



WELCOME!

The December 16, 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, December 16, 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.	Welcome Victoria Isley, Explore Asheville's New President & CEO	Himanshu Karvir
9:10 a.m.	Approval of 11.18.20 Meeting Minutes	Himanshu Karvir
9:15 a.m.	Financial Reports <ul style="list-style-type: none">a. Sleep Inn West Penalty Waiver Requestb. November 2020 Financial Reportsc. Final June 2020 Financial Reportsd. FY 2019-20 Audit Presentation	Krutika Patel Don Warn Don Warn Chris Kessler, CliftonLarsonAllen LLP
9:40 a.m.	Maui Invitational Update	Demp Bradford, ABRSC Marla Tambellini
9:55 a.m.	President & CEO's Report <ul style="list-style-type: none">a. CVB Staff Recapb. Destination Dashboardc. Quick Listd. Other Updates	Victoria Isley
10:10 a.m.	Marketing Update	Marla Tambellini
10:25 a.m.	Miscellaneous Business	Himanshu Karvir
10:30 a.m.	Comments from the General Public	Himanshu Karvir
10:35 a.m.	Adjournment	Himanshu Karvir

The next joint BCTDA meeting is on **Wednesday, January 27, 2021**, at 9:00 a.m. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 with any questions.

Save the Date!

'Reinvent Your Path to Success – How to Promote New Experiences to Your Audiences' Partner Webinar
Wednesday | January 13, 2021 | 9:00-10:00 a.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

[About the BCTDA](#) [Board Meetings & Documents](#)



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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](#)
- [Past BCTDA Board Meeting Documents](#)

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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 (absent)
 - John Luckett
 - John McKibbon
 - Kathleen Mosher
 - James Poole
 - Asheville City Councilmember Sandra Kilgore (absent)
 - Chairman Himanshu Karvir
- A member of the Buncombe County Board of Commissioners will be appointed to the BCTDA in January.*

WELCOME, VIC ISLEY

Chairman Himanshu Karvir

*An official Buncombe County Tourism
Development Authority welcome to
Explore Asheville's new President & CEO*

Victoria “Vic” Isley



MINUTES

Chairman Himanshu Karvir

Motion for Consideration

Motion to approve the
minutes from the
November 18, 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, November 18, 2020

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

Absent (Voting): Leah Ashburn

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 Wam, Buncombe County/BCTDA Fiscal Agent

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bisette

Online Attendees: Dianna Pierce, Carli Adams, Glenn Cox, Connie Holliday, Sarah Lowery, Kathi Petersen, Tina Porter, Glenn Ramey, Charlie Reed, Whitney Smith, Jason Tarr, Nicole Will; Explore Asheville Staff
Victoria Isley, Incoming Explore Asheville CEO
Demp Bradford, Madison Davis; Asheville-Buncombe Regional Sports Commission
Dewana Little, Nina Ireland, Anthony Thomas; YMI Cultural Center
Catherine Miller, Joel Home, Dan Levine; Self-Help
Kit Cramer, Asheville Area Chamber of Commerce
Angie Amer, Kelsey Ann Bassel, Ashley Evangelista, Meghan Jackson, Ashley Keetle, Emery Morris, Nick Smart; 360i
Jane Anderson, Asheville Independent Restaurant Association
Jim Muth, Asheville Buncombe Hotel Association
John Ellis, Past BCTDA Board Member
Jackson Tierney, Bob Michel; Asheville Homestay Network
Sharon Tabor, Black Mountain-Swannanoa Chamber
Jason Sandford, Ashvegas
Daniel Walton, Mountain Xpress
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
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

PENALTY WAIVER REQUEST

Sleep Inn West

Chairman Himanshu Karvir
Krutika Patel, Sleep Inn West

**Presentation of a Penalty Waiver
Request from the Sleep Inn West
in the amount of \$1,816.36**

From: [Krutika Patel](#)
To: [Joona Sampson](#)
Subject: Sleep Inn West
Date: Thursday, December 10, 2020 3:06:51 PM

To Buncombe County Tourism Development Authority,

The reason why I am reaching out to your department is because there was a miscommunication on my part about the Buncombe County tax being paid for October 2020. Which was due to be paid before November 15th 2020. I had a family emergency with my dad who has cancer and I am the only one who can take him for his treatment. Which happened to take place out of state, with me being 7 months pregnant and alot going on with my family. I truly hope that your department can please approve this one time penalty waiver for me. This year has been pretty crazy all the way around for everyone and I hope when your department looks over all my past records they will realize that I have never been late on any of my tax payments. I have already dropped the payment for October 2020 to the tax office. I truly apologize for any inconvenience.

--
Krutika Patel
Front Desk Manager
Sleep Inn West
1918 Old Haywood Road
Asheville, NC 28806
(828) 670-7600
fb [facebook.com/sleepinnhillmorewest](https://www.facebook.com/sleepinnhillmorewest)
web www.ashevillessleepinn.com

PENALTY WAIVER REQUEST

Sleep Inn West

Chairman Himanshu Karvir

Questions/Discussion

PENALTY WAIVER REQUEST

Sleep Inn West

Chairman Himanshu Karvir

Call for a motion to Approve OR Deny the
Penalty Waiver Request from the Sleep Inn
West as presented in the amount of \$1,816.36

ROLL CALL VOTE

Penalty Waiver Request from Sleep Inn West

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Andrew Celwyn
- John Lockett
- John McKibbin
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the November 2020 Financial Reports

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating Fund, Budget and Actual

November 30 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	\$ 2,329,272	\$ 6,894,292	\$ 4,241,001	61.9%	\$ 7,693,400	-10.4%
Investment income	-	-	66	(66)	-	84	-20.5%
Other income	-	52,171	120,634	(120,634)	-	-	-
Total revenues	11,135,293	2,381,442	7,014,993	4,120,300	63.0%	7,693,483	-8.8%
Expenditures:							
Salaries and Benefits	2,545,163	156,650	768,874	1,776,289	30.2%	792,842	-3.0%
Sales	881,277	8,792	202,534	678,743	23.0%	349,580	-42.1%
Marketing	11,390,551	377,306	1,357,718	10,032,833	11.9%	2,765,095	-50.9%
Public Affairs	88,519	5,310	20,292	68,227	22.9%	6,626	206.2%
Administration & Facilities	670,684	33,575	251,890	418,794	37.6%	209,328	20.3%
Events/Festivals/Sponsorships	100,000	4,614	4,451	95,549	4.5%	66,648	-93.3%
Total expenditures	15,676,194	586,248	2,605,759	13,070,435	16.6%	4,190,118	-37.8%
Revenues over (under) expenditures	(4,540,901)	1,795,195	4,409,234			\$ 3,503,365	25.9%
Other Financing Sources:							
Carried over earned income	100,000	-	-				
Total other financing sources	100,000	-	-				
Net change in fund balance	\$ (4,440,901)	\$ 1,795,195	4,409,234				
Fund balance, beginning of year			12,465,092				
Fund balance, end of month			\$16,874,326				

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.

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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

November 30 2020

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 1,390,343	\$ 1,946,888	-29%	\$ 1,390,343	\$ 1,946,888	-29%	\$ 463,448	\$ 648,963	-29%	\$ 463,448	\$ 648,963	-29%
August	1,576,516	1,803,567	-13%	2,966,859	3,750,455	-21%	525,505	\$ 601,189	-13%	988,953	1,250,152	-21%
September	1,598,161	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	-	1,771,151	-	-	9,464,551	-	-	\$ 590,384	-	-	3,154,850	-
December	-	1,780,020	-	-	11,244,571	-	-	\$ 593,340	-	-	3,748,190	-
January	-	1,115,364	-	-	12,359,935	-	-	\$ 371,788	-	-	4,119,978	-
February	-	1,043,672	-	-	13,403,607	-	-	\$ 347,891	-	-	4,467,869	-
March	-	504,135	-	-	13,907,742	-	-	\$ 168,045	-	-	4,635,914	-
April	-	117,789	-	-	14,025,531	-	-	\$ 39,263	-	-	4,675,177	-
May	-	383,262	-	-	14,408,792	-	-	\$ 127,754	-	-	4,802,931	-
June	-	943,662	-	-	15,352,455	-	-	\$ 314,554	-	-	5,117,485	-
Total revenues	<u>\$ 6,894,292</u>	<u>\$ 15,352,455</u>		<u>\$ 6,894,292</u>	<u>\$ 15,352,455</u>		<u>\$2,298,097</u>	<u>\$5,117,485</u>		<u>\$2,298,097</u>	<u>\$5,117,485</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

November 30 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$27,203,000	\$ 1,653,865	\$25,549,135	6.1%
Investment Income	-	3,171	(3,171)	0.0%
Total revenues	<u>27,203,000</u>	<u>1,657,035</u>	<u>25,545,965</u>	<u>6.1%</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	42,863	757,137	5.4%
2018 LEAF Community Arts (LEAF Global Arts Center)	705,000	705,000	-	100.0%
2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	905,000	606,350	298,650	67.0%
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>12,784,213</u>	<u>13,900,787</u>	<u>47.9%</u>
Product development fund administration	<u>518,000</u>	<u>340,952</u>	<u>177,048</u>	<u>65.8%</u>
Total product development fund	<u>\$27,203,000</u>	<u>\$ 13,125,165</u>	<u>\$14,077,835</u>	<u>48.2%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 16,333,906		
Less: Liabilities/Outstanding Grants		(13,900,787)		
Less: Unspent Admin Budget (Current Year)		(177,048)		
Current Product Development Amount Available		<u>\$ 2,256,071</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

November 30 2020

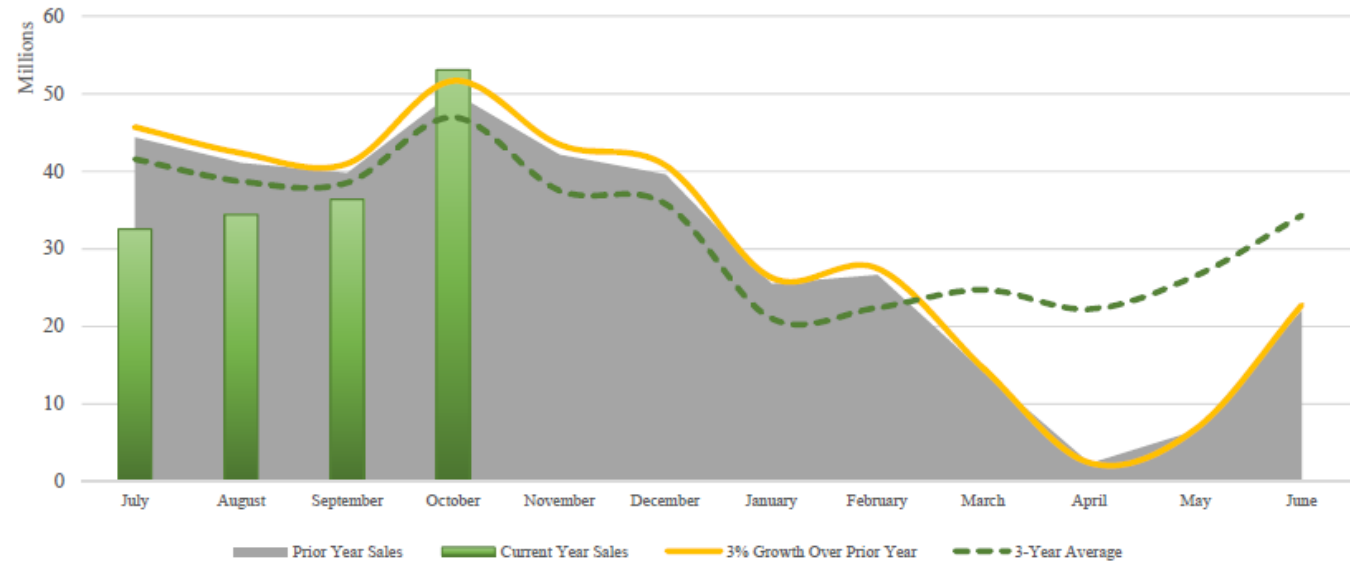
	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 16,941,152	\$ 16,333,906	\$ 33,275,058
Receivables	-	-	-
Total current assets	<u>\$ 16,941,152</u>	<u>\$ 16,333,906</u>	<u>33,275,058</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 20,877	\$ -	\$ 20,877
Future events payable	45,950	\$ 13,900,787	\$ 13,946,737
Total current liabilities	<u>66,827</u>	<u>\$ 13,900,787</u>	<u>\$ 13,967,614</u>
			-
Fund Balances:			-
Restricted for product development fund	-	2,433,119	2,433,119
Committed for event support program	89,245	-	89,245
State Required Contingency	890,823	-	890,823
Designated Contingency	4,191,257	-	4,191,257
Undesignated (cash flow)	11,703,000	-	11,703,000
Total fund balances	<u>16,874,326</u>	<u>2,433,119</u>	<u>19,307,445</u>
Total liabilities and fund balances	<u>\$16,941,152</u>	<u>\$ 16,333,906</u>	<u>\$ 33,275,058</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

November 30 2020



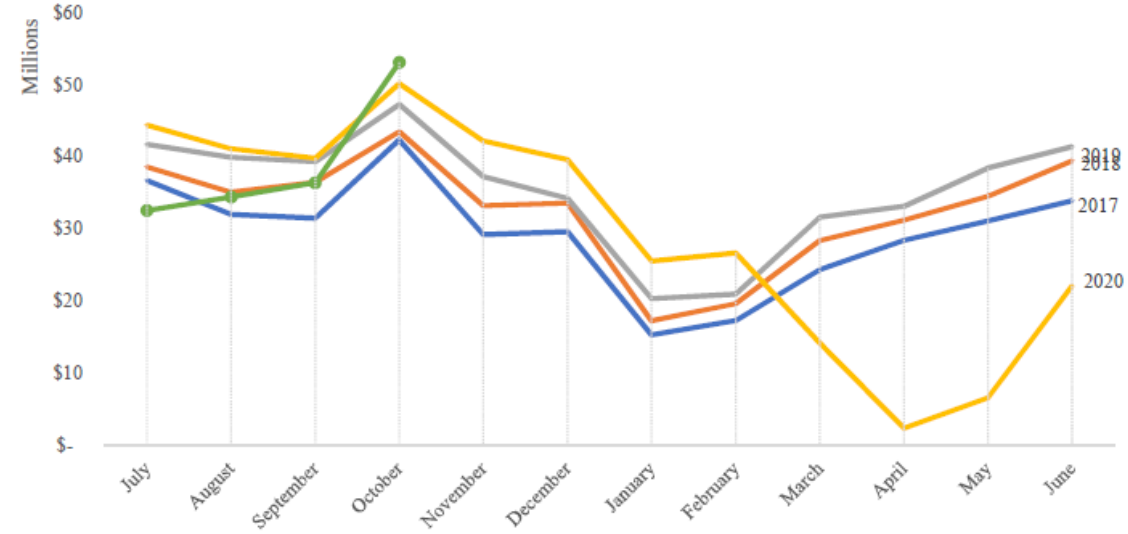
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of room sales:						
July	\$ 32,552,231	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,440,199	41,115,834	-16%	-22%	42,349,309	38,717,282
September	36,399,260	39,796,041	-9%	-17%	40,989,923	38,532,969
October	53,094,365	50,150,018	6%	-11%	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	-	6,624,189	-	-	6,822,915	26,544,084
June	-	22,117,342	-	-	22,780,863	34,323,874
Total revenues	<u>\$156,486,055</u>	<u>\$ 354,847,195</u>			<u>\$365,492,611</u>	<u>\$390,565,482</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

November 30 2020



	2017	2018	2019	2020	2021
Month of room sales:					
July	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587	\$ 32,552,231
August	32,040,330	35,118,463	39,917,550	41,115,834	34,440,199
September	31,498,527	36,475,819	39,327,048	39,796,041	36,399,260
October	42,361,030	43,473,922	47,272,253	50,150,018	53,094,365
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	6,624,189	-
June	33,898,766	39,441,126	41,413,153	22,117,342	-
Total room sales	\$351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,847,195	\$ 156,486,055

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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

November 30 2020

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 19,132,318	\$ 33,587,325	-43.0%	-43.0%	\$ 12,287,765	\$ 9,341,842	31.5%	31.5%	\$ 1,132,148	\$ 1,456,420	-22.3%	-22.3%	\$ 32,552,231	\$ 44,385,587	-26.7%	-26.7%
August	19,595,328	31,112,092	-37.0%	-40.1%	13,721,154	8,700,393	57.7%	44.2%	1,123,717	1,303,349	-13.8%	-18.3%	34,440,199	41,115,834	-16.2%	-21.6%
September	21,758,203	29,886,060	-27.2%	-36.1%	13,345,264	8,565,095	55.8%	47.9%	1,295,793	1,344,887	-3.7%	-13.5%	36,399,260	39,796,041	-8.5%	-17.5%
October	35,879,255	39,606,607	-9.4%	-28.2%	15,299,126	8,717,244	75.5%	54.7%	1,915,985	1,826,166	4.9%	-7.8%	53,094,365	50,150,018	5.9%	-10.8%
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	-	-	-	1,925,341	-	-	-	174,869	-	-	-	6,624,189	-	-
June	-	11,770,482	-	-	-	9,665,646	-	-	-	681,214	-	-	-	22,117,342	-	-
Total	\$ 96,365,103	\$ 261,801,781			\$ 54,653,309	\$ 82,135,991			\$ 5,467,642	\$ 10,909,423			\$ 156,486,055	\$ 354,847,195		

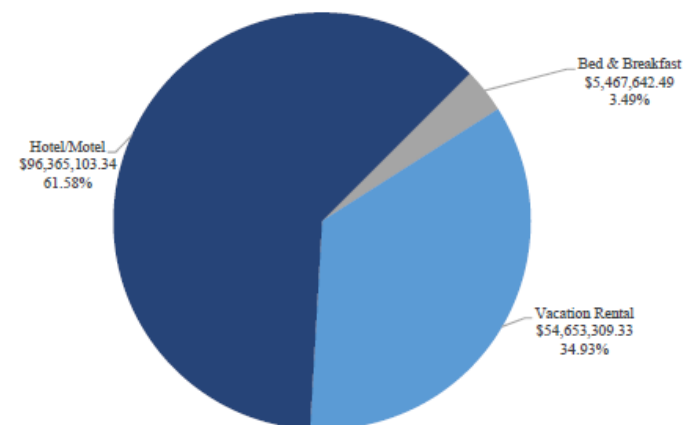
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category

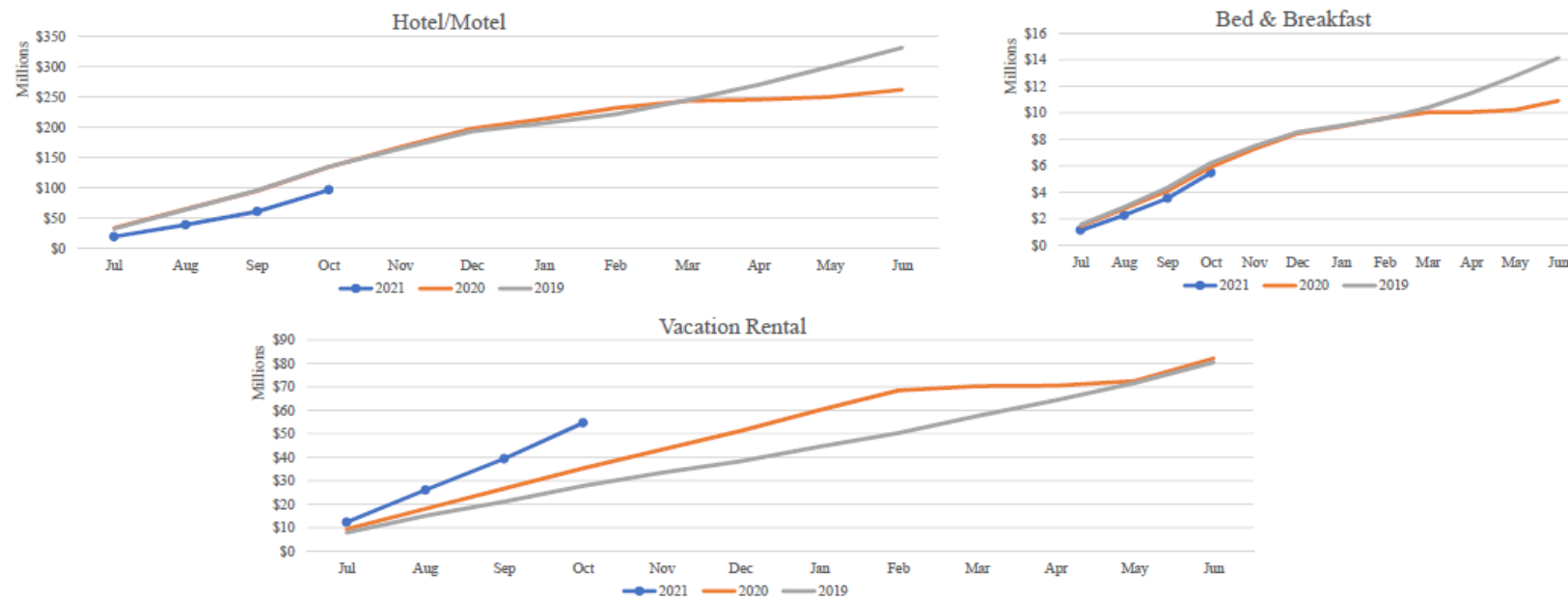
Shown by Month of Sale, Year-to-Date

November 30 2020

Total Room Sales by Category, Year-to-Date



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



FINANCIAL REPORTS

Questions/Discussion?

APPROVAL OF FINANCIALS

Chairman Himanshu Karvir

Motion for Consideration

Motion to Approve the November 2020 Financial Reports
as Presented

FINANCIALS - ROLL CALL VOTE

Chairman Himanshu Karvir

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

FINANCIAL REPORTS

Buncombe County Finance Director

Don Warn

Presentation of the Final June 2020 Financial Reports

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

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 19,358,035	\$ 1,326,924	\$ 15,352,455	\$ 4,005,580	79.3%	\$ 18,687,788	-17.8%
Investment income	-	255	953	(953)	-	3,440	-72.3%
Other income	167,000	343	139,174	27,826	83.3%	198,859	-30.0%
Total revenues	<u>19,525,035</u>	<u>1,327,522</u>	<u>15,492,582</u>	<u>4,032,453</u>	<u>79.3%</u>	<u>18,890,087</u>	<u>-18.0%</u>
Expenditures:							
Salaries and Benefits	2,765,929	355,101	2,328,608	437,321	84.2%		
Sales	1,021,975	(4,091)	670,944	351,031	65.7%		
Marketing	16,040,592	722,781	8,862,855	7,177,737	55.3%		
Public Affairs	82,270	3,218	21,270	61,000	25.9%		
Administration & Facilities	679,997	49,622	473,712	206,285	69.7%		
Events/Festivals/Sponsorships	296,848	-	295,348	1,500	99.5%		
Total expenditures	<u>20,887,611</u>	<u>1,126,631</u>	<u>12,652,737</u>	<u>8,234,874</u>	<u>60.6%</u>	<u>17,314,557</u>	<u>-26.9%</u>
Revenues over (under) expenditures	<u>(1,362,576)</u>	<u>200,890</u>	<u>2,839,845</u>			<u>\$ 1,575,530</u>	<u>80.2%</u>
Other Financing Sources:							
Carried over earned income	129,848	-	-				
Total other financing sources	<u>129,848</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (1,232,728)</u>	<u>\$ 200,890</u>	<u>2,839,845</u>				
Fund balance, beginning of year			<u>9,625,247</u>				
Fund balance, end of month			<u>\$ 12,465,092</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 \$6,450,000 for FY20.

PG 2

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

Final June 30, 2020

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 1,946,888	\$ 1,855,414	5%	\$ 1,946,888	\$ 1,855,414	5%	\$ 648,963	\$ 618,471	5%	\$ 648,963	\$ 618,471	5%
August	1,803,567	1,756,223	3%	3,750,455	3,611,637	4%	601,189	\$ 585,383	3%	1,250,152	1,203,854	4%
September	1,736,622	1,734,347	0%	5,487,077	5,345,983	3%	578,874	\$ 578,116	0%	1,829,026	1,781,969	3%
October	2,206,323	2,061,960	7%	7,693,400	7,407,943	4%	735,441	\$ 687,320	7%	2,564,467	2,469,289	4%
November	1,771,151	1,638,903	8%	9,464,551	9,046,846	5%	590,384	\$ 546,301	8%	3,154,850	3,015,590	5%
December	1,780,020	1,515,623	17%	11,244,571	10,562,469	6%	\$ 593,340	\$ 505,208	17%	3,748,190	3,520,798	6%
January	1,115,364	888,259	26%	12,359,935	11,450,728	8%	371,788	\$ 296,086	26%	4,119,978	3,816,884	8%
February	1,043,672	921,404	13%	13,403,607	12,372,133	8%	347,891	\$ 307,135	13%	4,467,869	4,124,019	8%
March	504,135	1,348,722	-63%	13,907,742	13,720,854	1%	168,045	\$ 449,574	-63%	4,635,914	4,573,593	1%
April	117,789	1,492,520	-92%	14,025,531	15,213,375	-8%	39,263	\$ 497,507	-92%	4,675,177	5,071,100	-8%
May	383,262	1,682,976	-77%	14,408,792	16,896,350	-15%	\$ 127,754	\$ 560,992	-77%	4,802,931	5,632,092	-15%
June	943,662	1,791,438	-47%	15,352,455	18,687,788	-18%	\$ 314,554	\$ 597,146	-47%	5,117,485	6,229,238	-18%
Total revenues	<u>\$15,352,455</u>	<u>\$ 18,687,788</u>		<u>\$ 15,352,455</u>	<u>\$ 18,687,788</u>		<u>\$5,117,485</u>	<u>\$6,229,238</u>		<u>\$5,117,485</u>	<u>\$6,229,238</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

Final June 30, 2020

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$27,534,672	\$ 26,559,732	\$ 974,940	96.5%
Investment Income	-	1,226,391	(1,226,391)	0.0%
Total revenues	<u>27,534,672</u>	<u>27,786,123</u>	<u>(251,451)</u>	<u>100.9%</u>
Expenditures:				
Product development fund projects:				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ -	500,000	-
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conver	1,500,000	-	1,500,000	-
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	149,325	755,675	16.5%
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>10,284,325</u>	<u>16,400,675</u>	<u>38.5%</u>
Product development fund administration	<u>849,672</u>	<u>643,124</u>	<u>206,548</u>	<u>75.7%</u>
Total product development fund	<u>\$27,534,672</u>	<u>\$ 10,927,449</u>	<u>\$16,607,223</u>	<u>39.7%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 17,188,492		
Less: Liabilities/Outstanding Grants		(16,400,675)		
Less: Unspent Admin Budget (Current Year)		(206,548)		
Current Product Development Amount Available		<u>\$ 581,269</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

Final June 30, 2020

	Operating Fund	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 11,603,984	\$ 16,746,184	\$ 28,350,167
Receivables	1,341,049	442,308	1,783,357
Total current assets	<u>\$ 12,945,032</u>	<u>\$ 17,188,492</u>	<u>30,133,524</u>
Liabilities:			
Current liabilities:			
Accounts payable	\$ 376,894	\$ 16,364	\$ 393,257
Future events payable	103,050	\$ 16,400,675	\$ 16,503,725
Total current liabilities	<u>479,944</u>	<u>\$ 16,417,039</u>	<u>\$ 16,896,982</u>
			-
Fund Balances:			
Restricted for product development fund	-	771,453	771,453
Committed for event support program	11,381	-	11,381
State Required Contingency	1,548,643	-	1,548,643
Designated Contingency	4,943,442	-	4,943,442
Undesignated (cash flow)	5,961,623	-	5,961,623
Total fund balances	<u>12,465,089</u>	<u>771,453</u>	<u>13,236,542</u>
Total liabilities and fund balances	<u>\$ 12,945,032</u>	<u>\$ 17,188,492</u>	<u>\$ 30,133,524</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

June 30, 2020



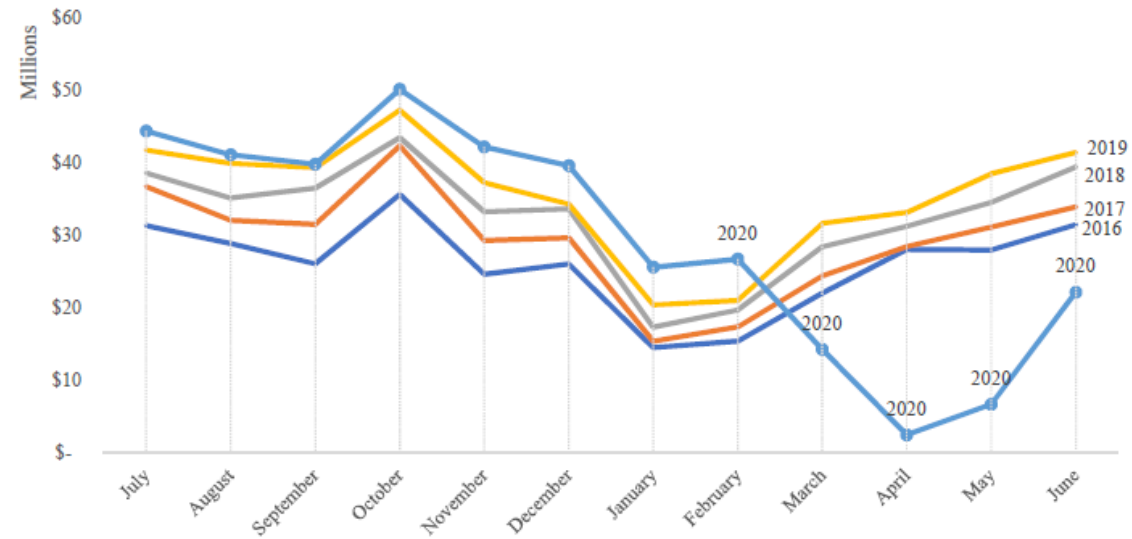
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of room sales:						
July	\$ 44,385,587	\$ 41,734,276	6%	6%	\$ 42,986,304	\$ 39,023,857
August	41,115,834	39,917,550	3%	5%	41,115,076	35,692,114
September	39,796,041	39,327,048	1%	4%	40,506,859	35,767,131
October	50,150,018	47,272,253	6%	4%	48,690,420	44,369,068
November	42,191,421	37,240,595	13%	6%	38,357,813	33,242,407
December	39,601,095	34,272,393	16%	7%	35,300,564	32,495,362
January	25,560,608	20,347,077	26%	9%	20,957,489	17,652,689
February	26,696,605	20,985,316	27%	10%	21,614,875	19,328,445
March	14,205,993	31,638,002	-55%	4%	32,587,143	28,132,457
April	2,402,461	33,141,034	-93%	-6%	34,135,265	30,942,179
May	6,624,189	38,464,050	-83%	-13%	39,617,971	34,707,130
June	22,117,342	41,413,153	-47%	-17%	42,655,547	38,251,015
Total revenues	\$354,847,195	\$ 425,752,745	-17%		\$438,525,327	\$389,603,856

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

June 30, 2020



Month of room sales:

	2016	2017	2018	2019	2020
July	\$ 31,320,024	\$ 36,734,684	\$ 38,602,612	\$ 41,734,276	\$ 44,385,587
August	28,829,141	32,040,330	35,118,463	39,917,550	41,115,834
September	26,026,169	31,498,527	36,475,819	39,327,048	39,796,041
October	35,628,100	42,361,030	43,473,922	47,272,253	50,150,018
November	24,588,311	29,254,904	33,231,722	37,240,595	42,191,421
December	25,984,120	29,615,696	33,597,999	34,272,393	39,601,095
January	14,458,137	15,323,999	17,286,992	20,347,077	25,560,608
February	15,344,713	17,323,590	19,676,430	20,985,316	26,696,605
March	21,960,208	24,352,927	28,406,443	31,638,002	14,205,993
April	28,014,406	28,444,541	31,240,963	33,141,034	2,402,461
May	27,964,329	31,113,327	34,544,014	38,464,050	6,624,189
June	31,459,341	33,898,766	39,441,126	41,413,153	22,117,342
Total room sales	\$311,576,998	\$ 351,962,319	\$ 391,096,506	\$ 425,752,745	\$ 354,847,195

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales

Shown by Month of Sale, Year-to-Date

June 30, 2020

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 33,587,325	\$ 32,319,727	3.9%	3.9%	\$ 9,341,842	\$ 7,853,386	19.0%	19.0%	\$ 1,456,420	\$ 1,561,162	-6.7%	-6.7%	\$ 44,385,587	\$ 41,734,276	6.4%	6.4%
August	31,112,092	31,408,736	-0.9%	1.5%	8,700,393	7,167,131	21.4%	20.1%	1,303,349	1,341,683	-2.8%	-4.9%	41,115,834	39,917,550	3.0%	4.7%
September	29,886,060	31,894,380	-6.3%	-1.1%	8,565,095	5,991,923	42.9%	26.6%	1,344,887	1,440,744	-6.7%	-5.5%	39,796,041	39,327,048	1.2%	3.6%
October	39,606,607	38,669,945	2.4%	-0.1%	8,717,244	6,717,251	29.8%	27.4%	1,826,166	1,885,057	-3.1%	-4.8%	50,150,018	47,272,253	6.1%	4.3%
November	32,892,802	30,325,367	8.5%	1.5%	7,959,792	5,636,621	41.2%	29.7%	1,338,827	1,278,607	4.7%	-3.2%	42,191,421	37,240,595	13.3%	5.9%
December	30,545,959	28,343,914	7.8%	2.4%	7,889,835	4,885,666	61.5%	33.8%	1,165,301	1,042,813	11.7%	-1.3%	39,601,095	34,272,393	15.5%	7.3%
January	16,067,073	13,571,781	18.4%	3.5%	8,952,454	6,296,662	42.2%	35.0%	541,081	478,634	13.0%	-0.6%	25,560,608	20,347,077	25.6%	8.7%
February	17,832,201	14,704,950	21.3%	4.7%	8,241,354	5,747,443	43.4%	35.9%	623,049	532,923	16.9%	0.4%	26,696,605	20,985,316	27.2%	10.1%
March	11,867,918	23,572,451	-49.7%	-0.6%	1,890,849	7,217,118	-73.8%	22.2%	447,226	848,434	-47.3%	-3.5%	14,205,993	31,638,002	-55.1%	3.5%
April	2,109,282	25,306,187	-91.7%	-9.1%	286,146	6,753,625	-95.8%	9.8%	7,034	1,081,221	-99.3%	-12.5%	2,402,461	33,141,034	-92.8%	-5.7%
May	4,523,980	29,759,737	-84.8%	-16.6%	1,925,341	7,414,514	-74.0%	1.1%	174,869	1,289,799	-86.4%	-20.0%	6,624,189	38,464,050	-82.8%	-13.4%
June	11,770,482	31,305,914	-62.4%		9,665,646	8,745,418	10.5%		681,214	1,361,821	-50.0%		22,117,342	41,413,153	-46.6%	
Total	\$ 261,801,781	\$ 331,183,089	-20.9%		\$ 82,135,991	\$ 80,426,758	2.1%		\$ 10,909,423	\$ 14,142,897	-22.9%		\$ 354,847,195	\$ 425,752,745	-16.7%	

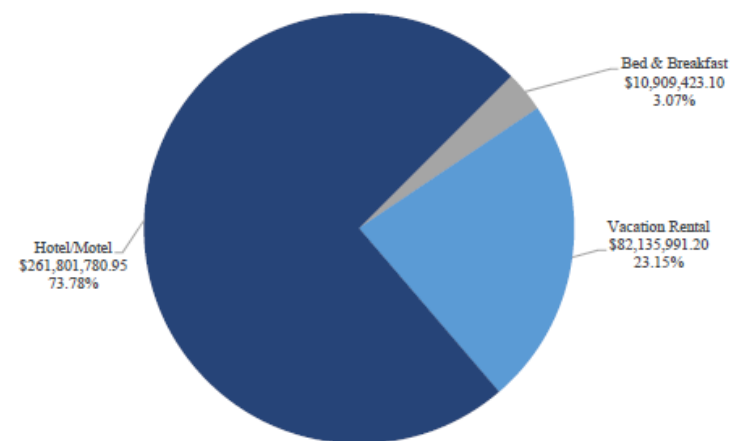
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Room Sales by Category

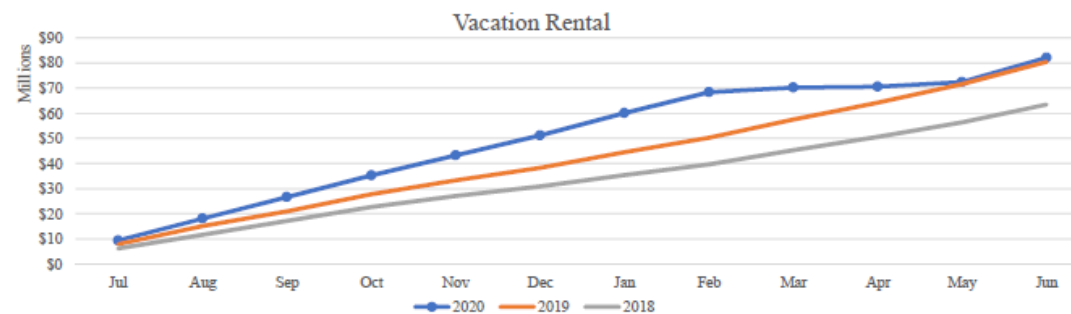
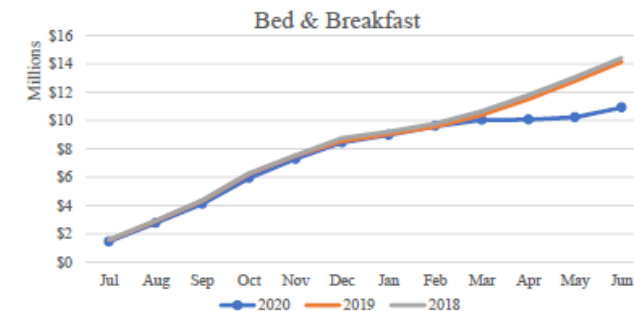
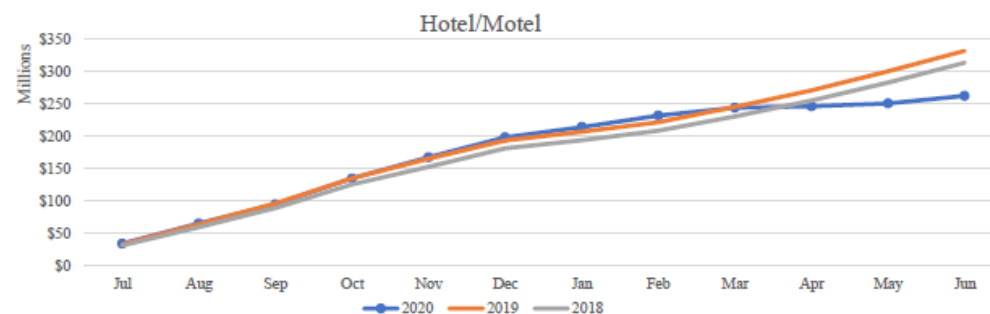
Shown by Month of Sale, Year-to-Date

June 30, 2020

Total Room Sales by Category, Year-to-Date



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



FINANCIAL REPORTS

Questions/Discussion?

APPROVAL OF FINANCIALS

Chairman Himanshu Karvir

Motion for Consideration

Motion to Approve the Final June 2020 Financial
Reports as Presented

FINANCIALS - ROLL CALL VOTE

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Andrew Celwyn
- John Luckett
- John McKibbin
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir



Buncombe County Tourism Development Authority

Summary of 2020 Audit Results

Chris Kessler, CPA/ Principal, State and Local Government

CliftonLarsonAllen LLP

December 16, 2020

WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

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



Create Opportunities

CLA exists to
create opportunities —
for our clients, our people,
and our communities.

Audit Services Performed

Financial Statements

- Financial statement audit for the year ended June 30, 2020, in accordance with *Government Audit Standards*

Reports to be Delivered

Independent Auditors'
Report

Report on Internal Control
Over Financial Reporting
and On Compliance And
Other Matters Based on an
Audit of Financial
Statements Performed in
Accordance with
*Government Auditing
Standards* (Yellow Book
Report)

Governance
Communication Letter

2020 Was Different

- **North Carolina Local Government Commission extended audit submission deadline to January 31, 2021**
- **GASB delayed standards by 1 year**
- **The TDA's processes and procedures were impacted**
- **CLA's audit leveraged technology in an effective manner to complete the TDA's audit**

Audit Approach Summary

- We have assessed the following areas to be of higher audit risk:
 - Revenue Recognition
 - Occupancy Tax
 - Pandemic impact
 - Cutoff of payables, accruals, other liabilities
 - Internal controls over expenditures
 - Financial statement disclosures



Auditors' Required Communications

- **Auditors' Opinion on Financial Statements**
 - Unmodified (clean) opinion
- **Significant Accounting Policies**
 - The Authority's significant accounting policies are described in Note 1 to the financial statements and are in accordance with generally accepted accounting principles and consistent with industry practices and standards



Auditors' Required Communications



- **Scope of audit proceeded as planned**
- **Financial statement disclosures are neutral, consistent, and clear**
- **No difficulties encountered in performing the audit**
- **No disagreements with management**
- **No audit adjustments were noted**
- **No audit findings were reported**

Visit our COVID-19 Response Page

- <https://www.claconnect.com/campaign/covid-19>

WEALTH ADVISORY
OUTSOURCING
ALERT TAX AND CONSULTING

COVID-19
We're Here
to Help You

Responding to COVID-19

Unforeseen disruptions — from the coronavirus (COVID-19) to natural disasters — can create many uncertainties. These resources can help you lay out a strategy to put your organization on its toes versus its heels.

Open Letter to Clients and Friends
Critical Information on PPP Loan Certification

Operational Support
Regulatory and Tax Updates
Inspirational and Leadership Tips

Financial Management and Disaster Relief
Accounting and Financial Statement Guidance
Workforce, Human Resources, and Benefits Guidance

Join our multipart livestream series every Thursday to engage in the latest changes related to these uncertain times. You'll hear strategies for navigating what these developments mean for you.

Watch a Livestream

Post-Election Update — Part Two

Recorded 12/10/2020
Webinar
Speaking, Hosting

Event materials

Presentation Slides: Post-Election Update — Part Two
Recording: Post-Election Update — Part Two

The U.S. presidential election could have major implications for businesses. Please join us for this on-demand webinar where we discuss key policy changes that might come with a new administration. Topics include:

- Economic stimulus
- Trade and tariffs
- Executive orders as policy tools
- Potential regulatory actions

Speakers:

- Omar Nashashibi, Partner, The Franklin Partnership, LLP
- Leslie Boyd, Principal, CLA
- Erik Skie, Principal, CLA



New Coronavirus Stimulus Package? Not Anytime Soon...

By Walker Wilkinson
11/23/2020

Key insights

- The outcome of the January 5, 2021, Georgia election runoff will largely determine if the country could have political gridlock or sweeping change.
- Congress would like to avoid another government shutdown and may be ready to strike a deal.

The U.S. Senate and House of Representatives are back in session and every coronavirus relief idea is on the table. Will any of them stick? While it may seem improbable given the current political divide, there is common ground. Funding economic stimulus and vaccine development and distribution are part of each party's proposed plan. Now they just need to agree on which program to fund and the amount.

Learn how to move forward during uncertain economic times.

Contact Us

Many anticipate that the proposal that passes will include another round of \$1,200 stimulus checks for those who qualify. Even with all the barriers — including a lame-duck Congress, pending Georgia elections, and the need to pass a government spending bill before December 11 to keep the government running — there is an opportunity. Congress would like to



Manage Your Federal Grant Costs During COVID-19

By Rebecca Field
7/17/2020

Key insights

- In response to the pandemic, the OMB has issued a series of memorandums that could affect your grant compliance program.
- OMB memos give fund recipients the flexibility to charge salaries, benefits, and other eligible costs to the federal award.
- CLA can help you navigate the complexities of COVID-19 funding opportunities.

Federal financial assistance can help keep your organization up and running during COVID-19. Whether it's a loan, grant, or other assistance, these funds allow you to continue working toward your mission and serve your clients. However, understanding the impact that COVID-19 has on managing federal grants is essential for proper compliance during this time. Develop an effective grant compliance program per the latest guidance issued by the Office of Management and Budget (OMB) for proper management and use of federal funds.

Have COVID-19 funding questions?

Talk to Our Team



Create Opportunities

Questions?

Christopher J. Kessler, CPA

Principal

Chris.Kessler@CLAconnect.com



CLAconnect.com



WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

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

MAUI INVITATIONAL UPDATE

DEMP BRADFORD
PRESIDENT
ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION

MARLA TAMBELLINI
DEPUTY DIRECTOR/VP OF MARKETING
EXPLORE ASHEVILLE

Explore **ASHEVILLE**



**ASHEVILLE BUNCOMBE REGIONAL
SPORTS COMMISSION**

A PRESTIGIOUS EVENT FOR ASHEVILLE



- Event Organizer: **KemperLesnik**
- **12** Games on ESPN & ESPN2
- Two **Top 20** AP Poll Teams Participated (#16 UNC & #13 Texas)
- **8** Team from the ACC, SEC, Big 12, Pac 12, Big East, Big Ten, Atlantic 10, Mountain West
- **\$489,000** Donated by Plating Change



INSIDE THE BUBBLE





BILL WALTON LOVES ASHEVILLE



- “I love Maui. I love Asheville. I love ukulele music. I love Camping World. I love being alive.”
- “One of the casualties of COVID-19 in Asheville is the drum circle that they usually have in Pritchard Park on Fridays is not able to be maintained.”
- “As we celebrate the greatness of the Asheville area, please note that the Great Smoky Mountains National Park has over 3,000 different species of fungi.”

LOCAL IMPACT - TRANSPORTATION

- 6 Teams Chartered into Asheville Regional Airport
 - Texas, Alabama, Stanford, UNLV, Providence, Indiana
- All Utilizing Local Transportation



IMPACT ON HOTELS ALONE



- **877** Room Nights for the Teams
- **630** Room Nights For Support Staff / Media In The Bubble
- Total Room Nights = **1507**
- Average Daily Rate (ADR) = **\$185.69**
- **1,087** Room Nights Booked from Sunday – Thursday
- Team Only Food and Beverage Spend = **\$237,270**
- Average F&B of **\$29,659** Per Team

THE REAL WINNER – ASHEVILLE



- Direct Business Spend: **\$959,850**
- Direct Jobs Supported: **334**
- Total Jobs Supported: **432**
- Total Local Taxes: **\$38,499**
- Total Business Spend: **\$1,574,141**



BASKETBALL IN PARADISE

2020 Special Edition in Asheville, NC

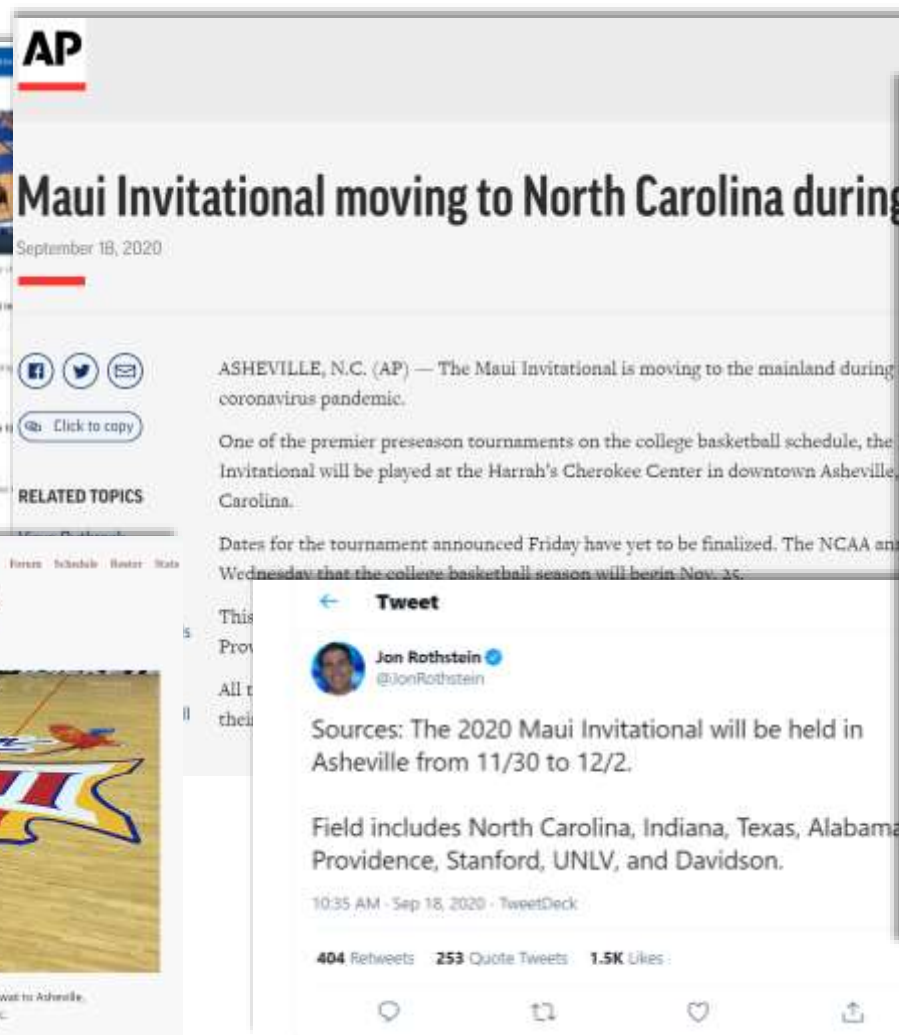
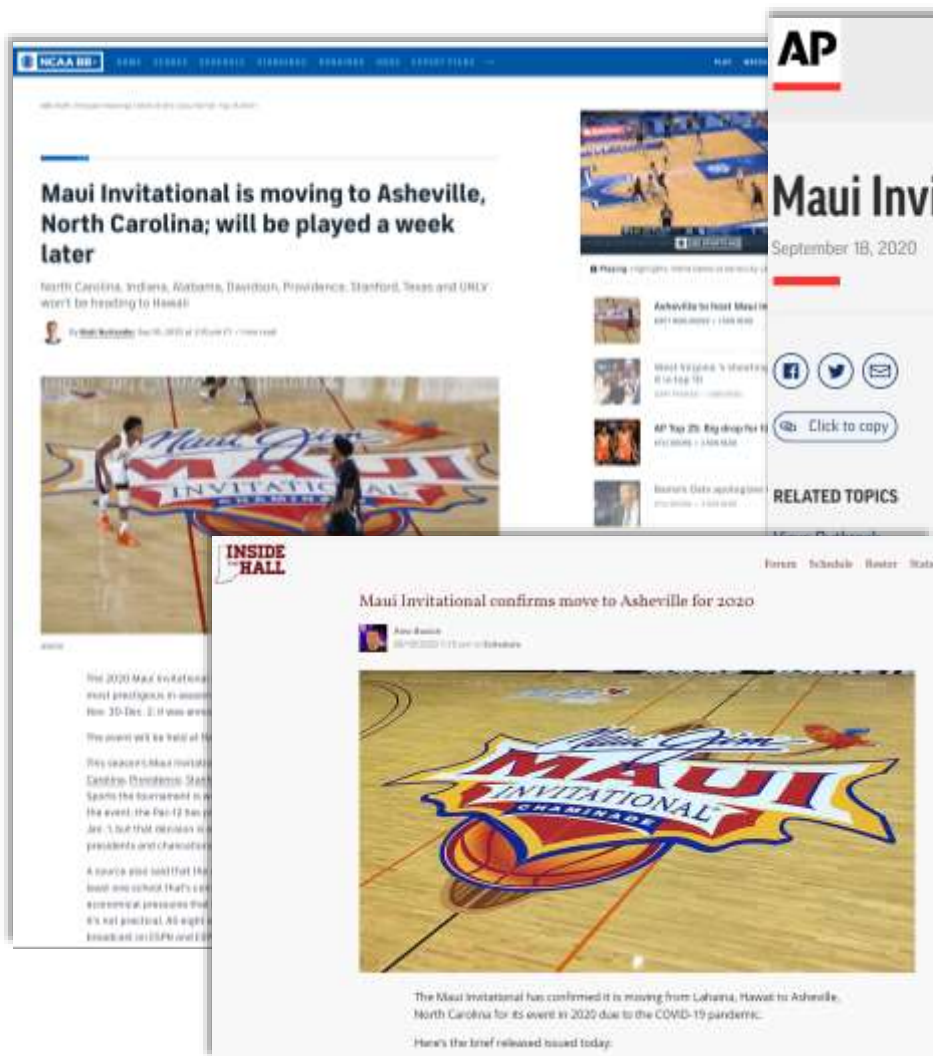
ESPN

| Nov 30th – Dec 2nd




TOURNAMENT SPONSORSHIP

PRE-TOURNAMENT COVERAGE



PRE-TOURNAMENT COVERAGE

The Maui Invitational moves to the mainland in 2020



By Kyle Chiles | September 18, 2020 at 10:58 AM HST - Updated September 19 at 9:58 AM

HONOLULU, Hawaii (HawaiiNewsNow) - For the first time in its 36-year history, the Maui Jim Maui Invitational will not be held in its namesake location - moving over 4,000 miles to North Carolina.

On Friday morning, the tournament moved to the mainland.

The move is the first in the NCAA Division I men's basketball season.


Getting ready for Camping World Maui Invitational in Asheville.

Thanks, for my life.

Good and happy everything, forever.

ESPN2 - Day 1: Monday, November 30th 9am


Thank you, BW



Nov 28 2020 - Twitter for iPad

Maui Invitational heading inland, to bring basketball teams to Asheville

BY VICTORY REPLY STEWARD | PHOTO BY JEFFREY STEWARD



ASHEVILLE, N.C. (WLOS) - The nation's annual in-season college basketball tournament, the Maui Invitational, is re-locating to Asheville this fall.

2020 Maui Invitational moving to Asheville, North Carolina, because of coronavirus pandemic

By Jeff Borzello, ESPN Staff Writer | Nov 18, 2020

The 2020 Maui Invitational is moving to North Carolina, the tournament announced Friday.

It will be held at the Hargett's Cherokee Center in Asheville, North Carolina, with sources telling ESPN's Jeff Borzello the event will take place from Nov. 30 to Dec. 2. The field is still expected to include Alabama, Davidson, Indiana, North Carolina, Providence, Stanford, Texas and UNLV.



An official announcement is expected soon.

The Maui Invitational is normally held in Hawaii the Monday through Wednesday before Thanksgiving. It was relocated this year because of the coronavirus pandemic and rescheduled due to the NCAA deciding to start the season on Nov. 25.

The tournament will be hosted at the Cherokee Center's ExploreAsheville.com Arena, where the Southern Conference tournament was played in March.

"We're a tourism-based community, we fit that vibe of what an early-season tournament would look like," Hargett's Cherokee Center general manager Chris Cori told ESPN last week. "Our goal is to bring business to town. As long as we can cover costs, we'll do whatever it takes."

EDITOR'S PICKS

-  **Bracketology picks:** What NCAA tournament forecasters expect from odd 2020-21 season
-  **Sane as it ever was?** Look closely, and 2020-21 college basketball season has plenty of precedent

SPONSORSHIP

Sponsorship Components:

- 12 commercials on ESPN network throughout the tournament
- 24 (2 videos per game) Sense of Place Bumpers throughout tournament
- Titus & Tate branded video of explorations in Asheville + social amplification through their channels
- Website integration and recognition as an official tournament sponsor





ESPN

NFL

Steelers place Maurkice Pouncey on virus list

Team announced move prior to Wednesday's game

COLLEGE BASKETBALL JIMMY V CLASSIC
11 WEST VIRGINIA vs 1 GONZAGA
TONIGHT 7ET ESPN

BILL WALTON + ASHEVILLE



FORTHEWIN

Share this

Bill Walton wants to go to Asheville

Somebody needs to plan this trip.



Ian Casselberry
@iancass



"I wanna go to Asheville."

Let's get Bill Walton here, folks! #avlsports
#Asheville @WISESportsRadio @pressboxseth
@RavenRavinoff @Ashevegas



TITUS AND TATE



Maui Invitational

December 9 at 10:29 AM · 🌐

On the heels of the 2020 [Camping World](#) Maui Invitational, Titus & Tate got a taste for what makes Asheville special. Thanks to our friends [Visit Asheville!](#) #AVL #MauiHoops <https://youtu.be/M6Qzw4eyeqQ>



YOUTUBE.COM

Titus & Tate Explore Asheville

Following the 2020 Camping World Maui Invitational, Titus & Tate



Mark Titus
@clubtrillion

You can take the boys out of Maui but you can't take the Maui out of the boys!!!

[@tatefrazier](#) and I are living it up in Asheville!

[@MauiInv](#) starts Monday!!!



Titus & Tate

3:07 PM · Nov 28, 2020 from Asheville, NC · Twitter for iPhone



EARLY RESULTS

Tournament Viewership:

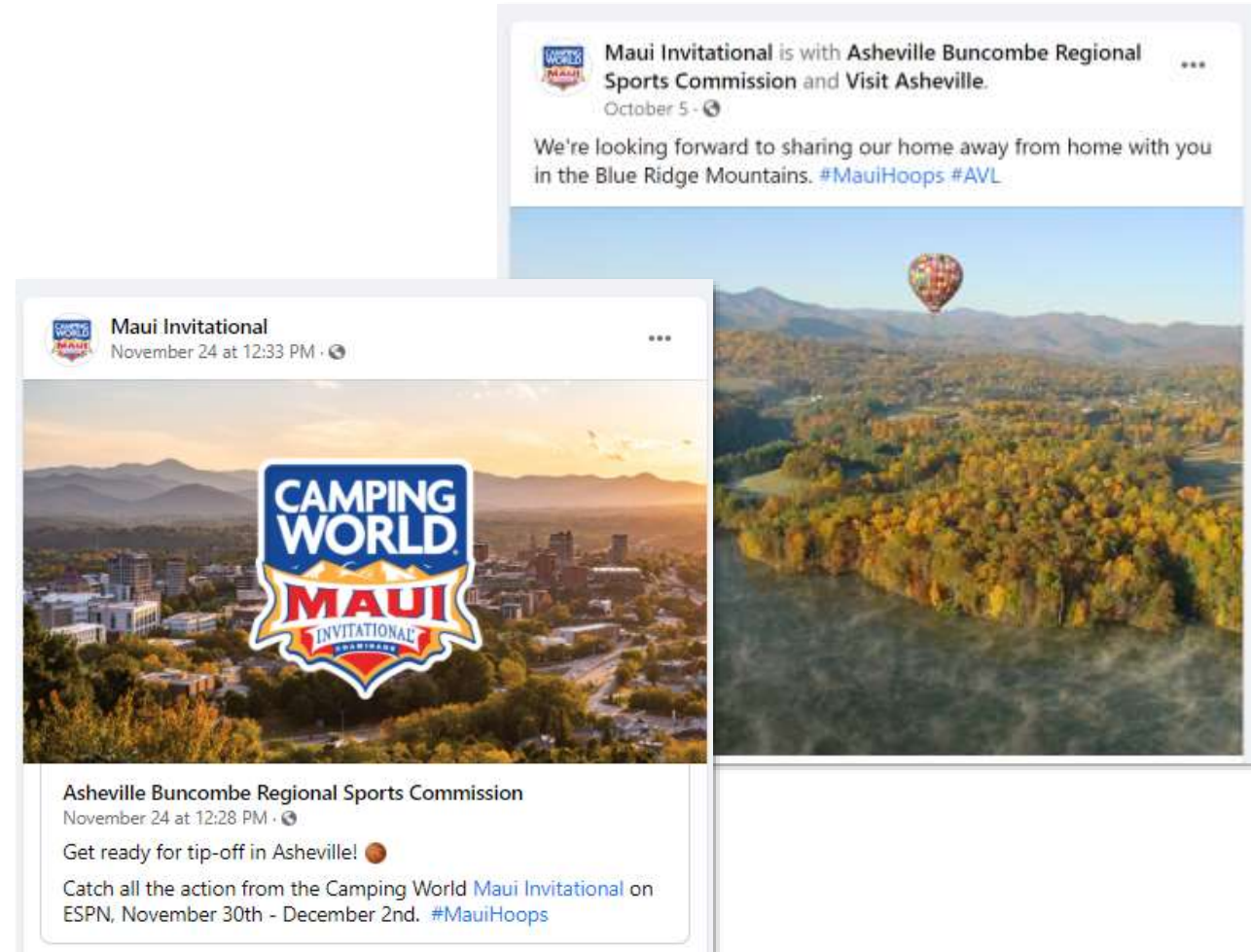
- Average viewership 6 million+ viewers
- Initial reporting 3.7 million views
- *Full sponsorship metrics will be available in January*

Social Metrics

~80% of the social posts have been analyzed (as of 12/9/20)

- 84.2K impressions
- 473K video views
- 13.6K engagements

**This includes any social posts where the Explore Asheville logo was picked up on the court.*



EARLY RESULTS

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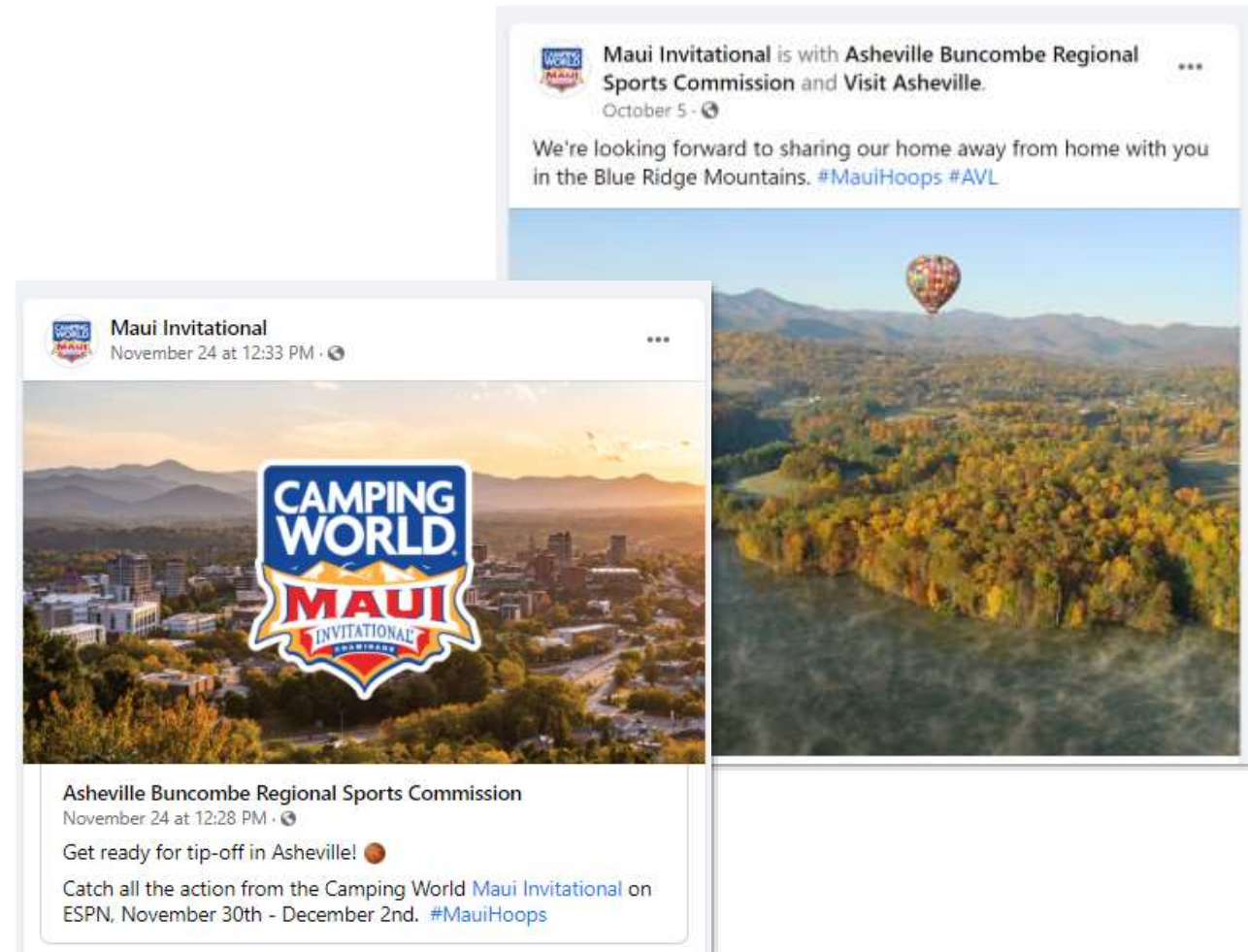
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QUESTIONS?

PRESIDENT & CEO REPORT

VIC ISLEY
PRESIDENT & CEO

Explore **ASHEVILLE**

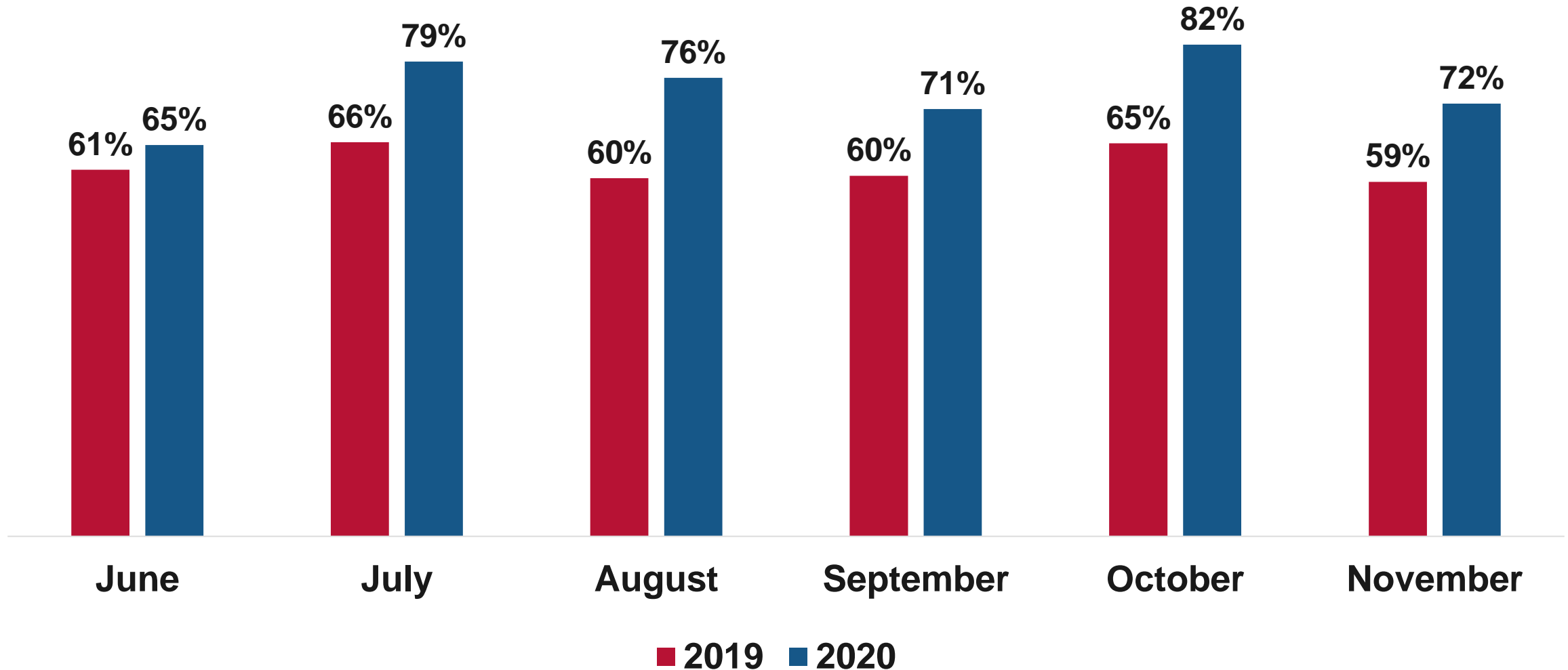
HOTEL OCCUPANCY

BUNCOMBE COUNTY, 28-DAY RUNNING AS OF NOV 28, 2020

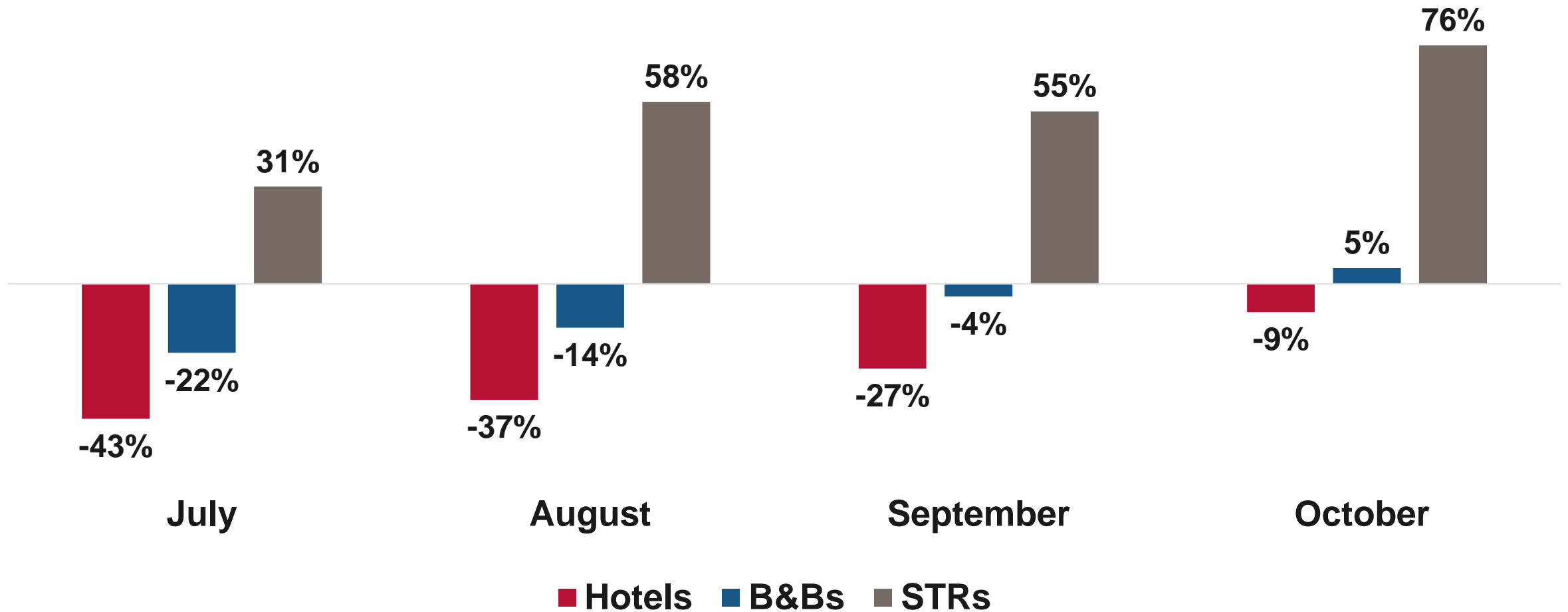
	Occupancy	Percentage Change
Weekday	53.5%	(23.7%)
Weekend	79.5%	(6.7%)
Total	60.9%	(18.1%)

ENTIRE PLACE SHORT-TERM RENTAL OCCUPANCY

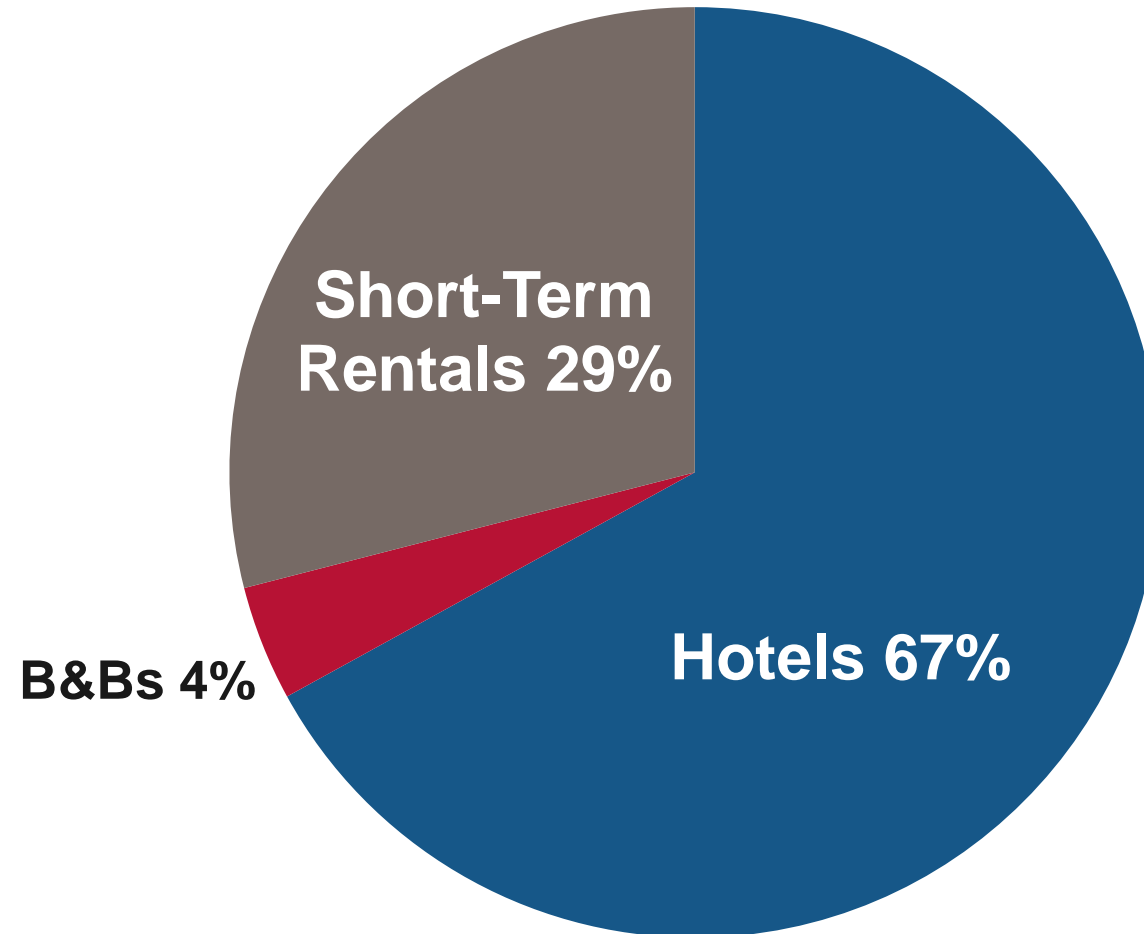
BUNCOMBE COUNTY, JUNE – NOVEMBER 2020 VS. 2019



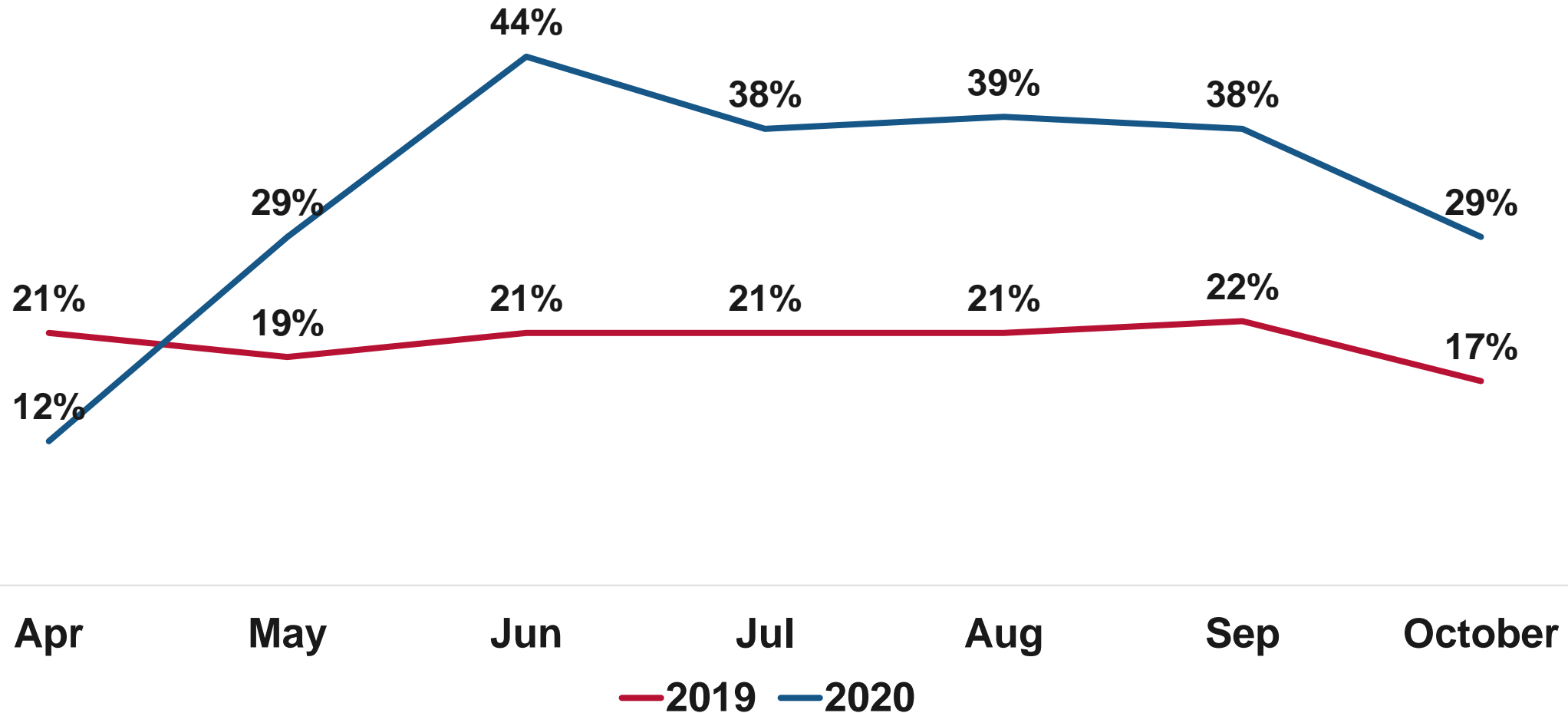
MONTHLY CHANGE IN REVENUE BY LODGING TYPE: BUNCOMBE COUNTY, JULY – OCTOBER 2020 VS. 2019




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



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



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

MARKETING UPDATE

MARLA TAMBELLINI
DEPUTY DIRECTOR/VP OF MARKETING

Explore **ASHEVILLE**



HOLIDAY MESSAGING



Handmade Holiday

A Gift Guide from Asheville Makers

THE IDEA

HOLIDAY GIFT GUIDE

Objectives:

- Support partners + showcase Asheville makers
- Maintain top-of-mind brand awareness via paid media

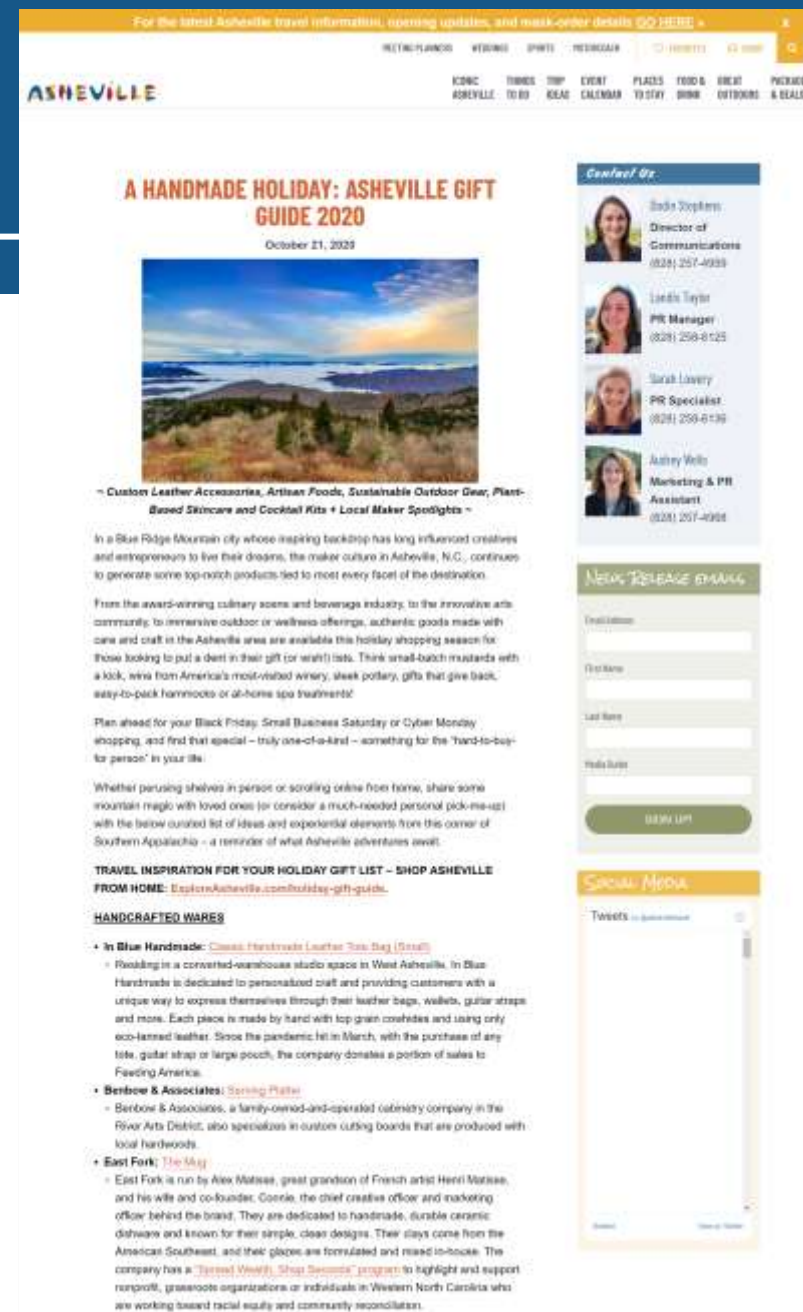
The Initiative

- Promotes online holiday shopping of curated selection of gifts
- Highlights exceptional creativity of partners & makers community
- Drives downstream traffic to partners' online retail sites



PRESS RELEASE

- The promotion started with a release crafted by the PR team
- Featured 39 gifts/partners
- The “soft email pitch” went to a targeted list of 106 editors, freelance journalists and CVB media friends whose past coverage indicated interest in this topic



WEBSITE

- The online guide featured 5 categories of gifts:
 - Handcrafted Wares
 - Artisan Food & Beverage
 - Outdoors & Wellness
 - Art & Craft
 - Gift of Travel



EMAIL & SOCIAL

- Email sent to 130,000+ email subscribers during key holiday shopping weekend
- Organic social posts being made on Facebook and Instagram
- Individual product photos being shared via Instagram stories on Mondays & Wednesdays each week

Instagram Story Example



PAID SUPPORT

- Limited advertising support was launched in paid social and paid search

Ad · www.exploreasheville.com

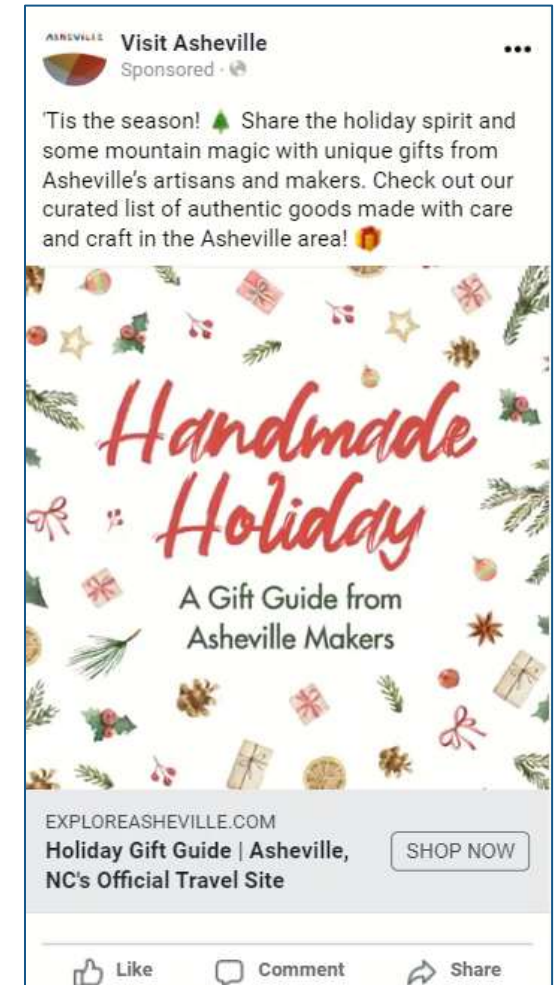
Explore Asheville, NC | Give The Gift of Asheville

Check out unique, handmade gifts or purchase travel packages for anyone on your list. From iconic landmarks to the great outdoors, Asheville has fun attractions for everyone. A Top U.S. City. Best Places for Foodies. Great...

Ad · www.exploreasheville.com

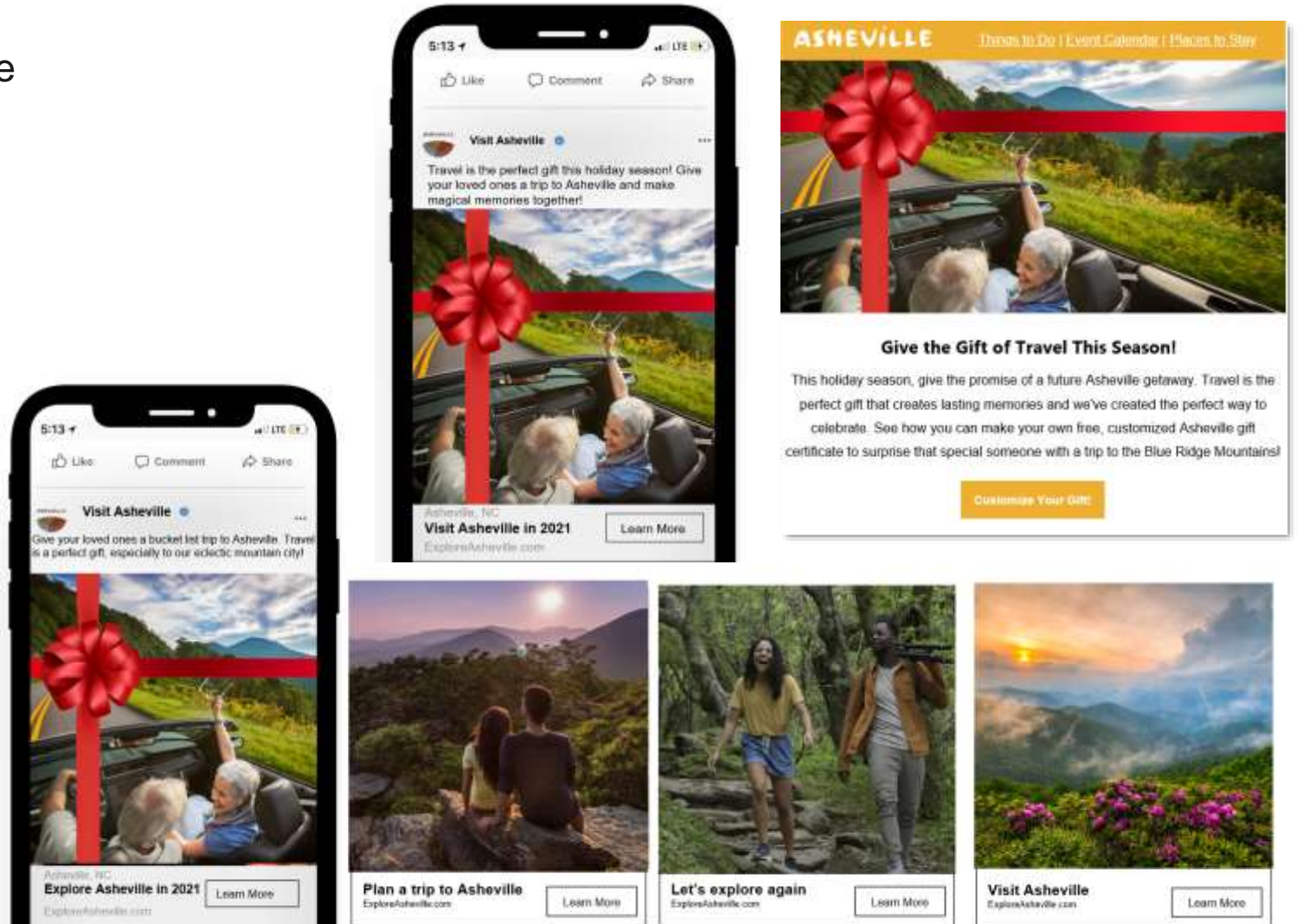
Looking For The Perfect Gift? | Give The Gift of Asheville

'Tis the season for giving! Browse our holiday gift guide & find unique gifts for anyone. Or see our packages and deals to book your future getaway to Asheville - the perfect gift! A Top U.S. City. Best Places for Foodies. Great for Weekend Trips. Architectural Treasures. Neighborhoods: Biltmore Village, Biltmore Park, Black Mountain, Fairview, Downtown, River Arts District



GIFT OF TRAVEL MESSAGING


- Encourage consumers to plan and purchase travel as a gift for loved ones this holiday season
- Added as a tab in the Holiday Gift Guide
- Incorporated into the Let's Go There video end card
- Promoted through paid search, paid social and Connected TV
- Included in December e-newsletter to our subscriber database of over 130k



GIFT OF TRAVEL CERTIFICATE

As part of our gift of travel messaging, the content team developed a customizable gift certificate that can be printed and presented to the recipient.

www.exploreasheville.com/gift-of-travel/



A Gift for You!

ASHEVILLE

ExploreAsheville.com

To:

From:

Choose your adventure

A special note:

BUILD ITINERARY

CONNECTED TV

Let's Go There customized asset updated with “Give the Gift of Travel Messaging” to promote future travel

Connected TV has generated:

- 802k impressions
- 96.4% video completion rate

**Covers period of November 1-December 8, 2020*



METRICS

- Holiday Gift Guide:
 - 79k sessions; 85% new user sessions
 - 60k external link clicks to partner sites
 - 290+ clicks to customizable gift certificate (launched on December 8) and Packages & Deals pages

**Covers period from November 24 – December 14, 2020*

A vibrant hot air balloon with a multi-colored checkered pattern floats in the upper right corner of the frame. Below it, a dense, green forest covers rolling hills, with blue-toned mountains visible in the distance under a light blue sky with wispy clouds. A semi-transparent dark blue rectangle is overlaid on the left side of the image, containing the text.

ON THE HORIZON

Recovery Plan

- Spring/Summer Creative Strategy
- FY 2021 Q2 + Q3 Media Plan
- Content Plan



QUESTIONS?

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, December 15, 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
- John Luckett
- John McKibbon
- Kathleen Mosher
- James Poole
- Chairman Himanshu Karvir

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting will be on
Wednesday, January 27, 2021 at 9:00 a.m.

HAPPY HOLIDAYS!