

A scenic view of a mountain range at dusk or dawn, with a white dashed border containing text.

WELCOME!

The November 18, 2020 virtual meeting of the
Buncombe County Tourism Development
Authority will begin shortly.

Explore **ASHEVILLE**

CALL TO ORDER

Chairman Himanshu Karvir

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



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

Virtual Board Meeting

Wednesday, November 18, 2020 | 9:00 a.m.

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

Agenda

9:00 a.m.	Call to Order the Joint Virtual Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Himanshu Karvir
9:05 a.m.	Approval of 10.28.20 Meeting Minutes	Himanshu Karvir
9:10 a.m.	Financial Reports a. October 2020 Financial Reports b. COVID-19 Occupancy Tax Penalty Waiver Update	Don Warn Don Warn
9:20 a.m.	Asheville Buncombe Regional Sports Commission Update	Demp Bradford
9:30 a.m.	Interim Executive's Report a. CVB Staff Recap b. Destination Dashboard c. Quick List d. Other Updates	Chris Cavanaugh
9:40 a.m.	YMI Cultural Center TPDF Project Update & Amendment Request	Pat Kappes Dewana Little, YMI Cultural Center Catherine Miller, Self-Help
10:00 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
10:05 a.m.	Thanks to Outgoing Board Member Commissioner Joe Belcher	Himanshu Karvir
10:10 a.m.	Asheville City Council Update	Councilmember Julie Mayfield
10:15 a.m.	Thanks to Outgoing Board Member Councilmember Julie Mayfield	Himanshu Karvir
10:20 a.m.	Miscellaneous Business	Himanshu Karvir
10:25 a.m.	Comments from the General Public	Himanshu Karvir
10:30 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, December 16, 2020**, at 9:00 a.m. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.8111 with any questions.

Save the Date!

Explore Asheville Online Holiday Party | Tuesday, December 9 | 4:00 - 5:00 p.m.

MEETING AGENDA & DOCS

Chairman Himanshu Karvir

The agenda and meeting documents are available online.


Go to:

>AshevilleCVB.com

>Board Meetings & Documents

>Upcoming BCTDA Meetings

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Board Meetings & Documents

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

Board Meeting Information:

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

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

BCTDA ROLL CALL

Chairman Himanshu Karvir

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

MINUTES

Chairman Himanshu Karvir

Motion for Consideration

Motion to approve the
minutes from the
October 28, 2020
Regular BCTDA Meeting

Explore **ASHEVILLE**

Buncombe County Tourism Development Authority

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

Virtual Board Meeting Minutes Wednesday, October 28, 2020

Present (Voting): Himanshu Karvir, Chair; Gary Froeba, Vice Chair;
Andrew Celwyn, Brenda Durden, John Luckett,
John McKibbin, Kathleen Mosher

Absent (Voting): Leah Ashburn, James Poole

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

Absent (Ex-Officio): None

CVB Staff: Chris Cavanaugh, Marla Tambellini, Pat Kappes,
Jonna Sampson, Daniel Bradley

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

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bissette

Online Attendees: Dianna Pierce, Carli Adams, Glenn Cox, Hannah Dosa,
Connie Holliday, Sarah Kilgore, Sarah Lowery, Kathi Petersen,
Tina Porter, Glenn Ramey, Charlie Reed, Dodie Stephens,
Jason Tarr, Landis Taylor, Nicole Will; Explore Asheville Staff
Victoria Isley, Incoming Explore Asheville CEO
Tina Kinsey, Asheville Regional Airport
Eric Hardy, Peyton O'Conner, Karla Furnari, Garrett Artz;
Woodfin Blueway & Greenway Project
Demp Bradford, Asheville-Buncombe Regional Sports
Commission
Kit Cramer, Asheville Area Chamber of Commerce
Angela Amer-Meyerhoff, Kelsey Ann Bassel, Meghan Jackson,
Lauren Jennings, Ashley Keetle, Emery Morris, Nick Smart; 380i
Jim Muth, Asheville Buncombe Hotel Association
Jane Anderson, Asheville Independent Restaurant Association
John Ellis, Chip Craig; Past BCTDA Board Members
Jackson Tierney, Asheville Homestay Network
John Boyle, Asheville Citizen-Times
Sunshine Request

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

MINUTES - ROLL CALL VOTE

Chairman Himanshu Karvir

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

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the October 2020 Financial Reports

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance
Operating Fund, Budget and Actual
 October 31, 2020

					(%)	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	\$ 1,598,161	\$ 4,565,021	\$ 6,570,272	41.0%	\$ 5,487,077	-16.8%
Investment income	-	-	66	(66)	-	84	-20.5%
Other income	-	63,210	68,464	(68,464)	-	(2,470)	-2871.9%
Total revenues	<u>11,135,293</u>	<u>1,661,371</u>	<u>4,633,551</u>	<u>6,501,742</u>	<u>41.6%</u>	<u>5,484,691</u>	<u>-15.5%</u>
Expenditures:							
Salaries and Benefits	2,545,163	112,015	612,223	1,932,940	24.1%	610,091	0.3%
Sales	881,277	60,803	193,742	687,535	22.0%	309,156	-37.3%
Marketing	11,390,551	196,462	980,412	10,410,139	8.6%	1,146,486	-14.5%
Public Affairs	88,519	8,729	14,982	73,537	16.9%	6,626	126.1%
Administration & Facilities	670,684	73,193	218,315	452,369	32.6%	167,978	30.0%
Events/Festivals/Sponsorships	100,000	(2,036)	(163)	100,163	-0.2%	46,601	-100.3%
Total expenditures	<u>15,676,194</u>	<u>449,165</u>	<u>2,019,512</u>	<u>13,656,682</u>	<u>12.9%</u>	<u>2,286,938</u>	<u>-11.7%</u>
Revenues over (under) expenditures	<u>(4,540,901)</u>	<u>1,212,206</u>	<u>2,614,039</u>			<u>\$ 3,197,753</u>	<u>-18.3%</u>
Other Financing Sources:							
Carried over earned income	100,000	-	-				
Total other financing sources	<u>100,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,440,901)</u>	<u>\$ 1,212,206</u>	<u>2,614,039</u>				
Fund balance, beginning of year			12,465,092				
Fund balance, end of month			<u>\$15,079,131</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

October 31, 2020

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	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	-	2,206,323	-	-	7,693,400	-	-	\$ 687,320	-	-	2,516,346	-
November	-	1,771,151	-	-	9,464,551	-	-	\$ 590,384	-	-	3,106,729	-
December	-	1,780,020	-	-	11,244,571	-	-	\$ 593,340	-	-	3,700,069	-
January	-	1,115,364	-	-	12,359,935	-	-	\$ 371,788	-	-	4,071,857	-
February	-	1,043,672	-	-	13,403,607	-	-	\$ 347,891	-	-	4,419,748	-
March	-	504,135	-	-	13,907,742	-	-	\$ 168,045	-	-	4,587,793	-
April	-	117,789	-	-	14,025,531	-	-	\$ 39,263	-	-	4,627,056	-
May	-	383,262	-	-	14,408,792	-	-	\$ 127,754	-	-	4,754,810	-
June	-	943,662	-	-	15,352,455	-	-	\$ 314,554	-	-	5,069,364	-
Total revenues	<u>\$ 4,565,021</u>	<u>\$ 15,352,455</u>		<u>\$ 4,565,021</u>	<u>\$ 15,352,455</u>		<u>\$1,521,674</u>	<u>\$5,069,364</u>		<u>\$1,521,674</u>	<u>\$5,069,364</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

October 31, 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$27,203,000	\$ 27,751,736	\$ (548,736)	102.0%
Investment Income	-	1,229,353	(1,229,353)	0.0%
Total revenues	<u>27,203,000</u>	<u>28,981,088</u>	<u>(1,778,088)</u>	<u>106.5%</u>
Expenditures:				
Product development fund projects:				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ 500,000	-	100%
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conver	1,500,000	1,500,000	-	100.0%
2016 Diana Wortham Theatre (The Wortham Center)	700,000	700,000	-	100.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	-	800,000	-
2018 LEAF Community Arts (LEAF Global Arts Center)	705,000	705,000	-	100.0%
2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	905,000	684,180	220,820	75.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens	100,000	-	100,000	-
Tourism Jobs Recovery Fund	5,000,000	5,000,000	-	100.0%
Total product development projects	<u>26,685,000</u>	<u>12,819,180</u>	<u>13,865,820</u>	<u>48.0%</u>
Product development fund administration	<u>518,000</u>	<u>330,449</u>	<u>187,551</u>	<u>63.8%</u>
Total product development fund	<u>\$27,203,000</u>	<u>\$ 13,149,629</u>	<u>\$14,053,371</u>	<u>48.3%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 15,831,459		
Less: Liabilities/Outstanding Grants		(13,865,820)		
Less: Unspent Admin Budget (Current Year)		(187,551)		
Current Product Development Amount Available		<u>\$ 1,778,089</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

October 31, 2020

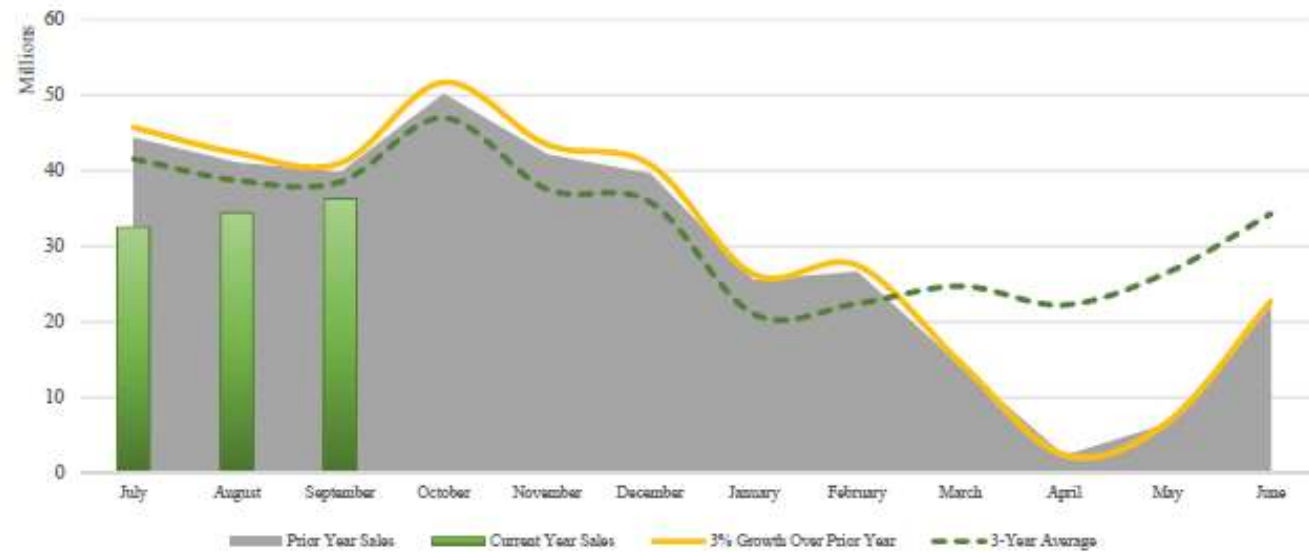
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 15,164,901	\$ 15,831,459	\$ 30,996,360
Receivables	-	-	-
Total current assets	<u>\$ 15,164,901</u>	<u>\$ 15,831,459</u>	<u>30,996,360</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 30,820	\$ -	\$ 30,820
Future events payable	54,950	\$ 13,865,820	\$ 13,920,770
Total current liabilities	<u>85,770</u>	<u>\$ 13,865,820</u>	<u>\$ 13,951,590</u>
Fund Balances:			-
Restricted for product development fund	-	1,965,640	1,965,640
Committed for event support program	58,807	-	58,807
State Required Contingency	890,823	-	890,823
Designated Contingency	4,191,257	-	4,191,257
Undesignated (cash flow)	9,938,243	-	9,938,243
Total fund balances	<u>15,079,131</u>	<u>1,965,639</u>	<u>17,044,771</u>
Total liabilities and fund balances	<u>\$15,164,901</u>	<u>\$ 15,831,459</u>	<u>\$ 30,996,360</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

October 31, 2020



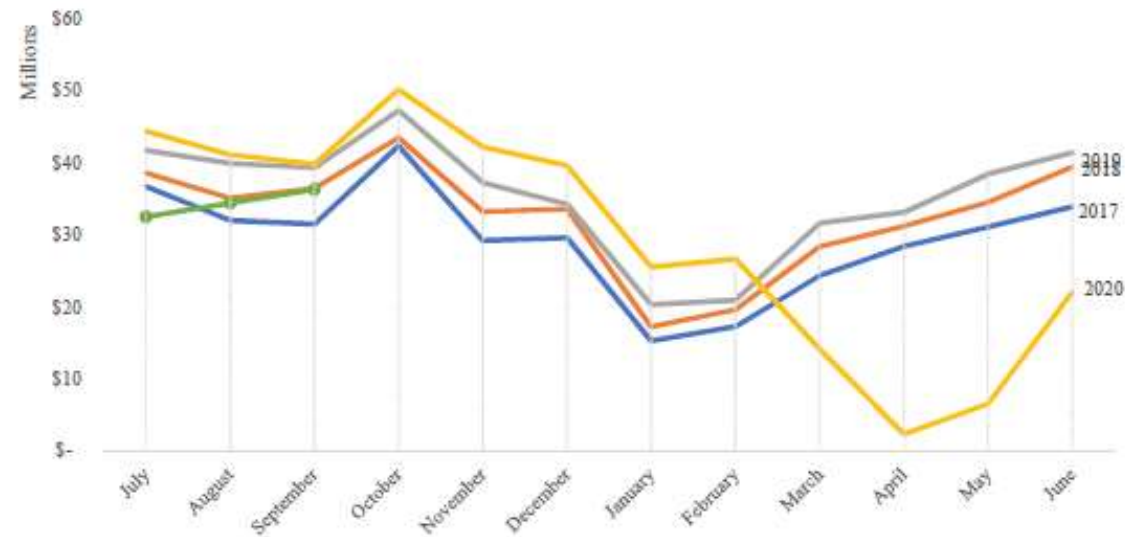
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of room sales:						
July	\$ 32,532,421	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,423,910	41,115,834	-16%	-22%	42,349,309	38,717,282
September	36,323,991	39,796,041	-9%	-18%	40,989,923	38,532,969
October	-	50,150,018	-	-	51,654,518	46,965,398
November	-	42,191,421	-	-	43,457,164	37,554,580
December	-	39,601,095	-	-	40,789,128	35,823,829
January	-	25,560,608	-	-	26,327,426	21,064,892
February	-	26,696,605	-	-	27,497,503	22,452,784
March	-	14,205,993	-	-	14,632,173	24,750,146
April	-	2,402,461	-	-	2,474,535	22,261,486
May	-	6,622,714	-	-	6,821,396	26,543,593
June	-	22,108,652	-	-	22,771,912	34,320,977
Total revenues	<u>\$103,280,322</u>	<u>\$ 354,837,030</u>			<u>\$365,482,141</u>	<u>\$390,562,094</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

October 31, 2020



Month of room sales:

	2017	2018	2019	2020	2021
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587	\$ 32,532,421
August	32,040,330	35,118,463	39,917,550	41,115,834	34,423,910
September	31,498,527	36,475,819	39,327,048	39,796,041	36,323,991
October	42,361,030	43,473,922	47,272,253	50,150,018	-
November	29,254,904	33,231,722	37,240,595	42,191,421	-
December	29,615,696	33,597,999	34,272,393	39,601,095	-
January	15,323,999	17,286,992	20,347,077	25,560,608	-
February	17,323,590	19,676,430	20,985,316	26,696,605	-
March	24,352,927	28,406,443	31,638,002	14,205,993	-
April	28,444,541	31,240,963	33,141,034	2,402,461	-
May	31,113,327	34,544,014	38,464,050	6,622,714	-
June	33,898,766	39,441,126	41,413,153	22,108,652	-
Total room sales	\$351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,837,030	\$ 103,280,322

PG 7

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

October 31, 2020

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 19,132,318	\$ 33,587,325	-43.0%	-43.0%	\$ 12,267,955	\$ 9,341,842	31.3%	31.3%	\$ 1,132,148	\$ 1,456,420	-22.3%	-22.3%	\$ 32,532,421	\$ 44,385,587	-26.7%	-26.7%
August	19,595,328	31,112,092	-37.0%	-40.1%	13,704,865	8,700,393	57.5%	44.0%	1,123,717	1,303,349	-13.8%	-18.3%	34,423,910	41,115,834	-16.3%	-21.7%
September	21,758,203	29,886,060	-27.2%	-36.1%	13,269,995	8,565,095	54.9%	47.5%	1,295,793	1,344,887	-3.7%	-13.5%	36,323,991	39,796,041	-8.7%	-17.6%
October	-	39,606,607	-		-	8,717,244	-		-	1,826,166	-		-	50,150,018	-	
November	-	32,892,802	-		-	7,959,792	-		-	1,338,827	-		-	42,191,421	-	
December	-	30,545,959	-		-	7,889,835	-		-	1,165,301	-		-	39,601,095	-	
January	-	16,067,073	-		-	8,952,454	-		-	541,081	-		-	25,560,608	-	
February	-	17,832,201	-		-	8,241,354	-		-	623,049	-		-	26,696,605	-	
March	-	11,867,918	-		-	1,890,849	-		-	447,226	-		-	14,205,993	-	
April	-	2,109,282	-		-	286,146	-		-	7,034	-		-	2,402,461	-	
May	-	4,523,980	-		-	1,923,866	-		-	174,869	-		-	6,622,714	-	
June	-	11,770,482	-		-	9,656,956	-		-	681,214	-		-	22,108,652	-	
Total	\$ 60,485,849	\$ 261,801,781			\$ 39,242,816	\$ 82,125,826			\$ 3,551,658	\$ 10,909,423			\$ 103,280,322	\$ 354,837,030		

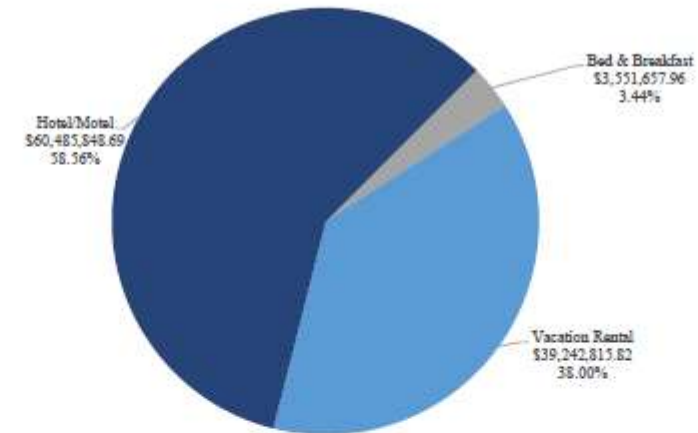
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category

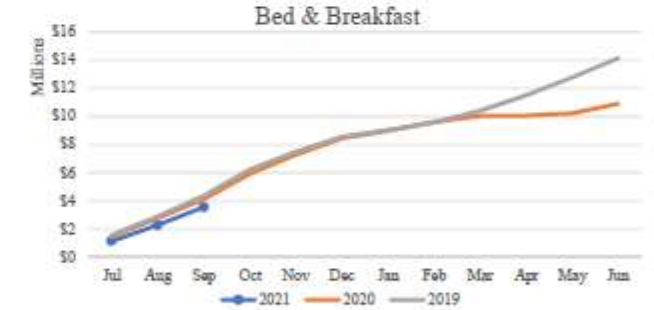
Shown by Month of Sale, Year-to-Date

October 31, 2020

Total Room Sales by Category, Year-to-Date



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



FINANCIAL STATEMENTS

Questions/Discussion?

APPROVAL OF FINANCIALS

Chairman Himanshu Karvir

Motion for Consideration

Motion to Approve the October 2020 Financial
Statements as Presented

FINANCIALS - ROLL CALL VOTE

Chairman Himanshu Karvir

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

COVID-RELATED PENALTIES

COVID-19 OCCUPANCY TAX PENALTY WAIVER UPDATE

Don Warn

- At the September 30 meeting of the BCTDA, in the first of a two-step process, the board approved the automatic waiver of all COVID-19 related penalties incurred, or to be incurred, for late occupancy tax remittance reports and payments for the sales months of February through August 2020.
- At the November 5 meeting of the Buncombe County Board of Commissioners, the commissioners agreed with the BCTDA's recommendation and, in the second and final step of the process, approved the action at the county level.
- The Buncombe County Tax Department continues to communicate and work with lodging properties to encourage the submission of late reports and payments as applicable.



**ASHEVILLE BUNCOMBE REGIONAL
SPORTS COMMISSION**

**DEMP BRADFORD
PRESIDENT/EXECUTIVE DIRECTOR**

TIMELINE

- **Tuesday, November 24** - Staff begins to arrive
- **Friday, November 27** - First teams arrive
- **Saturday, November 28** - Teams arrive; Practices begin
- **Sunday, November 29** - Team practices
- **Monday – Wednesday** – Games



SAFER TOURNAMENT – MITIGATING THE RISK



- State and County Collaboration
- Medical Advisory Committee
- Controlled Environment



PRACTICING THE THREE **W**'S

- **WEAR**
YOUR MASK
- **WAIT**
6 FEET
- **WASH**
YOUR
HANDS



QUESTIONS?

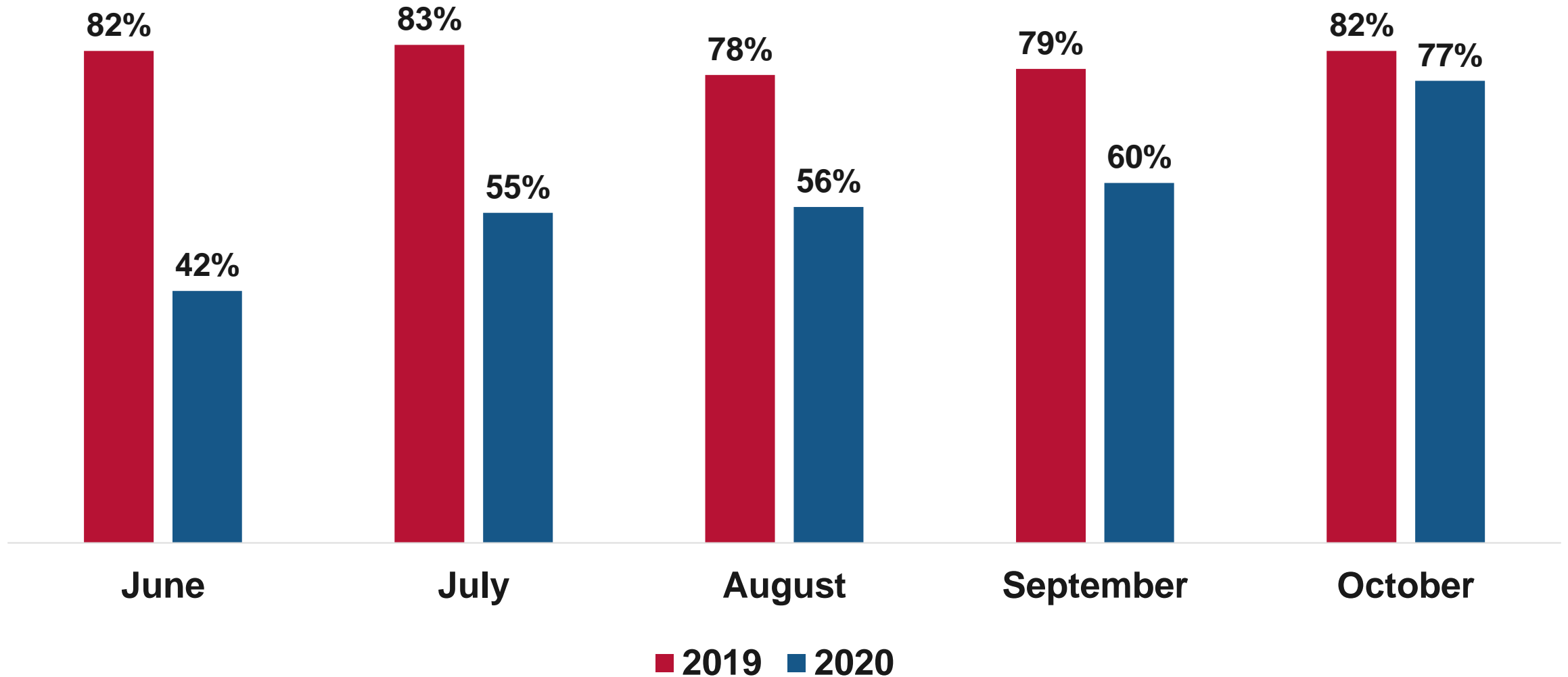
INTERIM EXECUTIVE'S REPORT

CHRIS CAVANAUGH
INTERIM EXECUTIVE

Explore **ASHEVILLE**

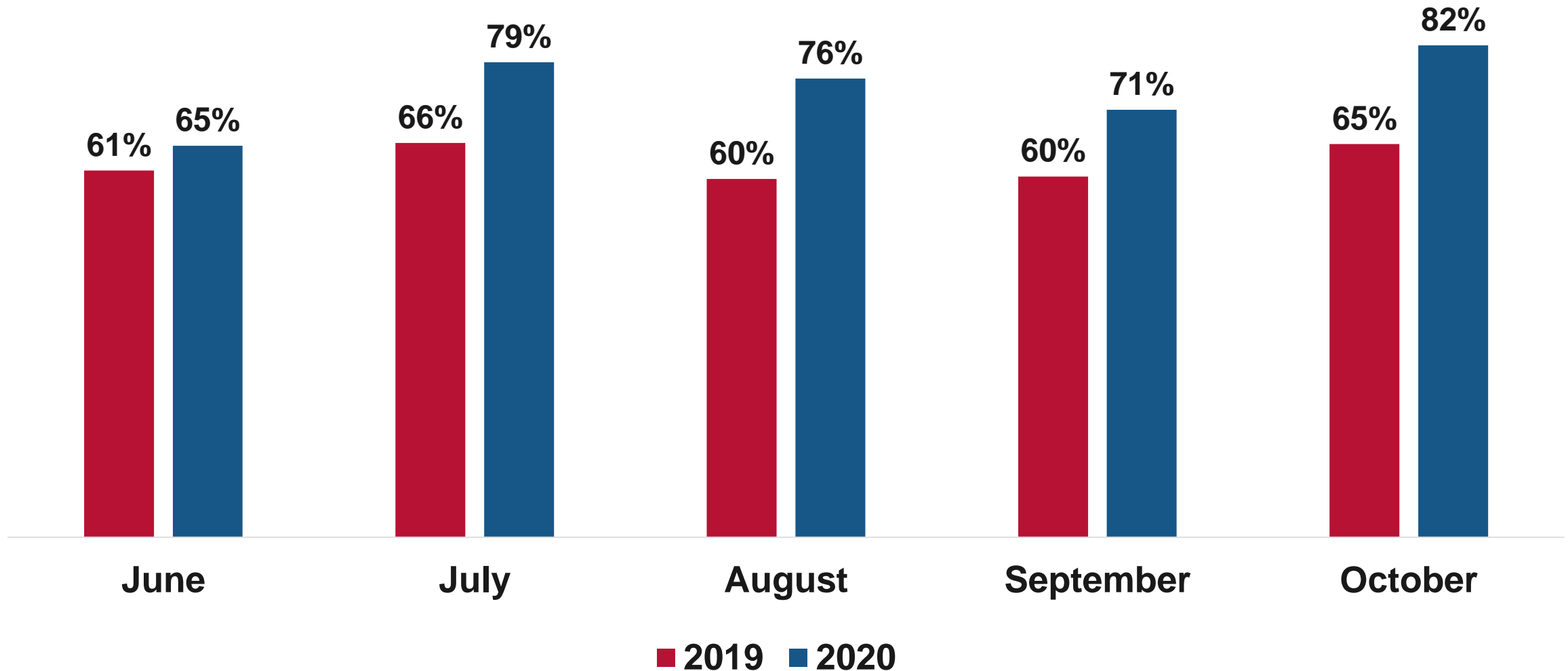
HOTEL OCCUPANCY

BUNCOMBE COUNTY, JUNE – OCTOBER 2020 VS. 2019

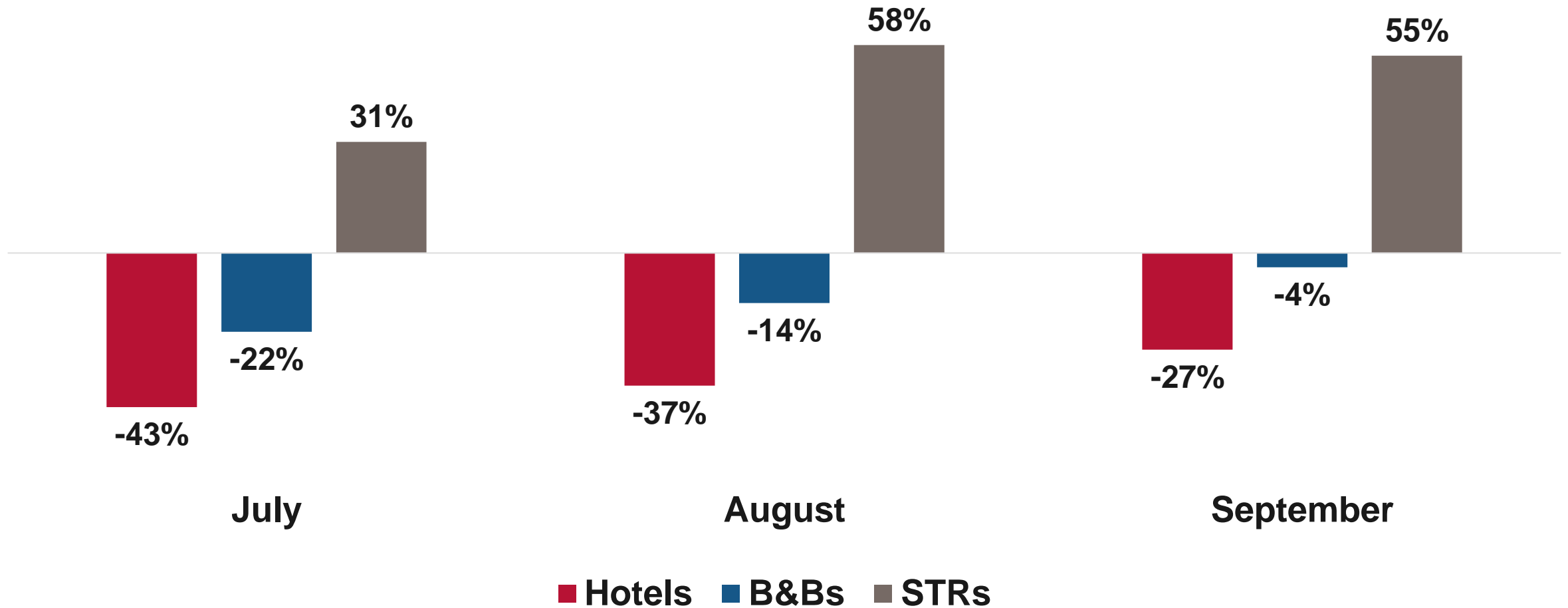


ENTIRE PLACE SHORT-TERM RENTAL OCCUPANCY

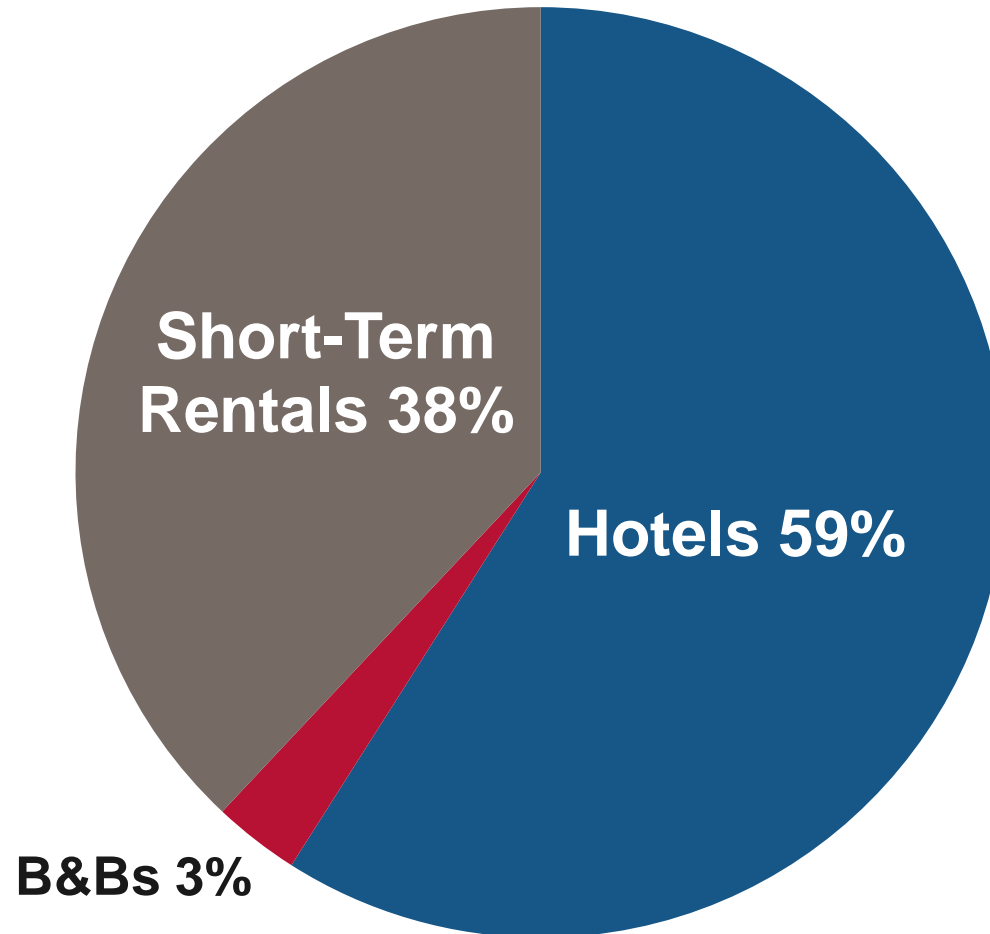
BUNCOMBE COUNTY, JUNE – OCTOBER 2020 VS. 2019



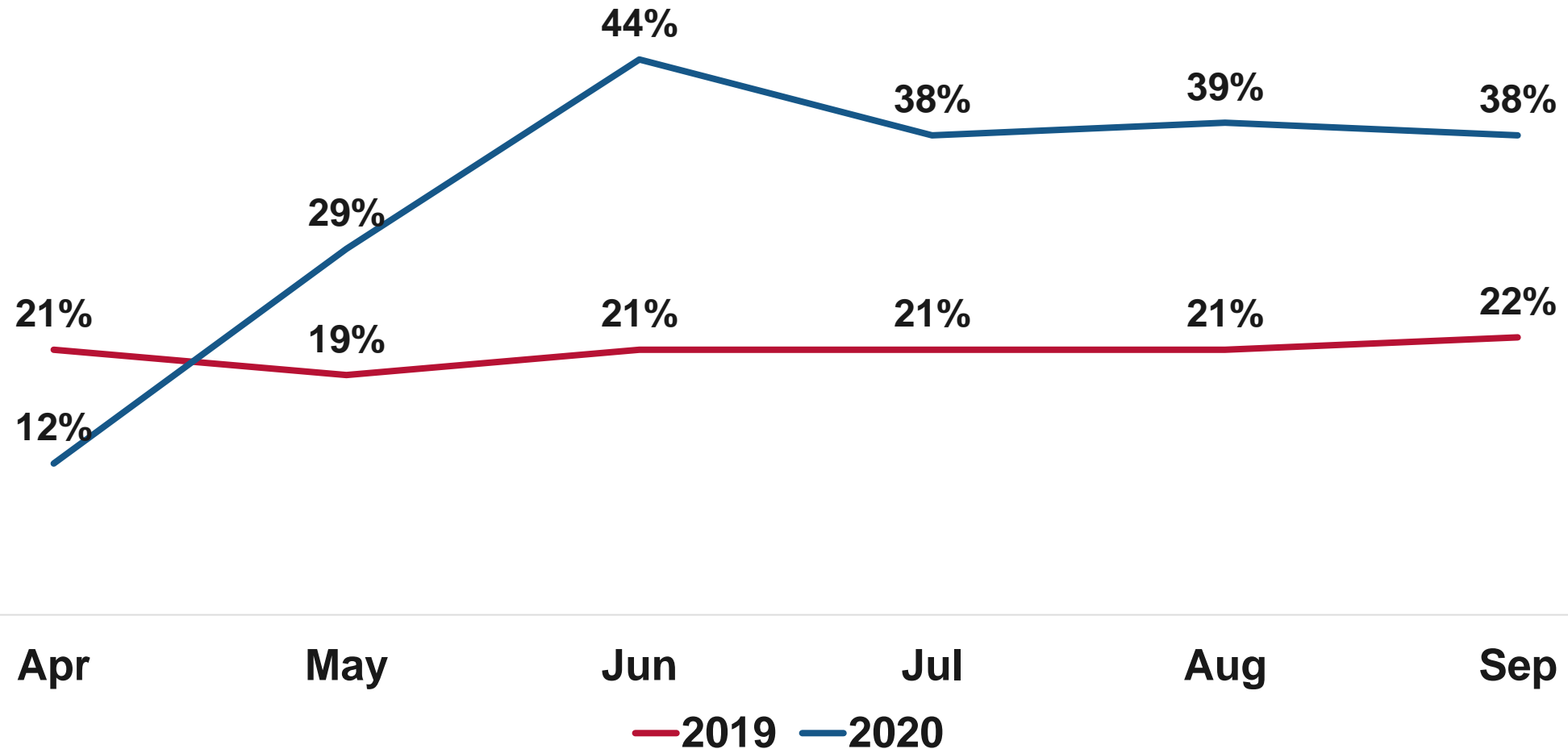
MONTHLY CHANGE IN REVENUE BY LODGING TYPE: BUNCOMBE COUNTY, JULY – SEPTEMBER 2020 VS. 2019




OCCUPANCY TAX REVENUE BY LODGING TYPE: BUNCOMBE COUNTY, SEPTEMBER 2020



SHORT-TERM RENTAL LODGING REVENUE: % OF TOTAL TAX COLLECTIONS, APR – SEP 2020 VS. 2019



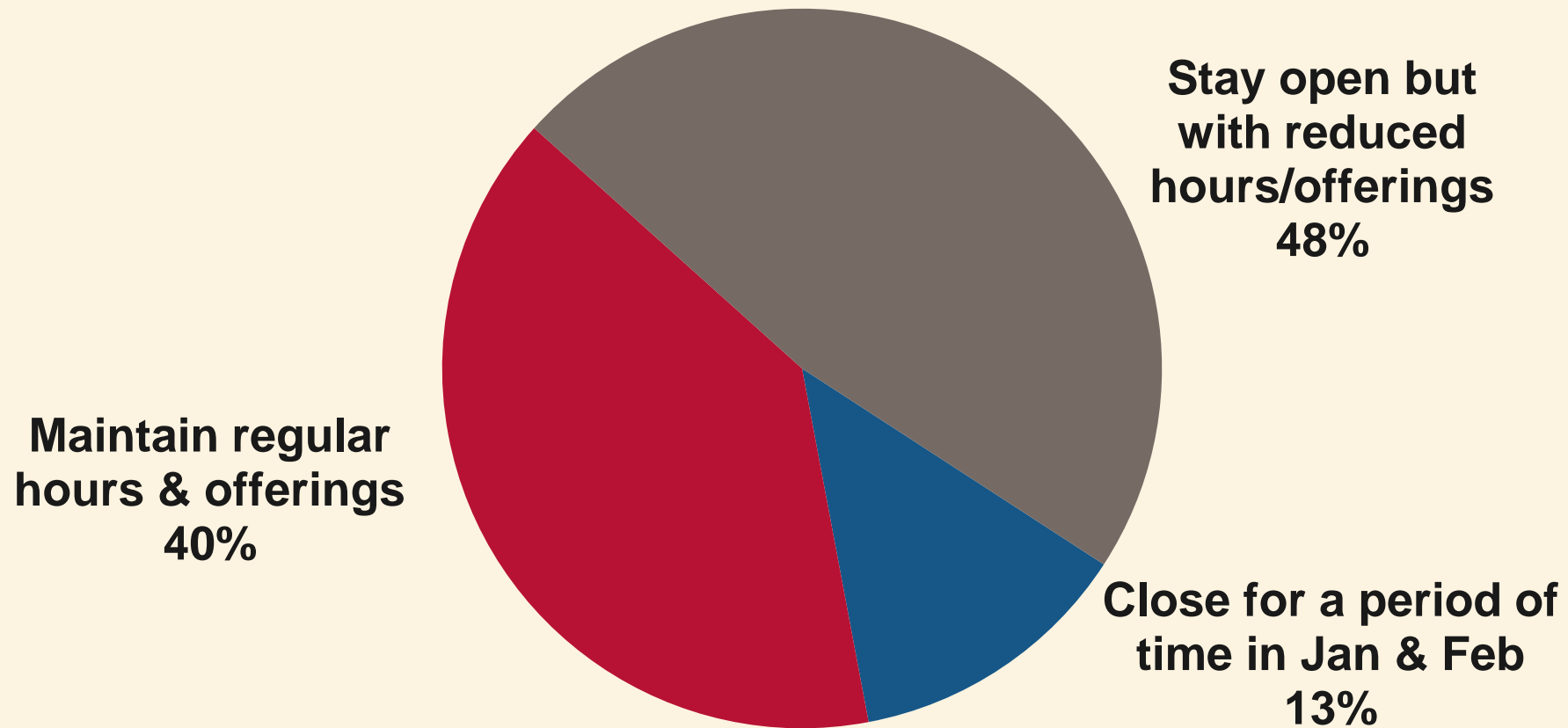


Avoiding “Irrational Autumnal Exuberance” Looking Ahead to Winter

Select Results from Recent Partner Survey

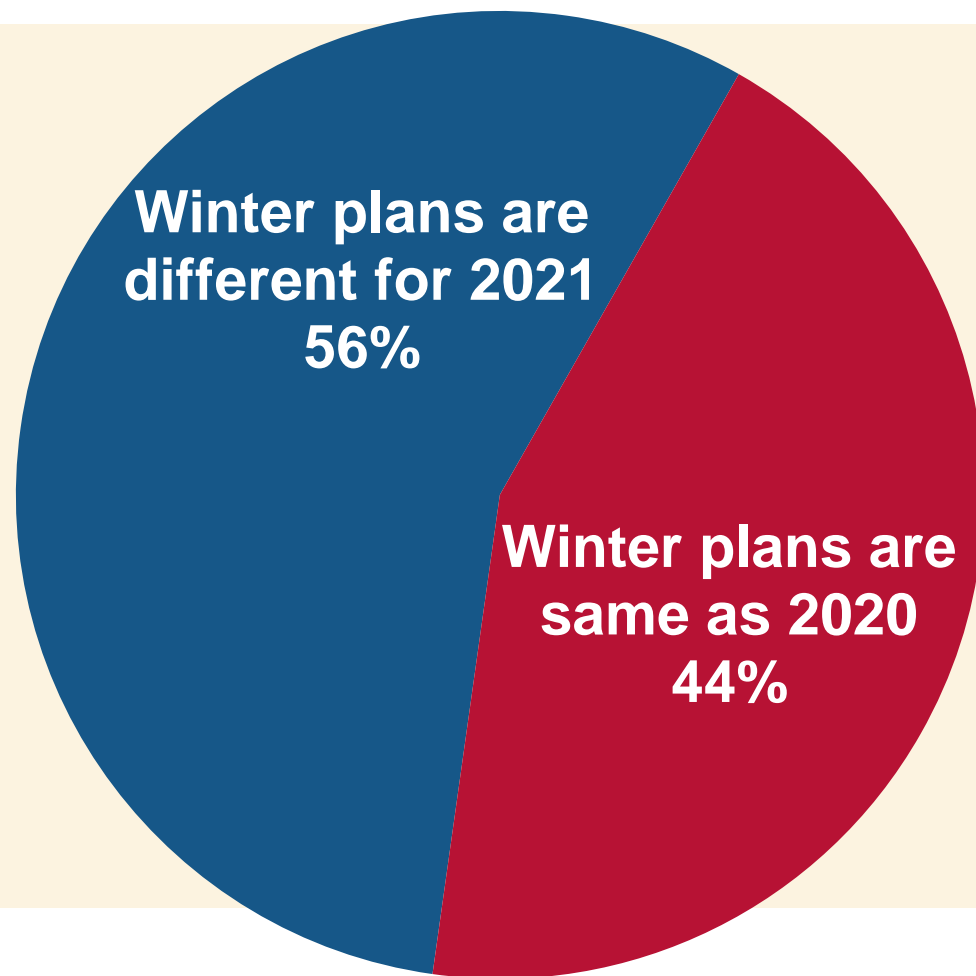
Explore **ASHEVILLE**

AS OF NOW, WHEN THINKING ABOUT WINTER PLANS
(JAN – FEB), I ANTICIPATE MY BUSINESS WILL:



*Does not include
lodging properties*

REGARDING YOUR WINTER PLANS, IS THIS A CHANGE FROM LAST YEAR?




*Does not include
lodging properties*

OPERATING REVENUE BUDGET PROJECTION VS. CURRENT ACTUALS

Month	Projection Used to Develop Annual Budget	% of 2019-20	Actual	Actual % of 2019-20
July	\$389,378	20%	\$1,390,343	71%
August	\$541,070	30%	\$1,576,516	79%
September	\$694,649	40%	\$1,598,161	83%
October	\$1,103,162	50%		
November	\$885,576	50%		
December	\$890,010	50%		
January	\$836,523	75%		
February	\$1,058,185	75%		
March	\$1,011,542	75%*		
April	\$1,119,390	75%*		
May	\$1,262,232	75%*		
June	\$1,43,579	75%*		
Total FY21	\$11,135,293		\$4,565,021	83%

* % of 2019

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



TPDF AMENDMENT REQUEST

YMI CULTURAL CENTER

Explore **ASHEVILLE**

TPDF AMENDMENT REQUEST

YMI Cultural Center

Introduction: Pat Kappes

- Awarded \$800,000 in the 2018 cycle
- Building renovations to preserve the historic landmark and facilitate public uses including hosting events in the auditorium and gallery



BACKGROUND & TIMELINE

- Project proposed by Eagle Street Development Corporation in 2018, TPDF grant awarded to YMI for \$800,000
 - *The matching funds requirement was waived.*
- YMI has partnered with Self-Help Real Estate Development Team
- TDA approved contract amendment in May 2020 to include roof repair and building assessment, not to exceed a combined total of \$50,000, with funds disbursed upon receipt of invoice
- This initial phase has been completed, and the disbursement in the amount of \$42,863. is in progress

NEXT STEPS

Dewana Little, Executive Director, of the YMI and Catherine Miller, Associate Project Manager at Self-Help Real Estate Team will present to the TDA:

- Results of the building assessment & financial feasibility analysis
- An update on fundraising activities
- An update on the project timeline and refined details of the scope, and
- A request for a second draw for structural work in the basement and design development & documentation, not to exceed a combined total of \$130,000, with funds disbursed upon receipt of invoice

TPDF AMENDMENT REQUEST

YMI Cultural Center

Amendment request for consideration:

1. Extend the project completion date from January 31, 2021 to December 31, 2022
2. Update the scope to include the additional details outlined in the building assessment and financial feasibility analysis
3. Approve a second draw for structural work in the basement and design development & documentation, not to exceed a combined total of \$130,000, with funds disbursed upon receipt of invoice

YMI Cultural Center Renovation

Presentation to BCTDA Board of Directors

November 18, 2020



Agenda

1. YMI's History and Vision
2. TPDF Project Overview and Progress Update
3. Building Assessment Findings
4. Updated Project Scope: Vision, Plans, and Costs
5. Fundraising Strategy
6. Timeline and Next Steps

YMI's History and Vision

The History of the YMI Cultural Center



Today, the Young Men's Institute (YMI) is arguably one of the nation's oldest Historic African American institutions, existing for 126 years.

Our Foundation... Mr. Isaac Dickson and Dr. Edward Stephens (African American community leaders) approached George Vanderbilt (founder of the Biltmore Estate) in 1892 to provide an institution for the black construction workers employed at the Biltmore Estate "to improve the moral fiber of the black male through education focusing on social, cultural, business and religious life".

- In 1893, the YMI's doors opened.
- In 1906, after efforts of the African American community, the Vanderbilt estate was paid \$10,000 for the building.
- The center, known as the Young Men's Institute or YMI was the true center of the civic, cultural and business life of Asheville's black community. It featured a gym, bathing facilities, public library and classes for children and adults.
- By 1910, the organization had its own orchestra. The multi-use building was the center that Churches, schools and civic organizations used for gatherings, and a variety of businesses and institutions kept offices in the building, too.
- In the 1960s and 1970s, Following a period of decline, a coalition of nine black churches, with the support of both the black and white communities, bought the YMI in 1980. The building was restored and reestablished as the YMI Cultural Center.
- Since 1981, the YMI Cultural Center has developed a variety of cultural programs and exhibitions of art and artifacts from Asheville to Africa, preserving the heritage of African Americans in Buncombe County.

It's a New Day...

New leadership and Board stewardship

Our Mission is to

Promote cultural preservation and elevate Black excellence through community engagement, advocacy, leadership development and economic justice.

Our Vision is

Moving Black Culture Forward...

Our Values are

To honor our history and legacy, be committed to the elevation of the Black community, be good stewards of all funds entrusted to us, provide transparency in the way we communicate our actions, and be accountable to honoring our commitments.



YMI Leadership

Board of Directors

Chair: Anthony Thomas

Vice Chair: India Person

Treasurer: Sherman Williams

Interim Secretary: Nina Ireland

Monica McDaniel

Justice Rogers

Jeremiah Robinson

Troy Taylor

Julia McDowell

Tiffany Debellott

Staff

Executive Director: Dewana Little

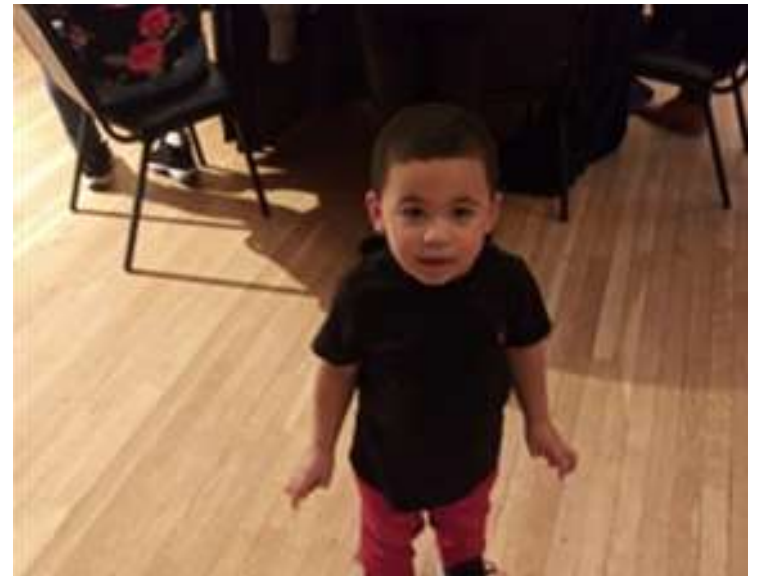
Operations Manager: Tonia Plummer

Building Manager: Theodore Philson

Economic Dev. Director: TBA

Equity Manager: Alexandria Ravenel

Program Director: Nina Ireland



YMI Programs

Economic Development

- Workforce Development
- Workforce Transportation
- Business Incubation
- Equity Employers
- Entrepreneurship
- Youth Career and College Readiness

Resilient Women

- Intergenerational Women's Retreat
- Women Still Cooking
- Ladies in Shape
- My Sisters Keep
- Mama's Me Time

Equity Partners

- Strategic Partnerships w/ Local Business
- Mentorship Program
- Job Opportunities
- Systems Change Work
- Employer/Employee Advocacy Council

YMI Operations

- Community Impact Center
- Co-working space
- Co-creative art space
- Event and meeting space rentals
- Preservation of cultural artifacts and heritage
- Art exhibitions
- Educational programs
- Maintenance and operations of facility
- Special events and festivals
- Property management
- Community programs and events
- Gathering space for African-American advocacy organizations and groups

TPDF Project Overview and Progress Update

TPDF Project Overview: Goals

- Enhance facilities for business meetings and conferences
- Increase capacity to host performances, exhibits, other public events and programs
- Contribute to local tourism activity
- Support YMI's financial sustainability through increased rental offerings



TPDF Project Overview: Scope

- Initial project scope (2018):
 - **Renovate and modernize event spaces (Auditorium, Gallery, Conference Room):** A/V equipment, lighting, acoustic panels, partitions, seating.
 - **Upgrade systems:** HVAC (Auditorium), lighting, signage.
 - **Refresh and/or upgrade finishes:** paint, flooring, kitchen equipment, window treatments.
- Scope amendment (April 2020):
 - Roof & elevator shaft repairs
 - Full building assessment and conceptual design plan
- Today: scope amendment to capture the expanded project vision



Progress Update

- Elevator & roof repair (complete)
- Building assessment (complete)
- Community feedback survey (complete)
- Conceptual design plan and budget estimate (complete)
- Feasibility analysis (complete)
- Fundraising campaign (ongoing)



Building Assessment Findings

neighboring
concepts

O'Brien
O'Brien Architecture



STEWART

WEAVERCOOKE

Building Assessment Findings

Structural

- Building is in poor condition due to deterioration of east & south walls and significant ongoing water intrusion.
- Framing & structural supports are insufficient.



Mechanical

- All of the existing HVAC systems are at the end of their life.
- Split system units for each of the tenant spaces and for each level of the building should be replaced.



Building Assessment Findings (cont.)

Electrical & Lighting

- Many areas need more electrical receptacles.
- Existing 800 amp service should be upgraded to a larger capacity electrical service.
- Lighting should be upgraded to energy-efficient LED throughout.

Life Safety

- The building has an older fire alarm system and minimal exit lights and emergency lights. System should be upgraded.

Plumbing

- The existing boiler is outdated and should be replaced with newer, more energy efficient water heater.
- System needs to be expanded to support toilet & kitchen upgrades.

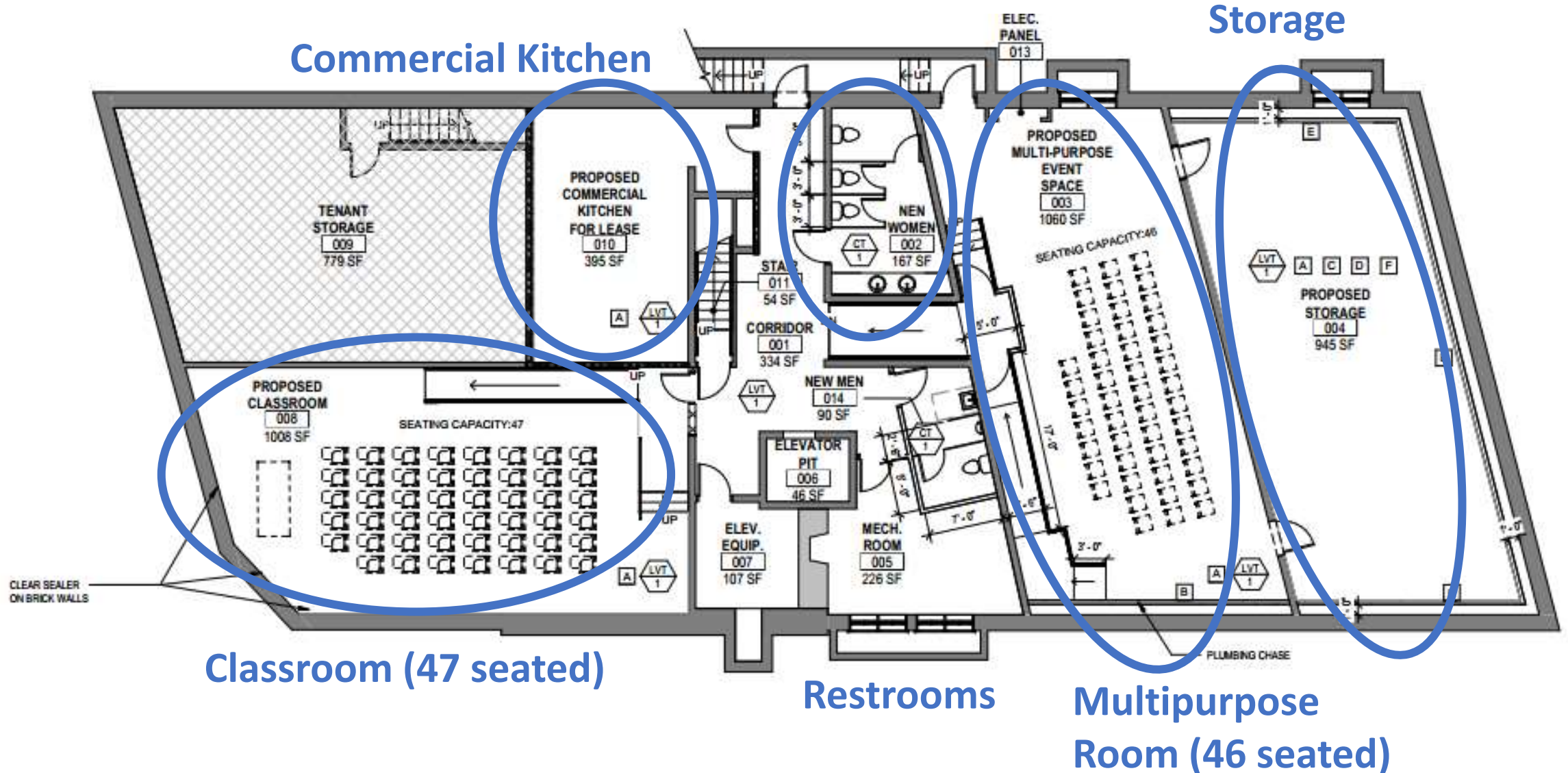


Updated Project Scope:
Vision, Plans and Costs

Renovation Project Vision (Expanded)

- Stabilize the building to protect this historic landmark
- Upgrade and modernize the building's systems, equipment, and finishes
- Transform underutilized spaces to increase meeting & event capacity and maximize income-generating potential
 - Classroom
 - Multipurpose Room
 - Commercial Kitchen
 - Office & retail upgrades
 - Storage expansion

Floor Plans: Basement



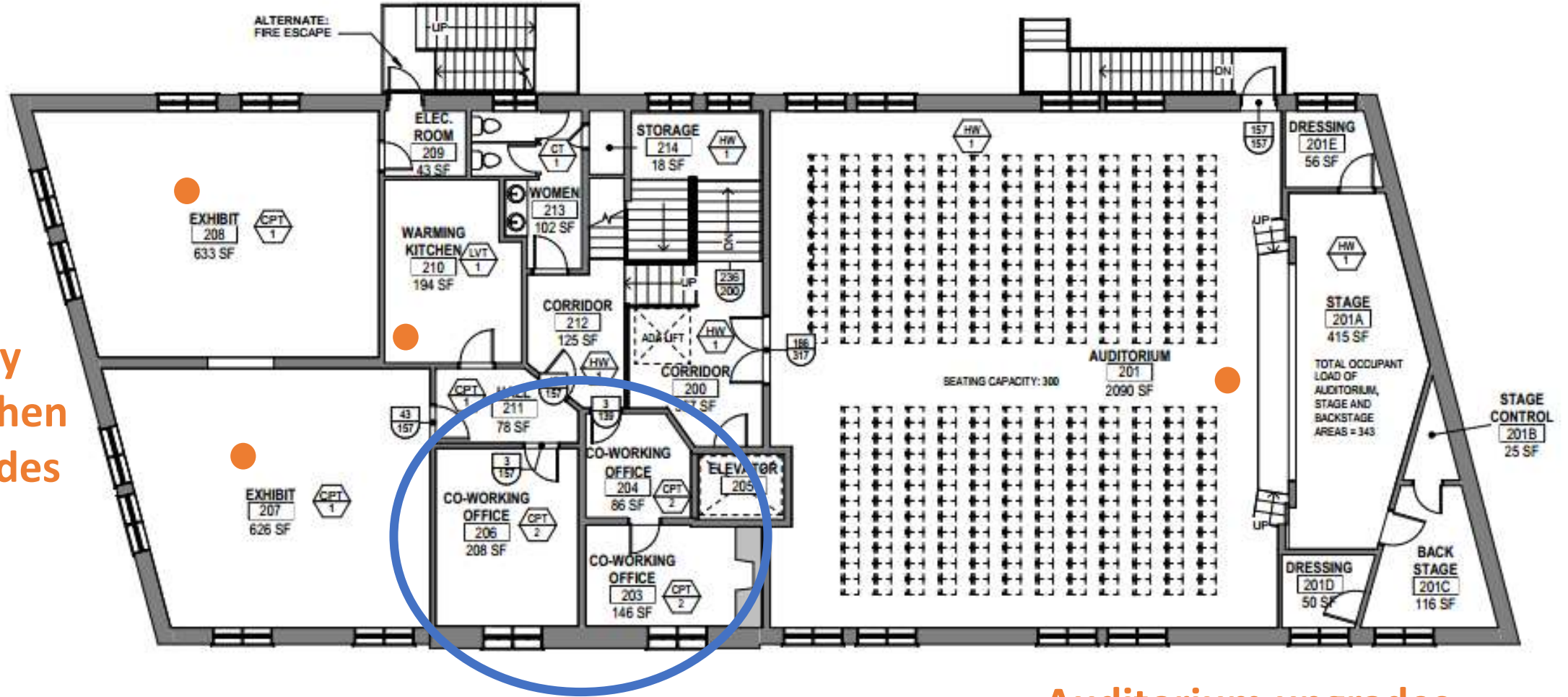
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Entry upgrades

Retail upgrades

Floor Plans: Second Floor

Gallery
& kitchen
upgrades

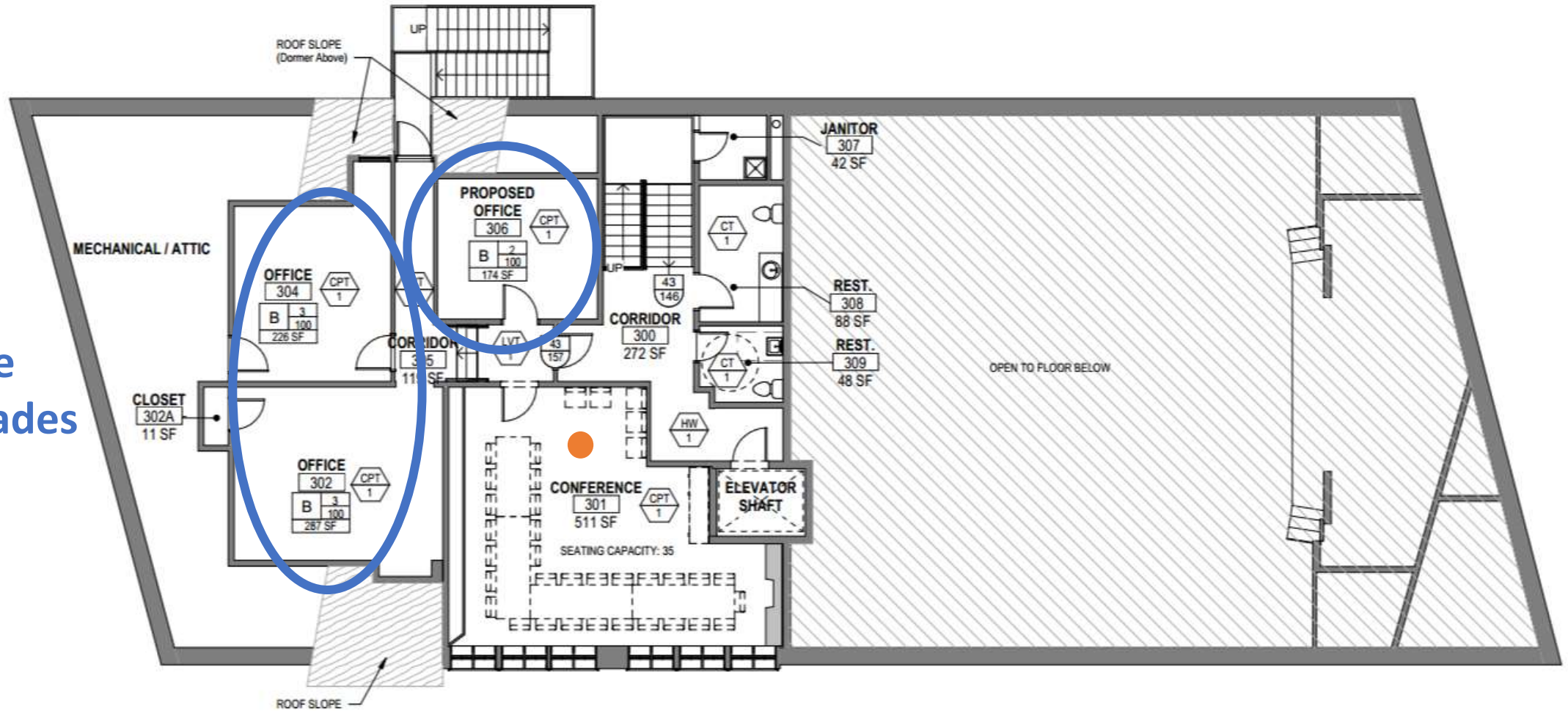


Office upgrades (coworking)

Auditorium upgrades

Floor Plans: Third Floor

Office
upgrades
(3)



Conf Room upgrades

Existing Project Scope

Entryway/Stairs

- Paint front door and windows
- Install new sign
- Refinish stairs
- Repair and paint walls and ceiling

Auditorium

- Refinish wood floors
- Install acoustic panels and roller shades
- Paint and patch walls and ceilings
- Clean historic trusses
- Install LED lighting
- Install PA system, projector and screen
- Install operable partition
- Upgrade seating
- Clean and fix doors
- Upgrade HVAC

Gallery

- Upgrade flooring
- Paint and patch walls and ceiling
- Install LED lighting and additional electrical receptacles

Warming Kitchen

- Install new appliances and exhaust fan
- Upgrade lighting
- Upgrade flooring
- Paint and patch walls and ceiling

Conference Room

- Install A/V equipment: projector and screen, whiteboards
- Upgrade lighting
- Upgrade window treatments
- Upgrade flooring
- Paint and patch walls and ceiling

Restrooms & General Upgrades

- Clean and paint walls and ceilings in existing bathrooms
- Upgrade fixtures in existing bathrooms
- Refresh finishes throughout: paint and patch all walls and ceilings, refinish and/or upgrade flooring.

Scope Additions

Classroom (New)

- Transform a former storage room in the basement into a new classroom (capacity: 47 seated) to support YMI's youth development and academic support programs
- Construct ramp for ADA accessibility

Multipurpose Room (New)

- Transform a former storage room in the basement into a new multipurpose room (capacity: 46 seated) that can be rented to outside groups for meetings and events
- Construct ramp for ADA accessibility

Commercial Kitchen (New)

- Create an approx. 400-sqft commercial kitchen that can be rented to local food entrepreneurs and support YMI's business development programs

Art & Artifact Displays (New)

- Install display cabinets to integrate art and artifacts from YMI's collection into hallways, multipurpose rooms, and other spaces to provide culturally relevant history that attracts visitors locally and nationally

Offices (Existing & New)

- Upgrade floors, lighting, and finishes in 5 existing rental offices to attract prospective tenants (small businesses, nonprofits, etc.)
- Convert current art/artifact storage room (third floor) into a rentable office

Storage (New)

- Renovate a room in the basement to serve as dedicated climate-controlled storage for art, artifacts, documents, and equipment

Restrooms & General Upgrades (Expanded)

- Full stabilization of the building envelope: new roof, sealing exterior, repairing windows, waterproofing in basement, structural shoring.
- Replace and/or upgrade all building systems: HVAC, plumbing, lighting, communications, fire safety.

Uses	Cost	Notes
Feasibility Study & Initial Repairs	\$42,863	To be reimbursed by TDPF grant.
Existing Bank Note	\$297,000	May need to retire existing debt, depending on the project's financing structure.
Hard Costs	\$2,923,931	Building & site improvements, plus 10% contingency. Includes TPDF-funded upgrades to event spaces.
<i>Auditorium</i>	<i>\$365,936</i>	
<i>Gallery</i>	<i>\$118,580</i>	
<i>Warming Kitchen</i>	<i>\$30,169</i>	
<i>Conference Room</i>	<i>\$51,040</i>	
<i>Commercial Kitchen (new)</i>	<i>\$350,000</i>	
<i>Basement Spaces (new)</i>	<i>\$500,000</i>	<i>New classroom, new multipurpose room, and expanded storage room.</i>
<i>Retail & Office Upgrades (new)</i>	<i>\$384,697</i>	
<i>Common Areas & Bldg. Upgrades</i>	<i>\$1,123,510</i>	<i>Entry/hallways, restrooms, roof replacement, HVAC & other systems.</i>
Soft & Financing Costs	\$687,793	A&E, public fees, FF&E, construction debt & closing costs, escalation, reserves, and 10% contingency.
Project Mgmt. Fee	\$197,597	5% of TDC for project management services.
Total Development Cost (TDC)	\$4,149,167	

Fundraising Strategy

Capital Campaign Budget

Building Renovation		
Feasibility Study & Initial Repairs	\$	42,863
Existing Bank Note	\$	297,000
Hard Costs	\$	2,923,932
Soft & Financing Costs	\$	687,793
Project Management Fee	\$	197,597
Total Renovation Cost	\$	4,149,185
Operations		
Maintenance	\$	30,000
Staffing (Payroll & Benefits)	\$	550,815
Utilities	\$	50,000
Programming/Events	\$	200,000
Fund Development	\$	20,000
Total Operational Cost	\$	850,815
Total Fundraising Goal	\$	5,000,000

Goal: Raise **\$5 million total** for renovation project (\$4.15 million) & operational needs (\$850,000)

	Target	Status
Public/Governmental Support	\$3.3 million	
TPDF	\$800,000	Secured (renovation)
City of Asheville	\$1.25 million	Request pending (renovation)
Buncombe County	\$1.25 million	Request pending (renovation)
Foundation Support	\$1.025 million	
Dogwood Health Trust	\$500,000	Request pending (operations)
Biltmore Estate / Farms	\$500,000	Request pending (renovation)
Duke Energy Foundation	\$25,000	Secured (operations)
Private Support	\$675,000	
Individual contributions	\$325,000	\$10,000 secured; rest in progress
Corporate sponsorships	\$300,000	In progress
Event revenue	\$50,000	In progress

The 5 Rs of our Capital Campaign

Revive - The Legacy of the YMICC

Reconnect - To community which historically has been the root and driver of the success of the YMICC

Restore - Relationships with supporters of the YMICC

Restructure - The internal business model for self-sustainability

Resurrect - The YMICC under new vision

We are reaching out to the community to support us in restoring the YMI. This is effort to preserve and restore the YMICC to its former glory. We will only succeed if we as a community come together to drive this initiative. Now is the time!

Fundraising Tools

“127 Years and Counting” capital fundraising campaign (launched Oct 2020)

“Dining at the YMI” monthly meals

Emails and phone banking

National promotional campaign

Increased events revenue

Bricks campaign (Legacy Wall)

Grants

Individual contributions

Sponsorships / Donations

Corporate investment

Timeline and Next Steps

Phases of Renovation Project

Fundraising (ongoing)

- 50% of renovation project funds secured: 6 months
- 100% of renovation project funds secured: additional 4 months
- Goal: secure all financing by Q4 2021

Design & Permitting (ongoing)

- Refine schematic plans and budget with design team: 10 wks.
- Proceed with construction documents and permits: 12 wks.

Construction

- Construction duration: 8 months
- Goal: complete construction by Q4 2022

Today's Request

Adjust the TPDF project scope to capture full renovation vision

Adjust the disbursement schedule to:

1. Make critical structural repairs (reimbursed up to \$30,000)
2. Pursue Phase II of design development with the Neighboring Concepts and WEAVERCOOKE team (reimbursed up to \$100,000)

Extending the term of the grant to December 31, 2022

Critical Structural Repairs

- Structural shoring in basement below PennyCup
- Addressing above-ground water infiltration in southeast corner of building: repair gutters and soffit, remove vegetation from brick wall, repoint mortar joints, and replace missing brick



Phase II of Design Development

Builds on the feasibility study to...

- Finalize **space program**, including further study by engineering consultants
- Conduct a **preliminary code review** with City of Asheville
- Generate **full schematic floor plans** and architectural specifications
- Refine **project budget** and **construction timeline**

Estimated duration: 10 weeks

YMICC's Future

- The 127 year-old, 18,000 sq ft. building has been lovingly preserved over the years, and thanks to your capital grant funding, the building has had a full redevelopment assessment to determine the full scope of needs to fully restore the building and optimize usability.
- Our goal is to restore this historic landmark, remove any barriers to the long-term sustainability, and to preserve the agency for future generations.



Questions?

Appendix



127 Years and Counting Capital Campaign

The Goal of this campaign is to preserve and revitalize a major historical icon and significant social justice organization for the African American community in Asheville and WNC.

Inputs	Activities	Outputs	Outcomes	Impact
<p>Operations</p> <ul style="list-style-type: none"> -Facility that needs renovation but has major historic and cultural significance -127 years' history of civic engagement and social justice work. -Active board that needs to be enlarged. -Committed staff. Volunteers and supportive community members. -Numerous committed community partners. -1000s of Visitors per Year <p>Key Partnerships</p> <ul style="list-style-type: none"> City of Asheville Tourism Development Authority Self-Help Credit Union Chamber of Commerce Asheville Buncombe Technical College UNC Asheville <p>Money</p> <ul style="list-style-type: none"> See attached projected campaign budget 	<ul style="list-style-type: none"> • Preservation of cultural Artifacts and heritage for future generations • Educational programs • Maintenance and operations of facility • Economic Development programs • Business incubation of African American owned Business • Special events and Festival • Creative Placemaking • Creative Business Development • Property Management • Workforce Transportation • Community Co-creation of art • Community programs and events • Gatherings of significant African American Advocacy Organizations and Groups 	<ul style="list-style-type: none"> # of Visitors # of Commercial Spaces rented / income generated # of Participants in programs # of Businesses incubated # of People employed # of people receiving certifications # of youth internships # of Events # of volunteers # of programs implemented # community events hosted # of views on Website and social media platforms \$ raised through the Fundraising Campaign 	<p>Preserve the history of Asheville's black community, while also supporting and illuminating black contributions being made today.</p> <p>Integration of equitable cultural strategies into the work of community, local leaders, cross-sector partners, centering racial justice. With the goal of leading economic, social, systematic, structural, and institutional change.</p> <p>Youth and visitors enjoy learning about black history and culture.</p> <p>Sustained support and recognition of education, cultural arts and heritage, economic justice, and racial equity strategies as integral to community planning and development.</p> <p>Increased visibility of black arts and history, locally and nationally, through educational programs.</p>	<ul style="list-style-type: none"> -In the short term, the historic building is stabilized, and further deterioration is prevented. -In the long run, the YMI is preserved, both the building and the agency, for generations to come. -Local, as well as broader, black culture and heritage are preserved and passed on to future generations. -African American youth and adults are moved by their awareness of history/culture to work in community, expanding the YMI's work for social justice and racial equity. -The public is better educated on black cultural arts, history and liberation. Visitors to the YMI are moved by the story of the YMI to do more in their own communities for racial equity and social justice. -YMI is positioned, over the long term to expand programs and generate rental revenues that support the organization's lasting financial self-sustainability. -The YMI becomes a local, regional, and national symbol of rebirth for black Americans.

For more information about this fundraising initiative and you can help please contact the YMI Cultural Center at: phone: 828-257-4540, email: tonia@ymiculturalcenter.org, or visit our website: www.ymiculturalcenter.org

TPDF AMENDMENT REQUEST

YMI Cultural Center

Motion for consideration:

1. Extend the project completion date from January 31, 2021 to December 31, 2022, and
2. Update the scope to include the additional details outlined in the building assessment and financial feasibility analysis, and
3. Approve a second draw for structural work in the basement and design development and documentation, not to exceed a combined total of \$130,000, with funds disbursed upon receipt of invoice.

AMENDMENT - ROLL CALL VOTE

TPDF Amendment Request - YMI Cultural Center

Chairman Himanshu Karvir

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

BC COMMISSION UPDATE

Commissioner Joe Belcher

Buncombe County Commission Update

THANKS, COMMISSIONER BELCHER!

Chairman Himanshu Karvir

Thanks to Outgoing Board Member

**Buncombe County Commissioner
Joe Belcher**

BCTDA Dates of Service:

February 2013 – November 2020



CITY COUNCIL UPDATE

Councilmember Julie Mayfield

Asheville City Council Update

THANKS, COUNCILMEMBER MAYFIELD!

Chairman Himanshu Karvir

Thanks to Outgoing Board Member
Asheville City Councilmember
Julie Mayfield

BCTDA Dates of Service:

December 2015 – November 2020



MISCELLANEOUS BUSINESS

Chairman Himanshu Karvir

Miscellaneous Business

PUBLIC COMMENTS

Chairman Himanshu Karvir

Members of the Public were invited to submit comments via email to reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, November 17, 2020.

There were no comments received.

ADJOURNMENT

Chairman Himanshu Karvir

Call for Motion to Adjourn the Meeting

ADJOURN - ROLL CALL VOTE

Chairman Himanshu Karvir

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

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting will be on
Wednesday, December 16, 2020
at 9:00 a.m.