



WELCOME!

The November 17, 2021 virtual meeting of the
Buncombe County Tourism Development Authority
will begin shortly.

Explore **ASHEVILLE**

CALL TO ORDER

Chair Kathleen Mosher

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



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

Wednesday, 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 a. October 2021 Financial Reports b. Final June 2021 Financial Reports c. 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 a. Industry Metrics b. Other Updates	Vic Isley
9:30 a.m.	Tourism Product Development Fund (TPDF) Update	Pat Kappes
9:50 a.m.	Marketing Update	Maria 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.

MEETING AGENDA & DOCS

Chair Kathleen Mosher

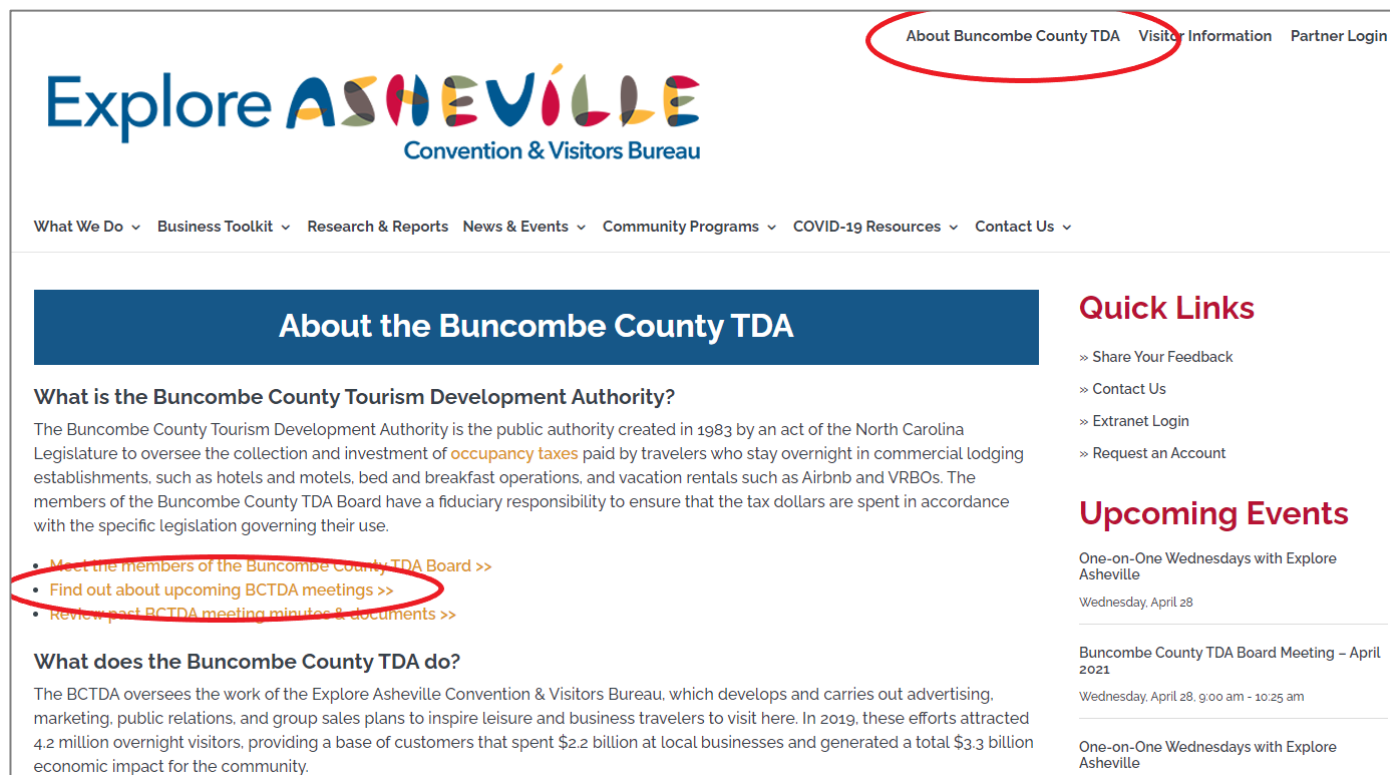
The agenda and meeting documents are available online.

Go to:

>AshevilleCVB.com

>About the Buncombe County TDA

>Find out about upcoming BCTDA meetings



Explore **ASHEVILLE**
Convention & Visitors Bureau

About Buncombe County TDA Visitor Information Partner Login

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About the Buncombe County TDA

What is the Buncombe County Tourism Development Authority?

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

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

What does the Buncombe County TDA do?

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

Quick Links

- » Share Your Feedback
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Upcoming Events

One-on-One Wednesdays with Explore Asheville
Wednesday, April 28

Buncombe County TDA Board Meeting – April 2021
Wednesday, April 28, 9:00 am - 10:25 am

One-on-One Wednesdays with Explore Asheville

BCTDA ROLL CALL

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Leah Ashburn (absent)
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- Michael Lusick (absent)
- HP Patel
- Scott Patel (absent)
- Asheville City Councilmember
Sandra Kilgore
- Buncombe County Commissioner
Robert Pressley
- Chair Kathleen Mosher

MINUTES

Chair Kathleen Mosher

October 27, 2021 Regular BCTDA Meeting Minutes

- Questions/Comments
- Suggested Motion:

Motion to approve the October 27, 2021 meeting minutes as presented.

- Motion Second
- Discussion

Explore **ASHEVILLE**
Buncombe County Tourism Development Authority

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

Board Meeting Minutes Wednesday, 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.

MINUTES - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- HP Patel
- Chair Kathleen Mosher

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the **October 2021** Financial Reports

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance
Operating and Earned Revenue Funds, Budget and Actual
 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	<u>20,519,690</u>	<u>2,302,662</u>	<u>7,467,981</u>	<u>13,051,709</u>	<u>36.4%</u>	<u>4,633,551</u>	<u>61.2%</u>
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	<u>20,570,254</u>	<u>1,506,698</u>	<u>3,582,701</u>	<u>16,987,553</u>	<u>17.4%</u>	<u>2,019,512</u>	<u>77.4%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>795,963</u>	<u>3,885,280</u>			<u>\$ 2,614,039</u>	<u>48.6%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ -</u>	<u>\$ 795,963</u>	<u>3,885,280</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 23,661,829</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 \$6,789,897 for FY22.

PG 2

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

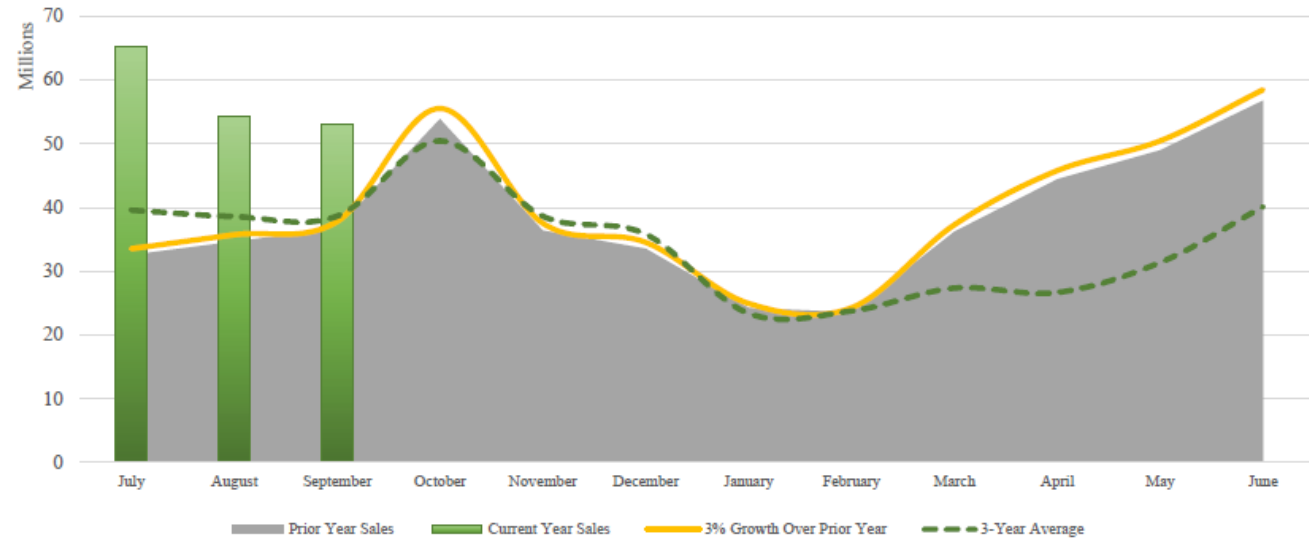
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 23,722,180	\$ 19,293,924	\$ 43,016,104
Receivables	-	-	-
Total current assets	<u>\$ 23,722,180</u>	<u>\$ 19,293,924</u>	<u>43,016,104</u>
Liabilities:			
Current liabilities:			-
Accounts 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



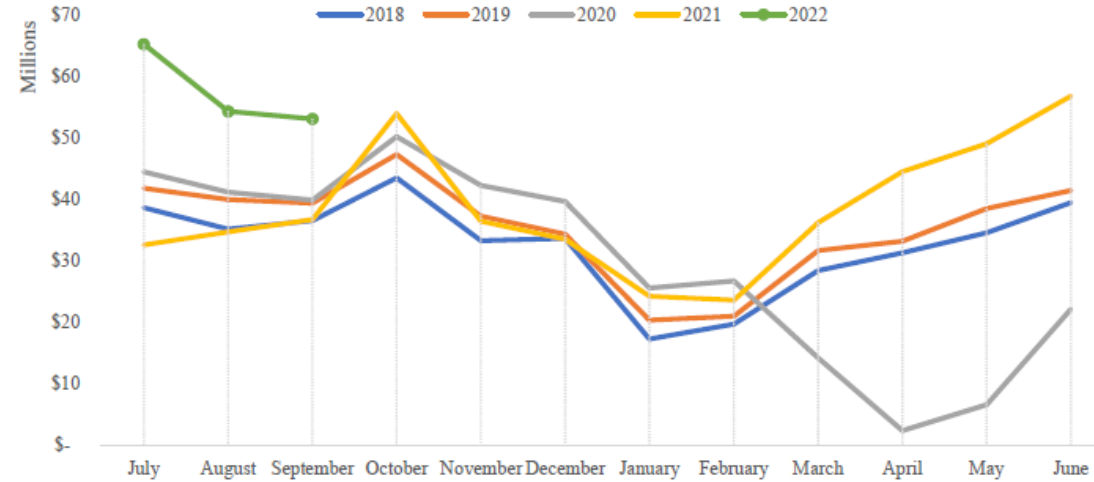
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 65,161,963	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,266,873	34,663,339	57%	78%	35,703,239	38,564,848
September	53,014,937	36,683,164	45%	66%	37,783,659	38,626,462
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

PG 7

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

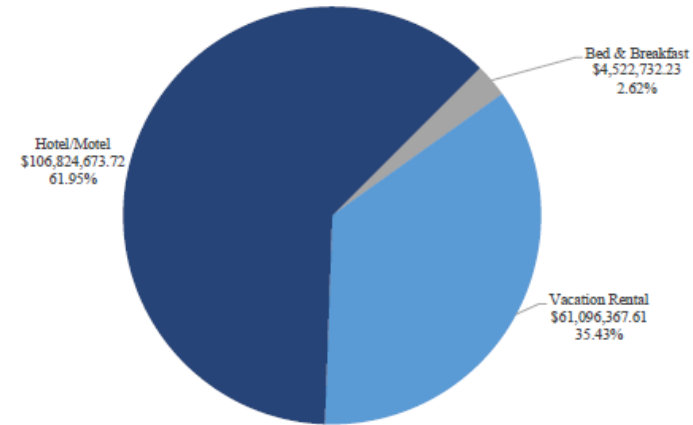
October 31, 2021

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		

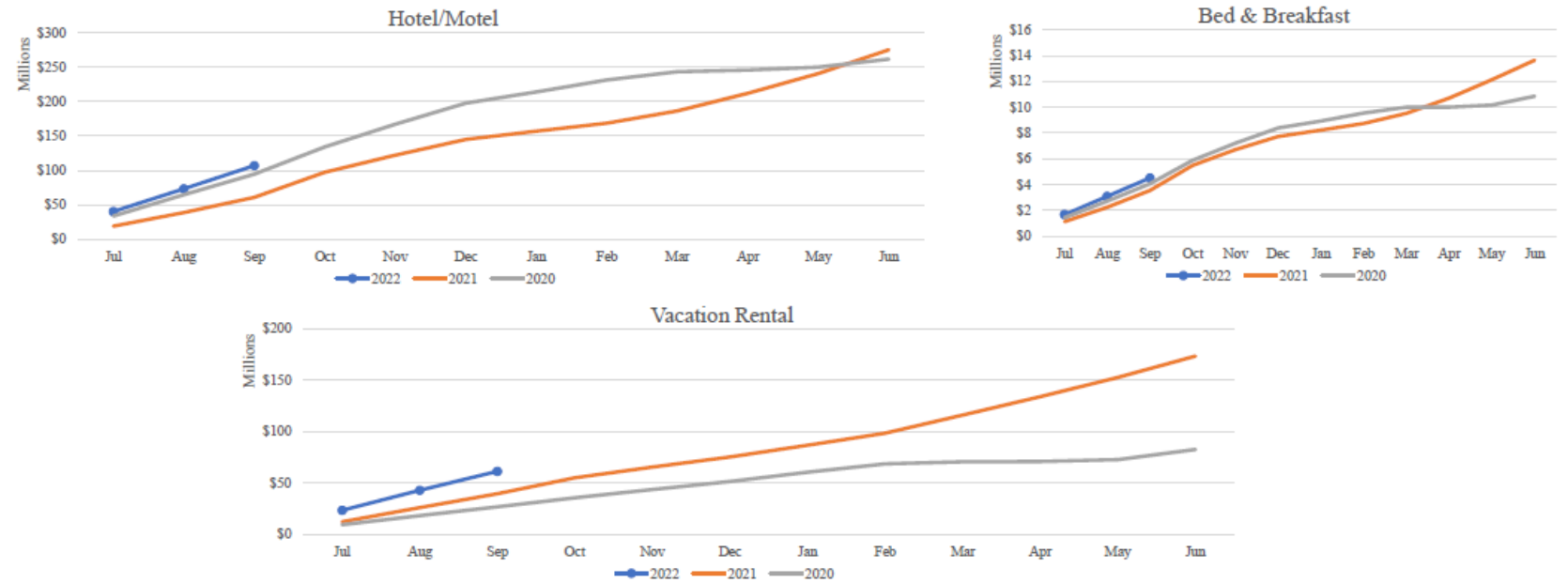
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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



FINANCIAL REPORTS

Questions/Discussion

FINANCIAL REPORTS

Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the October 2021 Financial Reports as presented.

- Motion Second
- Discussion

FINANCIALS - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- HP Patel
- Chair Kathleen Mosher

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the **Final June 2021** Financial Reports

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	121,235	-	-				
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			12,465,092				
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.

PG 2

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



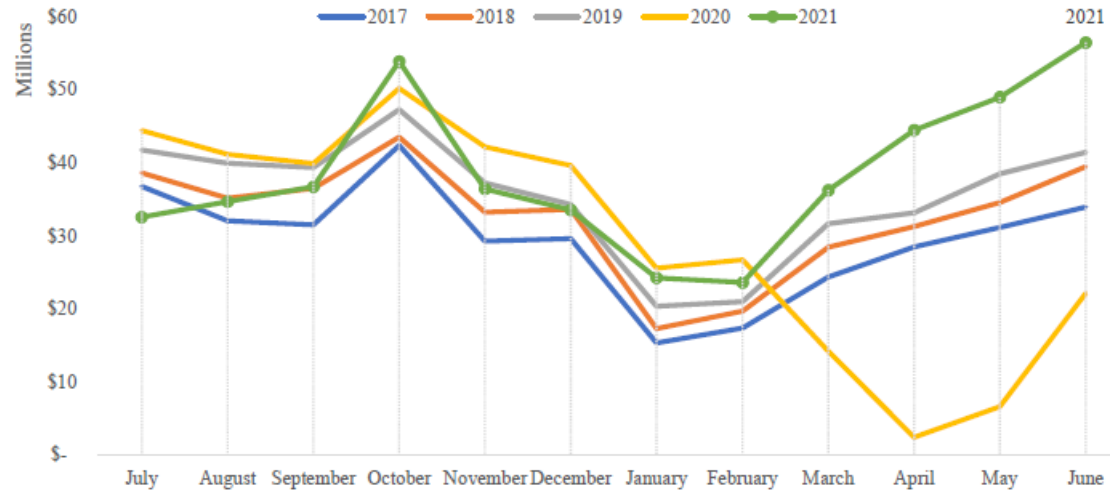
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 32,547,111	\$ 44,385,965	-27%	-27%	\$ 45,717,544	\$ 41,574,284
August	34,663,339	41,113,655	-16%	-21%	42,347,065	38,716,556
September	36,683,164	39,869,174	-8%	-17%	41,065,249	38,557,347
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



	2017	2018	2019	2020	2021
Month of lodging sales:					
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	31,112,082	-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%	23,577,380	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%	

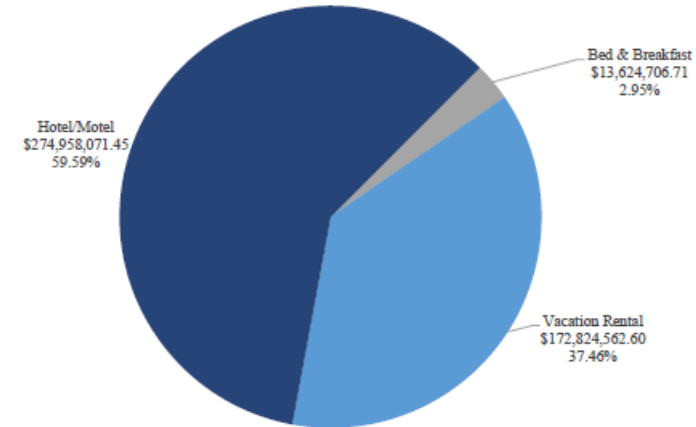
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

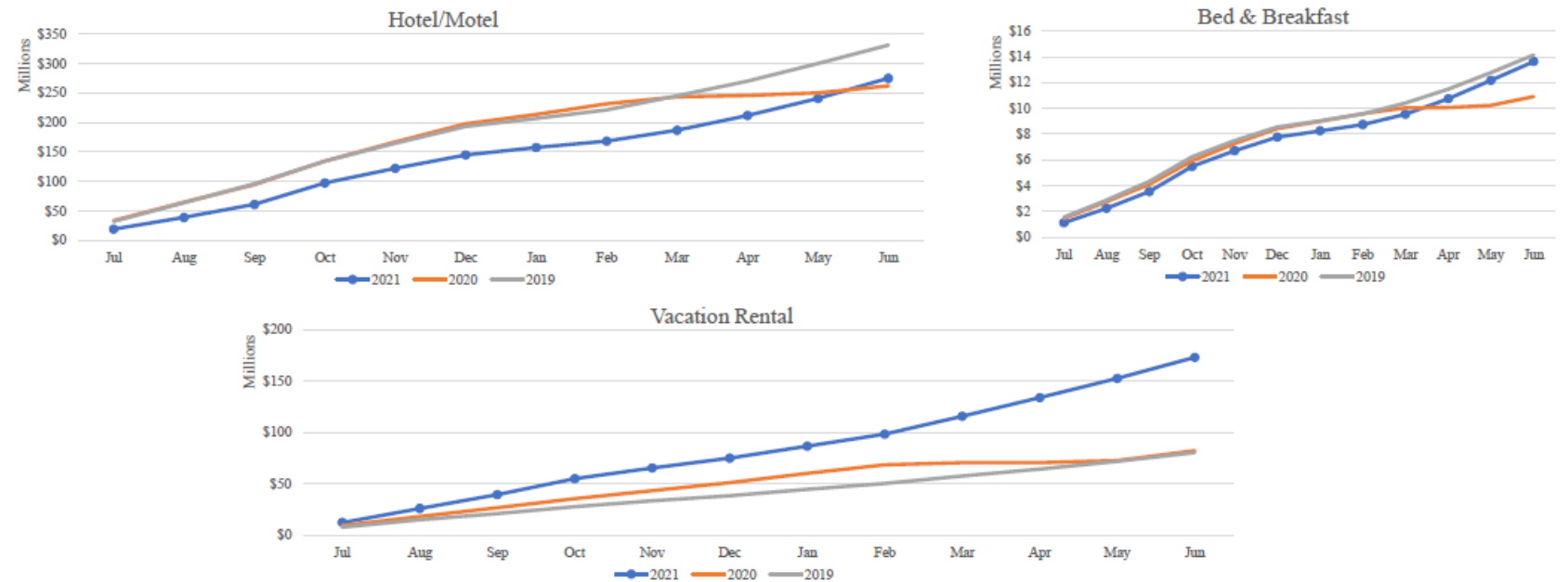
Shown by Month of Sale, Year-to-Date

June 30, 2021

Total Lodging Sales by Type, Year-to-Date



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



FINANCIAL REPORTS

Questions/Discussion

FINANCIAL REPORTS

Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the **Final June 2021** Financial Reports as presented.

- Motion Second
- Discussion

FINANCIALS - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- HP Patel
- Chair Kathleen Mosher



Buncombe County Tourism Development Authority

Audit results for the year ended June 30, 2021

Chris Kessler | CPA/Principal, State and Local Government

Gaby Miller | Engagement Director

CliftonLarsonAllen LLP

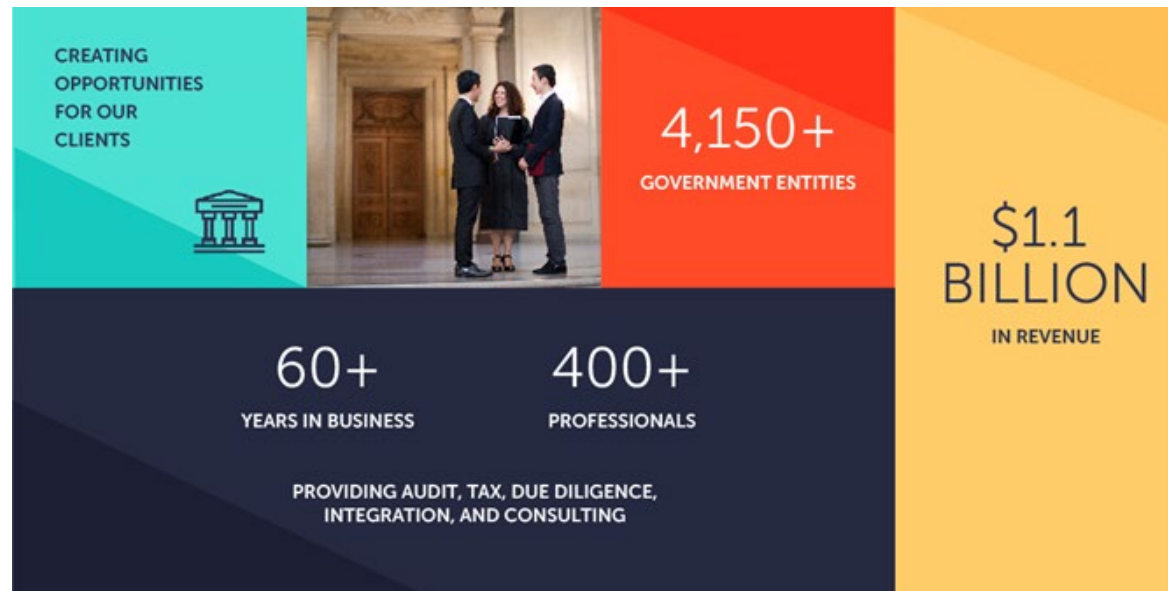
November 17, 2021

WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor

Firm Overview

- CLA is the 8th largest public accounting firm in the country. CLA exists to create opportunities for our clients, our people, and our communities through industry-focused wealth advisory, outsourcing, audit, tax and consulting services.



Audit Services Performed

Financial Statements

- Audit of the Authority's financial statements for the year ended June 30, 2021, in accordance with *Government Auditing Standards*

Reports Delivered

Independent Auditors'
Report

Report on Internal
Control over Financial
Reporting and
Compliance and Other
Matters

Governance
Communication Letter



Required Communications to Governance

- Unmodified Opinion on the Financial Statements
- Scope and timing of audit proceeded as planned
- No difficulties encountered in completing the audit
- No disagreements with management
- Significant accounting policies
 - In accordance with generally accepted accounting principles and consistent with industry practices and standards
- Change in accounting policies
 - None – consistent with past year
- Significant estimates within the financial statements
 - None
- Uncorrected misstatements
 - None
- Corrected misstatements
 - Correction to accounts payable and expenditures of \$395,414



Reportable Findings

- 2021-001 – Audit Adjustment
 - Material Weakness in Internal Control Over Financial Reporting
 - Understatement of liabilities and expenditures of \$395,414 resulting in adjustment to the financial statements
 - Recommendation – additional procedures around year-end cutoff
 - Management provided corrective action plan

Highlights of Financial Position as of June 30, 2021

- Management's Discussion and Analysis – Pages 4 through 11
- General Fund Financial Statements – Pages 14 and 15
 - Total Fund Balance of \$19.8 million
 - Increase in Fund Balance of \$7.3 million
- Product Development Fund Financial Statements – Pages 14 and 15
 - Total Fund Balance of \$20.7 million
 - Increase in Fund Balance of \$3.5 million
- General Fund Schedule of Revenue, Expenditures and Changes in Fund Balance – Budget to Actual – Page 16
 - Revenues were \$9.2 million above budget
 - Expenditures were \$2.6 million less than budgeted
 - Increase in Fund Balance was \$7.3 million compared to a budgeted decrease of \$4.6 million





Thank you to everyone who
assisted during the audit!

WEALTH ADVISORY | OUTSOURCING
AUDIT, TAX, AND CONSULTING

Investment advisory services are offered through CliftonLarsonAllen
Wealth Advisors, LLC, an SEC-registered investment advisor

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Who We Serve, What We Do, Who We Are, Insights, Events

Managing Your ARPA Funds

Home / Events / Managing Your ARPA Funds

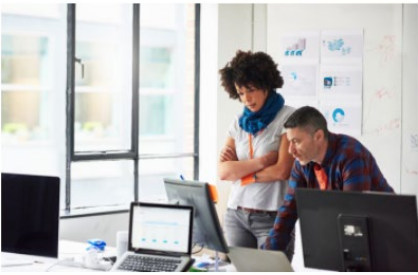
EVENT DETAIL

November 09, 2021
2 - 3 p.m. CT

Location: Webinar
Hosting, Speaking

Recommended CPE: 1 credit, Specialized Knowledge

[Register](#)



SPEAKERS

- Hannah York**
PRINCIPAL
781-407-6430
[View profile](#)
- Shawn McGoldrick**
SUDPS CONTROLLER
781-407-6322
[View profile](#)
- Lance Schmidt**
PRINCIPAL
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UPCOMING EVENTS

- 11/2/2021
Future of Work
- 11/5/2021
Qualified Opportunity Zone Benefits and Investment Alternatives
- 11/5/2021
Current Tax Developments Webinar Series
- 11/9/2021
Ongoing Credit Risk Management in a

The American Rescue Plan Act (ARPA) will distribute \$350 billion to state and local governments to be obligated between now and December 31, 2024. These funds may substantially alleviate your pandemic-related budget burdens and expedite implementation of valuable programs in your community. However, your government must be equipped to handle the planning, administration, compliance, and reporting protocols the grant funds require.

This **complimentary** webinar will discuss all things ARPA: fundamentals of the program, requirements for plan administration, and how we're supporting our valued clients with innovative consulting and technology services that aim to alleviate the manpower required to administer the program.

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Who We Serve, What We Do, Who We Are, Insights, Events

Current Tax Developments Webinar Series


Home / Events / Current Tax Developments Webinar Series

EVENT DETAIL

Various Dates

Location: Webinar
Hosting, Speaking

[Register](#)



SPEAKERS

- Dan Greenhagen**
MANAGER
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[View profile](#)
- Chris Hesse**
PRINCIPAL
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- John Werihof**
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- Ryan Sonnenberg**
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- Terri Lilesand**
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UPCOMING EVENTS

- 11/2/2021
Future of Work
- 11/5/2021
Qualified Opportunity Zone Benefits and Investment Alternatives
- 11/5/2021
Current Tax Developments Webinar Series
- 11/9/2021
Ongoing Credit Risk Management in a

It has been a year of tax changes. Join CLA for a technical series that reviews the most significant tax legislation, regulations, and administrative guidance affecting individuals and businesses. With sessions created by CLA's most experienced tax practitioners, you'll leave with tax planning strategies and ideas to improve cash flow.

Who should attend

These sessions are designed for tax professionals, whether in public practice or industry, who need technical training around new federal tax legislation, treasury regulations, IRS guidance, and recent court decisions.

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Who We Serve, What We Do, Who We Are, Insights, Events

Improving Financial Visibility Through Dashboards and Reports


Home / Events / Improving Financial Visibility Through Dashboards and Reports

EVENT DETAIL

December 09, 2021
11 a.m. - Noon CT

Location: Webinar
Attending

[Register](#)



UPCOMING EVENTS

- 11/2/2021
Future of Work
- 11/5/2021
Qualified Opportunity Zone Benefits and Investment Alternatives
- 11/5/2021
Current Tax Developments Webinar Series
- 11/9/2021
Ongoing Credit Risk Management in a Transitioning Pandemic Period
- 11/11/2021 - 11/12/2021
2021 Byrdier Convention

TAGS

Operations

[Event Cancellation Policy](#)

In today's business environment financial visibility is paramount. Detailed financial reports and dashboards with drill-down capability provide real-time visibility into the current, and future, state of your business.

Discover the tactics that can help your team have a clear, accurate, and timely view of revenue, expenses, cash flow, and profitability.

During this webinar, we'll discuss how you can:

- Eliminate tedious, error-prone reports from Excel
- See up-to-date and accurate data on your business
- Easily create and share customized reports across your organization

CLA Connect Navigation: Contact Us, Locations, Directory, Client Login, Select Language

Who We Serve, What We Do, Who We Are, Insights, Events

Qualified Opportunity Zone Benefits and Investment Alternatives


Home / Events / Qualified Opportunity Zone Benefits and Investment Alternatives

EVENT DETAIL

November 03, 2021
Noon - 1 p.m. CT

Location: Webinar

[Register](#)



SPEAKERS

- Tony Hallada**
MANAGING PRINCIPAL WEALTH ADVISOR STRATEGY
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- Jack Rybicki**
PRINCIPAL
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- Lucas Whelan**
CAPITAL MARKETS SENIOR ANALYST
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UPCOMING EVENTS

- 11/2/2021
Future of Work
- 11/5/2021
Qualified Opportunity Zone Benefits and Investment Alternatives
- 11/5/2021
Current Tax Developments Webinar Series
- 11/9/2021
Ongoing Credit Risk Management in a

Join us for this complimentary webinar as we explore the potential benefits of investing in qualified opportunity funds (QOF). CLA professionals can help you understand when QOF investment can be considered, the tax benefits of investing in QOFs, and some of the critical items to consider when making a QOF investment decision. We'll also discuss other possible alternative strategies for deferring federal capital gains tax liability.

Speakers

- Jack Rybicki, Principal
- Tony Hallada, Managing Principal Wealth Advisor Strategy
- Lucas Whelan, Capital Markets Senior Analyst



Questions?

Christopher Kessler, CPA
Principal

Chris.Kessler@CLAconnect.com

Gaby Miller, CPA
Director

Gaby.Miller@CLAconnect.com



CLAconnect.com



WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor

FY 2020-21 AUDIT

Questions/Discussion

FY 2020-21 AUDIT

Chair Kathleen Mosher

- Suggested Motion:

Motion to accept the BCTDA's FY 2020-21 audit as presented and place it on file.

- Motion Second

- Discussion

FY 21 AUDIT - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- HP Patel
- Chair Kathleen Mosher

PRESIDENT & CEO REPORT

VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**

ASHEVILLE CHAMPIONSHIP

- Successful inaugural event with plans underway to grow in future years
- Preliminary direct spending around \$500,000 for the first year
- Televised on ESPN
- 4 teams



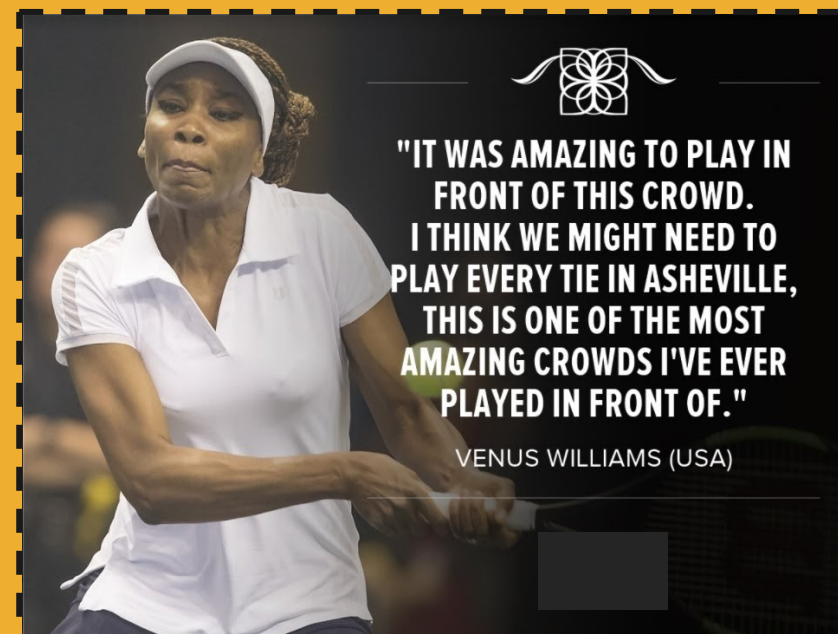
IT ALL STARTS
IN ASHEVILLE

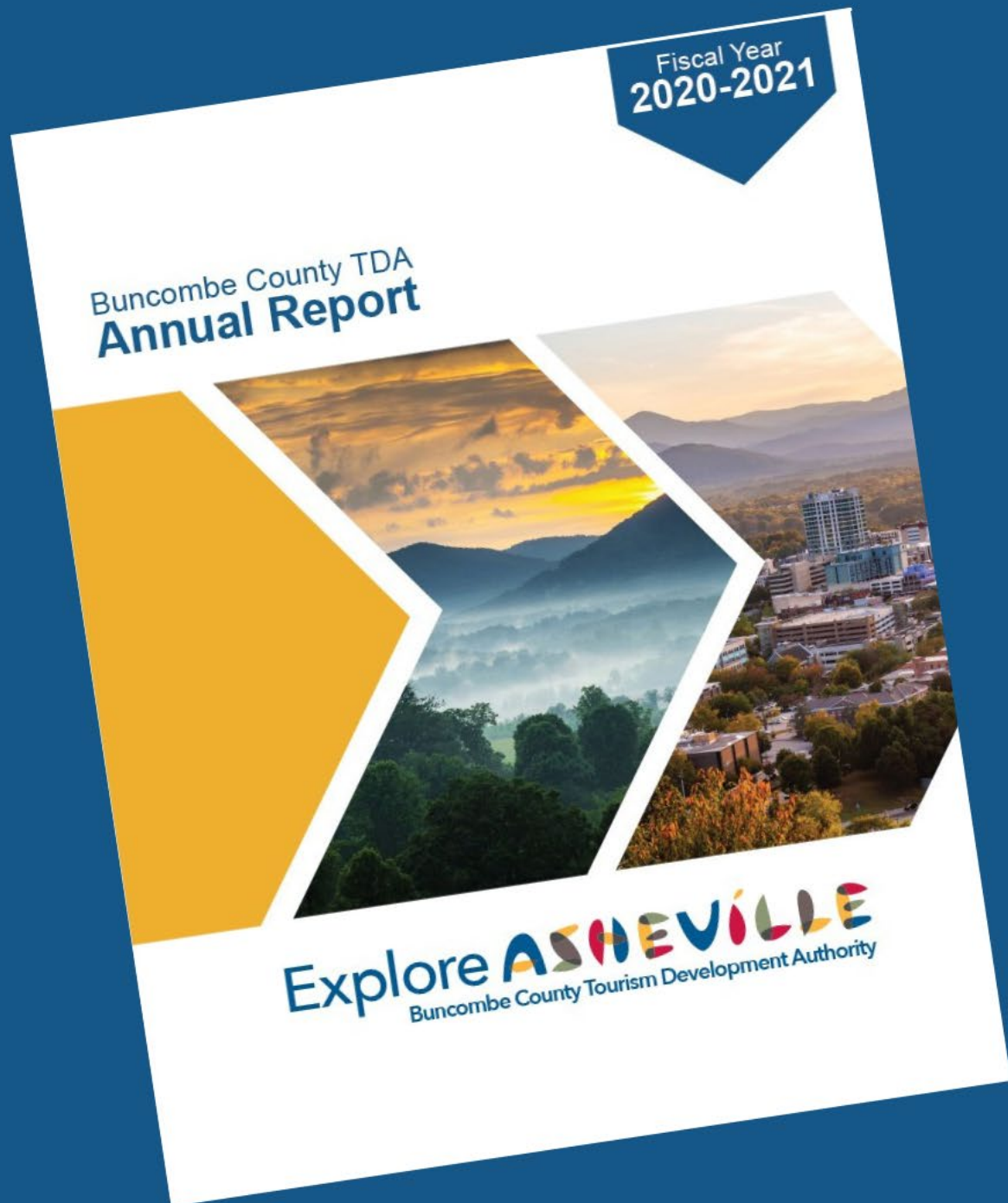


NOVEMBER 12-14, 2021

BILLIE JEAN KING CUP

- The premier international women's tennis team competition formerly known as the Fed Cup, was officially rebranded in honor of the legendary Billie Jean King in late 2020
- Aligns with a global icon who has dedicated her life to fighting injustice, inequality and discrimination in all forms
- Explore Asheville team collaborated with the Sports Commission and the team at the Civic Center to secure this event for our community
- **Asheville will become the second city in history to host three Billie Jean King Cup ties for the USA**
- Generated over \$3 million in direct spending in 2019
- April 15-16, 2022 at Harrah's Cherokee Center Asheville





Now Available:

Buncombe County TDA Annual Report

Fiscal Year 2020-21

Visit [AshevilleCVB.com](https://www.ashevillecvb.com) to download

Seasonal Networking & Good Cheer

EXPLORE ASHEVILLE HOLIDAY PARTY

December 8, 4:30–6:30 pm | Center for Craft

View Event Calendar on AshevilleCVB.com for Registration & Details



NC LEGISLATIVE UPDATES

STATE BUDGET STATUS

\$30 million for Visit NC Marketing Budget

- Includes additional \$30 million over 3 years for state tourism promotion (as part of the ARPA stimulus)

\$500 Million in Direct State Grants to Hospitality Businesses

- Grants to businesses that experienced losses of 20% or more during the pandemic. \$300 million of these funds are specifically protected for businesses in NAIC Code 71 & 72, which is primarily restaurants, hotels, bars and other entertainment businesses. These grants will be up to \$500,000 per business in direct grants. Will have 60 days to apply.

Paycheck Protection Program (PPP) Expense Deductibility

- One of the last states in the country to enable business expenses made with PPP funds deductible for state income tax purposes

\$5 Million for Workforce Development

- Appropriated to NCRLA to run a statewide campaign to recruit workers to the hospitality industry

Local Occupancy Tax

- Local occupancy tax bills passed in the House remain sitting in the Senate. Asheville area hotel leaders continue to advocate for Buncombe County legislation to be changed from 75/25 to two-thirds marketing, one-third product investment through requesting an amendment to legislation to be introduced and passed before the end of this session.

39 COMMUNITY PROJECTS BENEFITED FROM \$44 MILLION IN BCTDA GRANTS

African-American Heritage Trail

African-American Heritage Museum at Stephens-Lee
Community Center

Asheville Area Wayfinding Program

Asheville Art Museum

Asheville Community Theatre

Asheville Downtown Association – Pack Square Park
Canopy

Asheville Museum of Science

Asheville Visitor Center

Black Mountain College Museum + Arts Center

The Bonsai Garden at the North Carolina Arboretum

Buncombe County – Enka Recreation Destination

Center for Craft

City of Asheville – ExploreAsheville.com Arena at
the U.S. Cellular Center I, II

City of Asheville – Riverfront Destination
Development I, II & RADTIP

The Collider

Friends of the WNC Nature Center

Grove Arcade

The John B. Lewis Soccer Complex at Azalea Park

LEAF Global Arts Center

Montford Park Players

Montreat College

North Carolina Arboretum

The Orange Peel

Pack Square Park & Pavilion I, II

RiverLink – Pearson Bridge River Access

Western North Carolina Veterans' Memorial at Pack
Square Park

Smoky Mountain Adventure Center

Navitat Canopy Adventures

Highland Brewing Company

University of North Carolina at Asheville Foundation

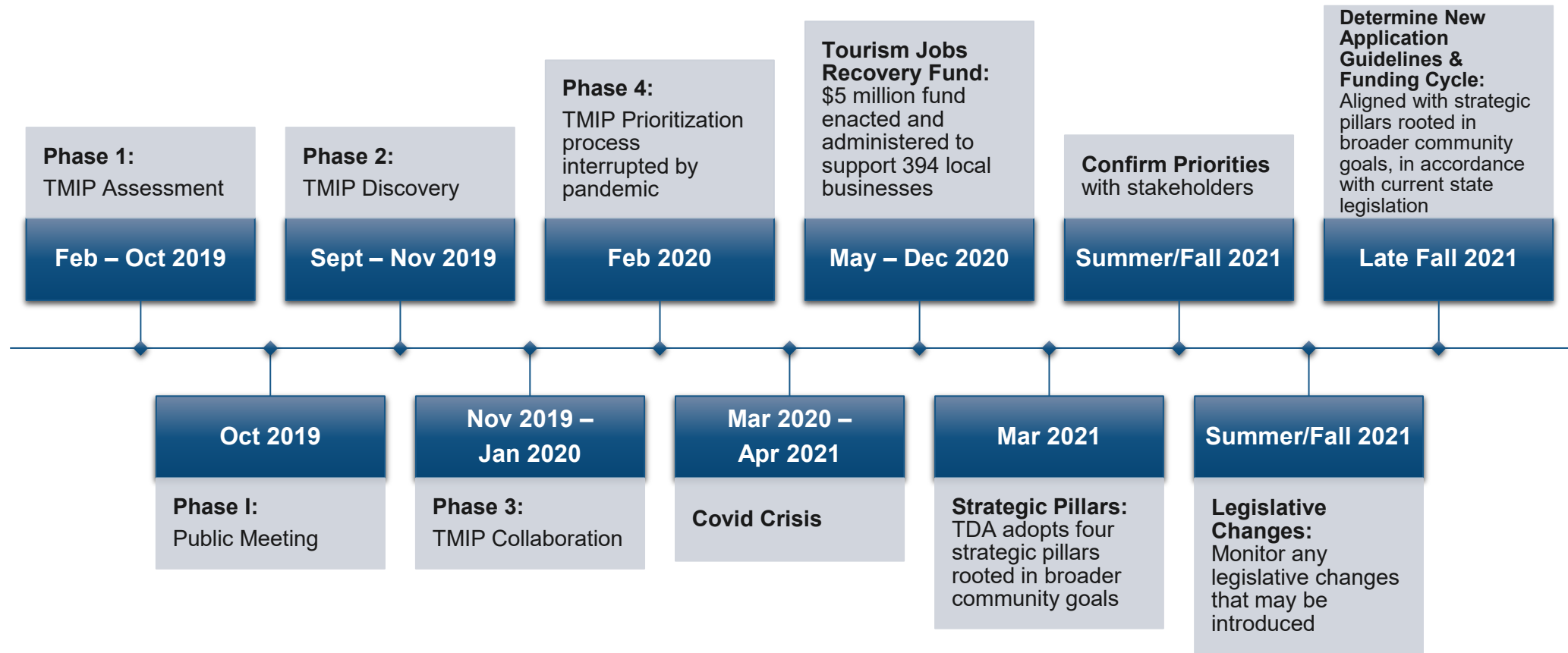
WNC Farmers Market





The Wortham Center

Woodfin Greenway & Blueway

YMI Cultural Center

TPDF/TMIP TIMELINE



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

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

Explore **ASHEVILLE**

TOURISM PRODUCT DEVELOPMENT FUND (TPDF) UPDATE

PAT KAPPES
VICE PRESIDENT OF COMMUNITY ENGAGEMENT

Explore **ASHEVILLE**

FOR YOUR CONSIDERATION

Staff requests approval to:

- Proceed with hosting a TPDF grant funding cycle in 2022, and
- Issue a call for prospective candidates to fill vacant seats on the TPDF Committee.

ENABLING LEGISLATION

The legislation gives the BCTDA ultimate authority over the awarding of the tourism product development funds, following recommendations from the TPDF Committee.

NOTE: Legislation does not specify or require a grant application cycle; but does mandate that all proposals are reviewed by a separate TPDF Committee.

FUNDING PATHWAYS

TRADITIONAL APPROACH

Grant, Loan Guarantee, or Debt Service

TPDF applicants may submit funding requests during the standard grant cycle for a grant, loan guarantee or debt service.

The TPDF Committee must review and evaluate project applications during the cycle, and make recommendations to the BCTDA for funding.

FUNDING PATHWAYS

BCTDA ADOPTED ADDITIONAL GUIDELINES IN 2015

Strategic Priority List: During the standard grant cycle, the TPDF Committee may wish to recommend funding for a project but not have the funds available. As per legislation, the BCTDA cannot make a binding commitment to fund projects using future year revenues. In this case, the TPDF Committee may recommend the BCTDA place a project on the Strategic Priority List, to be considered when funding is available. Selected projects would receive priority for funding in future years.

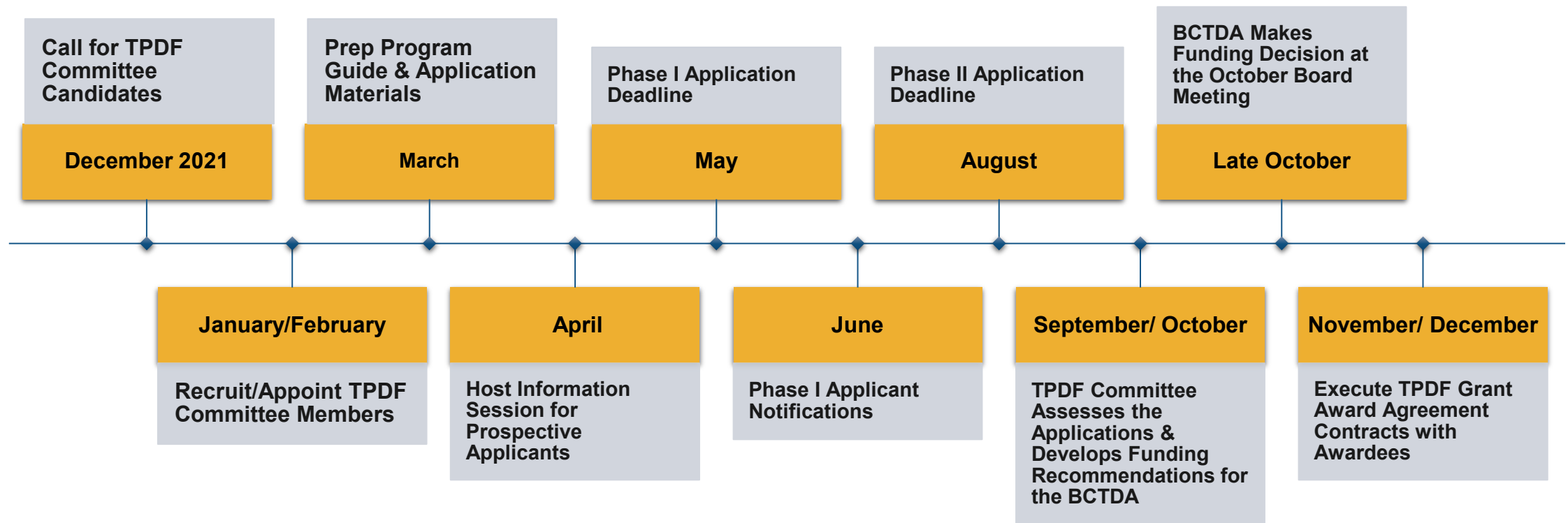
Major Works Pathway: This approach enables a funding pathway outside the annual TPDF funding cycle for significant projects representing a minimum \$5 million capital investment and requiring multi-year funding. Outside of the grant cycle, applicants may present a project proposal to the BCTDA for funding consideration. All potential major projects must conform to TPDF requirements and are subject to evaluation by the TPDF Committee. Applicants interested in pursuing the Major Works Pathway are encouraged to consult with CVB staff in early stages of project planning.

2022 TPDF GRANT CYCLE

- Planning underway for hosting a funding cycle in 2022.
- Criteria based on existing legislation, including the following core requirements:
 - Funding must be for capital investments only
 - Project must demonstrate that it will create substantial new and incremental hotel room nights in Buncombe County
 - Restricted to nonprofit organizations including municipal partners

PROPOSED TIMELINE

2022 TPDF GRANT CYCLE



TPDF COMMITTEE STATUS

The current TPDF Committee has five members – and four vacancies:

Ken Stamps (Incoming Chair)

Navitat Canopy & Adventure Pisgah
Tourism & Lodging Appointment

Fielding Lowe

Carolina Alliance Bank
Finance Appointment

Jay Curwen

Nantahala Outdoor Center
Tourism Appointment

David McCartney

Aloft Asheville Downtown
Lodging Appointment

Brenda Durden (BCTDA Liaison)

Asheville Hotel Group
Lodging Appointment



***BCTDA Vice Chair serves as
TPDF Committee liaison.***

POLICIES & PROCEDURES

Appointment of TPDF Committee Members

The Committee shall consist of nine (9) members made up of the following:

- 1) One member of the Committee must be an Authority member appointed by the Chairman of the Authority.
(Brenda Durden as BCTDA Vice Chair will serve as committee liaison.)
- 2) A majority of the members of the Committee must always be persons who are owners or operators of hotels, motels, or other taxable tourist accommodations.
- 3) The remainder of the committee shall be made up of representatives with tourism, legal or financial expertise.

Current Committee:

Lodging (2)

Tourism (2)

Finance (1)

POLICIES & PROCEDURES

Process for Appointing Committee members shall be appointed as follows:

- 1) A TPDF nominating sub-committee shall be formed to solicit and review letters of interest and applications for membership. The sub-committee shall make recommendations of new members to the Authority.
- 2) The Authority appoints by majority vote on members of the Tourism Product Development Fund Committee.

NEXT STEPS



Establish a TPDF Nominating Sub-Committee



Solicit Letters of Interest December - January



Nominating Sub-Committee interviews the candidates & presents recommendations to the BCTDA in February



BCTDA appoints four TPDF Committee members



BCTDA determines amount of funding allocated to 2022 cycle



QUESTIONS?

MOTION FOR CONSIDERATION

Chair Kathleen Mosher

- Motion for Consideration

Motion to proceed with hosting a TPDF grant funding cycle in 2022 and issuing a call for TPDF Committee candidates to fill vacant seats on the TPDF Committee.

- Motion Second
- Discussion

ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- HP Patel
- Chair Kathleen Mosher

MARKETING UPDATE

MARLA TAMBELLINI
SENIOR VICE PRESIDENT OF MARKETING

Explore **ASHEVILLE**

ASHEVILLE CHAMPIONSHIP



Gophers Win Asheville Championship in Double Overtime Win

Gophers men's basketball takes on Princeton in Asheville Championship with familiarity on both sides

Princeton rallies past S. Carolina in Asheville Championship



AP

Nov 13, 2021

ASHEVILLE, N.C. -- Jaelen Llewellyn scored 16 points, Drew Friberg made three big free throws, and Princeton defeated South Carolina 66-62 on Friday night in the opening round of the inaugural Asheville Championship.

The News & Observer

Watch Roy Williams commercial for Asheville Championship ...

Retired UNC men's basketball coach Roy Williams enjoys a new role as ambassador for the Asheville Championship...

Sen 14 2021

SPORTS

Princeton men's basketball beat South Carolina to reach championship game of Asheville Challenge

SPORTS
CHAMPIONS CLIMB HERE
INSIDE ATHLETICS
FAN ZONE

MEN'S BASKETBALL
Med Center Health
Schedule
Tickets
Roster

64
Western Ky. 1-2,0-0 C-USA

75
South Carolina 2-1,0-0 SEC

	1	2	F
Western Ky.	24	40	64
South Carolina	31	44	75

ASHEVILLE CHAMPIONSHIP

Kayak Giveaway | November 1 – 21

Asheville Championship
4m · 🌐

Attention fans! There's still time to enter to win this signed Asheville Championship kayak courtesy of [Liquidlogic Kayaks](#). Details below from our friends at [Visit Asheville](#) - good luck!



Visit Asheville
15h · 🌐

Shoot your shot to win this Asheville Championship kayak from Liquidlogic Kayaks by donating to the Blue Ridge Parkway Foundation through Pledge for the Wild! We unveiled the kayak at halftime of Sunday night's championship game. Here's how to enter: <https://bit.ly/3EXAC5U>.

Congratulations to [Minnesota Men's Basketball](#) on earning the first-ever Asheville Championship title by defeating Princeton 87-80 in double OT!

[KemperLesnik Asheville Buncombe Regional Sports Commission](#)

Like Comment Share

ASHEVILLE

Visit Asheville
@Asheville

- Home
- About
- Posts
- Photos
- Videos
- Free Travel Guide
- E-Newsletter Sign Up
- Weekly Color Report
- Community


Create a Page

Visit Asheville
8 hrs · 🌐

Shoot your shot to win this Asheville Championship kayak from Liquidlogic Kayaks by donating to the Blue Ridge Parkway Foundation! We unveiled the kayak at halftime of Sunday night's championship game. Here's how to enter: <https://bit.ly/3EXAC5U>.

Congratulations to Minnesota Gophers men's basketball on earning the first-ever Asheville Championship title by defeating Princeton 87-80 in double OT!

KemperLesnik




Like Comment Share

ashevillechampionship 2h

visitasheville

Shoot your shot to win this kayak by donating to the @ashevillechampionship @brpkwyfoundation!



Enter Here

EXPLOREASHEVILLE.COM

THIS KAYAK COULD BE YOURS! ENTER TO WIN THROUGH @VISITASHEVILLE

Reply to ashevillechampionship...



HOLIDAY MARKETING

ASHEVILLE

MEETING PLANNERS

WEDDINGS

SPORTS

MOTORCOACH

♥ FAVORITES

🔊 RADIO



ICONIC
ASHEVILLE

THINGS
TO DO

TRIP
IDEAS

EVENT
CALENDAR

PLACES
TO STAY

FOOD &
DRINK

GREAT
OUTDOORS

PACKAGES
& DEALS

Holiday Gift Guide

HOLIDAY GIFT GUIDE



- Featuring 80 locally made products across four product categories.
- Promoted via paid and organic social, search and email.

HOLIDAY GIFT GUIDE PAID MEDIA

Objectives:

- Drive website visits to the Holiday Gift Guide

Media:

- Facebook + Instagram
- Pinterest
- Paid Search
- eTarget consumer email
- *Garden & Gun* Social Post

Flighting:

- November 11 – December 31
(launch/end date vary per medium)



HOLIDAY PAID MEDIA

Objectives:


- Drive overnight visitation during the holiday season


Media:

- Display + video
- Travel endemic
- Facebook + Instagram
- Pinterest
- Paid Search


Flighting:

- November 11 – December 31 (launch/end date vary per medium)


 **Visit Asheville**
No matter where you end up in Asheville this holiday season, you'll find what you're looking for.




Holiday Splendor
exploreasheville.com [Learn More](#)



Holiday Cheers
exploreasheville.com [Learn More](#)




Holiday Gifts
exploreasheville.com [Learn More](#)



Holiday Views
exploreasheville.com [Learn More](#)

OPEN UP **MORE THAN JUST A BOX.**



**Gift Yourself
Amazing Views**

**EXPERIENCE
BREATHTAKING VIEWS.**



**There's Holiday Magic
Around Asheville**

**TOAST TO
NEW MEMORIES.**



ASHEVILLE

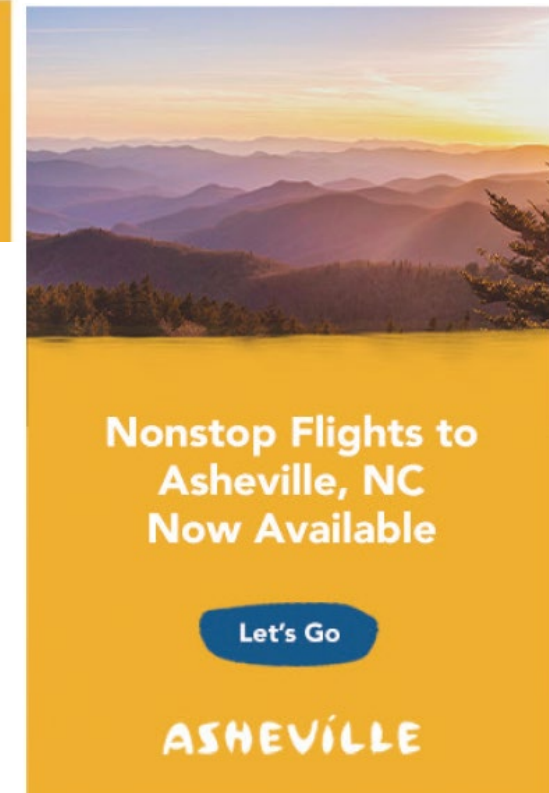
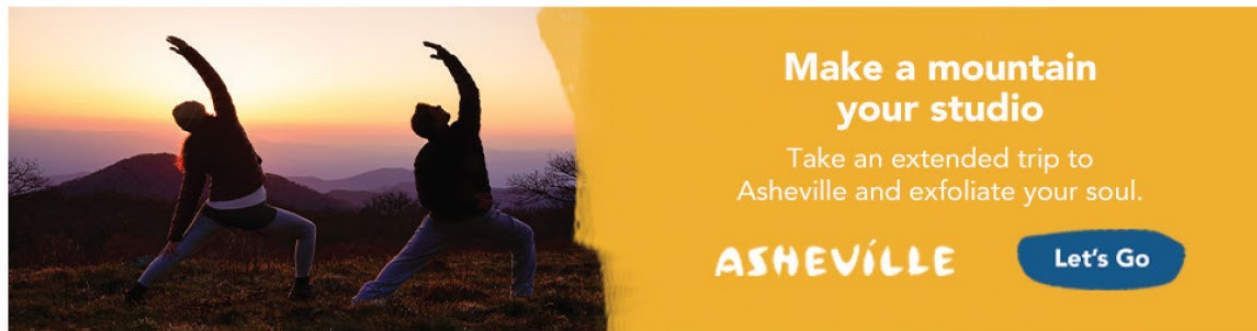


Toast to a Holiday Well Spent
Plan your festive escape to our Blue Ridge Mountains.

ASHEVILLE [Let's Go](#)

SEASONAL BANNERS

Updates to destination brand advertising





MEDIA PARTNERSHIPS

GARDEN & GUN PARTNERSHIP

Explore Asheville kicked off a multi-year content partnership with *Garden & Gun* at the 12th Annual Made in the South Awards in Charleston on November 3rd



CONGRATULATIONS!

We salute your creativity and ingenuity.
We hope you will visit us soon.
—Your Friends at Explore Asheville

GARDEN & GUN PARTNERSHIP

This partnership will highlight Asheville's legacy as a creative hub fueled by makers, artists, craftspeople, artisan food producers and entrepreneurial culture

At the event, local artisan Anneliese Gormley of spoon + hook was named a runner up in the craft category



GARDEN & GUN PARTNERSHIP

GARDEN & GUN

Partnership Components:

- 7 Garden & Gun-designed print advertorial spreads
- 2021 Made in the South Awards Dinner Event Sponsorship
- Sponsored Social Media (aligning with the 7 advertorial spread print releases)
- 2021 Holiday Social Giveaway Program
- 2022 Made in the South Awards held in Asheville
- Creative Spirit Experience Custom Weekend Event



MONOCLE PARTNERSHIP



A leading global media brand (print + online) with editorial coverage spanning international affairs, business, culture and design.

Partnership includes:

- 24-page editorial print insert in Dec/Jan Issue
- 4 full page display ads
- 2-month sponsorship of Monocle's Digital newsletter (Weekend Sunday Edition)
- Digital reproduction of the insert to run on monocle.com
- 1,000 additional insert copies for use by EA

Advertorial insert includes:

- Creative Spirit (RAD, Music, Arts)
- Outdoors
- Food + Drink Culture
- Business Industry Sectors
- Hotels/Resorts + Meeting Spaces

ATLAS OBSCURA PARTNERSHIP



Online travel media brand that highlights unusual and obscure travel destinations.

Partnership Components:

- 1 Pin Drop Video
- 1 Itinerary
- Social distribution on Atlas channels
- Video distribution via Atlas' consumer email database
- Custom carousel unit on atlasobscura.com
- Display units on atlasobscura.com
- B-roll asset pack



OTHER POTENTIAL PARTNERS

**Deliver Balanced Recovery
& Sustainable Growth**

FATH★M
WAY TO GO

**Encourage Safe &
Responsible Travel**

Outside

**Invite & Engage Diverse
Audiences (15% of media spend)**

THE ROOT
CUISINE NOIR
the **grio** 
pride™
media
HER

**Support Asheville's
Creative Spirit**

dwell

FOOD52

The
BITTER SOUTHERNER
STORIES ABOUT THE SOUTH

AUDIENCE SHIFTS

Deliver Balanced Recovery & Sustainable Growth



- MMGY Travel models for high level domestic leisure and business travel
- Historic travel spend volume capable of driving Asheville economic growth
- Quality experiences are biggest driver of travel decision making

Engage & Invite More Diverse Audiences



- Composed of underrepresented travelers
- Historic travel spend volume capable of driving Asheville economic growth
- Enjoy new experiences and willing to make decisions in the moment

Encourage Safe & Responsible Travel



- MMGY Eco/Sustainability travel model
- Likely to support green initiatives and social responsibility
- Historic travel spend volume capable of driving Asheville economic growth

Promote & Support Asheville's & Creative Spirit



- MMGY Travel models for culinary experiences and supporting local arts
- Prefer to experience destinations as a local
- Historic travel spend volume capable of driving Asheville economic growth

*** Audiences will also be built based on Experian modeling and highest indexing Mosaic groups.**

SEASONAL AND PILLAR ALIGNMENT

Season

Pillar

Rationale

Tactics



Evergreen



Maintain consistent always on presence with key media tactics

Paid Search, Paid Social, Programmatic Display, Endemic Display



Spring

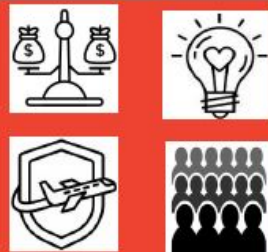


Begin ramping up for increased visitation by beginning to layer on additional high reach channels

Paid Search, Paid Social, Programmatic Display, Endemic Display, Custom Content, Native, Audio, Email and Video/CTV, Linear TV



Summer



Capitalize on the busiest travel season and have the most robust media mix of the year

Paid Search, Paid Social, Programmatic Display, Endemic Display, Custom Content, Native, Audio, Email and Video/CTV, Print, Linear TV



**Holiday/
Winter**



Capitalize on Biltmore media presence and scale back media in Q4 and begin to layer in additional channels in Q1 2022 to capture increasing demand

Paid Search, Paid Social, Programmatic Display, Endemic Display, Custom Content, Native, Audio, Email and Video/CTV, Print, Linear TV

SEASONAL & PILLAR FLOW CHART

	November	December	January	February	March	April	May	June
				Spring Planning	Spring In-Market			
	Holiday/Winter Planning					Summer Planning	Summer In-Market	
		Holiday/Winter In-Market						
	Evergreen							
Balance	Balance							
Sustainability				Sustainability				
Diversity					Diversity			
Creative Spirit	Creative Spirit							



CONTENT DEVELOPMENT

NEIGHBORHOODS

ASHEVILLE

ICONIC
ASHEVILLE

THINGS
TO DO

TRIP
IDEAS

EVENT
CALENDAR

PLACES
TO STAY

FOOD &
DRINK

GREAT
OUTDOORS

PACKAGES
& DEALS

River Arts District

Watch Full Video →

SOUTH SLOPE MURAL TRAIL



South Slope Mural Trail

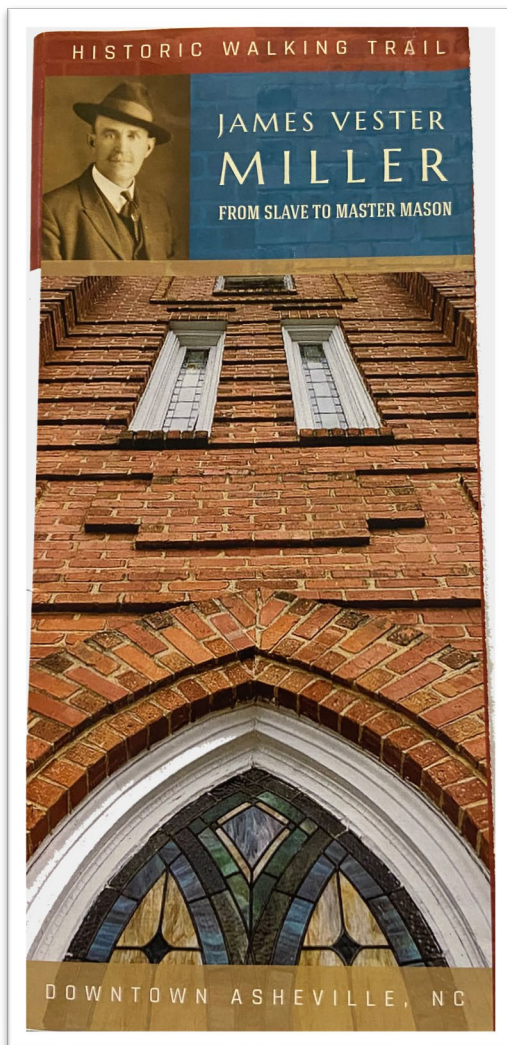
A self-guided tour of Asheville's South Slope cultural district with an eye for the art and artists that make this place shine.

The South Slope Mural Trail was created in collaboration with the Asheville Downtown Association Foundation, Explore Asheville Convention & Visitors Bureau and the South Slope Neighborhood Association to highlight the creativity of Asheville's growing mural scene in downtown's South Slope.

This hip, compact district of Asheville's Southside, commonly referred to as the South Slope, has a rich and diverse history including a vibrant African American community, an automobile focused "motor mile," and now a lively industrial area with a dynamic arts



JAMES VESTER MILLER TRAIL



- Create new digital version of James Vester Miller Walking Trail hosted on ExploreAsheville.com.
- Features nine locations throughout downtown Asheville, with opportunity to add additional sites as new buildings are discovered.



PUBLIC RELATIONS

PR TEAM



Dodie Stephens

Director of
Communications



Sarah Lowery

Public Relations
Manager



Michael Poandl

Public Relations
Manager



Sha'Linda Pruitt

Public Relations
Coordinator

GMA IN ASHEVILLE

abc **GOOD MORNING AMERICA**



RLINES GIVES \$1,000 BONUS TO ALL EMPLOYEES abc NEWS SPORTS NETS SAY KYRIE IRVING

FORTUNE

TRAVEL • NORTH CAROLINA

A haven from the Jim Crow South finds a modern purpose

BY ADAM ERACE

November 7, 2021 7:06 AM EST



National Trust for
Historic Preservation®
Save the past. Enrich the future.

November 8, 2021

A New Song for Rabbit's Motel

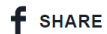


More:

African American Cultural Heritage Action
Fund

By:

Caroline Eubanks



SHARE



SHARE



#CVBClips
Readership: 2.7
million



Opened in 1948 in Asheville, North Carolina's Southside neighborhood, Rabbit's Motel was an essential respite during the segregated [Green Book](#) era. The Green Book guide, first published in 1936, provided Black travelers with listings of hotels, restaurants, and businesses that would be welcoming to them. Owner Fred "Rabbit" Simpson's tourist court played host to a who's who of Black travelers. But he also served his neighbors in the Southside neighborhood.

NBC Indianapolis “Chuck’s Big Adventure”

Chuck's Big Adventure



Chuck's Big Adventure in Asheville: Blue Ridge Parkway, Joyride Slingshot Rentals, The North Carolina Arboretum and Folk Art Center

Chuck Lofton and his "Big Adventure" team found an exhilarating way to check out the 469-mile Blue Ridge Parkway.



- **TV News Travel Show in Emerging Market:** WTHR-TV, Indianapolis NBC television affiliate.
- **Week of 11/15:** Asheville segments run each day during Chuck Lofton's live weather segments on the morning news program. Additional content and edits via social.
- **Sample partner features:** Joyride/Blue Ridge Parkway, Poet Ryan Ashley, Stargazing with Asheville Astronomy Club, dining and indie retail in Black Mountain, The Guitar Bar/RAD, Folk Art Center, Biltmore and beyond.



MEDIA OUTREACH

Up Next: What's New in 2022

Team is currently in research and writing mode as they curate insights and updates that will serve as the foundation for pitching across the calendar year.



WINTER PROMOTION



First Quarter Focus on Wellness

- In 2022, wellness tourism is projected to be near the \$1 trillion mark.
- 80% of adults intend to be more mindful about self-care.
- Prioritization of wellness jumped 65% in past two years.

An aerial photograph of a city, likely Knoxville, Tennessee, featuring a dense urban area with various buildings, including a prominent domed structure. The city is surrounded by lush green trees, and in the background, a range of mountains is visible under a soft, hazy sky. A dashed white rectangular border frames the entire scene.

QUESTIONS & DISCUSSION

CITY COUNCIL UPDATE

Councilmember Sandra Kilgore

Asheville City Council Update

BC COMMISSION UPDATE

Commissioner Robert Pressley

Buncombe County Commission Update

DECEMBER BOARD MEETING

Chair Kathleen Mosher

Consideration to Cancel the December 15, 2021 BCTDA Board Meeting

- Questions/Comments
- Suggested Motion:

Motion to cancel the BCTDA meeting scheduled on Wednesday,
December 15, 2021.

- Motion Second
- Discussion

ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- HP Patel
- Chair Kathleen Mosher

MISCELLANEOUS BUSINESS

Chair Kathleen Mosher

LIVE PUBLIC COMMENTS

Chair Kathleen Mosher

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

As of the 12:00 p.m. deadline on Tuesday, November 16, no requests to speak had been received.

WRITTEN PUBLIC COMMENTS

Chair Kathleen Mosher

Members of the Public were invited to submit comments via email to reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, November 16.

There were no written public comments received by the deadline.

ADJOURNMENT

Chair Kathleen Mosher

- Suggested Motion:

Motion to adjourn the BCTDA meeting.

- Motion Second

- Discussion

ADJOURN - ROLL CALL VOTE

Chair Kathleen Mosher

- Vice Chair Brenda Durden
- Andrew Celwyn
- Larry Crosby
- Matthew Lehman
- HP Patel
- Chair Kathleen Mosher

Seasonal Networking & Good Cheer

EXPLORE ASHEVILLE HOLIDAY PARTY

December 8, 4:30–6:30 pm | Center for Craft

View Event Calendar on AshevilleCVB.com for Registration & Details



NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting will be on
Wednesday, January 26, 2022 | 9:00 a.m.

Happy Holidays!