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

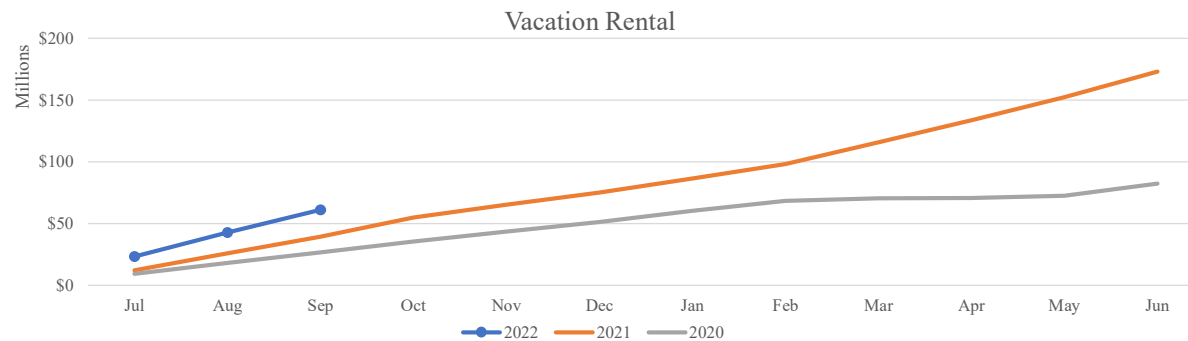
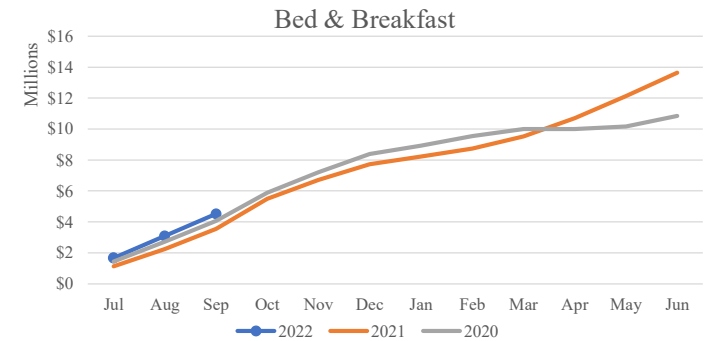
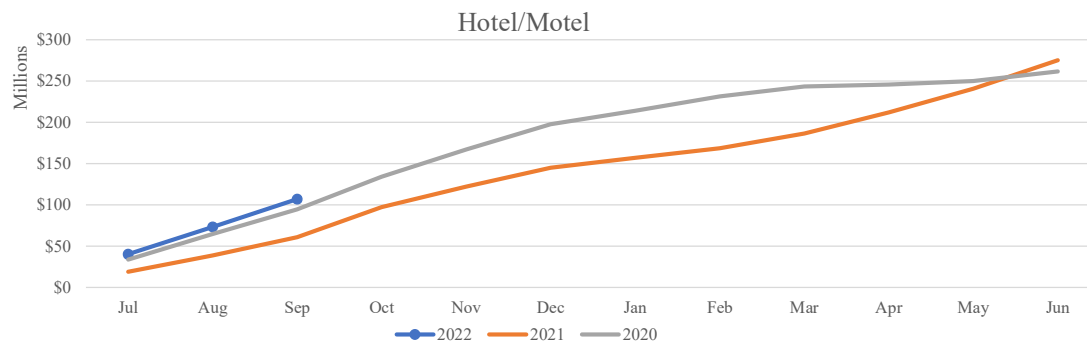
Shown by Month of Sale, Year-to-Date

October 31, 2021

Total Lodging Sales by Type, Year-to-Date



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



BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Fund, Budget and Actual

June 30, 2021

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 11,135,293	\$ 4,558,302	\$ 20,125,048	\$ (8,989,755)	180.7%	\$ 15,352,455	31.1%
Investment income	-	323	646	(646)	-	953	-32.2%
Other income	-	606	36,279	(36,279)	-	8,667	318.6%
Earned revenue	-	27,618	195,846	(195,846)	-	130,506	50.1%
Total revenues	<u>11,135,293</u>	<u>4,586,850</u>	<u>20,357,819</u>	<u>(9,222,526)</u>	<u>182.8%</u>	<u>15,492,581</u>	<u>31.4%</u>
Expenditures:							
Salaries and Benefits	2,460,163	363,254	2,241,471	218,692	91.1%	2,328,609	-3.7%
Sales	881,277	45,606	513,905	367,372	58.3%	670,944	-23.4%
Marketing	11,390,551	5,964,684	9,530,222	1,860,329	83.7%	8,862,855	7.5%
Community Engagement	80,519	5,016	40,130	40,389	49.8%	21,270	88.7%
Administration & Facilities	755,684	43,986	610,505	145,179	80.8%	473,712	28.9%
Earned Revenue	121,235	28,500	110,129	11,106	90.8%	295,348	-62.7%
Total expenditures	<u>15,689,429</u>	<u>6,451,047</u>	<u>13,046,362</u>	<u>2,643,067</u>	<u>83.2%</u>	<u>12,652,738</u>	<u>3.1%</u>
Revenues over (under) expenditures	<u>(4,554,136)</u>	<u>(1,864,197)</u>	<u>7,311,457</u>			<u>\$ 2,839,843</u>	<u>157.5%</u>
Other Financing Sources:							
Carried over earned income	<u>121,235</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>121,235</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,432,901)</u>	<u>\$ (1,864,197)</u>	<u>7,311,457</u>				
Fund balance, beginning of year			<u>12,465,092</u>				
Fund balance, end of month			<u>\$ 19,776,549</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

June 30, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 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	1,598,161	1,736,622	-8%	4,565,021	5,487,077	-17%	532,720	\$ 578,874	-8%	1,521,674	1,829,026	-17%
October	2,329,272	2,206,323	6%	6,894,292	7,693,400	-10%	776,424	\$ 735,441	6%	2,298,097	2,564,467	-10%
November	1,557,487	1,771,151	-12%	8,451,779	9,464,551	-11%	519,162	\$ 590,384	-12%	2,817,260	3,154,850	-11%
December	1,517,197	1,780,020	-15%	9,968,976	11,244,571	-11%	505,732	\$ 593,340	-15%	3,322,992	3,748,190	-11%
January	1,095,262	1,115,364	-2%	11,064,238	12,359,935	-10%	365,087	\$ 371,788	-2%	3,688,079	4,119,978	-10%
February	1,044,459	1,043,672	0%	12,108,697	13,403,607	-10%	348,153	\$ 347,891	0%	4,036,232	4,467,869	-10%
March	1,559,694	504,135	209%	13,668,391	13,907,742	-2%	519,898	\$ 168,045	209%	4,556,130	4,635,914	-2%
April	1,898,355	117,789	1512%	15,566,746	14,025,531	11%	632,785	\$ 39,263	1512%	5,188,915	4,675,177	11%
May	2,119,721	383,262	453%	17,686,467	14,408,792	23%	706,574	\$ 127,754	453%	5,895,489	4,802,931	23%
June	2,438,581	943,662	158%	20,125,048	15,352,455	31%	812,860	\$ 314,554	158%	6,708,349	5,117,485	31%
Total revenues	<u>\$20,125,048</u>	<u>\$ 15,352,455</u>		<u>\$ 20,125,048</u>	<u>\$ 15,352,455</u>		<u>\$6,708,349</u>	<u>\$5,117,485</u>		<u>\$6,708,349</u>	<u>\$5,117,485</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

June 30, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,438,000	\$ 23,628,412	\$ (5,190,412)	128.2%
Investment Income	-	1,231,159	(1,231,159)	0.0%
Total revenues	<u>18,438,000</u>	<u>24,859,571</u>	<u>(6,421,571)</u>	<u>134.8%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	11,593	488,407	2.3%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	-	45,000	-
Total product development projects	<u>17,920,000</u>	<u>3,784,456</u>	<u>14,135,544</u>	<u>21.1%</u>
Product development fund administration	<u>518,000</u>	<u>401,456</u>	<u>116,544</u>	<u>77.5%</u>
Total product development fund	<u>\$ 18,438,000</u>	<u>\$ 4,185,911</u>	<u>\$ 14,252,089</u>	<u>22.7%</u>

Product Development Funds Available for Future Grants

Total Net Assets	\$ 20,673,660
Less: Liabilities/Outstanding Grants	(14,135,544)
Less: Unspent Admin Budget (Current Year)	(116,544)
Current Product Development Amount Available	<u>\$ 6,421,571</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

June 30, 2021

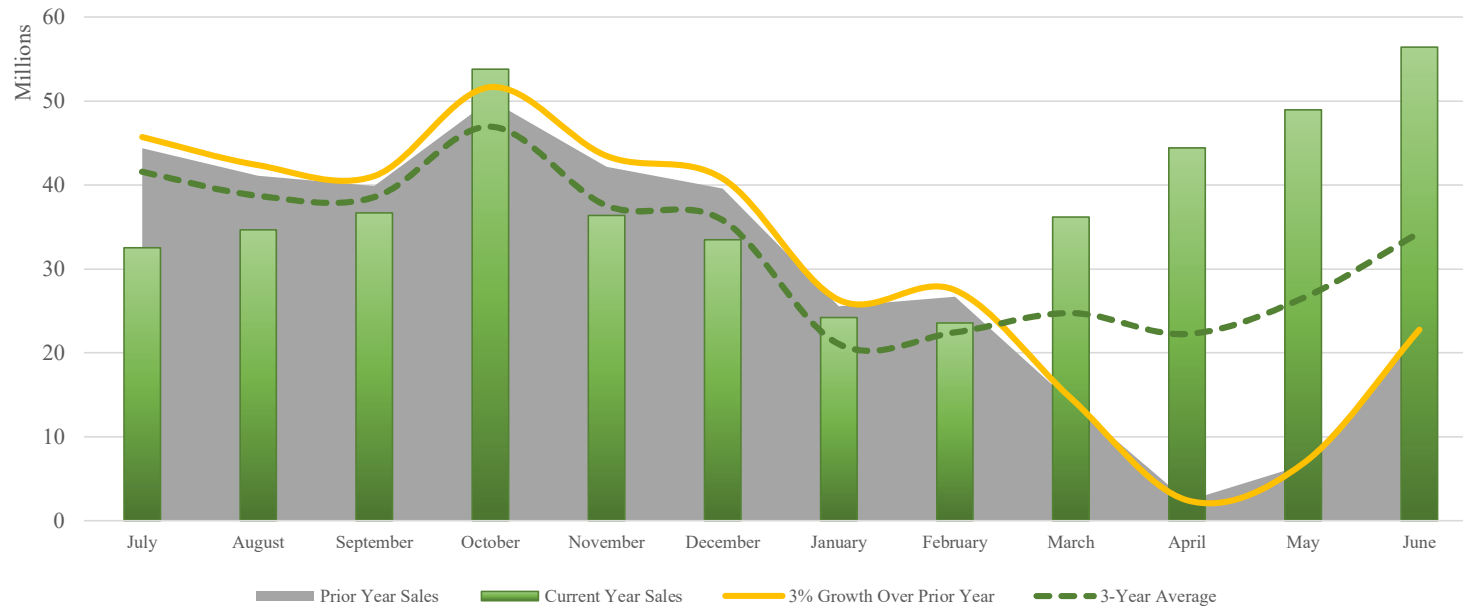
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 20,791,465	\$ 19,166,574	\$ 39,958,039
Receivables	4,578,652	1,521,323	6,099,975
Total current assets	<u>\$ 25,370,117</u>	<u>\$ 20,687,897</u>	<u>46,058,014</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 5,560,769	\$ 14,236	\$ 5,575,004
Future events payable	32,800	\$ 14,135,544	\$ 14,168,344
Total current liabilities	<u>5,593,569</u>	<u>\$ 14,149,780</u>	<u>\$ 19,743,349</u>
			-
Fund Balances:			-
Restricted for product development fund	-	6,538,117	6,538,117
Earned Revenue	92,291	-	92,291
State Required Contingency	890,823	-	890,823
Designated Contingency	4,190,057	-	4,190,057
Undesignated (cash flow)	14,603,377	-	14,603,377
Total fund balances	<u>19,776,549</u>	<u>6,538,117</u>	<u>26,314,665</u>
 Total liabilities and fund balances	<u>\$ 25,370,117</u>	<u>\$ 20,687,897</u>	<u>\$ 46,058,014</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

June 30, 2021



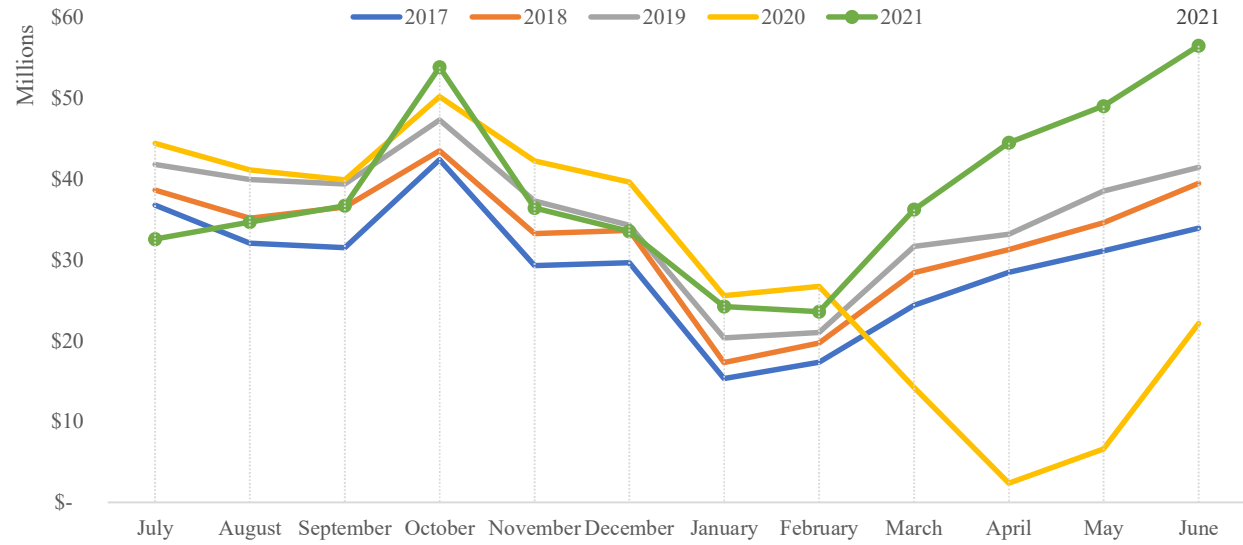
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 32,547,111	\$ 44,385,965	-27%	-27%	\$ 45,717,544	\$ 41,574,284
August	34,663,339	41,113,655	-16%	-21%	42,347,065	38,716,556
September	36,683,164	39,869,174	-8%	-17%	41,065,249	38,557,347
October	53,816,499	50,148,618	7%	-10%	51,653,076	46,964,931
November	36,384,853	42,190,154	-14%	-11%	43,455,858	37,554,157
December	33,492,133	39,595,569	-15%	-12%	40,783,436	35,821,987
January	24,213,034	25,561,453	-5%	-11%	26,328,296	21,065,174
February	23,577,360	26,696,319	-12%	-11%	27,497,208	22,452,688
March	36,200,146	14,208,120	155%	-4%	14,634,363	24,750,855
April	44,431,592	2,402,461	1749%	9%	2,474,535	22,261,486
May	48,972,418	6,624,541	639%	22%	6,823,277	26,544,259
June	56,425,689	22,108,839	155%	30%	22,772,104	34,321,056
Total revenues	<u>\$461,407,341</u>	<u>\$ 354,904,866</u>	<u>30%</u>		<u>\$365,552,012</u>	<u>\$390,584,780</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

June 30, 2021



Month of lodging sales:

	2017	2018	2019	2020	2021
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111
August	32,040,330	35,118,463	39,917,550	41,113,655	34,663,339
September	31,498,527	36,475,819	39,327,048	39,869,174	36,683,164
October	42,361,030	43,473,922	47,272,253	50,148,618	53,816,499
November	29,254,904	33,231,722	37,240,595	42,190,154	36,384,853
December	29,615,696	33,597,999	34,272,393	39,595,569	33,492,133
January	15,323,999	17,286,992	20,347,077	25,561,453	24,213,034
February	17,323,590	19,676,430	20,985,316	26,696,319	23,577,360
March	24,352,927	28,406,443	31,638,002	14,208,120	36,200,146
April	28,444,541	31,240,963	33,141,034	2,402,461	44,431,592
May	31,113,327	34,544,014	38,464,222	6,624,541	48,972,418
June	33,898,766	39,441,126	41,413,202	22,108,839	56,425,689
Total lodging sales	\$ 351,962,319	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 461,407,341

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

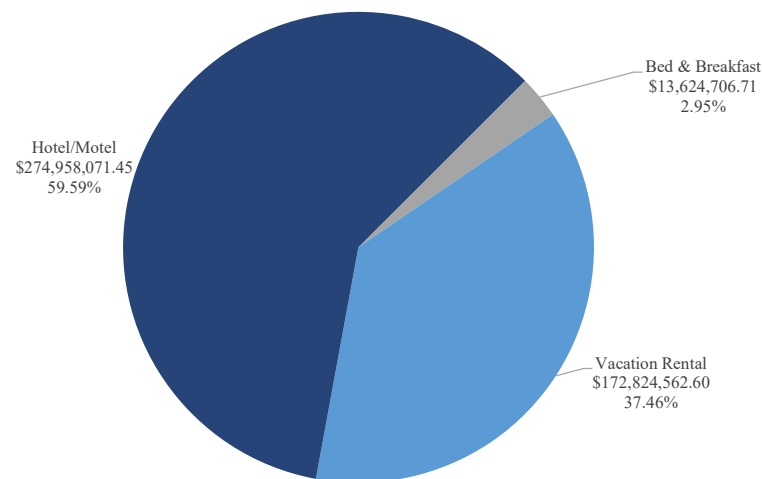
June 30, 2021

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 19,132,318	\$ 33,587,325	-43.0%	-43.0%	\$ 12,282,646	\$ 9,342,220	31.5%	31.5%	\$ 1,132,148	\$ 1,456,420	-22.3%	-22.3%	\$ 32,547,111	\$ 44,385,965	-26.7%	-26.7%
August	19,815,648	31,112,092	-36.3%	-39.8%	13,723,974	8,698,214	57.8%	44.2%	1,123,717	1,303,349	-13.8%	-18.3%	34,663,339	41,113,655	-15.7%	-21.4%
September	22,012,507	29,886,060	-26.3%	-35.5%	13,374,865	8,638,227	54.8%	47.6%	1,295,793	1,344,887	-3.7%	-13.5%	36,683,164	39,869,174	-8.0%	-17.1%
October	36,464,280	39,606,607	-7.9%	-27.4%	15,424,578	8,715,844	77.0%	54.8%	1,927,642	1,826,166	5.6%	-7.6%	53,816,499	50,148,618	7.3%	-10.1%
November	24,630,899	32,892,802	-25.1%	-26.9%	10,514,316	7,958,525	32.1%	50.7%	1,239,638	1,338,827	-7.4%	-7.6%	36,384,853	42,190,154	-13.8%	-10.8%
December	22,871,661	30,545,959	-25.1%	-26.7%	9,579,818	7,884,309	21.5%	46.2%	1,040,654	1,165,301	-10.7%	-8.0%	33,492,133	39,595,569	-15.4%	-11.5%
January	12,224,328	16,067,073	-23.9%	-26.5%	11,496,931	8,953,299	28.4%	43.5%	491,776	541,081	-9.1%	-8.1%	24,213,034	25,561,453	-5.3%	-11.0%
February	11,355,651	17,832,201	-36.3%	-27.2%	11,721,484	8,241,069	42.2%	43.4%	500,226	623,049	-19.7%	-8.8%	23,577,360	26,696,319	-11.7%	-11.0%
March	17,985,847	11,867,918	51.6%	-23.4%	17,421,103	1,892,976	820.3%	64.3%	793,196	447,226	77.4%	-5.0%	36,200,146	14,208,120	154.8%	-3.8%
April	25,263,739	2,109,282	1097.7%	-13.7%	17,979,927	286,146	6183.5%	89.1%	1,187,926	7,034	16788.6%	6.8%	44,431,592	2,402,461	1749.4%	9.1%
May	28,820,291	4,523,980	537.1%	-3.8%	18,711,983	1,925,692	871.7%	109.9%	1,440,144	174,869	723.6%	19.0%	48,972,418	6,624,541	639.3%	21.7%
June	34,380,904	11,770,482	192.1%	5.0%	20,592,938	9,657,143	113.2%	110.3%	1,451,848	681,214	113.1%	24.9%	56,425,689	22,108,839	155.2%	30.0%
Total	\$ 274,958,071	\$ 261,801,781	5.0%		\$ 172,824,563	\$ 82,193,662	110.3%		\$ 13,624,707	\$ 10,909,423	24.9%		\$ 461,407,341	\$ 354,904,866	30.0%	

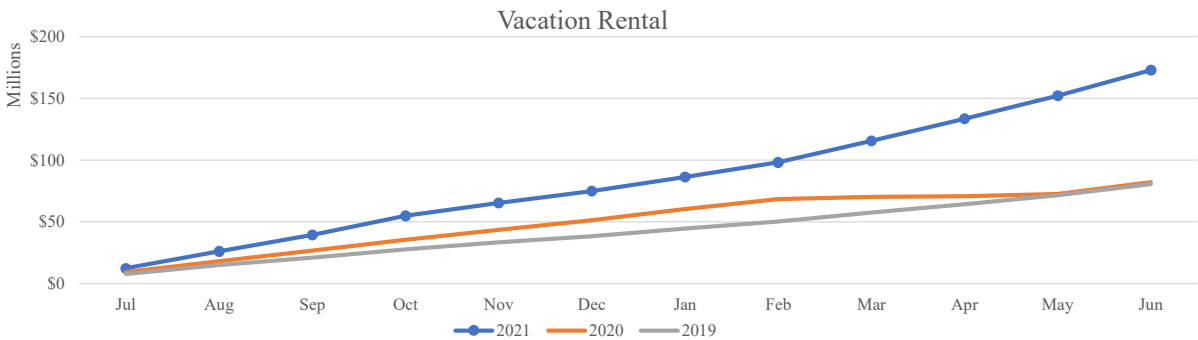
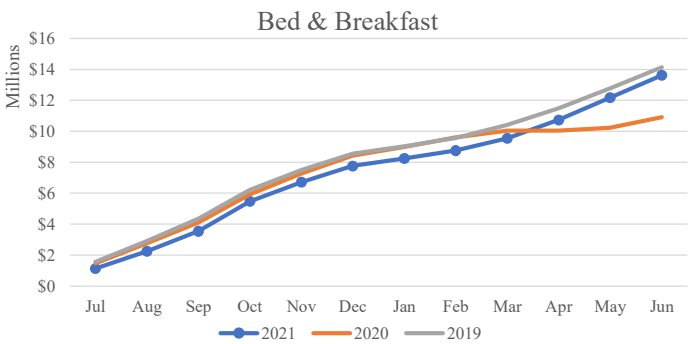
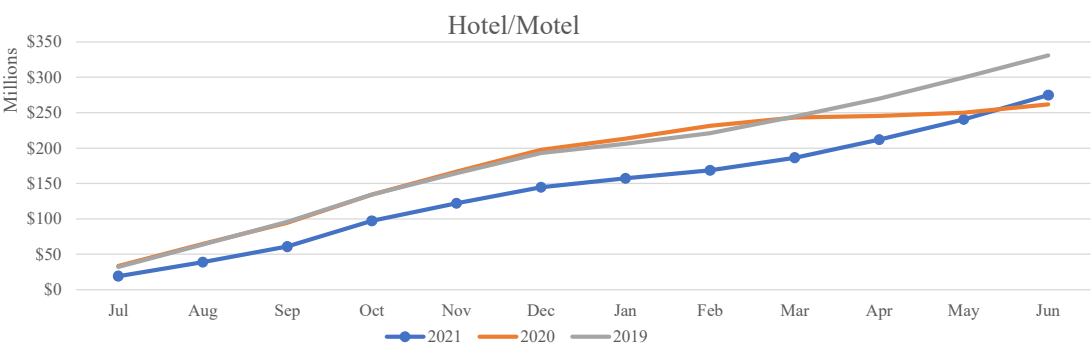
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
June 30, 2021

Total Lodging Sales by Type, Year-to-Date



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



Destination Performance Report



Lodging & Visitor Overview - October 2021

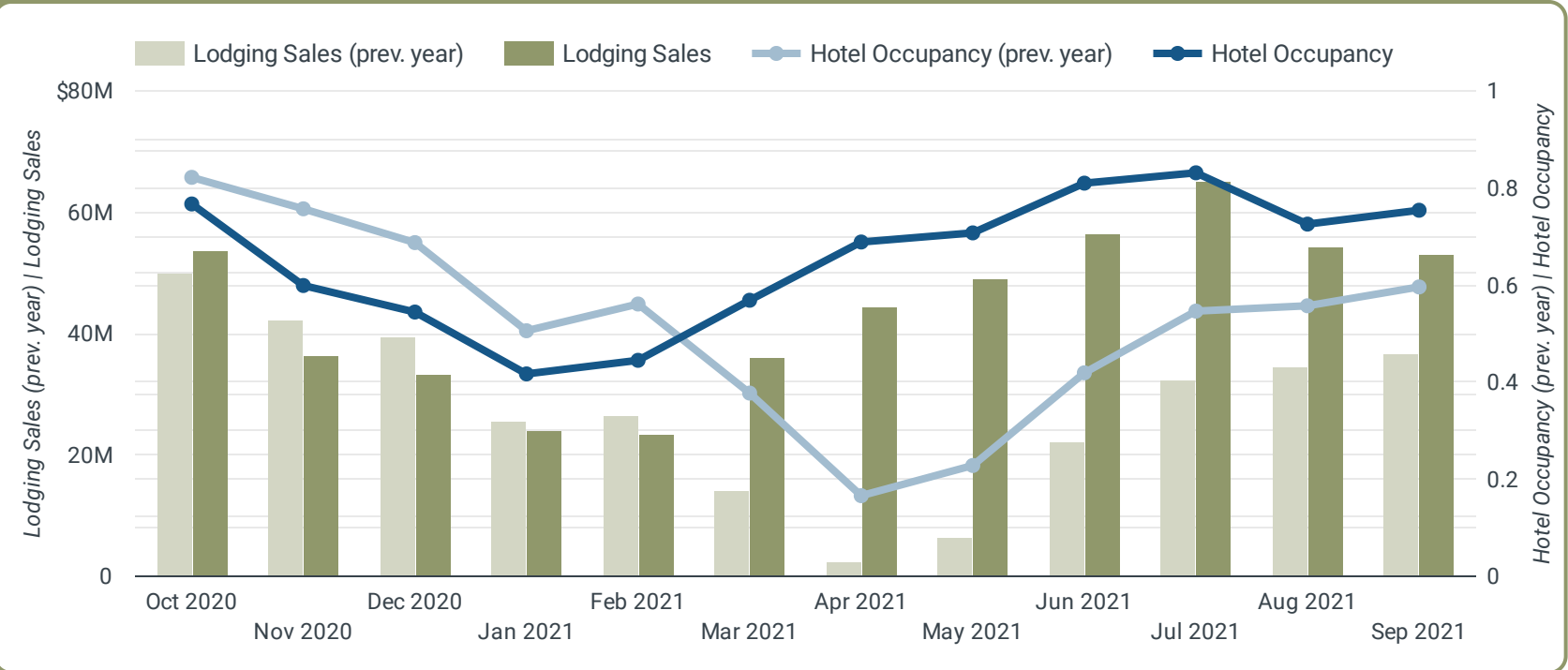
Lodging Sales \$53,014,937 (September) ↑ 44.5%	Hotel Occupancy* 75.4% (September) ↑ 26.5%	Hotel Demand* 197,434 (September) ↑ 27.2%	Hotel ADR* \$184.75 (September) ↑ 29.5%	Hotel RevPAR* \$139.33 (September) ↑ 63.8%
Airport Passengers 132,022 (September) ↑ 162.4%	Asheville Visitor Center 22,790 ↑ 45.6%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 4,491 ↑ 6.8%	Travel Guide Requests 1,820 ↓ -3.7%

Lodging & Visitor Overview - Fiscal Year 21-22

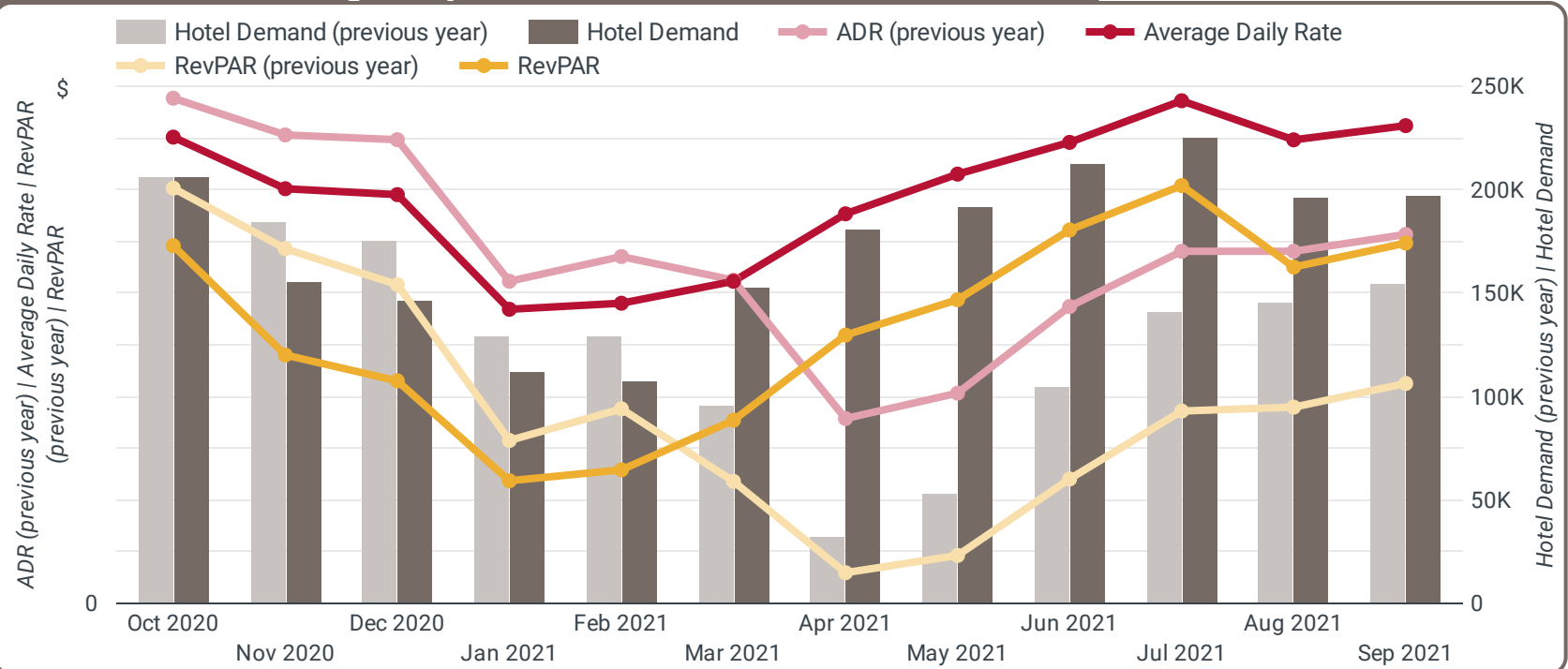
Lodging Sales \$172,443,773 ↑ 66.0%	Hotel Occupancy* 77.1% ↑ 36.0%	Hotel Demand* 619,961 ↑ 40.1%	Hotel ADR* \$186.51 ↑ 34.7%	Hotel RevPAR* \$143.71 ↑ 83.2%
Airport Passengers 456,069 ↑ 187.5%	Asheville Visitor Center 75,380 ↑ 124.1%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 18,946 ↑ 46.9%	Travel Guide Requests 8,934 ↓ -1.9%

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 - September 2021

Occupancy	ADR	RevPAR	Demand
64.5%	\$116.99	\$75.47	149,904
↓ -5.8%	↑ 11.6%	↑ 5.1%	↑ 26.6%

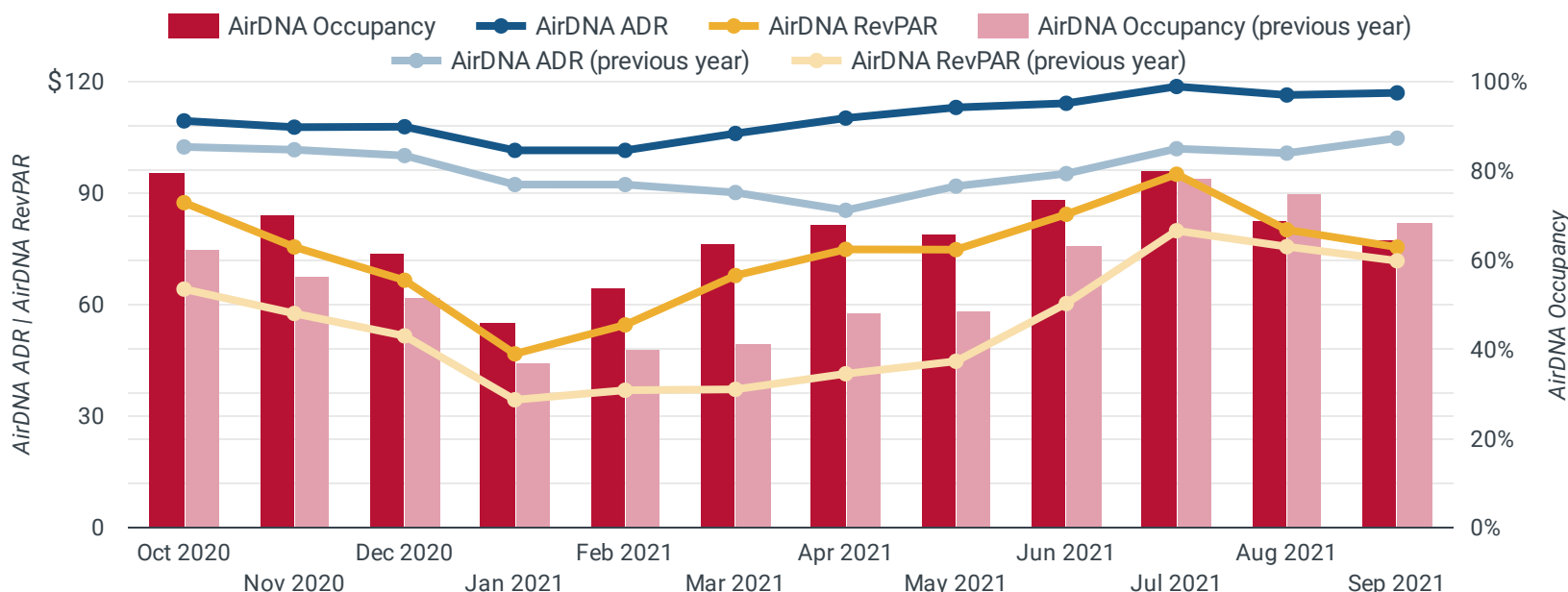
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
71.0%	\$117.43	\$83.41	479,663
↓ -4.1%	↑ 14.7%	↑ 10.0%	↑ 22.5%

AirDNA ADR, RevPAR and Occupancy

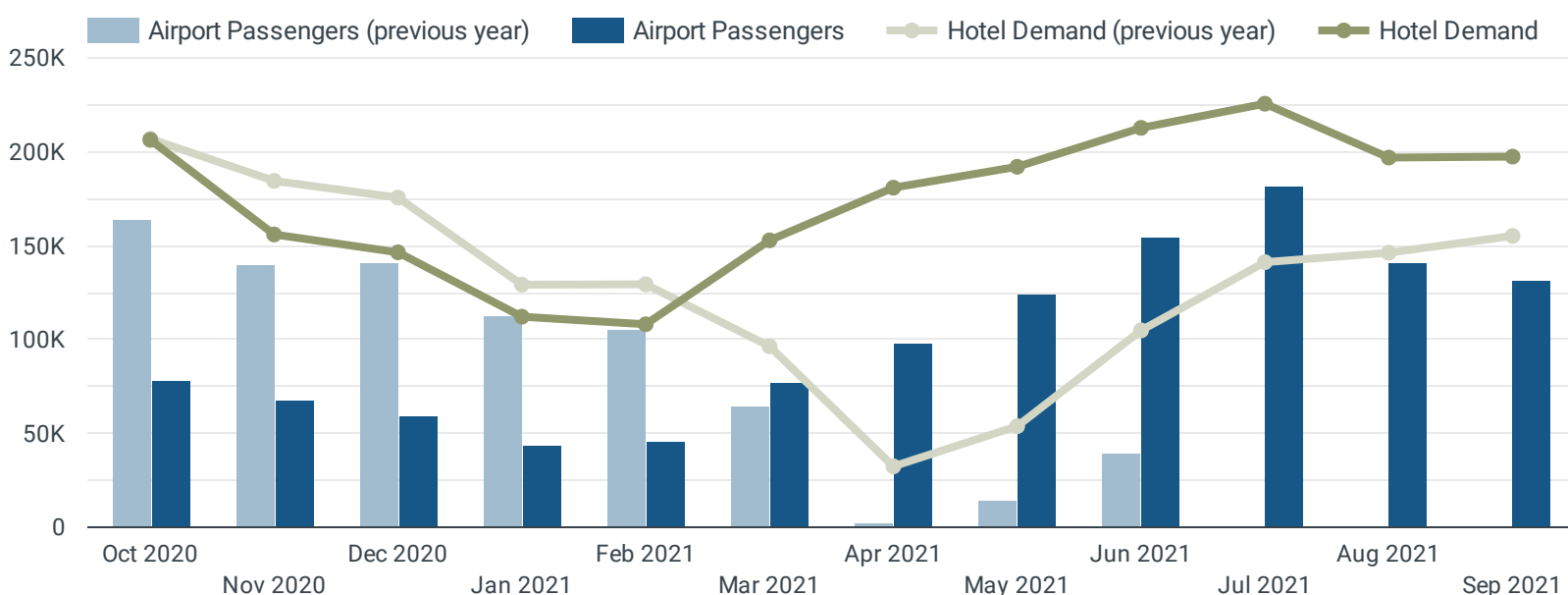
* Short Term Rental Data Source: AirDNA

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

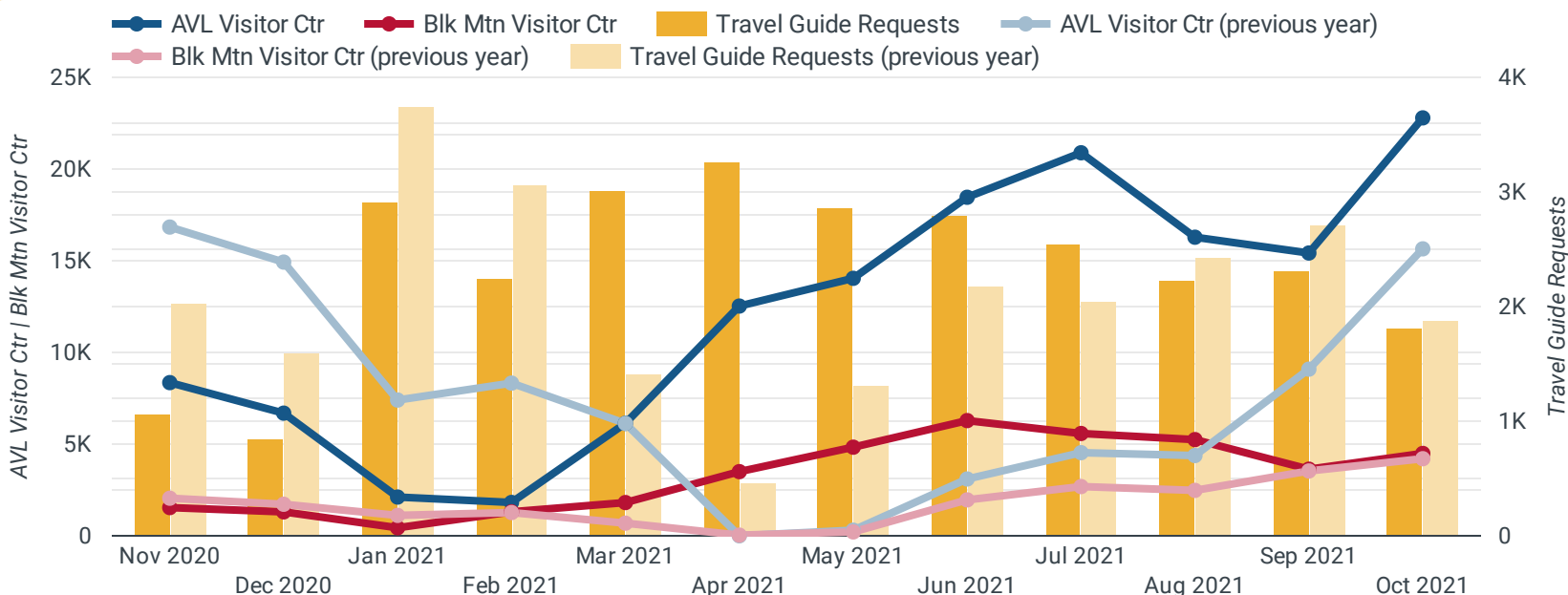


Airport Passengers vs. Hotel Demand*

* Source: STR, Inc. Republication 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



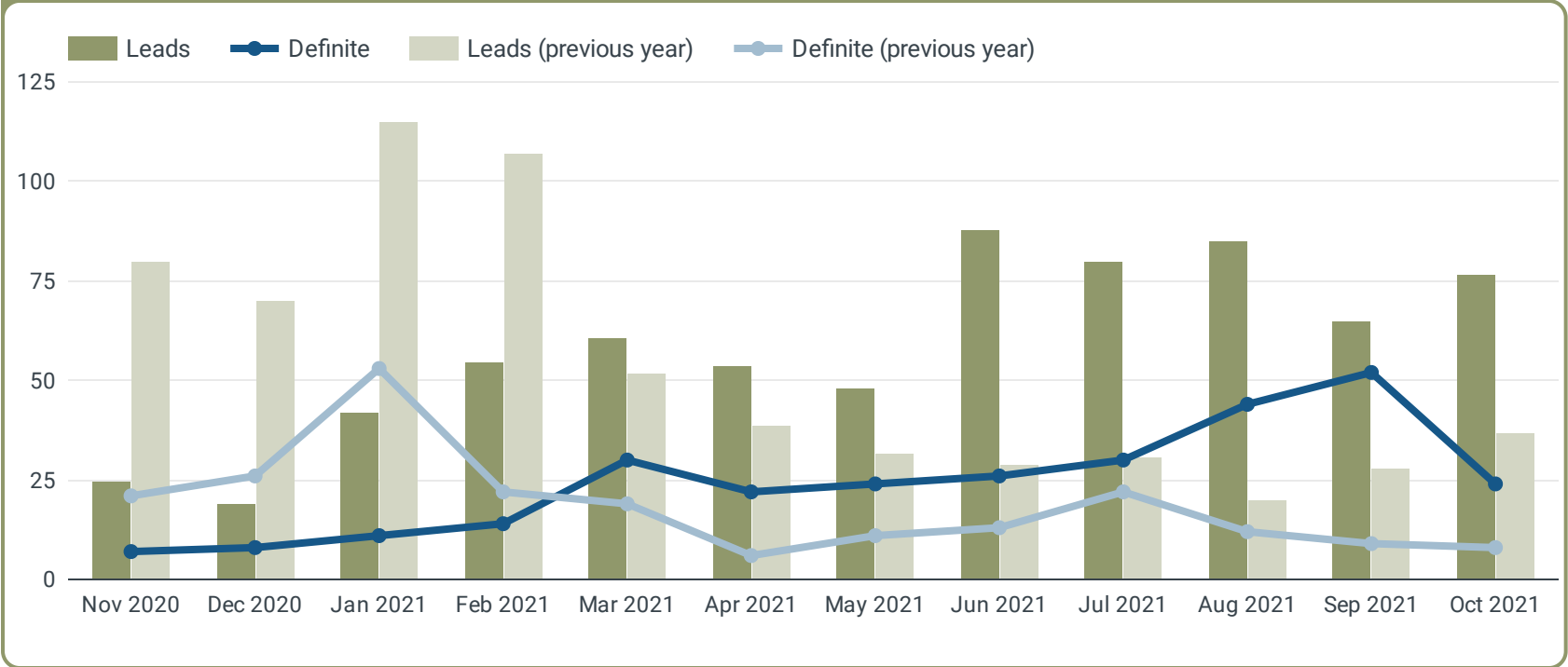
Sales Leads and Outreach - October 2021

Sales Leads Issued 77 ↑ 108.1%	Room Nights (Leads) 20,160 ↑ 139.4%	Leads Turned Definite 26 ↑ 116.7%	Room Nights (Definite) 5,004 ↑ 99.7%	Estimated Revenue \$1,255,372 ↑ 148.6%	
P2P Outreach 859 ↓ -6.4%	Indirect Outreach 36,893 ↑ 382.1%	Group Events 54 ↑ 116.0%	Room Nights Generated 2,700 ↑ 376.2%	Actualized Revenue \$959,035 ↑ 773.3%	Groups Served 57 ↑ 21.3%

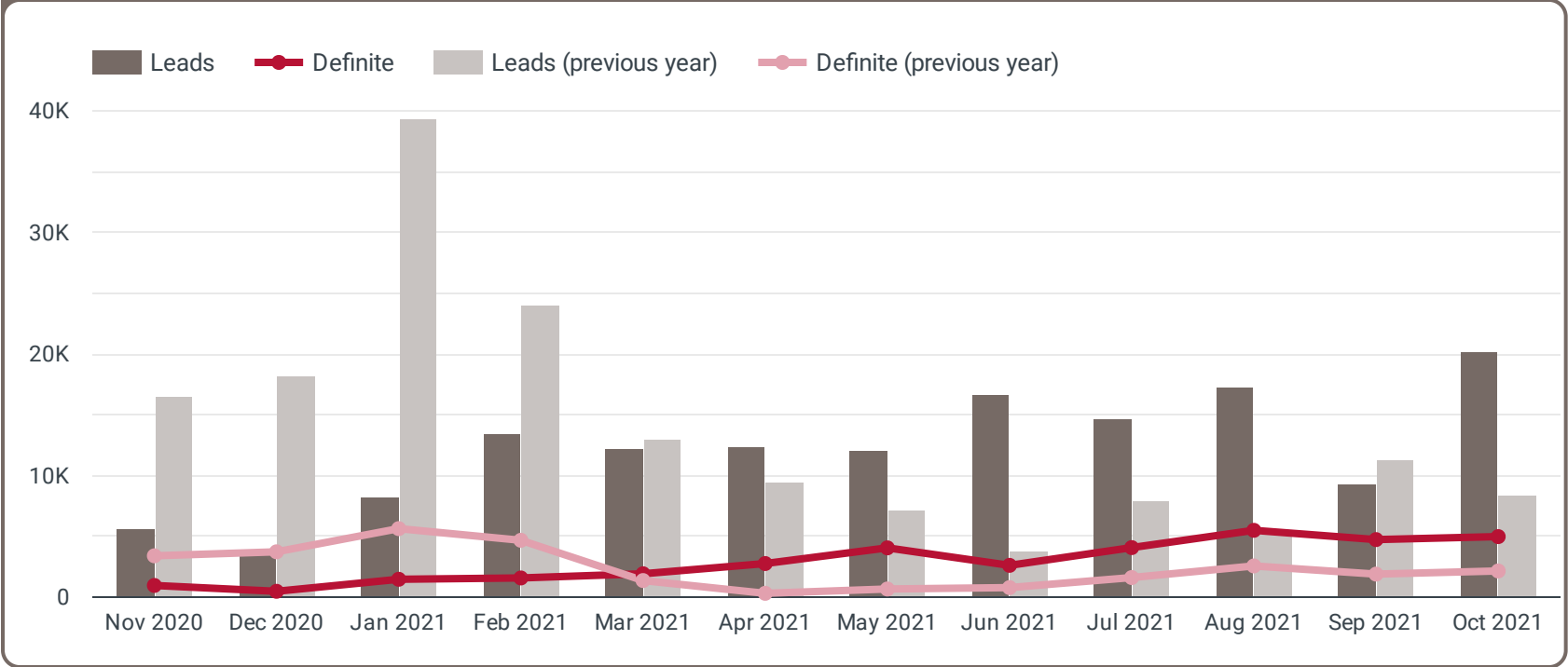
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 307 ↑ 164.7%	Room Nights (Leads) 61,515 ↑ 85.8%	Leads Turned Definite 155 ↑ 150.0%	Room Nights (Definite) 19,478 ↑ 115.0%	Estimated Total Revenue \$5,140,599 ↑ 117.7%	
P2P Outreach 2,892 ↓ -3.3%	Indirect Outreach 49,423 ↑ 71.2%	Group Events 164 ↑ 198.2%	Room Nights Generated 15,425 ↑ 659.1%	Actualized Revenue \$5,095,669 ↑ 1,275.4%	Groups Served 180 ↑ 109.3%

Sales Leads vs. Definite



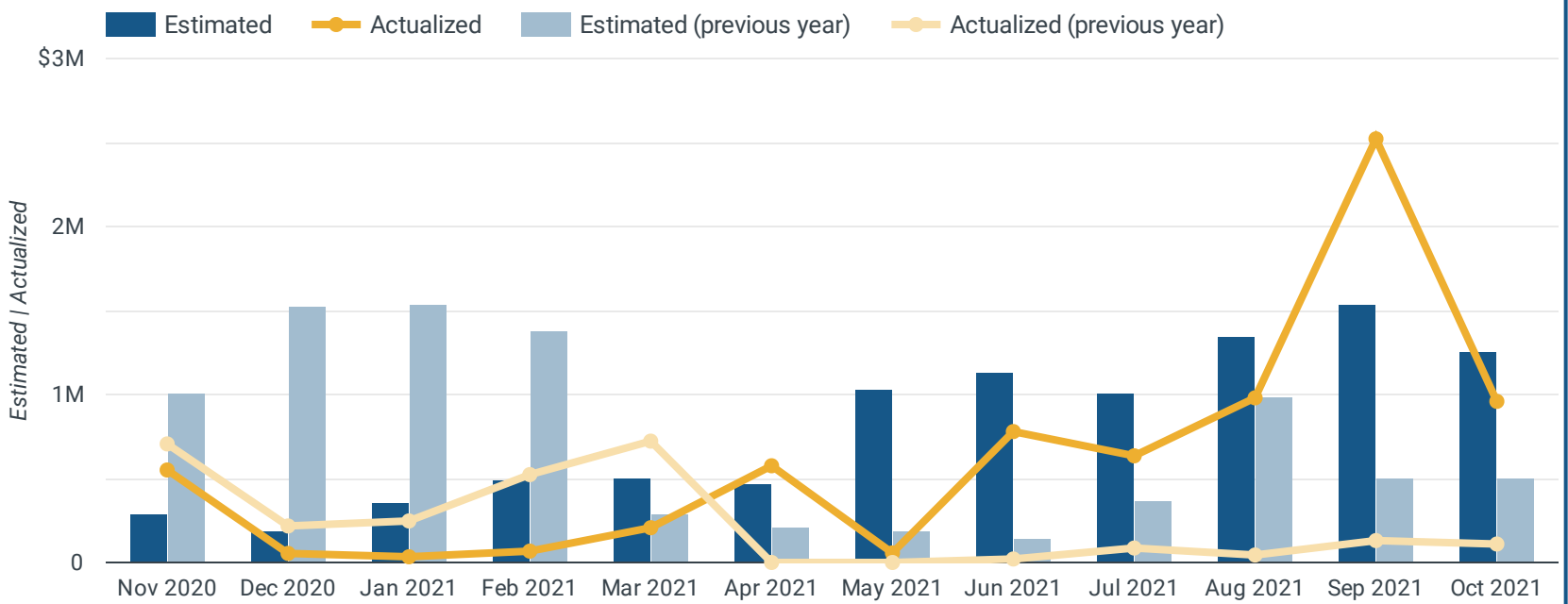
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Oct 2021	859		-6.4%	36,893		382.1%
2.	Sep 2021	487		-20.9%	11,936		86.1%
3.	Aug 2021	829		28.3%	594		-96.0%
4.	Jul 2021	717		-11.5%	0		-100.0%
5.	Jun 2021	1,047		122.3%	266		-97.0%
6.	May 2021	562		-39.4%	12,663		1.6%
7.	Apr 2021	732		7.3%	0		-100.0%
8.	Mar 2021	875		11.7%	26,983		2.1%
9.	Feb 2021	996		9.8%	12,628		149.5%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Oct 2021	54		116.0%	2,700		376.2%
2.	Sep 2021	50		284.6%	6,562		1,097.4%
3.	Aug 2021	28		366.7%	3,968		1,180.0%
4.	Jul 2021	32		190.9%	2,195		341.6%
5.	Jun 2021	24		null	2,203		null
6.	May 2021	11		null	355		null
7.	Apr 2021	21		null	1,709		null
8.	Mar 2021	7		-58.8%	1,474		-61.1%
9.	Feb 2021	3		-83.3%	670		-71.9%

Marketing Department Performance Report



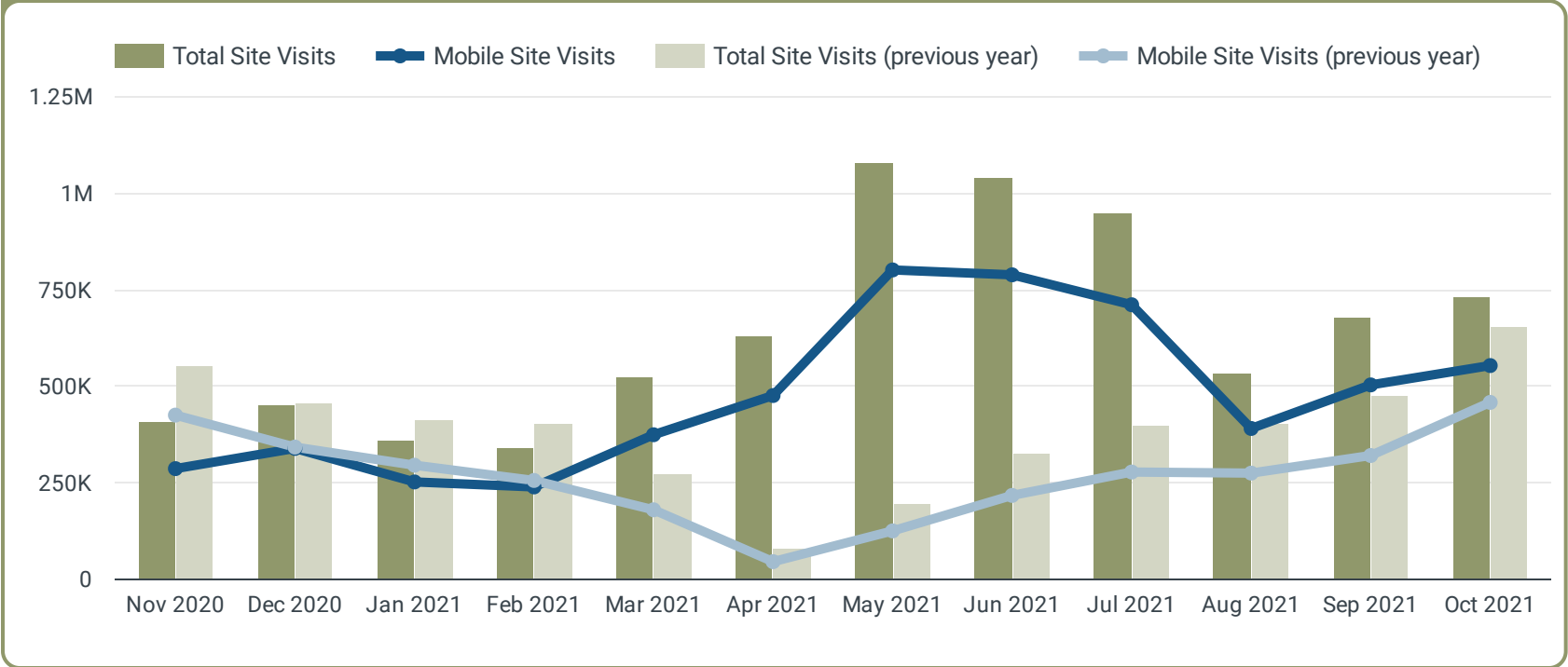
Marketing Metrics Overview - October 2021

Website Visits 731,201 ↑ 12.9%	Mobile Site Visits 551,808 ↑ 21.3%	aRes - Room Nights 64 ↓ -17.9%	aRes - Room Revenue \$14,113 ↑ 14.1%	Total Facebook Fans 303,301 ↑ 1.5%
PR Publicity Value \$2,690,617 ↑ 85.9%	PR Estimated Impressions 1,019,686,753 ↑ 84.2%	Significant Placements 20 ↓ -50.0%	Media Touchpoints 70 ↓ -44.9%	Video Views 126,476 ↑ 145.5%

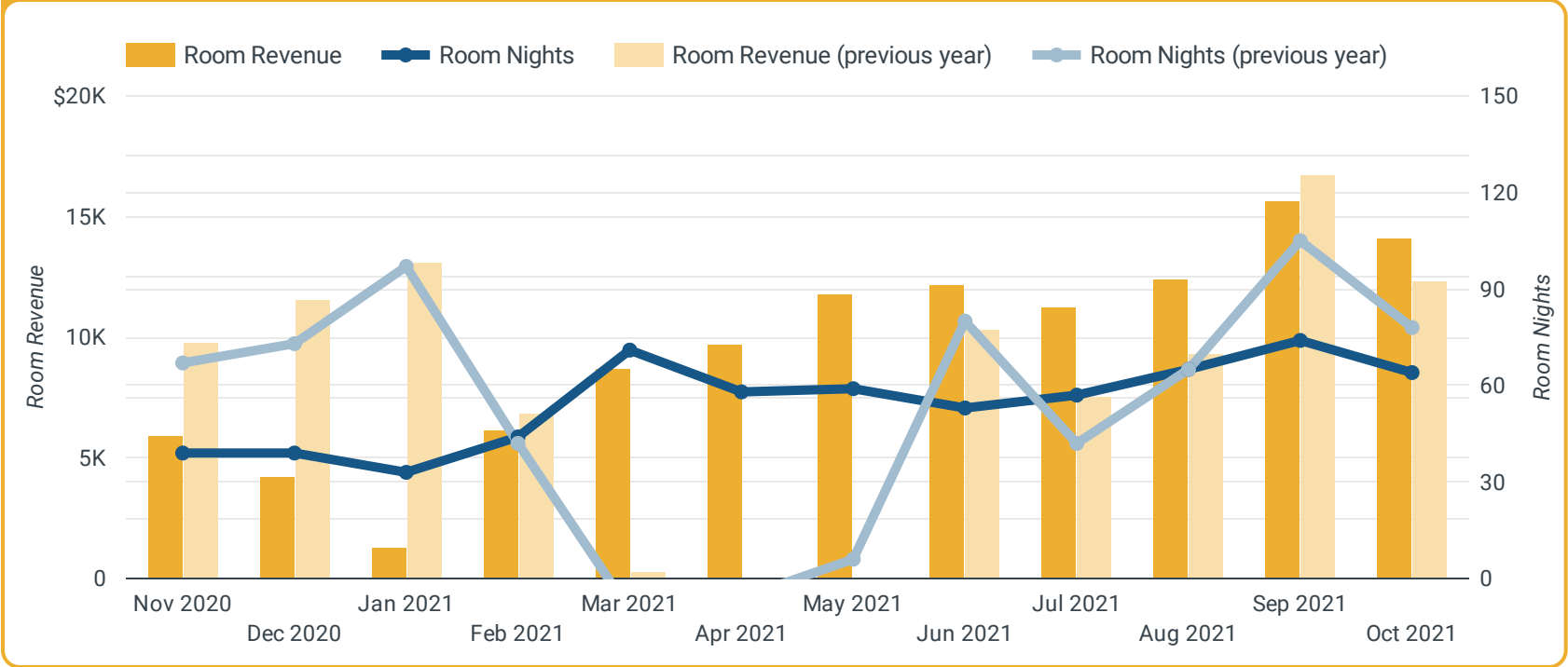
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 2,897,065 ↑ 51.1%	Mobile Site Visits 2,156,439 ↑ 63.5%	aRes - Room Nights 260 ↓ -10.3%	aRes - Room Revenue \$53,529 ↑ 16.2%	Avg. Total Facebook Fans 303,320 ↑ 1.7%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 309,903 ↑ 49.3%

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.	Oct 2021	\$785,484	88%	6,068,411	6.69%
2.	Sep 2021	\$295,993	125%	2,701,452	261.27%
3.	Aug 2021	\$1,484,744	2,888%	5,519,837	4,484.62%
4.	Jul 2021	\$1,075,305	-27%	5,244,648	262.88%
5.	Jun 2021	\$1,344,568	89%	2,136,176	38.2%
6.	May 2021	\$632,434	-68%	6,004,725	71.81%
7.	Apr 2021	\$606,066	602%	2,693,412	566.28%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Oct 2021	\$1,905,133	85%	1,013,618,342	84.24%
2.	Sep 2021	\$3,379,352	52%	1,796,077,709	52.11%
3.	Aug 2021	\$915,241	-55%	486,830,042	-54.62%
4.	Jul 2021	\$2,532,901	152%	1,347,279,512	152.14%
5.	Jun 2021	\$1,340,802	113%	728,212,472	117.49%
6.	May 2021	\$844,156	83%	471,312,176	91.58%
7.	Apr 2021	\$671,684	-36%	372,298,752	-32.88%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Oct 2021	70	-44.9%	20	-50.0%
2.	Sep 2021	61	17.3%	36	-16.3%
3.	Aug 2021	37	-22.9%	13	-72.9%
4.	Jul 2021	46	84.0%	23	-11.5%
5.	Jun 2021	31	-32.6%	22	0.0%
6.	May 2021	71	294.4%	16	-23.8%
7.	Apr 2021	54	86.2%	29	-6.5%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Oct 2021	303,301	1.5%	126,476	145.5%
2.	Sep 2021	303,277	1.8%	52,703	25.0%
3.	Aug 2021	303,225	1.8%	43,708	-23.8%
4.	Jul 2021	303,477	1.9%	87,016	53.7%
5.	Jun 2021	303,362	1.9%	46,223	-10.0%
6.	May 2021	302,949	1.9%	35,868	-66.9%
7.	Apr 2021	300,297	1.1%	22,709	-79.8%

Destination Performance Report - Glossary



Destination Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Sales Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

Marketing Performance Metrics

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

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

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

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

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

PR Publicity Value – Estimated ad equivalency cost of clips secured across multiple mediums. Data is provided by Cision.

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

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

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

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

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

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



November 17, 2021

To: Buncombe County Tourism Development Authority

From: Vic Isley

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

OCTOBER BY THE NUMBERS

- During October, the sales team posted 859 personal contacts (down 6%). October sales activities generated 77 sales leads (up 108%) and 26 convention bookings (up 117%), representing 5,004 rooms (up 100%). Four months into the fiscal year, year-to-date bookings are up 77 percent and room nights represented are up 115 percent.
- CVB sales leads generated 54 group events in October (up 116%), with corresponding revenue of \$959,035 (up 773%). The services team assisted 57 groups (up 21%).
- The PR team landed 20 significant placements in October (down 50%), with 70 media touchpoints (down 45%). The publicity value of print and broadcast placements totaled more than \$785k with reach of over 6 million (up 6%). Online placements added \$1.9 million in value and reach of more than 1 billion (up 84%).
- ExploreAsheville.com attracted 731,201 visits (up 13%), including 551,808 to the mobile site (up 21%). Our Facebook fan base total is 303,301 (up 2%) and video views totaled 126,476 (up 146%).
- In October 2021, there were 1,820 Asheville Visitor Guide requests compared to 1,890 the previous year.
- Online hotel reservations totaled 64 room nights (down 18%) with total room revenue of \$14,113 (up 14%).
- The Asheville Visitor Center welcomed 22,790 visitors (up 46%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 4,491 visitors (up 7%).

LODGING & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$53,014,937 in September (up 45%).
- Smith Travel Research reported hotel occupancy of 75.4 percent during September (up 27%). The average daily room rate was \$184.75 (up 30%), and RevPAR (revenue per available room) was \$139.33 (up 64%). Room demand increased 27 percent with 194,434 rooms sold.

- AirDNA reported short term rental occupancy of 64.5 percent (down 6%), ADR of \$117.02 (up 12%), and RevPAR of \$75.53 (up 5%). Total demand for short-term rentals increased 27 percent to total 150,371 rooms sold.
- Passengers at the Asheville Regional Airport increased 162 percent to total 132,022 in September.

Deliver Balanced Recovery & Sustainable Growth

Community Engagement

- Earned Revenue Events Funding: Thirty-three funding requests were received for the 2021 Festivals & Cultural Events Support Fund Grant Cycle totaling \$161,600. The Grant Review Committee assessed the submissions and provided recommendations to the board at the October meeting. The BCTDA Board approved 26 out of the 33 requests for a total of \$110,000, which exhausts the amount of earned revenue that was allocated for this grant application cycle.

Sales Activities

- Asheville Business Events Council (ABEC): The first meeting of the Asheville Business Events Council was held on October 7 at the Kimpton Hotel Arras and hosted by the Explore Asheville sales team and Economic Development Coalition for Asheville-Buncombe County.
 - More About ABEC: ABEC is a cross-section of local leaders who aim to leverage the power and success of our travel and hospitality community to lift other business sectors of the local economy. They will meet three times over the next twelve months with discussions designed to help us strengthen our market approach, gain understanding and access to new opportunities. A primary initiative of this group is to connect professional networks to the Explore Asheville group sales team.
 - Follow-Up: Sales team members connected with several attendees of the event about future partnerships, including representatives from GE Aviation, Salvage Station, NC Institute for Climate Studies, and NC Biotech.
- Trade Show: Tina attended the HPN Global Annual Partner Conference in Los Cabos, Mexico. She conducted one-on-one appointments and attended networking and educational events.
- IMEX America Prep: The booth design was finalized and highlights Asheville's accessibility, top attributes for planners, and includes images of activities – inspiring planners to envision "What Experience Will You Create?" at an Asheville meeting. In the first week of booth appointment promotion, seven messages were sent to a total of 13,667 targeted buyers registered for the show. For the second week of appointment promotion, 3,387 messages were sent to buyers – primarily targeting third party planners. 78 appointments with buyers (a record number) have been secured on Connie and Marshall's books. Four leads have been received in connection to this trade show so far. An invitation to a Happy Hour event was also sent to potential clients attending the show. IMEX will take place November 7-11.
- Industry Meeting: Marshall met with the HelmsBriscoe Regional team in Charlotte to discuss partnership opportunities for Asheville.
- Hotel Partner Engagement: Sales staff connected with hotel partners at Brookstone Lodge and Biltmore Farms Hotels.
- B-Corp Prospecting: October's monthly sales meeting included a presentation about B-Corps (what they are, how a company obtains B-Corp status, and the B-Corp community in Asheville) from Keith McDade, Ph.D., Associate Professor of Sustainability Studies and Director of the Reese Institute for Conservation of Natural Resources at Lenoir Rhyne University. Information received will assist in the development of messaging for prospecting.

- MINT+: Admin training was held for some of the sales team in preparation of Explore Asheville's subscription to the MINT+ database, a comprehensive collection of group business information with CRM integration.
- 48-Hour FAM Update: All 12 spots for the November 16-19 FAM have been filled.
- 2022 SoCon Basketball Championships: Carli attended the first (Zoom) meeting of the Local Organizing Committee. For now, holding ancillary events (Downtown Dribble, etc.) is undetermined.
- Recognition: The questionnaire to move forward with Explore Asheville's *2021 Smart Meetings CVB Platinum Choice* award nomination was completed.

Advertising

- Monocle Paid Content Partnership: The team finalized content and worked with agency on advertising to accompany 20-page print editorial feature that will be in market in January.
- Asheville Championship: Components of sponsorship delivered, including ads that will air nationally as part of game coverage on the ESPN Network the weekend of November 12.
- Holiday Advertising: Holiday and seasonal brand advertising will roll out in early November across digital and paid social channels.

Content/Web

- Fall Color Features:
 - Fall Color Reports: [Weekly fall color report series](#) distribution continued via email, social and posts on ExploreAsheville.com.
 - Fall B-roll: Shot B-roll of fall content downtown as part of ESPN television package for upcoming Asheville Championship basketball tournament.

Public Relations

- Media Site Visit Support:
 - *Good Morning America* "Rise & Shine" filmed live from Biltmore and ran a story package on the resilience of Asheville's wedding industry. Team support included connections to JuneBug Retro Resort and wedding/event planner Shay Brown, both of whom were featured along with #AshevilleStrong, a homegrown hospitality initiative to support the community during the pandemic.
 - Marcus Dowling for *Billboard* and *The Bitter Southerner* site visit for LEAF in Black Mountain. This multi-pillar music and art immersion visit also encompassed the Diverse Audiences and Creative Spirit pillars.
 - *WTHR 13/NBC* Indy came to shoot "Chuck's Big Adventure" series with meteorologist Chuck Lofton. This 10-day shoot was for a week-long series to air week of November 15. Team made pitches and connections to Black Mountain businesses and many others across the community.
 - Site visit support for Randy Mink, senior editor for *Premier Travel Media* (*Leisure Group Travel* and *Destination Reunions*). Mink is planning a handful of stories regarding groups and family reunions, in addition to Biltmore.
 - Additional Story Support and Pitch Work: Writer for *Barron's/PENTA*, *The Local Palate*, *Eater Carolina*, *Home Design & Décor*, *Town Magazine* and *52 Perfect Days*.
- Recent Clips:
 - *Good Morning America*: [How the wedding industry in Asheville, North Carolina, survived during COVID-19](#) #CVBClip #MultiPillar #CreativeSpirit #BalancedRecovery (Site Visit)
 - *Travel Awaits*: [5 Amazing Waterfalls To Visit Near Asheville](#) #CVBClip (Site Visit)
 - *FamilyVacationist*: [5 Fun & Kid-Friendly Things to Do in Asheville](#) #CVBClip (Site visit)
 - *WTHR/NBC 13*: [Chuck's Big Adventure Preview: Asheville, NC](#) #CVBClip #Dispersal

Public Information

- Local Media & Other Coverage:
 - Tourism Jobs Recovery Fund: The following featured the #RecoveryFund.
 - WLOS-TV: [Majority of Buncombe County businesses that received emergency funds still open, TDA says](#) #BCTDA #LocalNews #RecoveryFund (This story was also promoted throughout WLOS' channels, including e-newsletters and text alerts.)
 - [Ginger's Revenge](#): Instagram post about the #BCTDA #RecoveryFund
 - *Mountain Xpress*: [Women hit their stride in Asheville's brewing and distilling industries](#) (Ginger's Revenge owner credits #BCTDA #RecoveryFund; BCTDA board member Leah Ashburn was also interviewed.)
 - One Buncombe Fund: Simpleview: [Explore Asheville gives \\$90,000 back to community with DTN Revenue](#) (Story on #BCTDA contribution to One Buncombe with mention of #RecoveryFund was published on Simpleview's website and newsletter. #LocalNews)
 - *Mountain Xpress*: [TDA to unveil plan for tourism grant funds by end of year](#) #BCTDA #LocalNews #RecoveryFund (This story was also promoted in Mountain Xpress's daily newsletter and picked up by [AVL Today](#) and [Guide Global](#).)
 - Tourism Product Development Fund (TPDF): The following featured TPDF.
 - WLOS-TV: [Buncombe TDA to lift pause on tourism grant funds](#) #BCTDA #LocalNews (This story was also picked up by [MSN](#).)
 - WWNC/iHeart Radio: [Hotel Tax Funds To Be Released](#) #BCTDA
 - *Business North Carolina Daily Digest*: [\\$8M in hotel taxes to start flowing into Asheville-area projects](#) #BCTDA
 - Legislation: *Asheville Citizen Times*: [Asheville, Buncombe hotel tax legislation: Hoteliers 'advocating at highest levels'](#) #BCTDA #LocalNews (This article was also picked up by *WNC Business Today*.)
 - City of Asheville Business Inclusion Office Newsletter: Promoted Explore Asheville.
 - Short-Term Rentals: *Mountain Xpress*: [Bust, boom and then: What happens to short-term rentals in the long run?](#) #LocalNews (This article has drawn multiple letters to the editor from both sides of the issue.)
 - BCTDA Meeting Coverage: *Citizen Times*: [Leaf peepers give Blue Ridge Parkway, WNC tourism strong October](#) #BCTDA #LocalNews
 - Economic Impact: *Outer Banks Voice*: [Study shows Dare County tourism dollars declined by only 2% in 2020](#) (Buncombe mentioned in economic impact research.)
 - Other:
 - Leadership Asheville Breakfast Buzz: Publicity in various outlets on the local economy mentioned Vic as a panelist.
 - Jane Anderson's AIR Resignation: The William A.V. Cecil Tourism Leadership Award was mentioned frequently in ongoing coverage of past recipient Jane Anderson's resignation from AIR.

Encourage Safe & Responsible Travel

Sales Activities

- 48-Hour FAM: The sales team will encourage safe and responsible travel during the November 16 – 19 FAM by adding a service project and implementing COVID protocols.
 - COVID Protocols: Attendees must provide proof of vaccination or negative test results. Use of larger event spaces and a larger coach to transport attendees will allow for social distancing. Locally made masks were purchased for distribution to attendees.
- Convention Services: [Carli](#) and [Glenn](#) are reaching out to 2022 booked meetings to encourage them to do a service project or make a donation to benefit the local community.

- United Way: Carli spoke with United Way of Asheville and Buncombe County's new Volunteer Engagement Director, Sarah Roth, about service project options tailored for conference groups.

Advertising

- Pledge for the Wild: Married philanthropic component to the Asheville Championship Partnership with a raffle submission providing opportunity to win an Asheville Championship branded kayak from local maker Liquidlogic.
- Matador Paid Partnership: Video assets from outdoor content to be shared in November on TikTok via Matador channel with more than one million followers.

Content/Web/Social

- Responsible Recreation: Published new [Instagram Reel](#) by local content creator Nathaniel Flowers highlighting fall color and responsible recreation during leaf season.

Public Relations

- Media Support:
 - Site Visit: Sandra Chambers of *Sunseeker* and TraveltheSouthBloggers.com was hosted by Biltmore Farms for holiday travel story.
 - Site Visit: Jennifer Nalewicki of *Smithsonian* was given destination insights, pitches included sustainability at America's Largest Home, Black Mountain College history/tours, architecture, RAD and greenways and Asheville fall news. This multi-pillar pitch also covered the Balanced Recovery, Engage Diverse Audiences and Creative Spirit pillars.
 - Accolade: Asheville recognized by *Blue Ridge Outdoors* "Best Mountain Towns". Team provided connections and insights on outdoor-related partners. Team is working with *Blue Ridge Outdoors* on rollout of winners, plus responsible travel message inclusion.
 - Additional Support: *TravelwithPlan.com*, *FamilyVacationist*, *freelancer for Travel + Leisure and Plane and Simple Living*.
- Recent Clips:
 - CBS 17 Charlotte | [Looking for some fall color? Here are the best times and places to view peak foliage in North Carolina](#) #CVBClip
 - Charlotte Parent | [From the Mountains to the Beach: 3 Fall Kid-Less Getaways for Charlotteans](#) #CVBClip
 - UrbanDaddy.com | [Take a Digital Detox in Asheville](#) #CVBCLip
 - WRAL | [NC fall foliage: warm weather has slowed down fall colors :: WRAL.com](#) #CVBClip
 - BRIT + CO | [18 Places To See *Gorgeous* Fall Foliage](#) #CVBClip
 - Charlotte Observer | [Road trips at the ready: Our guide to enjoying Asheville's food, sights and hotels](#) #CVBClip
 - Business Insider | [Asheville boasts one of the longest foliage seasons in the US— these 10 central hotels offer striking views](#) #CVBClip (site visit)

COVID-19

- Mask Mandate Extension: Updated the Coronavirus Resource page on AshevilleCVB.com with extension of mask mandate in Buncombe County through November 30, 2021.
- Mask Concerns: Team continues to respond to resident and visitor concerns about local safety protocols, in particular, the mask mandate. As a reminder, Explore Asheville hosted a webinar on how to handle anti-mask guests. [Find the recording here](#).

Engage & Invite More Diverse Audiences

African American Heritage Trail

- Community Engagement Efforts: The phase two community engagement effort ended October 17, and 160 survey submissions were received. Dewayne Barton of Hood Huggers Tours was contracted to assist in these efforts. The project team has started to assess the feedback, which will be used to determine additional items to research.
- Advisory Committee Development: Team is coordinating with Aisha Adams to create an advisory committee to review the feedback and provide direction on next phase.

Sales Activities

- 48-Hour FAM: Team has purchased amenities from and planned activities with woman-, BIPOC-, and LGBTQ-owned local businesses for the upcoming November 16 – 19 FAM.

Content/Web/Social

- Hispanic Heritage Month: Created new blog post story on Latinx-owned Businesses in Asheville in both [English](#) and [Spanish](#), written by Adriana Chevala of Hola Carolina. Businesses/owners include Adriana Chevala/Hola Carolina, Elio Gonzales/Miss Gay Latina Asheville, Cecilia Marchesini/Cecilia's Kitchen and Francisco Troconis/Contemporaneo Gallery. Amplified on social media.
- LGBTQ Blog Post: Published new [LGBTQ blog post](#) and Instagram Story series written by Authentic Asheville (Erin McGrady and Caroline Whatley) and Jefferson Ellison (Jawbreaking Creative) as part as National Coming Out Day on October 11.

Public Relations

- Site Visit: Freelancer Amanda McCracken researching *Nat Geo Travel* pitches. Team provided insight on The Block, Benne on Eagle and other storylines because of interest in restaurants with history.
- Story Support: Assisting Mariette Williams from *Signature Bride Magazine*. Team provided insights on new Benne on Eagle chef de cuisine, Ophus Hethington, as well as Mountaintop to Rooftops Tour and Joyride Slingshot rentals.
- Story Support: Assisting Lawrence Ferber for *TripSavvy* with images from Asheville LGBTQ bars and Blue Ridge Pride.
- IGLTA Connections: Team followed up with media connections from IGLTA Convention.
- Additional Support: *Two Femme Gems* with focus LGBTQ travel.

Public Information

- CVB Social Media: Posts in October featured Phil the Culture and re-shared the Asheville YMCA's social post about the African American Heritage Trail.

Promote & Support Asheville's Creative Spirit

Community Engagement

- Partner Updates: Five new partners were added in October: The Aventine, Bliss Your Soul, Cellarest Beer Project, Dog and Pony Show, and The Track at Asheville. One account, Hill House Bed and Breakfast, was cancelled due to permanent business closure.
- One-on-One Wednesdays: Four one-on-one sessions were held in October.
- Event Listings: In October, 308 calendar event listings were processed, and 38 partner listings were updated, including 11 Attractions, 1 Cabins/Vacation Rental, 7 Food & Drink, 4 Hotels/Motels, 7 Retail, 1 Bed & Breakfast, and 1 Wedding Service.
- Annual Calendar: Finished Annual Event Calendar Master for 2022 Asheville Visitor Guide and Explore Asheville Event Calendar in CRM.

- Visitor Guide Distribution: 1,820 Individual Out-of-Market requests were fulfilled; 1,892 books (or 43 cases) of In-Market deliveries were made to 10 industry partners; 9,576 books (or 218 cases) of Out-of-Market were delivered to 43 welcome centers, AAA offices, etc.

Partner Events

- Partner Salon: Planning is underway for the “Packaging Matchmaker” event on November 10. The agenda to include presentations by Community Engagement and PR teams and facilitated networking time.
- Holiday Party: Planning is underway for Explore Asheville’s Annual Holiday Party on December 8. Team plans to include a variety of partners and local vendors for food and beverage, activities, and entertainment.

Wayfinding

- Maintenance: Geograph, the sign vendor, postponed November’s maintenance trip due to staffing issues. Sign maintenance, which includes repairs and the updates to the kiosk content banners throughout the county, is still expected to be completed by end of 2021.

Sales Activities

- 48-Hour FAM: The upcoming FAM will promote and showcase Asheville’s creative spirit.
 - Welcome Reception: Local entertainment has been booked for the opening reception.
 - Wellness Break: Examples of unique and creative wellness experiences that a planner could incorporate into a meeting agenda will be showcased.
 - Creative Activities: Attendees will also have several opportunities within the FAM agenda to experience some of the other creative activities Asheville has to offer.
- Partner Engagement: The sales team connected with owner of North Carolina Wine Academy, Yellymary Montalvo, regarding working with groups and Explore Asheville, and will find a time to see the space and learn more about their group offerings.

Advertising

- Garden & Gun Partnership: Explore Asheville’s sponsorship and hosting of the 2022 Made in the South Awards to be announced at this year’s ceremony on November 5 in Charleston.
- Holiday Gift Guide: Advertising begins in early November to drive consumers to the Gift Guide and downstream to Asheville area makers to drive product sales.

Content/Web/Social

- Glass Blowing Feature: Published new [Instagram Reel](#) and photo gallery highlighting Asheville’s glass “pumpkin patches,” including the NC Glass Center.
- Upcoming: Curating submissions for 2021 online holiday gift guide to launch on November 3 as part of Garden & Gun “Made in the South” Awards.

Public Relations

- Outreach/Press Release: Disseminated 2021 holiday news and winter wellness press round-up: [“Iconic Holiday Traditions Return in Person.”](#) Destination insights included “Under-the-radar Towns with Over-the-top Charm”; Winter Lights at NC Arboretum, pulling forward their conservation and environmental education programs; BIPOC-owned partners; and creative self-care experiences. This multi-pillar pitch also covered Balanced Recovery, Responsible Travel, and Engage Diverse Audiences pillars.
- Media Support:
 - Site Visit: Coordinated accommodations for Kelly Grey via Element for “places to stay” inclusion in a TBD major outlet (1.2 million subscribers) regarding Appalachian food.
 - Site Visit: Many creative spirit partners connections for WTHC/NBC Indy including Jerry Read Smith dulcimers; Adoratherapy at Grove Arcade; LaZoom; Asheville Guitar Bar in

- RAD; Folk Art Center; ballad singer Donna Ray Norton; and poets Ryan Ashley and Eddie Cabbage.
- Site Visit: Assisted *The Weather Channel* with destination insights and local connections for Scott Kurtz, national assignment editor.
- Site Visit: Provided fall trip and what's new insights for Terry Ward, AARP freelancer and SATW member.
- Site Visit Support: Team is working with a writer from *Home Design & Decor* magazine for an October quick trip.
- Site Visit: Pet-friendly accommodation insights were provided to *USA Today 10 Best* for possible site visit, but the trip has been temporarily cancelled.
- Recent Clips
 - #CVBClip: *ShermansTravel* featured Asheville in [The Most Haunted Places in Every State](#) (This clip resulted from pitch provided to VisitNC.)

Public Information

- Local Media and Other Coverage:
 - WLOS: [Art out helps people experience beauty of WNC through painting in nature](#) #LocalNews
 - AVL Today: [Publicity](#) for submissions for Explore Asheville Holiday Gift Guide #LocalNews
 - Asheville Made Magazine: [South Slope Mural Trail Is Revealed in Plain Sight](#). This article mentions Explore Asheville as a collaborator.
 - AVL Today: [Festivals and Cultural Events Grant Fund recipients](#) featured in news brief.
 - Creative Summit Sponsorship: Asheville Area Arts Council publicity of the Creative Summit mentions #BCTDA as a sponsor.
- Partner Outreach:
 - Calls for Holiday Gift Guide and Partner Salon Participation:
 - [CVB Holiday News & Gift Guide Alert](#) call for partner submissions sent on October 5. Stats: 1,792 delivered; 32.5% open rate.
 - [Alert sent on October 19](#) to promote Holiday Gift Guide, call for 2022 news, and "Packaging Matchmaker" partner salon in November. Stats: 1,689 delivered, 31.3% open rate.
 - [Alert sent on Nov. 3](#) to promote "Packaging Matchmaker" Partner Salon. Stats: 1,7916 delivered; open rate 30.2%.
- CVB Social Media: Posts included the Good Morning America segment, a call for entries for the Asheville Holiday Parade, Asheville No. 19 on Livability Top 100 Cities, and a call for Holiday Gift Guide submissions.

Run a Healthy & Efficient Organization

Exec Office

- New Explore Asheville Staff: Crystal Sherriff was hired in the role of Community Engagement Manager and will start on November 15.
- Benefit Enrollment: Recent hires Julia Simpson, Sha'Linda Pruitt, and Michael Poandl were onboarded into medical and personal benefits following 30 days of full-time employment.
- PTO Policy: A PTO conversion and policy document was transferred to attorney Sabrina Rockoff to ensure it meets all DOL and IRS requirements. The new PTO plan is slated for implementation on January 1, 2022.
- Short-Term Disability Policy: Materials and required data was provided to Insurance Service of Asheville for the purposes of shopping a new Short-Term Disability policy for all full-time team members. A plan with Lincoln Financial Group was selected in time for a November 1 implementation date.

- Remote Working Policy: A policy document was drafted and vetted by department heads before being shared with all team members in the October 18 staff meeting. Implementation of the new policy will commence on November 8.
- COVID Policy: The revised COVID Policy Guide for the Explore Asheville team that was provided on August 30 remained in effect throughout the month of October.
- Team Building Staff Retreat: The Explore Asheville team engaged in off-site, facilitated, all-team and leadership retreats on October 19 – 20. The “R” Pillar Workgroup coordinated the retreat venue selection and logistics.
- FY22 Budget: Completed first quarterly review of budget with department heads. Updated FY22 expense forecast to be reviewed at the November directors’ meeting.
- FY21 Total Rewards Statement: Finalized FY21 total rewards statements to be shared with staff.

BCTDA Board

- New Board Members: The Buncombe County Board of Commissioners appointed HP Patel and Scott Patel to the BCTDA. An in-person orientation was provided to the new board members in advance of their first board meeting.
- Monthly Meeting: At the October 27 virtual BCTDA meeting, new board members were introduced, the board approved the Festivals & Cultural Events funding recommendations, Sybil Tate and Nathan Pennington provided an overview of Buncombe County’s Comprehensive Plan, and a Blue Ridge Parkway update was provided by Superintendent Tracy Swartout. Vic shared her President’s Report and Marla presented a staff update on the Encourage Safe & Responsible Travel pillar. The PowerPoint, recording, and other docs [can be found here](#).
- November Meeting: The next BCTDA meeting is on Wednesday, November 17, at 9:00 a.m., via Zoom.
- Presentation: Vic provided a BCTDA update to the Buncombe County Board of Commissioners on October 5.
- Local Media & Other Coverage:
 - Media Advisory: for the BCTDA meeting sent and picked up by *Mountain Xpress*, *AVL Today* and *Mountain Xpress*’s daily newsletter, resulting in attendance by *Citizen Times*, WLOS-TV, Sunshine Request, and a freelancer who frequently writes for *Mountain Xpress* and *AVL Watchdog*.
 - *Mountain Xpress*: BCTDA board hopefuls were shared in advanced notice of the Buncombe County Commissioners.

Public Information

- BCTDA Annual Report: The 2020-2021 report completed and can be [viewed/downloaded here](#) or from the Research & Reports page or from homepage of ExploreAshevilleCVB.com.
- Newsletters:
 - [Tourism Community Update](#) newsletter published following BCTDA meeting. Stats: 1,833 delivered; open rate 27.1%, with more than 100 click-throughs (above average for this communication) related to the Festivals & Cultural Events Grant Fund article.
 - [CVB October Newsletter](#): October’s newsletter was published on October 13. Stats: 1,835 delivered, open rate 22.3%, with high click-through rate for viewing the Good Morning America segment.
 - These newsletters are gaining interest with several requests made to be added to mailing list by new subscribers.
- Public Records Requests: Completed and delivered public records requests on marketing expenditures for June 2021 and June 2019 (*Mountain Xpress*); TPDF expenditures since creation of the fund (private citizen).



Deliver Balanced Recovery & Sustainable Growth

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

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



Engage & Invite More Diverse Audiences

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

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



Encourage Safe & Responsible Travel

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

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



Promote & Support Asheville's Creative Spirit

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

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

TPDF Funded Projects

October 2021

	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)
Company/Organization												
Montford Park Players	2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	2012	\$125,000	\$0	\$125,000	December 3, 2012	June 3, 2014	May 2014	June 2022 ²	upon project commencement	1/2 completed	upon completion
City of Asheville ³	2014 City of Asheville (Riverfront Destination Development 1.0)	2014 & 2017	\$7,100,000	\$7,100,000	\$0	Effective January 15, 2015	October 31, 2015	Fall 2015	May 31. 2021	\$650,000 upon completion of Phase I, Disbursement paid August 2018	\$2,650,000 upon completion of Phase II, Disbursement paid September 2019	Final disbursement October 2021 \$3,800,000 pd.
Asheville Community Theatre	2016 Asheville Community Theatre (Theatre Expansion & Renovation)	2016	\$1,000,000	\$430,000	\$570,000	Effective January 15, 2017	June 30, 2018	January 2017	November 30, 2021	43% upon completion of Phase I \$430,000 paid in August 2017		Balance upon completion of Phase II
Town of Woodfin & Buncombe County Government ⁸	2017 Buncombe County Government (Woodfin Greenway & Blueway)	2017	\$2,250,000	\$0	\$2,250,000	Effective May 1, 2018	January 31, 2018	January 2018	December 31, 2023	\$465,773 upon completion of French Broad River Greenway 1		upon completion
										\$650,000 upon completion of Silverline Park		upon completion
										\$380,000 upon completion of French Broad River Greenway 2		upon completion
										\$140,000 upon completion of Riverside Park Expansion		upon completion
										\$600,000 upon completion of Whitewater Wave		upon completion
										\$14,227 upon completion of Beaverdam Creek		upon completion
Buncombe County Recreation Services	2018 Buncombe County Government (Enka Recreation Destination)	2018	\$6,000,000	\$0	\$6,000,000	Effective January 15, 2019	September 1, 2019	September 1, 2019	September 1, 2022	May 2020 disbursement request withdrawn by grantee	2/3 complete	upon completion
YMI Cultural Center (YMICC) ⁷	2018 YMICC (YMI Cultural Center Improvements)	2018	\$800,000	\$42,863	\$757,137	Effective January 15, 2019	April 30, 2019	January 2021	December 31, 2022	Up to \$40,000 upon completion of roof/elevator repair and building assessemnt & financial feasibility analysis ⁷		\$42,863.00 Disbursement paid November 2020
										Up to \$130,000 draw for structural repairs & design development		upon completion
										1/3 complete		
										2/3 complete		
										upon completion		
River Front Development Group	2018 River Front Development Group (African American Heritage Museum at Stephens-Lee Community Center)	2018	\$100,000	\$0	\$100,000	Contract pending MOU						
Project managed by BCTDA/Explore Asheville	African American Heritage Trail Project ⁹	2018	\$500,000	n/a	n/a	n/a	n/a	2022	n/a	n/a		

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

² Contract does not include a completion deadline date.

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

⁴ The City of Asheville provided an updated scope in January 2019 that removed the Beaucatcher Greenway from the project and reduced the grant from \$1 million to \$25,000 for the Amboy Crosswalk. The

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

⁸ The Town of Woodfin & Buncombe County Government requested an amendment request to extend the completion date and disbursement schedule; the BCTDA approved the request n October 2020.

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

COMPLETED PROJECTS

Company/Organization	Project	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Estimated Completion Date	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Asheville Art Museum (AAM)	2007 Asheville Art Museum (Museum Expansion)	2007 2009	\$1,000,000 \$500,000	\$1,500,000	\$0	September 24, 2014	July 1, 2015	June 2015 (The terms of the contract to commence work have been met.)	Early 2019	August 2018 \$500,000 paid	October 2018 \$500,000 paid	October 2020 \$500,000 paid ¹
Asheville Buncombe Sustainable Community Initiatives, Inc. (ABSCI)	Meeting space at the Collider	2014 - 2015	\$300,000	\$300,000	\$0	Effective January 15, 2015	July 1, 2015	Summer 2015	February 2016	n/a	n/a	March 2016 - Total payment \$300,000 pd.
Asheville Buncombe Youth Soccer Association (ABYSA)	JBL Soccer Complex Improvements	2015	\$1,100,000	\$899,522	\$0	Effective January 15, 2016	August 31, 2016	Summer 2016	November 2017	March 2018 - Total pymt \$899,522. pd Costs came in under budget, disbursement request is less than total award		

Asheville Downtown Association	Pack Square Park Canopy	2013	\$50,000	\$50,000	\$0	April 29, 2013	November 2014	July 2013	June 2014	request scheduled for June 2014 (one payment)	N/A	July 2014 - Total payment \$50,000. pd
Asheville Museum of Science (formerly Colburn Earth Science Museum)	Moving Science Education Into the Spotlight	2015	\$400,000	\$400,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	January 2017	Sept 2016 \$133,333 pd	October 2016 \$133,333. pd.	November 2016 \$133,333. pd
Black Mountain College Museum + Arts Center	Black Mountain College Museum + Arts Center on Pack Square	2017	\$200,000	\$200,000	\$0	Effective February 16, 2018	February 1, 2018	January 2018	November 2018	September 2018 - Total Payment \$200,000 paid		
Center for Craft	2018 Center for Craft (National Craft Innovation Hub)	2018	\$975,000	\$975,000	\$0	Effective January 15, 2019	April 1, 2019	April 1, 2019	January 1, 2020	1/3 complete August 2019 \$325,000 pd	2/3 complete October 2019 \$325,000 pd	Final disbursement paid December 2019 \$325,000 pd
City of Asheville	U.S. Cellular Center - Phase I renovations	2010	\$2,000,000	\$2,000,000	\$0	N/A	N/A	N/A	N/A	October 2011 \$1,750,000 pd	November 2012 \$150,000 pd	August 2013 \$100,000 pd
City of Asheville	U.S. Cellular Center - Phase II renovations	2012	\$1,375,000	\$1,375,000	\$0	July 31, 2012	January 31, 2014	April 2013	February 2014	1/3 complete August 2013 \$458,333 pd	2/3 complete	February 2014 \$916,667.67 pd
City of Asheville	U.S. Cellular Center - Phase III renovations	2013	\$800,000	\$800,000	\$0	April 11, 2013	October 11, 2014	Construction began March 2013	February 2014**	1/3 complete \$266,666	2/3 complete	August 2014 \$800,000 pd
City of Asheville/U.S. Cellular Center ⁵	2016 City of Asheville (U.S. Cellular Center Theatre Creation & Meeting Room Conversion)	2016	\$1,500,000	\$1,500,000	\$0	Effective January 15, 2017	September 30, 2017	September 2017	January 31, 2020	1/3 complete	2/3 complete	Project is complete, \$1,500,000 paid September 2020
City of Asheville ⁴	2015 City of Asheville (Riverfront Destination Development 2.0) - Amboy Crosswalk	2015	\$25,000	\$25,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	Done	Disbursement paid in full September 2019		
Enka Center	Ballfields	2014	\$2,000,000	\$2,000,000	\$0	Effective January 15, 2015	September 30, 2016	Fall 2016	June 30, 2018	January 2018 pd. \$666,667.	June 2018 pd. \$666,667.	Final disbursement paid August 2018
Friends of the Western North Carolina Nature Center	2015 Friends of the WNC Nature Center (WNC Nature Center Front Entrance)	2015	\$313,000	\$313,000	\$0	Effective January 15, 2016	February 28, 2017	February 2017	December 2018	December 2018 - Total pymt \$313,000. pd		
Highland Brewing Company	Property Development	2014	\$850,000	\$850,000	\$0	Effective January 15, 2015	March 1, 2015	Fall 2014	October 2016 ⁴	October 2015 \$283,333. pd	February 2016 \$283,333. pd	July 2016 (3rd payment) \$230,333. pd November 2016 (4th payment) \$53,000 pd
LEAF Community Arts (LEAF)	2018 LEAF Community Arts (LEAF Global Arts Center)	2018	\$705,000	\$705,000	\$0	Effective January 15, 2019	June 30, 2019	June 30, 2019	February 29, 2020	30% upon completion of Phase I \$211,500 pd JAN 2020	March 2020 Total balance \$493,500. pd	
Montreat College	Pulliam Stadium-Phase II	2016	\$350,000	\$350,000	\$0	Effective January 15, 2017	May 31, 2017	February 2017	August 2017	One disbursement upon completion		May 2017
NC Dept. of Ag. & Consumer Services - WNC Farmers Market	2016 NC Dept. of Ag. & Consumer Services (WNC Farmers Market Retail Revitalization)	2016	\$380,000	\$380,000	\$0	Effective January 15, 2017	January 31, 2018	January 2018	March 2019	40% for Phase I Paid January 2019	37% upon completion of Phase II - Paid March 2019	23% upon completion of Phase II - Paid June 2019
Navitat Canopy Tours	New zipline attraction & welcome center	2012	\$500,000	\$500,000	\$0	August 15, 2012	February 15, 2014	July 2013	April 2014	August 2013 - 1st pymt \$68,485.88 pd October 2013 - 2nd pymt \$45,052.10 pd November 2013 - 3rd pymt \$58,198.53 pd December 2013 - 4th pymt \$46,034.30 pd January 2014 - 5th pymt \$58,484.10 pd February 2014 - 6th pymt \$42,345.44 pd March 2014 - 7th pymt \$47,208.15 pd April 2014 - 8th pymt \$54,069.80 pd May 2014 - 9th pymt \$47,237.48 pd		June 2014 - Final pymt \$32,884.22 pd
North Carolina Arboretum Society	2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	2018	\$905,000	\$905,000	\$0	Effective January 15, 2019	June 1, 2019	June 1, 2019	September 1, 2020	16.5% upon completion of Phase I, \$149,325 pd in October 2019	59.1% upon completion of Phase II, \$534,855. pd in August 2020	24.4% upon completion of Phase III paid November 2020 - project is complete
Orange Peel	Renovations/expansion	2009	\$300,000	\$50,000	\$0	N/A	N/A	N/A	N/A	February 2010 \$50,000 pd	Orange Peel submitted bank letter in May 2014 releasing BCTDA as guarantors of the expansion loan.	
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center)	2016	\$700,000	\$700,000	\$0	Effective January 15, 2017	June 2018	Spring 2018	September 2019	1/3 complete, October 2019 \$233,333 pd	2/3 complete, October 2019 \$233,333 pd	Final disbursement April 2020 \$233,333 pd
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center 2.0) - (Air Ionization	2021	\$45,000	45000	0	Effective June 1, 2021	June 1, 2021	n/a	July 31, 2021	Disbursement pd September 2021		
RiverLink	River Access at Pearson Bridge	2014	\$25,000	\$25,000	\$0	Effective January 15, 2015	June 1, 2015	Spring 2015	August 2015	n/a	n/a	August 2015 - Total payment \$25,000. pd
Smoky Mountain Adventure Center	New adventure center facility	2012	\$100,000	\$100,000	\$0	December 12, 2012	January 31, 2014	January 31, 2014	Summer/Fall 2015	At project launch December 2014 \$33,333 pd	1/2 complete February 2015 \$33,333 pd	Project completed December 2015 \$33,333. pd
UNC Asheville	Lights/Soccer & Baseball fields	2013	\$500,000	\$500,000	\$0	April 10, 2013	October 11, 2014	September 2013	January 2014	October 2013 \$166,498 pd	February 2014 \$166,498.34 pd	June 2014 \$167,003.32 pd
City of Asheville ³ - CANCELLED, Money reallocated to Riverfront Destination Development	French Broad River Greenway West Bank Connector	2016	\$700,000	\$0-	\$0-	Effective July 15, 2016	December 31, 2017	December 2017	November 2018	1/3 complete	2/3 complete	upon completion