

**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 a. Sleep Inn West Penalty Waiver Request b. November 2020 Financial Reports c. Final June 2020 Financial Reports d. 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 a. CVB Staff Recap b. Destination Dashboard c. Quick List d. 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](mailto: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.

***BCTDA Mission Statement***

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

# Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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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 Lockett, John McKibbon, 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 Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette
- 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 Horne, Dan Levine; Self-Help  
Kit Cramer, Asheville Area Chamber of Commerce  
Angie Arner, 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.

## **Executive Summary of Meeting Minutes**

- Chairman Karvir called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:00 a.m.
- Minutes from the October 28, 2020 BCTDA regular monthly meeting were approved with an 8-0 vote.
- The October 2020 financial statements were approved with an 8-0 vote.
- Mr. Warn reported that the Buncombe County Commissioners approved the BCTDA's recommendation to approve all COVID-19 related occupancy tax penalties due through September 20.
- Demp Bradford provided an update on the Maui Invitational basketball tournament.
- In his Interim Executive's report, Mr. Cavanaugh reviewed recent lodging metrics and CVB activities.
- A YMI Cultural Center project update was provided and a motion to approve the TPDF contract amendment as requested was approved with an 8-0 vote.
- Brief updates from Buncombe County Commissioner Joe Belcher and Asheville City Councilmember Julie Mayfield were provided.
- Outgoing board members Buncombe County Commissioner Joe Belcher and Asheville City Councilmember Julie Mayfield were recognized for serving on the BCTDA board and for their contributions to the community during their tenures.
- Under Miscellaneous Business, Chairman Karvir encouraged everyone to shop local and support the Asheville area's businesses this winter and holiday season.
- Chris Cavanaugh was recognized for serving as Explore Asheville's interim executive for the past five months.
- Chairman Karvir reported that no public comments were received in advance of today's meeting.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:51 a.m.

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

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

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

## **Approval of Meeting Minutes**

Mr. McKibbin made a motion to approve the October 28, 2020 regular meeting minutes as presented. Mr. Lockett seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

## **Financial Reports**

### **October 2020 Financial Reports**

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

Mr. Luckett made a motion to approve the October 2020 financial reports as presented. Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

### **COVID-19 Occupancy Tax Penalty Waiver Update**

Mr. Warn reminded everyone that at the September 30 meeting of the BCTDA, the board approved the automatic waiver of all COVID-19 related penalties incurred, or to be assessed, for late occupancy tax remittance reports and payments for the sales months of February through August 2020. He reported that 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.

Mr. Warn said the Buncombe County Tax Department continues to communicate and work with lodging properties to encourage the submission of late reports and payments as appropriate. He provided a brief update on the number of properties that still have outstanding reports and/or payments due.

### **Asheville Buncombe Regional Sports Commission Update**

Demp Bradford, president of the Asheville Buncombe Regional Sports Commission, shared a PowerPoint presentation highlighting the upcoming Maui Invitational basketball tournament taking place November 30 through December 2 in Asheville.

Mr. Bradford reviewed the event timeline and strict safety protocols and policies being followed to mitigate the risk of spreading coronavirus and keep players, coaches, event staff, and ESPN correspondents as safe as possible during the tournament. He added there are no tickets available for the game due to the COVID-19 pandemic safety measures.

Mr. Bradford concluded his report by stating this is a significant event for Asheville and thanked board and staff members for their support in helping to make it happen.

Chairman Karvir thanked Mr. Bradford for the presentation and wished him well in the execution of the upcoming Maui Invitational event.

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

In his Interim Executive's report, Mr. Cavanaugh provided an overview of recent lodging metrics and comparisons to peer destinations. He also reviewed data highlighting the continuing trend in popularity of short-term rental lodging units during the COVID-19 pandemic. Mr. Cavanaugh shared results from a recent survey sent to industry partners regarding their business and operating plans for the upcoming winter months. He expressed his concern about the challenges that lie ahead for local businesses. Next,

Mr. Cavanaugh reviewed FY 21 budget projections and year-to-date actuals and encouraged everyone to review the materials that were sent in advance of the meeting.

Noting that this is his final board meeting as interim executive, Mr. Cavanaugh thanked the board, staff, and industry partners for their support during the past five months. He concluded his report by stating Asheville and Buncombe County will get through the pandemic and encouraged everyone to buy local, be safe, and wear a mask.

Commissioner Belcher thanked and commended Mr. Cavanaugh for his zeal and depth of knowledge in leading the Explore Asheville team in this interim capacity.

CVB Staff Recaps, Destination Dashboards, Quick Lists, and other reports were provided in advance of the meeting and are posted on [AshevilleCVB.com](http://AshevilleCVB.com).

### **YMI Cultural Center TPDF Project Update & Amendment Request**

Ms. Kappes said Dewana Little, executive director of the YMI Cultural Center, and Catherine Miller, associate project manager of the Self-Help Real Estate Team, are attending today's meeting to present a YMI update and contract amendment request. She said the project was awarded an \$800,000 Tourism Product Development Fund (TPDF) grant in 2018 for building renovations to preserve the historic landmark and facilitate public uses, including hosting events in the auditorium and gallery.

Ms. Kappes provided the following background information on the project:

- The YMI renovations project was originally proposed by Eagle Street Development Corporation in 2018, and an \$800,000 TPDF grant was awarded. The matching funds requirement was waived.
- The YMI has partnered with Self-Help Real Estate Development Team.
- The BCTDA approved a TPDF contract amendment in May 2020 to include roof repair and a 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 a disbursement request of \$42,863 is in progress.

Ms. Little and Ms. Miller shared a PowerPoint presentation and highlights included:

- The history of the YMI Cultural Center
- Results of the building assessment and financial feasibility analysis
- An update on fundraising activities
- An update on the project timeline and refined details of the scope

Ms. Little said today's amendment request is for the TPDF grant to be adjusted to include the new project scope, adjust the disbursement schedule, and extend the completion deadline. She noted the YMI's goal is to restore this historic landmark, remove any barriers to long-term sustainability, and preserve the facility for future generations. She thanked the board for the funding and for considering this request.

During and after the presentation, Ms. Little, Ms. Miller, and Ms. Kappes received input from board members. They answered all related questions, which mostly centered on fire codes, the status of potential donors, rental revenue estimates, design and construction phases, possible state and federal tax credits, an updated project budget, and the proposed revised disbursement structure.

Chairman Karvir requested to receive a fundraising update when appropriate. Ms. Kappes responded that she can add a requirement to the contract amendment for a

report to be provided to the board when the design work is done, which can also include an update on fundraising at that time.

When the discussion ended, Ms. Kappes presented the motion for consideration.

Mr. Poole made a motion to amend the YMI Cultural Center's TPDF contract to extend the completion date from January 31, 2021 to December 31, 2022; to update the project scope to include the additional details outlined in the building assessment and financial feasibility analysis; and 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. Mr. McKibbon seconded the motion. There was no further discussion and with all in favor via a roll call vote, the motion carried 8-0.

Chairman Karvir thanked everyone for their input and support of this very important project. He wished Ms. Little and Ms. Miller the best with their fundraising efforts and renovation plans and asked that they keep the board apprised of their progress. Ms. Little thanked the board for approving this request.

### **Buncombe County Commission Update**

Commissioner Belcher reported on county-related business, including the recent Pratt and Whitney project announcement which will bring 800 jobs to the area, and the approval of paid parental leave for county staff. He noted the newly elected commissioners will be sworn in on December 7 and he has recommended Commissioner Robert Pressley be appointed as his replacement on the BCTDA.

Commissioner Belcher concluded his final report by stating it has been an honor to serve our community as a commissioner for the past eight years.

Chairman Karvir thanked Commissioner Belcher for the update.

### **Thanks to Outgoing Board Member Commissioner Joe Belcher**

Chairman Karvir expressed his gratitude to Commissioner Belcher for serving on the BCTDA from February 2013 to November 2020. He highlighted Commissioner Belcher's service and dedication to the community and thanked him for his long-time friendship. Mr. Cavanaugh virtually presented Commissioner Belcher with a tenure award for his service.

Commissioner Belcher thanked Chairman Karvir for the kind words and said it has been a privilege to serve as a member of the board.

### **Asheville City Council Update**

Councilmember Mayfield reported on city-related business, including monetary and program support that has been provided to the community for relief related to the COVID-19 pandemic, and anticipated changes to the city's short-term rentals ordinance.

Councilmember Mayfield concluded her report by stating she has thoroughly enjoyed being on the BCTDA board. She referenced the progress that has been made with the city and tourism industry working more collaboratively, adding there is still work to be done and she looks forward to continuing the ongoing conversations in her new role as a senator in Raleigh.

Chairman Karvir thanked Councilmember Mayfield for the report.

### **Thanks to Outgoing Board Member Councilmember Julie Mayfield**

Chairman Karvir thanked Councilmember Mayfield for serving on the BCTDA from December 2015 to November 2020. He reviewed some key achievements and said he appreciates everything she has done on Asheville City Council and the committees on which she has served. Chairman Karvir thanked Councilmember Mayfield for stepping up to represent the Asheville area in Raleigh. Mr. Cavanaugh virtually presented her with a tenure award for her service.

### **Miscellaneous Business**

With winter and the holidays quickly approaching, Chairman Karvir encouraged everyone to shop local, support restaurants with visits and gift card purchases, and reiterated Mr. Cavanaugh's mantra to wear a mask.

### **Thanks to Outgoing Interim Executive Chris Cavanaugh**

Chairman Karvir thanked Mr. Cavanaugh for serving as interim executive since July 1 and noted this is his last meeting in that role. He reviewed Mr. Cavanaugh's experience in the industry, how he has worked alongside the board and CVB as a consultant in various capacities, and his accomplishments during the past five months leading the Explore Asheville team.

On behalf of the staff, Ms. Tambellini expressed her gratitude to Mr. Cavanaugh for caring so much about the team and local businesses and for being an encouraging leader during a challenging time.

### **Comments from the General Public**

Chairman Karvir said members of the public were invited to submit comments via email to [reply@ExploreAsheville.com](mailto:reply@ExploreAsheville.com) through 4:00 p.m. on Tuesday, November 17, 2020. He reported no comments were received.

### **Adjournment**

Vice Chairman Froeba moved to adjourn the meeting and Mr. Lockett seconded the motion. A vote was taken and with all in favor via a roll call vote, the motion carried 8-0 and the virtual meeting adjourned at 10:51 a.m.

The full meeting PowerPoint presentation and relevant meeting documents are on file with the Explore Asheville Convention and Visitors Bureau and are posted on [AshevilleCVB.com](http://AshevilleCVB.com).

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

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

### Operating Fund, Budget and Actual

November 30 2020

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%)	Prior Year	
					Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
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	<u>11,135,293</u>	<u>2,381,442</u>	<u>7,014,993</u>	<u>4,120,300</u>	<u>63.0%</u>	<u>7,693,483</u>	<u>-8.8%</u>
<b>Expenditures:</b>							
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	<u>15,676,194</u>	<u>586,248</u>	<u>2,605,759</u>	<u>13,070,435</u>	<u>16.6%</u>	<u>4,190,118</u>	<u>-37.8%</u>
Revenues over (under) expenditures	<u>(4,540,901)</u>	<u>1,795,195</u>	<u>4,409,234</u>			<u>\$ 3,503,365</u>	<u>25.9%</u>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>100,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>100,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (4,440,901)</u>	<u>\$ 1,795,195</u>	<u>4,409,234</u>				
Fund balance, beginning of year			<u>12,465,092</u>				
Fund balance, end of month			<u>\$16,874,326</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$3,711,764 for FY21.



BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

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	(%) Change	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
<b>Revenues:</b>				
Occupancy Tax	\$27,203,000	\$ 1,653,865	\$25,549,135	6.1%
Investment Income	-	3,171	(3,171)	0.0%
<b>Total revenues</b>	<u>27,203,000</u>	<u>1,657,035</u>	<u>25,545,965</u>	<u>6.1%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
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 Conversion)	1,500,000	1,500,000	-	100.0%
2016 Diana Wortham Theatre (The Wortham Center)	700,000	700,000	-	100.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	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	518,000	340,952	177,048	65.8%
Total product development fund	<u>\$27,203,000</u>	<u>\$ 13,125,165</u>	<u>\$14,077,835</u>	<u>48.2%</u>
<b>Product Development Funds Available for Future Grants</b>				
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

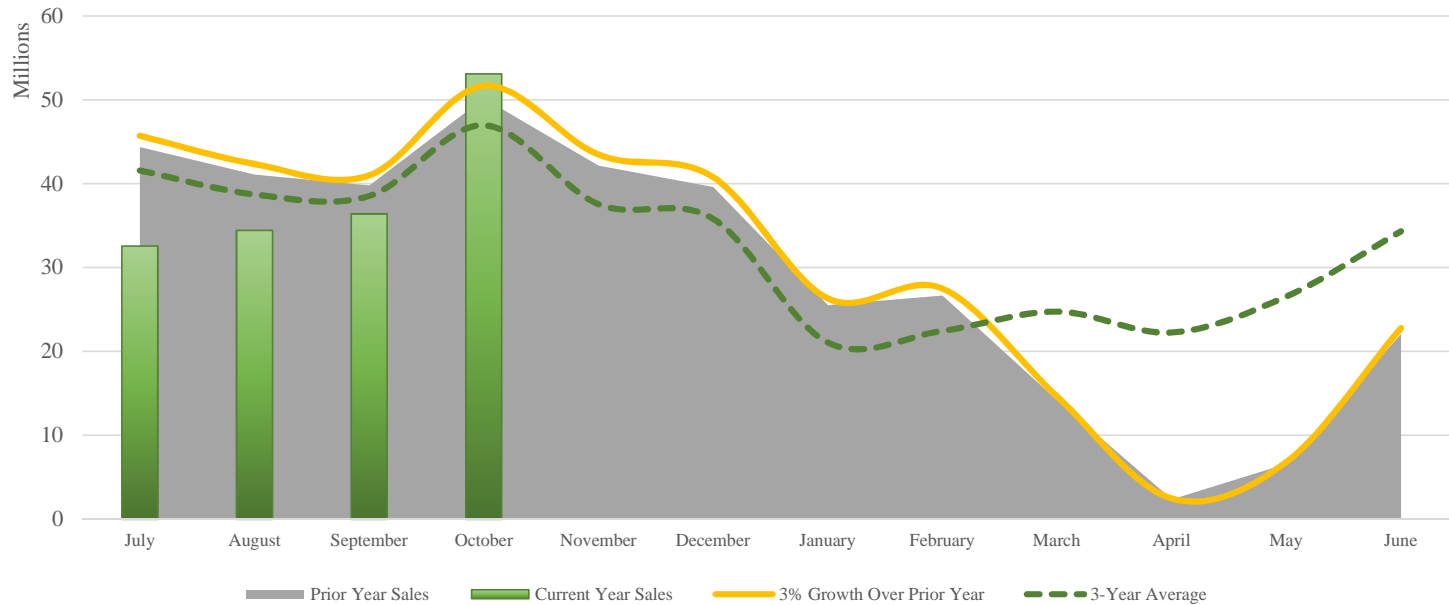
	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 16,941,152	\$ 16,333,906	\$ 33,275,058
Receivables	-	-	-
Total current assets	<u>\$ 16,941,152</u>	<u>\$ 16,333,906</u>	<u>33,275,058</u>
<b>Liabilities:</b>			
Current liabilities:			
Accounts 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>
-			
<b>Fund Balances:</b>			
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



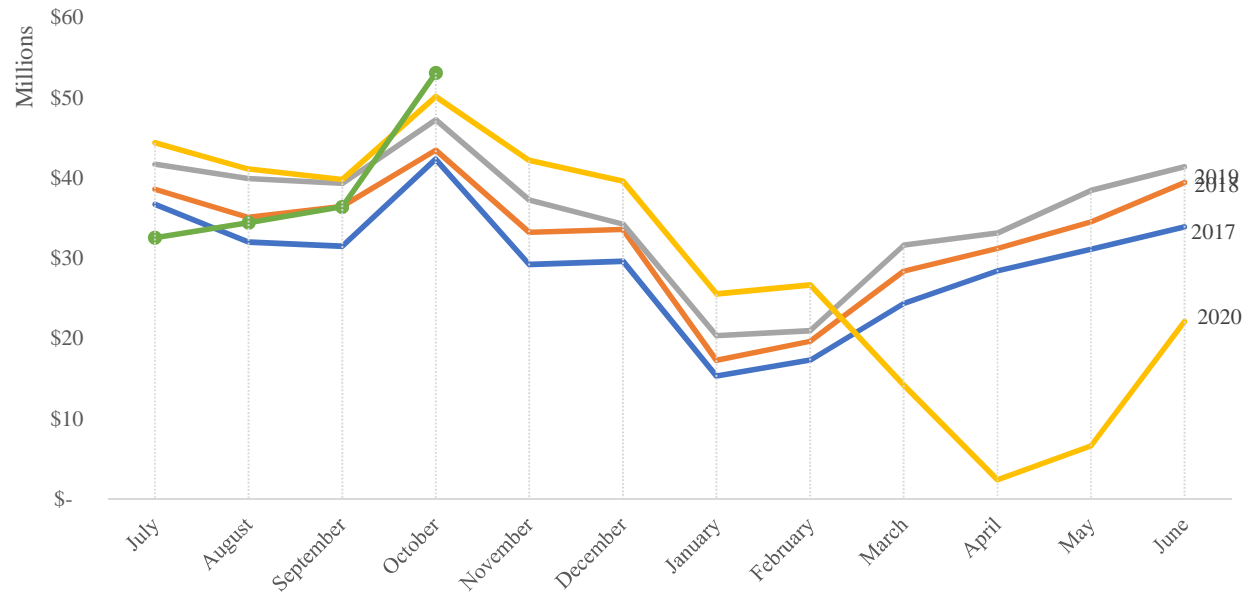
Month of room sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 32,552,231	\$ 44,385,587	-27%	-27%	\$ 45,717,154	\$ 41,574,158
August	34,440,199	41,115,834	-16%	-22%	42,349,309	38,717,282
September	36,399,260	39,796,041	-9%	-17%	40,989,923	38,532,969
October	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
<b>Total revenues</b>	<b>\$156,486,055</b>	<b>\$ 354,847,195</b>			<b>\$365,492,611</b>	<b>\$390,565,482</b>

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

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	<u>\$ 96,365,103</u>	<u>\$ 261,801,781</u>			<u>\$ 54,653,309</u>	<u>\$ 82,135,991</u>			<u>\$ 5,467,642</u>	<u>\$ 10,909,423</u>			<u>\$ 156,486,055</u>	<u>\$ 354,847,195</u>		

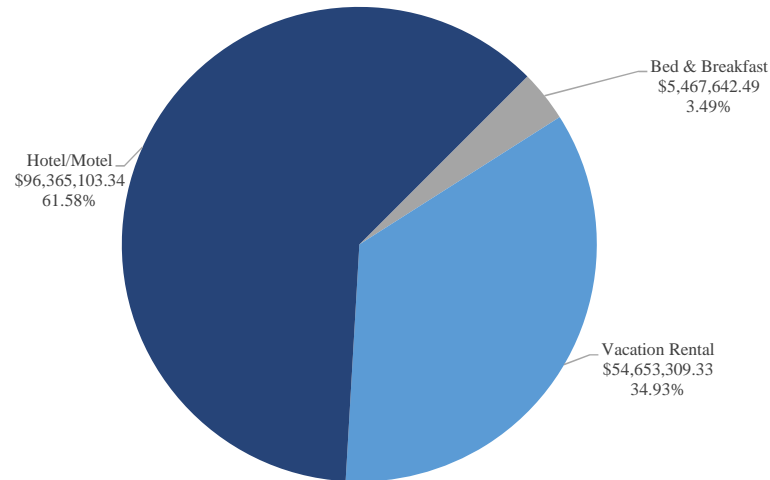
# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales by Category

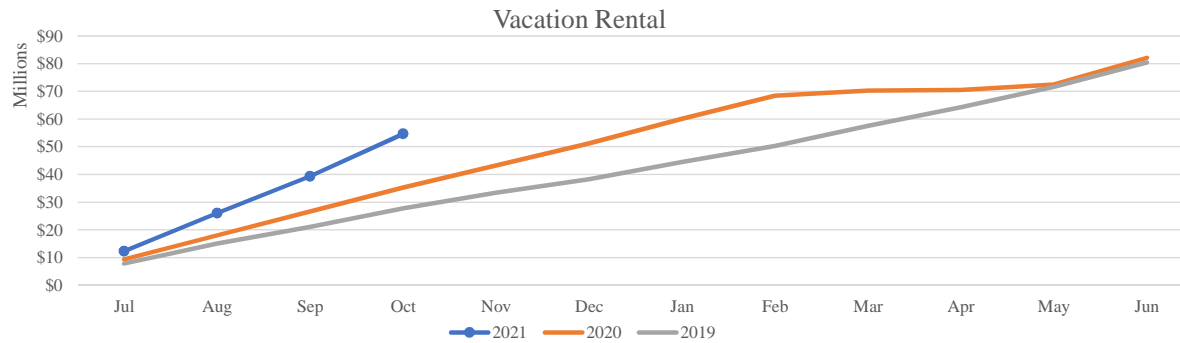
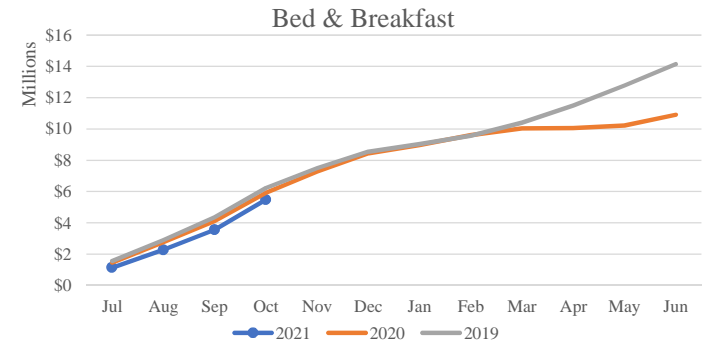
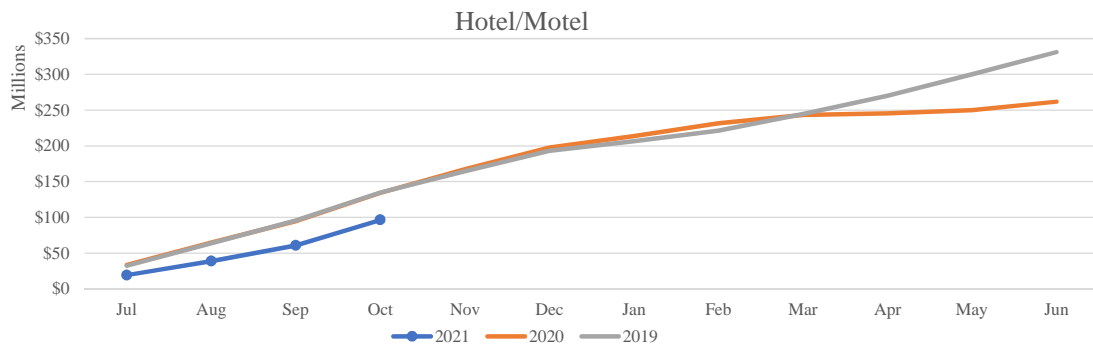
Shown by Month of Sale, Year-to-Date

November 30 2020

Total Room Sales by Category, Year-to-Date



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



# 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	Current Month	Year to Date	Budget	(%)	Prior Year	
	Budget	Actual	Actual	Remaining	Budget	Year to Date	(%)
					Used	Actual	Change From
<b>Revenues:</b>							
Occupancy tax, net	\$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>
<b>Expenditures:</b>							
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>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>129,848</u>	<u>-</u>	<u>-</u>				
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.



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	(%) (%)	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
<b>Revenues:</b>				
Occupancy Tax	\$27,534,672	\$ 26,559,732	\$ 974,940	96.5%
Investment Income	-	1,226,391	(1,226,391)	0.0%
<b>Total revenues</b>	<u>27,534,672</u>	<u>27,786,123</u>	<u>(251,451)</u>	<u>100.9%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
2009 Asheville Art Museum (Museum Expansion)	\$ 500,000	\$ -	500,000	-
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	3,300,000	3,800,000	46.5%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2016 City of Asheville (U.S. Cellular Center - Theatre Creation & Meeting Room Conversion)	1,500,000	-	1,500,000	-
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>
<b>Product Development Funds Available for Future Grants</b>				
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

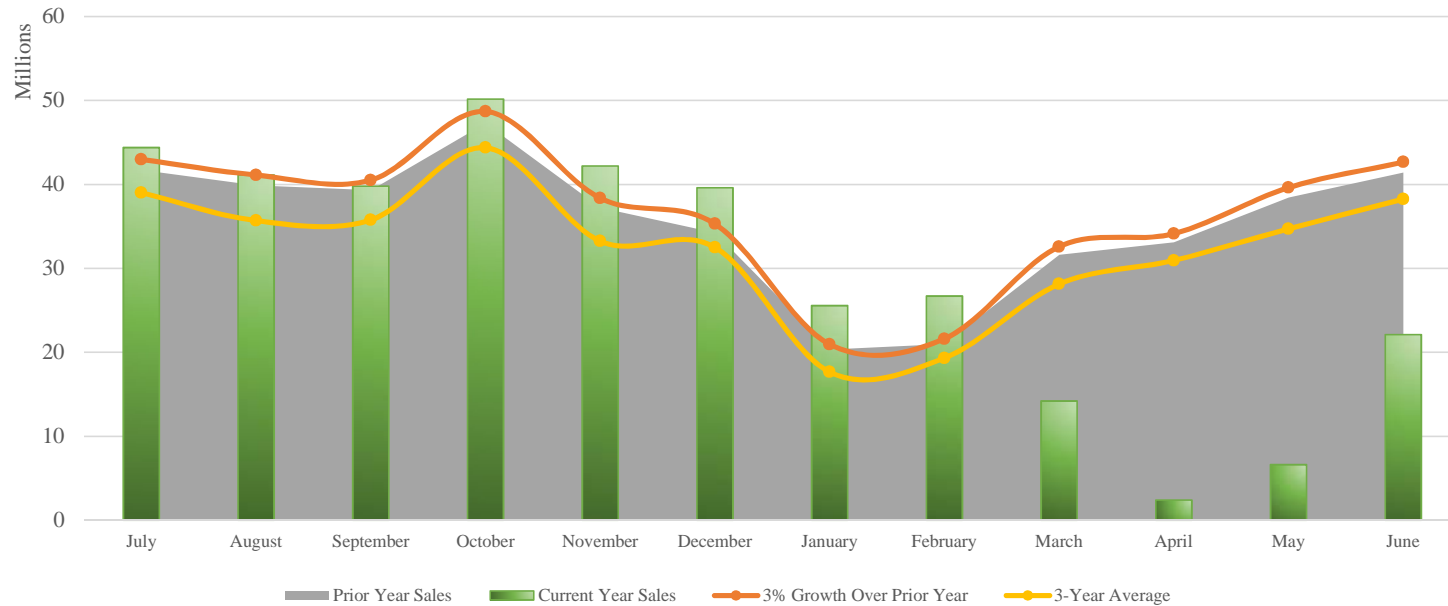
	Operating Fund	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 11,603,984	\$ 16,746,184	\$ 28,350,167
Receivables	1,341,049	442,308	1,783,357
Total current assets	<u>\$ 12,945,032</u>	<u>\$ 17,188,492</u>	<u>30,133,524</u>
<b>Liabilities:</b>			
Current liabilities:			-
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>
<b>Fund Balances:</b>			
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



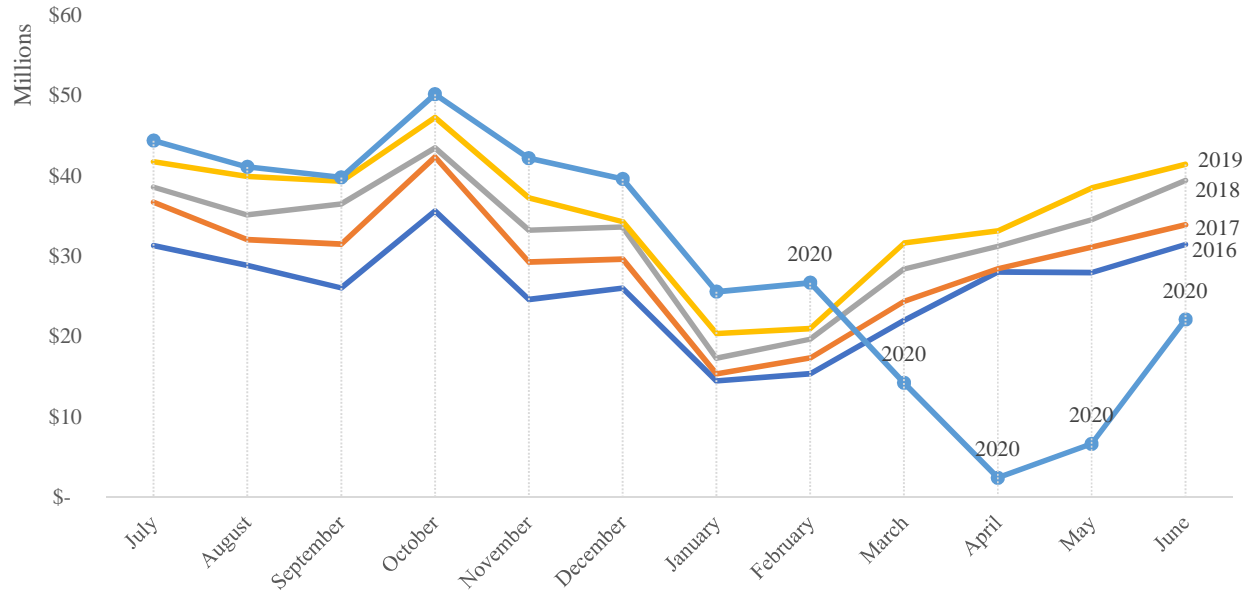
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of room sales:</b>						
July	\$ 44,385,587	\$ 41,734,276	6%	6%	\$ 42,986,304	\$ 39,023,857
August	41,115,834	39,917,550	3%	5%	41,115,076	35,692,114
September	39,796,041	39,327,048	1%	4%	40,506,859	35,767,131
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
<b>Total revenues</b>	<b>\$354,847,195</b>	<b>\$ 425,752,745</b>	<b>-17%</b>		<b>\$438,525,327</b>	<b>\$389,603,856</b>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

June 30, 2020



	2016	2017	2018	2019	2020
<b>Month of room sales:</b>					
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
<b>Total room sales</b>	<b>\$311,576,998</b>	<b>\$ 351,962,319</b>	<b>\$ 391,096,506</b>	<b>\$ 425,752,745</b>	<b>\$ 354,847,195</b>

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	-2.9%	-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%	

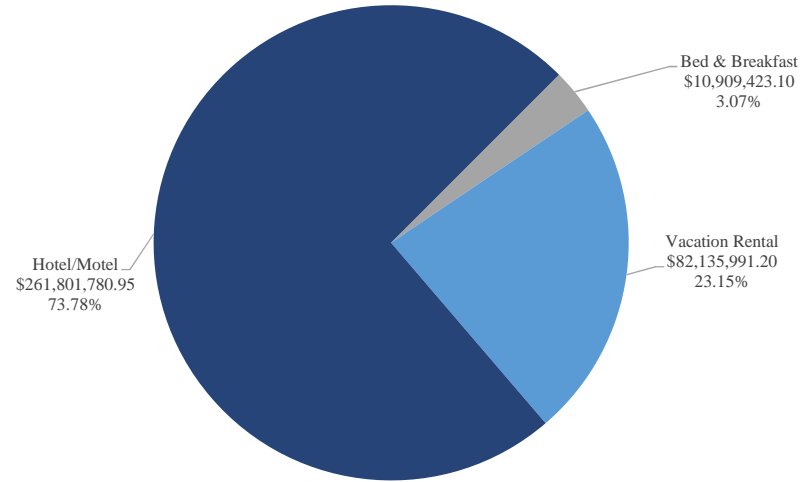
# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Room Sales by Category

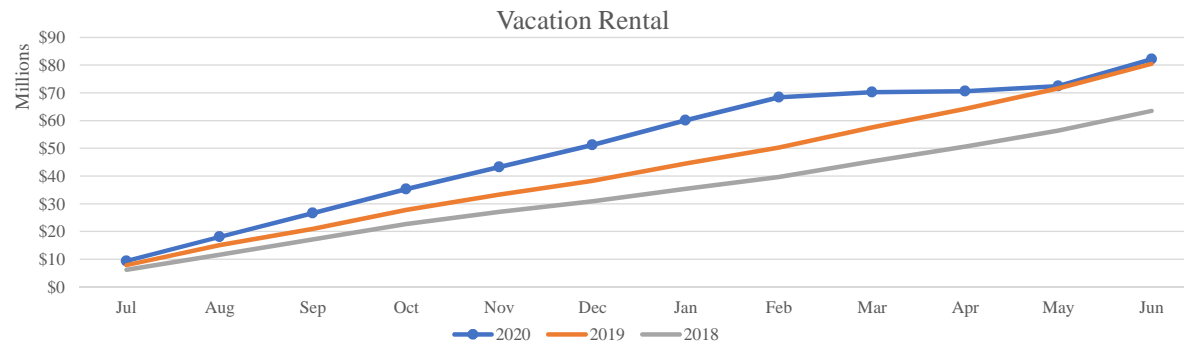
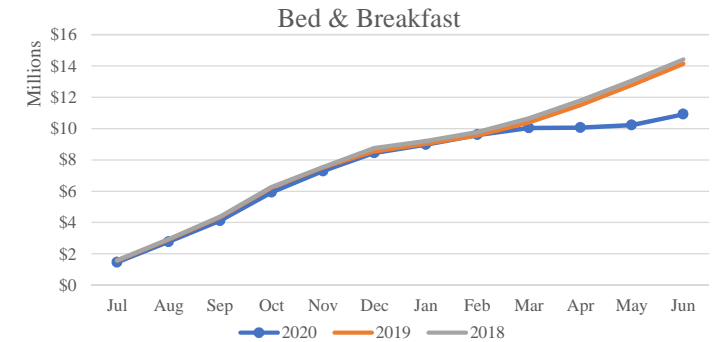
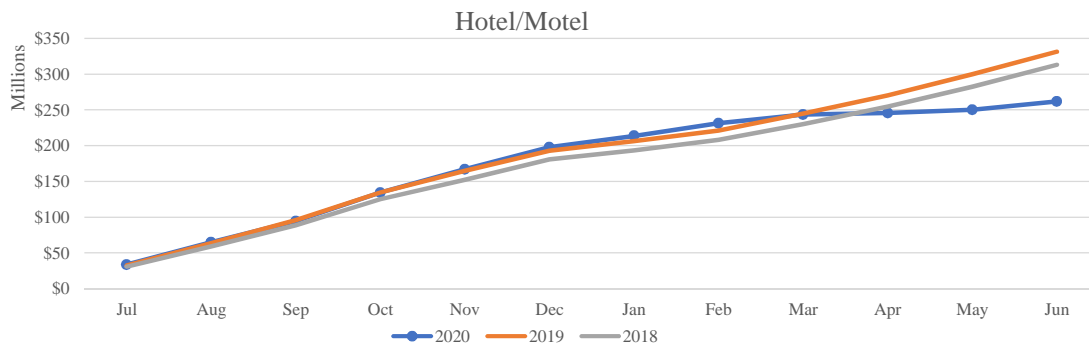
Shown by Month of Sale, Year-to-Date

June 30, 2020

Total Room Sales by Category, Year-to-Date



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





December 16, 2020

To: Buncombe County Tourism Development Authority  
From: Vic Isley  
Subject: President & CEO's Report of November 2020 Activities

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Due to the board meeting being scheduled earlier in the month of December, full November hotel performance figures are not available via the STR report.

The most current running 28-day performance (as of November 28, 2020) for the destination:

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

Explore Asheville continues to monitor trends in coronavirus spread both regionally and locally. The ability to promote the destination through paid advertising has been restricted as we are still following the strategy outlined in late June to the BCTDA board of monitoring Johns Hopkins COVID-19 data to determine where and when to advertise within the drive market region. The recent increased spread of the virus will hinder further any plans for advertising in the immediate future. We continue to coordinate public relations efforts with various media to promote community partners, especially around holiday gift ideas. Search engine marketing ads direct web inquiries to our COVID-19 landing page for the most current information.

We were pleased to partner with the Asheville Buncombe Sports Commission to bring the Maui Invitational college basketball tournament to Asheville. The event was executed safely and successfully, and the destination was featured prominently during ESPN broadcast coverage of the event.

Explore Asheville continues to work on initiatives to encourage adherence to mandates and safety protocols among both partners and visitors, and is committed to keeping residents, employees, and visitors safe while maintaining commercial activity, jobs, and economic impact for the community.



## **NOVEMBER BY THE NUMBERS**

- During November, the sales team posted 757 personal contacts (down 31%). November sales activities generated 25 sales leads (down 69%) and 30 convention bookings (down 29%), representing 4,214 rooms (down 38%). Five months into the fiscal year, year-to-date bookings are down 44 percent and room nights represented are down 45 percent.
- CVB sales leads generated 10 group events in November (down 76%), with corresponding revenue of \$550,448 (down 22%). The services team assisted 11 groups (down 69%).
- The PR team landed 31 significant placements in November (down 18%), with 37 media touchpoints (down 10%). The publicity value of print and broadcast placements totaled \$43,979 with reach of nearly 176 thousand. Online placements added \$1,443,514 in value and reach of nearly 768 million.
- ExploreAsheville.com attracted 405,147 visits (down 28%), including 284,159 to the mobile site (down 34%). Our Facebook fan base total is 299,114 (up 1%) and video views totaled 25,690 (down 43%).
- November 2020 there were 1,066 Asheville Visitor Guide requests compared to 2,031 the previous year.
- Paid search generated 56k site visits with average time on site of 2:34 and an average of 2.85 pageviews per visit; click through rate was 9.8 percent.
- Online hotel reservations totaled 39 room nights (down 42%) with total room revenue of \$5,941 (down 40%).
- The Asheville Visitor Center welcomed 8,353 visitors (down 50%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 1,538 visitors (down 25%).

## **LODGING & AIRPORT RESULTS**

- Buncombe County Finance reported lodging sales totaling \$53,083,361 in October (up 6%).
- Smith Travel Research reported hotel occupancy of 76.7 percent during October (down 7%). The average daily room rate was \$180.07 (down 8%), and RevPAR (revenue per available room) was \$138.17 (down 14%). Room demand was flat with 205,677 rooms sold.
- AirDNA reported short term rental occupancy of 79.8 percent (up 27%), ADR of \$109.84 (up 7%), and RevPAR of \$87.69 (up 36%). Total demand for short term rentals increased 18 percent to total 156,128 rooms sold.
- Passengers at the Asheville Regional Airport decreased 52 percent to total 78,416 in October.

## **Interim Executive/President and CEO Project Update**

- Participated in the county's semi-weekly COVID conference calls and worked with representatives of the county to identify continued improvements in communication of safety mandates to visitors and residents.
- Prepared for the arrival of the new CEO.
- Collaborated on final details of the Maui Invitational sponsorship.
- Worked with Pat Kappes and the YMI Cultural Center on amendments to their TPDF project agreement and their presentation to the BCTDA board in November.

- Participated in regional destination marketing organization calls with VisitNC and other mountain DMOs.
- Met with representatives of 360i to review destination advertising plans for winter and spring.
- Prepared materials for the annual BCTDA audit.
- Began work on plans for additional promotional support of local businesses during the winter months, including marketing for Asheville Independent Restaurants and sponsorship of the Asheville Chamber's Restaurant Week.
- Worked with the Asheville Regional Airport on air service development activities.
- Provided BCTDA orientation to the two newest members of the board and newest Explore Asheville employees.
- Received briefing from Mountain BizWorks on minority business support activities.
- Met with representatives of KemperLesnik, the operators of the Maui Invitational event.

## **MARKETING & PUBLIC RELATIONS**

### **Project Updates:**

- FY21 media plan remain paused. A separate plan to support the Holiday Gift Guide with paid social and SEM was launched with the aim of supporting local businesses.
- Maui Invitational Tournament generated significant media impressions through paid spots, bumpers, commentary, and social media. Metrics will be shared at board meeting.
  - Custom assets finalized and delivered to ESPN for video bumpers.
  - Prepped announcer Bill Walton regarding Asheville info/trivia.
  - Created additional creative assets for the sponsorship.
  - Supported tournament through owned media.
- Participation continued in VisitNC's marketing credit program funded by the federal CARES Act.
- Created Holiday Gift Guide promotional eblast and sent to 130,000+ email subscribers to drive traffic to Gift Guide webpage during key holiday shopping weekend encouraging subscribers to support local businesses; promoted products through Instagram Story weekly gift guide campaign.
- Created customized gift of travel certificate on ExploreAsheville.com to be used as part of holiday gift guide promotions and in conjunction with Let's Go There Phase II campaign.
- Added "Give the Gift of Travel" call to action to the Let's Go There creative to encourage future travel and align with national push. Video runs on connected TV through Dec. 23.
- Launched new outdoor dining webpage with support from Community Engagement to highlight outdoor dining options for the upcoming winter season.
- Logged 37 media touchpoint threads, initiated 32 targeted pitches, and supported four media on the ground in Asheville in November. Proactive outreach included follow-up from a VisitNC media event and an M&C update pitch to meetings media in support of the Mug Moments series and the Meet Safe Pledge.
- Provided story support for *The Today Show*, *Conde Nast Traveler*, *Hemispheres*, *ABC News*, *Thrillist*, *Meetings Today* and ABA's *Destinations*.

### **Future Updates:**

- Support itinerary and interview facilitation for Titus & Tate college basketball influencer partnership as part of Explore Asheville's Maui Invitational sponsorship package.
- Organize a seasonal greeting for Explore Asheville journalists and media friends.
- Continue development of 2021 destination news pitch featuring travel news with a focus on the people and histories behind the news.
- Finalize media plan and creative messaging direction for 2H FY21

- Continue development of a new version of the Let's Go There video asset with a planning message for use in 2021.
- Finalize editorial content calendar for Q1 2021.
- Attend the first Black Travel Alliance WAVELENGTH virtual networking event for travel brands and Black content creators and influencers which will include a staffed destination booth and one-on-one appointments.

## **GROUP SALES & SERVICES**

### **Project Updates:**

- Attended the VisitNC virtual trade show where staff met one-on-one with 15 national level planners about future opportunities.
- Met with 24 meeting planners one-on-one during Smart Meetings trade show held in Nashville, TN. This is the first in person trade show we have attended since March 2020.
- Attended virtual National Tour Association Travel Exchange and conducted 17 one-to-one appointments, with one resulting in a five-part lead series worth 150 room nights.
- Hosted the second Mug Moments, a 20-minute conversation held between an Asheville hotelier and the CVB regarding how groups are meeting safely in our community. Sixty-three meeting planners attended.
- Cohosted a virtual sales mission presentation with three other North Carolina destinations which was attended by eight operators during the NTA Travel Exchange.
- Definite bookings for November include: 2020 Appalachian Athletic Conference Cross Country Championship – 80 rooms, 2023 SE Bloodhound Specialty Competition – 416 rooms, 2021 SoCon Winter Athletic Director's Meeting – 14 rooms, 2021 Spirit Solutions Spring Classic – 80 rooms, 2021 Riverside Spring Shootout Boys & Girls – 175 rooms each, 2020 Asheville Men's Basketball – 102 rooms, 2020 Maui Invitational Media – 402 rooms, 2020 UNCA Student Housing – 280 rooms, 2021 The Spa Buzz – 21 rooms, among others.
- Tentative bookings for November include: 2021 Acts 29 SE Retreat – 513 rooms, 2023 National Academic Advising Association – 500 rooms, 2021 Buyers Intelligence Group – 50 rooms, 2021 Southern Headache Society – 325 rooms, 2021 Quanta Services – 590 rooms, 2021 Institutional Investment Conference – 590 rooms, 2022 Holiday Vacations Series – Five Departs 150 rooms, 2021 Chem Station Owners – 224 rooms, 2021 SET Dealer Incentive – 781 rooms, among others.
- Deployed a meeting planner survey through Destination Analysts to get feedback on the brand refresh creative. More than 400 responses were received immediately with the full findings report to be received in December.
- Defined lead scoring rules in Act-On to track client's behavior and engagement allowing the sales team to identify top prospects more quickly and view marketing funnel reports.
- Finalized COVID-19 site visit protocols for the sales department to be implemented during future independent visits.
- Filmed Jeff Greiner, attractions roundtable group. for upcoming virtual fam tour.
- Filmed video at Sovereign Remedies in preparation for the holiday party.
- Downloaded seven wedding guides from the website as compared to 15 last November
- Prepared three microsites for upcoming inbound sports groups.
- Attended numerous webinars specific to meetings to stay current on trends affecting the various markets
- Met with Art Museum staff to collaborate on ways to provide more exposure to the museum
- Created ElevateMyMeeting.com landing page with registration details of the team's virtual familiarization event scheduled for January 2021
- Received 5597 views for November LinkedIn posts (various) by the sales team
- Received recognition by industry publications with the following awards:

- *Prevue* 2020 Visionary Awards – Best US Destination for Meetings & Convention, Small city – Silver award.
- 2020 *Smart Meetings* Platinum Choice Award – CVB category.
- 2020 *ConventionSouth* Readers’ Choice – CVB category.
- Responded to a request for an interview for American Bus Associations’ Destinations January/February 2021 feature story tentatively titled, “Put All Your Cares Away and Go Downtown”.
- Conducted a radio interview with Group Travel Voice on the magical towns of America for which Asheville was named a magical town for leisure groups.
- Sent an email invitation to view episode two of the Mug Moments conversation with the Renaissance Hotel’s Marshall Hilliard to three lists:
  - Internal database of 13,019 planners - Open Rate of 14 percent and Click-to-Open Rate of 9 percent.
  - *Meetings Today* sponsorship list of 293 planners - Open Rate of 22 percent and Click-to-Open Rate of 13 percent.
  - Renaissance Hotel list of 260 planners - Open Rate of 14 percent and Click-to-Open Rate of 8 percent.
- Sent an email invitation to attend the Northstar Meetings Group / VisitNC Digital Trade Show Series to 3,577 planners - Open Rate of 13 percent and Click-to-Open Rate of 3 percent.

**Future Updates:**

- Continue preparations towards hosting the Southeast Chapter of SITE coming in December. A total of 35 planners are expected.
- Schedule/host third Mug Moments about how meetings are happening safely at Asheville’s hotels.
- Finalize the meetings brand refresh project.
- Continue work on next iteration of destination virtual tour to launch in January 2021.
- Attend virtual trade shows as assigned.

**COMMUNITY ENGAGEMENT**

**Project Updates:**

- In November, 43 partner records were updated – 22 attractions & retail, 4 lodging, 12 food & drink, and 5 venue/wedding services. There were 83 events for the calendar, and 1,066 Individual Visitor Guide requests processed.
- Four new partners were added in November: Sweeten Creek Coffee, Spicer Greene Jewelers, Evergreen Era Films LLC, and Chill Cereal Bar and Café.
- Nine partner accounts were cancelled in November: Majik Studios, Violet Owl Wellness, Inner Wild Yoga, Studio Zahiya, Devils in Dust music group, A Bed of Roses Bed and Breakfast, Crooked Oak Mountain Inn, World Coffee Café, and Crêperie & Café of Weaverville.
- A partner webinar “People First – Website Usability Best Practices” was presented on November 5 by Sarah Benoit of JB Media for 42 registrants. The video can be found on AshevilleCVB.com.
- The Community Engagement team launched One-on-One Wednesdays, a program where partners can sign up for 30-minute appointments to get personalized assistance. This is an alternative solution to the monthly orientations that have been suspended due to COVID. Three consultation calls were held in November.
- Pat has been invited to be a member of the Chamber’s Member Advisory Council and attended the first meeting.

- Pat continues to seek support in the research phase of the African American Heritage Trail project and hosted virtual meetings with River Front Development Group and representatives from UNC Asheville including Dr. Darin Waters.
- Safety messaging collateral, developed through the partnership with Explore Asheville, the City of Asheville, and Buncombe County, was produced for the Maui Invitational held at Harrah's Cherokee Center - Asheville.
- The Wayfinding kiosk content update project is in progress.
- TPDF disbursements were reviewed and processed for the YMI Cultural Center and for the NC Arboretum.
- The YMI Cultural Center presented a project update to the TDA at the November board meeting and requested a contract amendment to extend the project completion deadline from January 31, 2021 to December 31, 2022, and to request a second draw up to \$130,000 from the initial grant for structural repairs and the next stage of design development (not to exceed \$130,000). The TDA approved the request.

#### **Future Updates:**

- Partner virtual events and webinars are in development including the Explore Asheville's [Virtual] Holiday + Welcoming Party for New President & CEO on December 9, and two webinars presented by JB Media including "Reinvent Your Path to Success – How to Promote New Experiences" on January 13 and "Cost-Effective Ways to Increase Reach and Website Traffic" on February 10.
- The Community Engagement team is supporting the Marketing team's efforts to promote tourism partners offering winter outdoor dining and small group experiences by researching business offerings and conducting outreach to maintain up-to-date listing information.

### **PUBLIC INFORMATION**

#### **Project Updates:**

- In addition to supporting the BCTDA chair with the November Board Meeting prep, managed public information announcements and website updates before and after the meeting. These included responding to a public records and media requests.
- In advance of Buncombe Commissioners meeting, prepared a Late Payment of Occupancy Tax Penalty Waiver fact sheet and distributed to media.
- Fully transitioned to Explore Asheville's new platform, Act-On, which included downloading/archiving all that were produced on the former platform and posting the PDFs on AshevilleCVB.com – in total, 64 e-newsletters and alerts in 2020 (through November) and 45 from as far back as 2015. In November, wrote and published 4 partner e-alerts on the new platform with open rates as high as 36.2%.
- Wrote and published New and updated content on AshevilleCVB.com that included information on Gov. Cooper's latest executive orders.
- Included promotion of partner webinar, Maui Invitational, the 3 W's Bear campaign, MURR, updates to COVID resources on AshevilleCVB.com, Explore Asheville Partner Connect Facebook page, partner/community news such as the Go Local card.
- Responded to several requests for interviews on fall/holiday tourism and assisted reporters in connecting with partners. This included the request for a thought leader article for Capital at Play magazine on the benefits of tourism in WNC, written by Interim Executive Chris Cavanaugh.
- Prepared talking points on Asheville's tourism economy and holiday tourism at the request of Rep. Susan Fisher in advance of her interview on Spectrum One News.
- Attended the daylong virtual Advocacy Summit hosted by Destinations International; also attended Asheville Area Chamber of Commerce's Legislative Wrap-Up.

**Future Updates:**

- Assist in introducing Vic to the community, to include media.
- Continue to manage all aspects of content and production/ publication of e-newsletters and alerts as we further refine the use of the new Act-On platform; continue to make updates / improvements to AshevilleCVB.com.
- Prepare to provide information on the work of BCTDA/Explore Asheville to newly elected officials, to include new appointees to the BCTDA board.

**EXECUTIVE OFFICE****Project Updates:**

- Executed the monthly BCTDA's regular monthly board meeting virtually on November 18. Highlights of the meeting included a Maui Invitational update and a YMI Cultural Center project update and TPDF contract amendment. Additionally, outgoing ex-officio board members Asheville City Councilwoman Julie Mayfield and Buncombe County Commissioner Joe Belcher were recognized for their years of service in the community and on the BCTDA. Chris Cavanaugh was also recognized for his contributions during his time as interim executive, serving in his role from June through November.
- The Director of Finance's three-month leave began on October 1, 2020, and Executive Office staff members continued to cover her job responsibilities related to payroll, supplier maintenance, deposits, financial inquiries, and invoice processing.
- Assisted the Community Engagement department with technical and logistical assistance related to a virtual Partner Forum focusing on website usability on November 5.
- Interim Executive Chris Cavanaugh provided a virtual BCTDA and Explore Asheville Orientation/Overview to staff on November 16.
- Onboarded new Director of Content Whitney Smith and provided new employee administrative training. All onboarding tasks tied to Federal security, IRS forms and automatic pay-check deposits were completed. Furthermore, she was briefed on our policies outlined in the Team Member Handbook and an initial meeting to review her benefits options took place.
- Prepared for the transition of leadership from Interim Executive Chris Cavanaugh to President & CEO Victoria Isley, effective December 1. Communicated with Vic throughout November and provided key administrative documents, set up email and calendar, and scheduled meetings with board, staff, and other stakeholders to take place during her first two weeks on the job.

**Future Updates:**

- Welcome, onboard and support new President & CEO Victoria Isley, who starts in her position on December 1.
- Prepare for and execute the virtual BCTDA monthly meeting scheduled on December 16, 2020.
- Communicate with city and county clerks regarding the appointments of an Asheville City Councilmember and Buncombe County Commissioner as ex-officio members of the BCTDA board and schedule orientation meetings.
- Work with Buncombe County Finance and CliftonLarsonAllen LLP to finalize the BCTDA's FY 20 audit, to be presented to the board at the December 16 meeting.
- Start working on establishing the FY 22 budget timeline and process.

# Destination Performance Report



## Lodging & Visitor Overview - November 2020

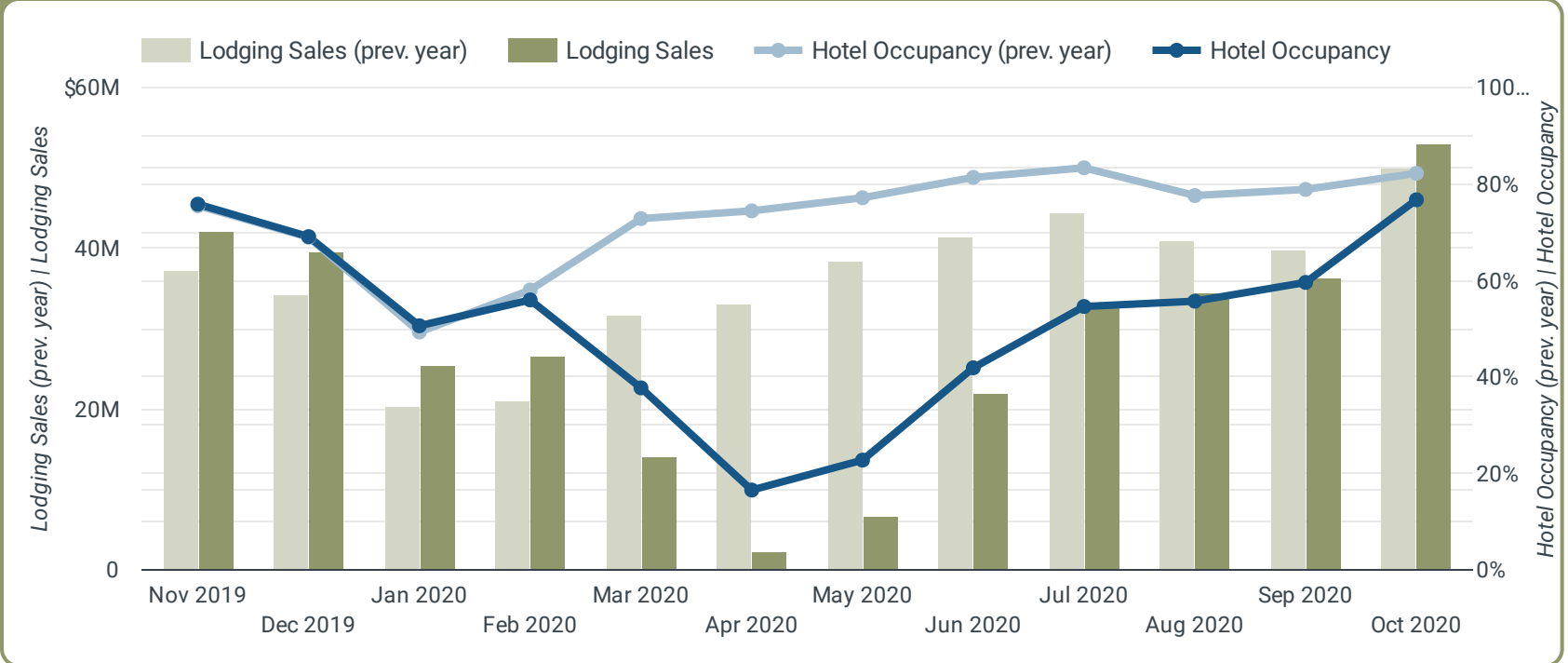
Lodging Sales <b>\$53,094,365</b> (October) <span style="color: green;">↑ 5.9%</span>	Hotel Occupancy* <b>76.7%</b> (October) <span style="color: red;">↓ -6.7%</span>	Hotel Demand* <b>205,677</b> (October) <span style="color: red;">↓ -0.3%</span>	Hotel ADR* <b>\$180.07</b> (October) <span style="color: red;">↓ -8.0%</span>	Hotel RevPAR* <b>\$138.17</b> (October) <span style="color: red;">↓ -14.1%</span>
Airport Passengers <b>78,416</b> (October) <span style="color: red;">↓ -52.4%</span>	Asheville Visitor Center <b>8,353</b> <span style="color: red;">↓ -50.4%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>1,538</b> <span style="color: red;">↓ -24.9%</span>	Travel Guide Requests <b>1,066</b> <span style="color: red;">↓ -47.5%</span>

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

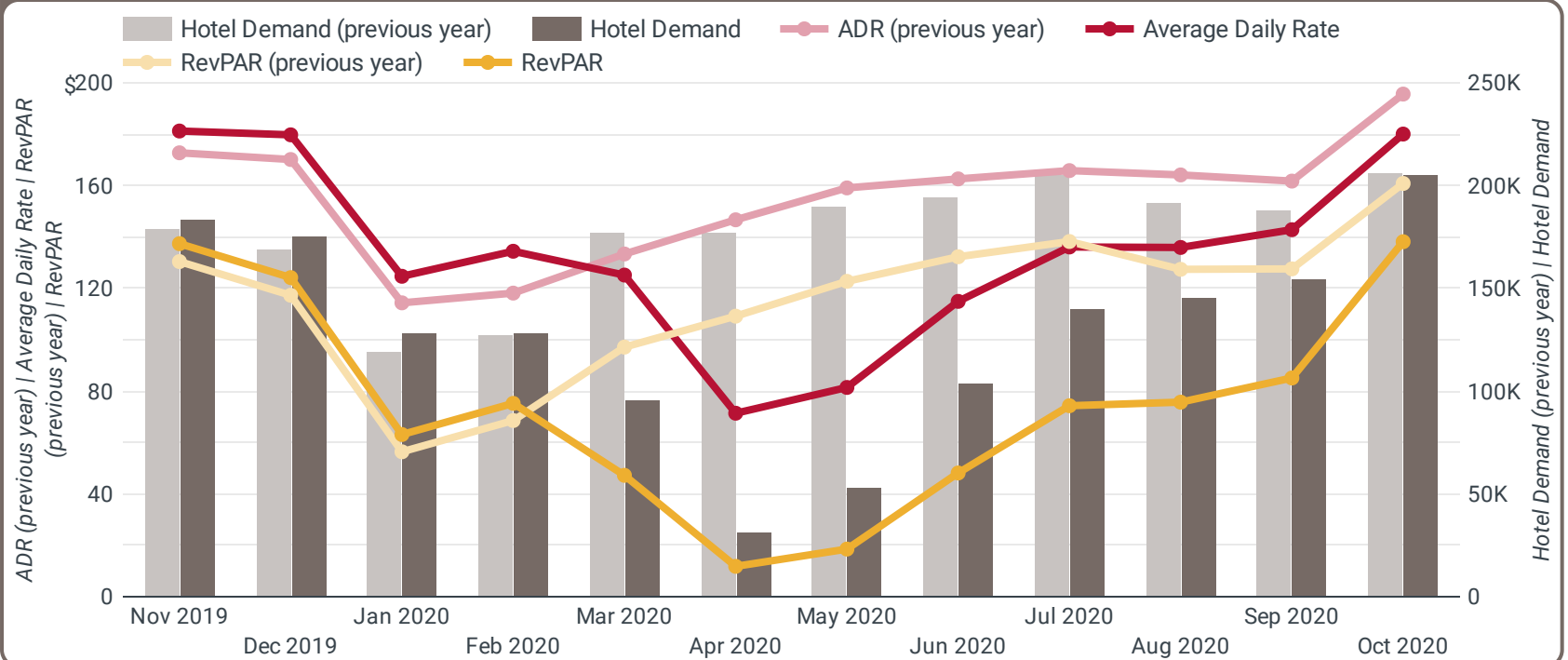
Lodging Sales <b>\$156,486,055</b> <span style="color: red;">↓ -10.8%</span>	Hotel Occupancy* <b>61.8%</b> <span style="color: red;">↓ -23.3%</span>	Hotel Demand* <b>646,522</b> <span style="color: red;">↓ -18.4%</span>	Hotel ADR* <b>\$151.67</b> <span style="color: red;">↓ -11.9%</span>	Hotel RevPAR* <b>\$93.71</b> <span style="color: red;">↓ -32.4%</span>
Airport Passengers <b>237,050</b> <span style="color: red;">↓ -61.6%</span>	Asheville Visitor Center <b>41,996</b> <span style="color: red;">↓ -61.9%</span>	Pack Sq Visitor Center <b>0</b> <span style="color: red;">↓ -100.0%</span>	Black Mtn Visitor Center <b>14,437</b> <span style="color: green;">↑ 5.4%</span>	Travel Guide Requests <b>10,172</b> <span style="color: red;">↓ -22.6%</span>

## Lodging Sales and Hotel Occupancy\*

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



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



# Destination Performance Report



## Short Term Rental Data - October 2020

Occupancy	ADR	RevPAR	Demand
<b>79.8%</b>	<b>\$109.92</b>	<b>\$87.75</b>	<b>155,986</b>
↑ 27.3%	↑ 6.9%	↑ 36.1%	↑ 17.7%

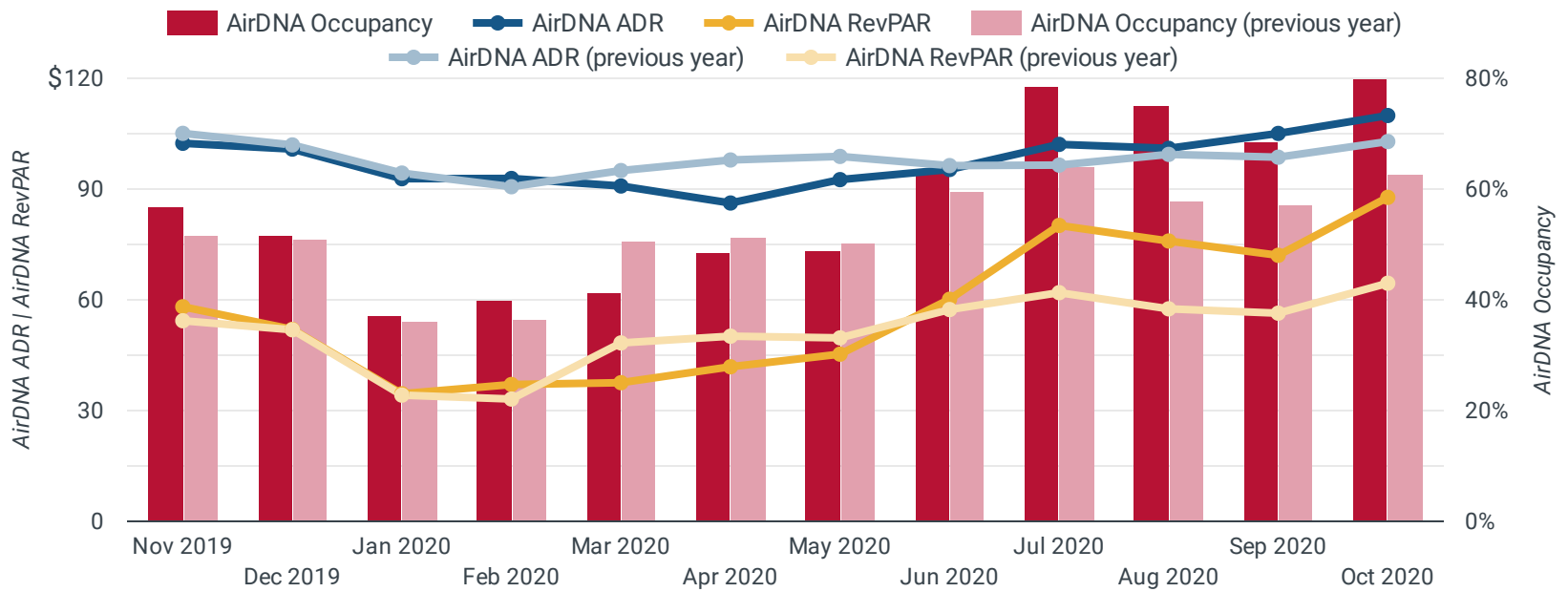
## Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
<b>75.6%</b>	<b>\$104.64</b>	<b>\$79.15</b>	<b>567,862</b>
↑ 24.9%	↑ 5.3%	↑ 31.6%	↑ 14.1%

## AirDNA ADR, RevPAR and Occupancy

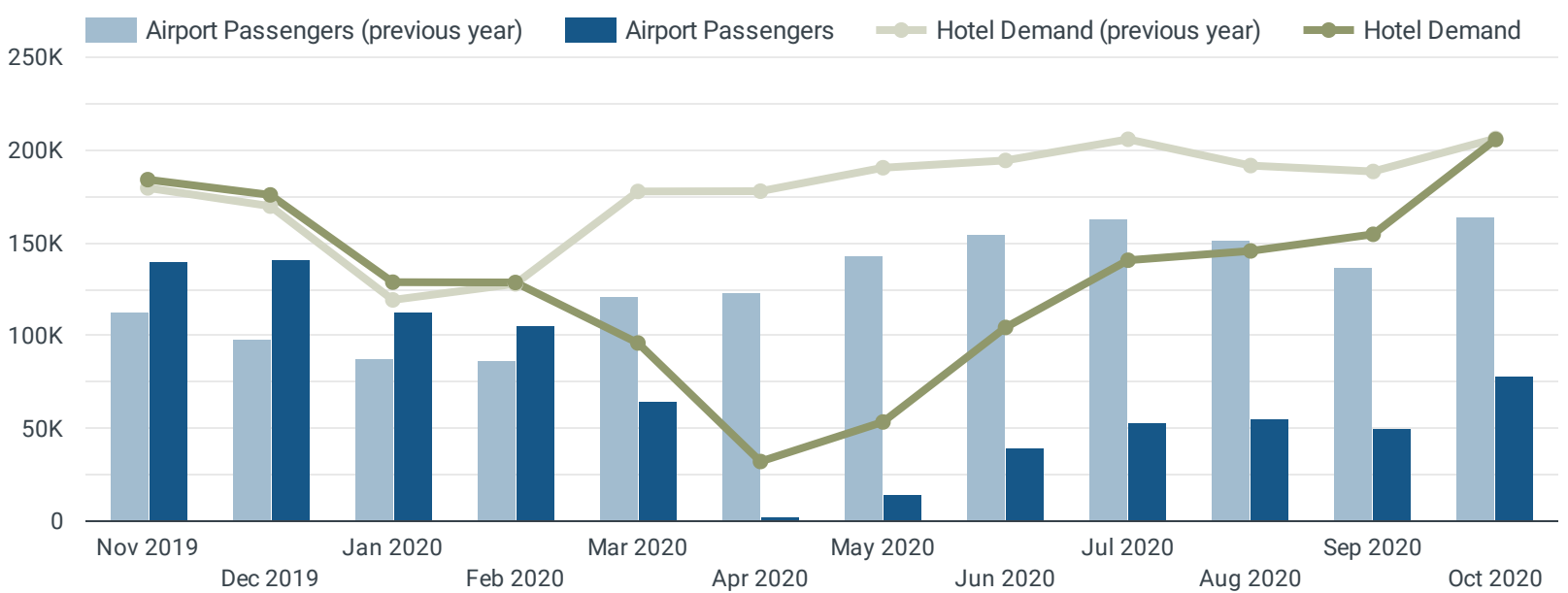
\* Short Term Rental Data Source: AirDNA

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

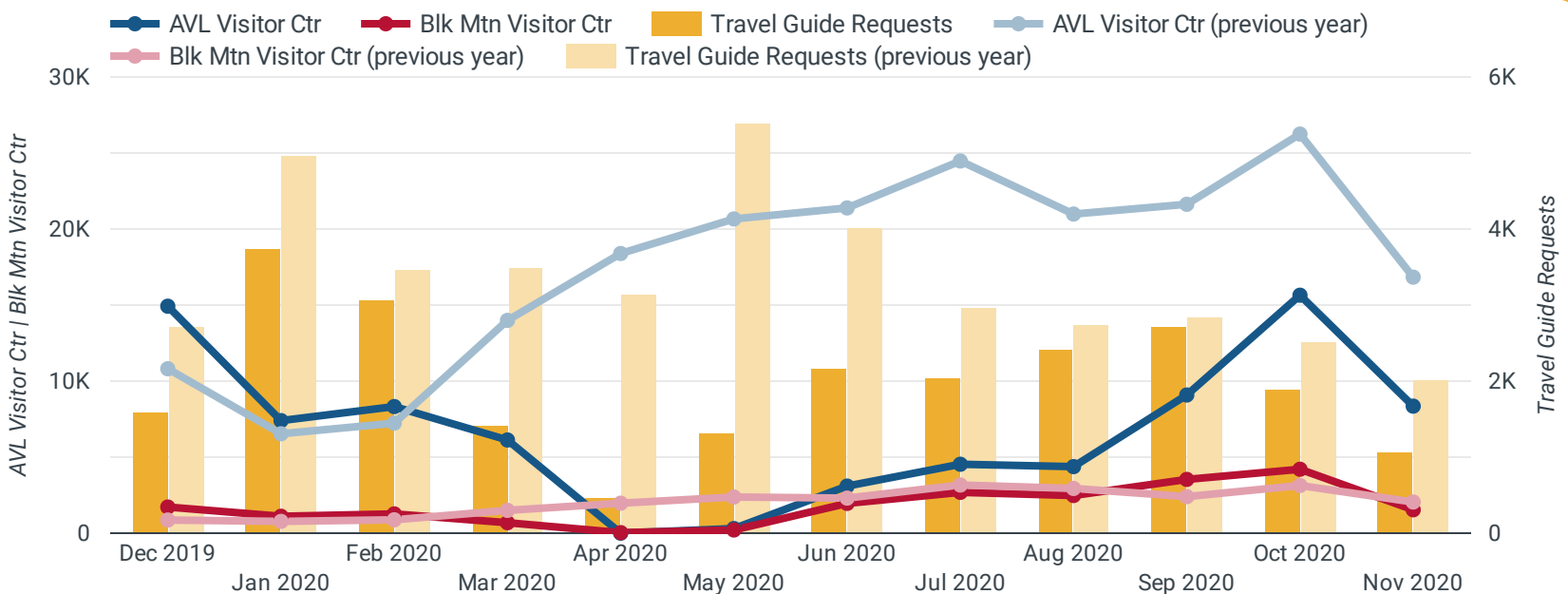


## Airport Passengers vs. Hotel Demand\*

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



## Visitor Center & Travel Guide





# Sales Department Performance Report



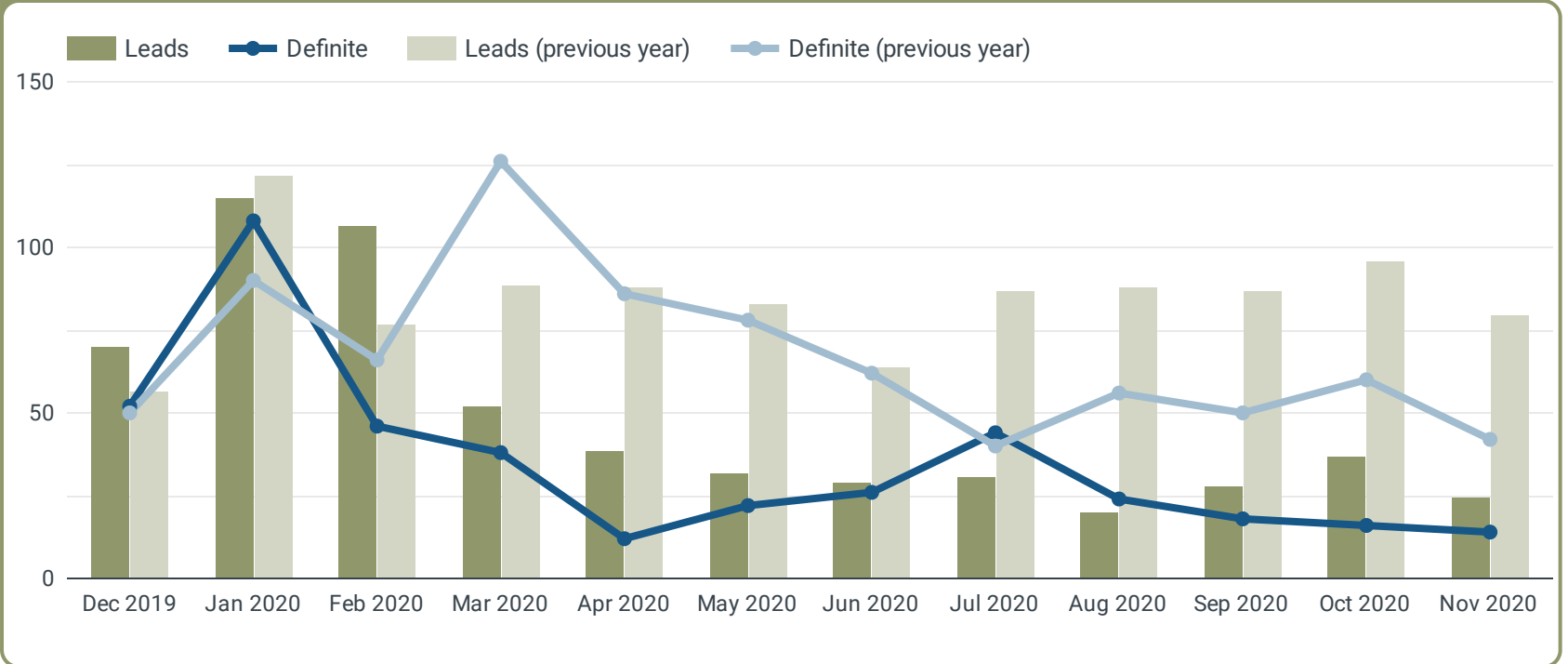
## Sales Leads and Outreach - November 2020

Sales Leads Issued <b>25</b> ↓ -68.8%	Room Nights (Leads) <b>5,669</b> ↓ -65.8%	Leads Turned Definite <b>30</b> ↓ -28.6%	Room Nights (Definite) <b>4,214</b> ↓ -38.0%	Estimated Revenue <b>\$578,630</b> ↓ -71.4%	
P2P Outreach <b>757</b> ↓ -30.9%	Indirect Outreach <b>17,150</b> ↑ 4,637.6%	Group Events <b>10</b> ↓ -75.6%	Room Nights Generated <b>2,129</b> ↓ -23.9%	Actualized Revenue <b>\$550,448</b> ↓ -22.0%	Groups Served <b>11</b> ↓ -68.6%

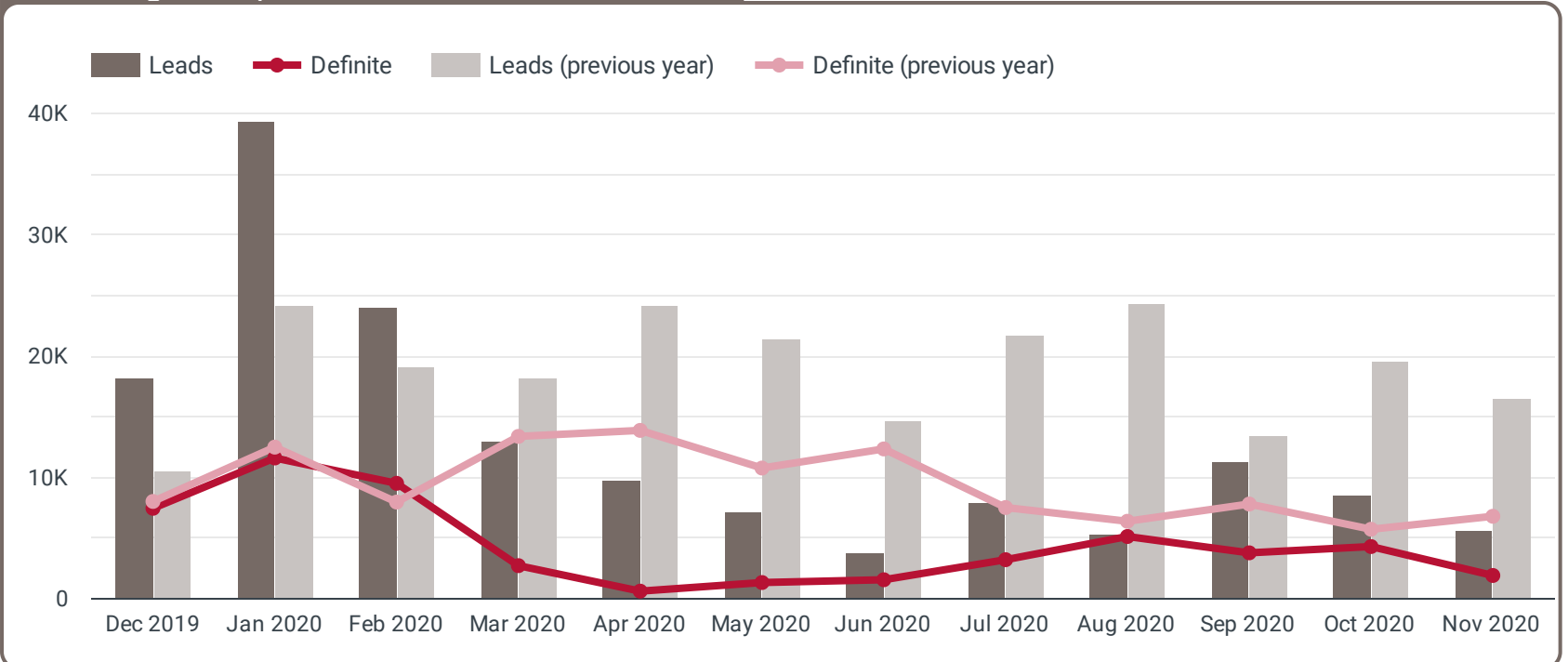
## Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued <b>141</b> ↓ -67.8%	Room Nights (Leads) <b>38,934</b> ↓ -59.4%	Leads Turned Definite <b>154</b> ↓ -43.8%	Room Nights (Definite) <b>22,334</b> ↓ -44.8%	Estimated Total Revenue <b>\$5,300,251</b> ↓ -50.5%	
P2P Outreach <b>3,747</b> ↓ -32.0%	Indirect Outreach <b>46,025</b> ↓ -36.0%	Group Events <b>65</b> ↓ -72.9%	Room Nights Generated <b>4,161</b> ↓ -85.6%	Actualized Revenue <b>\$920,945</b> ↓ -90.6%	Groups Served <b>97</b> ↓ -55.3%

## Sales Leads vs. Definite



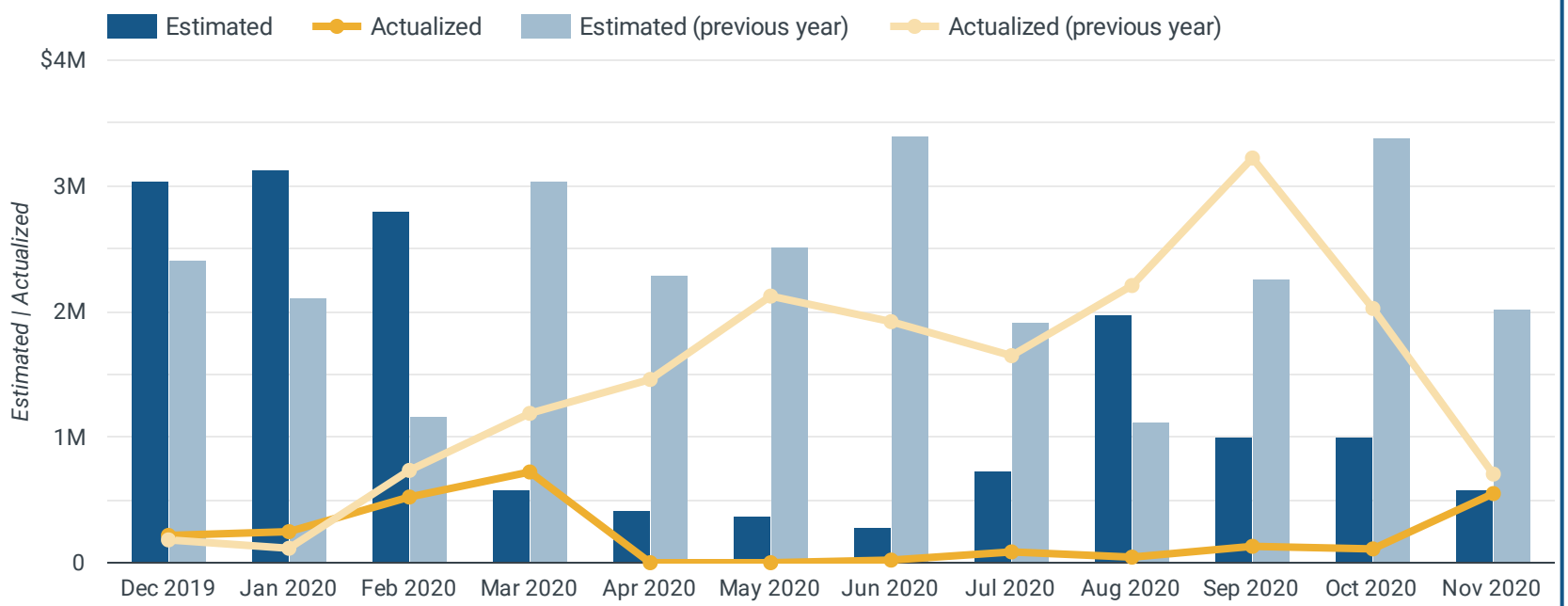
## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report



## Estimated vs. Actualized Revenue



## Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Nov 2020	757	-30.9%	17,150	4,637.6%
2.	Oct 2020	918	-19.2%	7,653	-19.9%
3.	Sep 2020	616	-42.0%	6,414	-65.6%
4.	Aug 2020	646	-44.4%	14,771	-59.3%
5.	Jul 2020	810	-23.6%	37	-99.5%
6.	Jun 2020	471	-50.6%	8,900	-44.1%
7.	May 2020	927	-20.2%	12,458	148.7%
8.	Apr 2020	682	-35.9%	217	-98.2%
9.	Mar 2020	783	-24.9%	26,435	null

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Nov 2020	10	-75.6%	2,129	-23.9%
2.	Oct 2020	25	-65.3%	567	-89.9%
3.	Sep 2020	13	-75.0%	548	-89.7%
4.	Aug 2020	6	-83.3%	310	-93.6%
5.	Jul 2020	11	-71.8%	497	-87.8%
6.	Jun 2020	0	-100.0%	0	-100.0%
7.	May 2020	0	-100.0%	0	-100.0%
8.	Apr 2020	0	-100.0%	0	-100.0%
9.	Mar 2020	17	-56.4%	3,785	-35.7%

# Marketing Department Performance Report



## Marketing Metrics Overview - November 2020

Website Visits <b>405,147</b> ↓ -27.6%	Mobile Site Visits <b>284,159</b> ↓ -34.0%	aRes - Room Nights <b>39</b> ↓ -41.8%	aRes - Room Revenue <b>\$5,941</b> ↓ -39.6%	Total Facebook Fans <b>299,114</b> ↑ 1.2%
PR Publicity Value <b>\$1,487,494</b> ↓ -50.9%	PR Estimated Impressions <b>768,002,026</b> ↑ 308.1%	Significant Placements <b>31</b> ↓ -18.4%	Media Touchpoints <b>37</b> ↓ -9.8%	Video Views <b>25,690</b> ↓ -42.5%

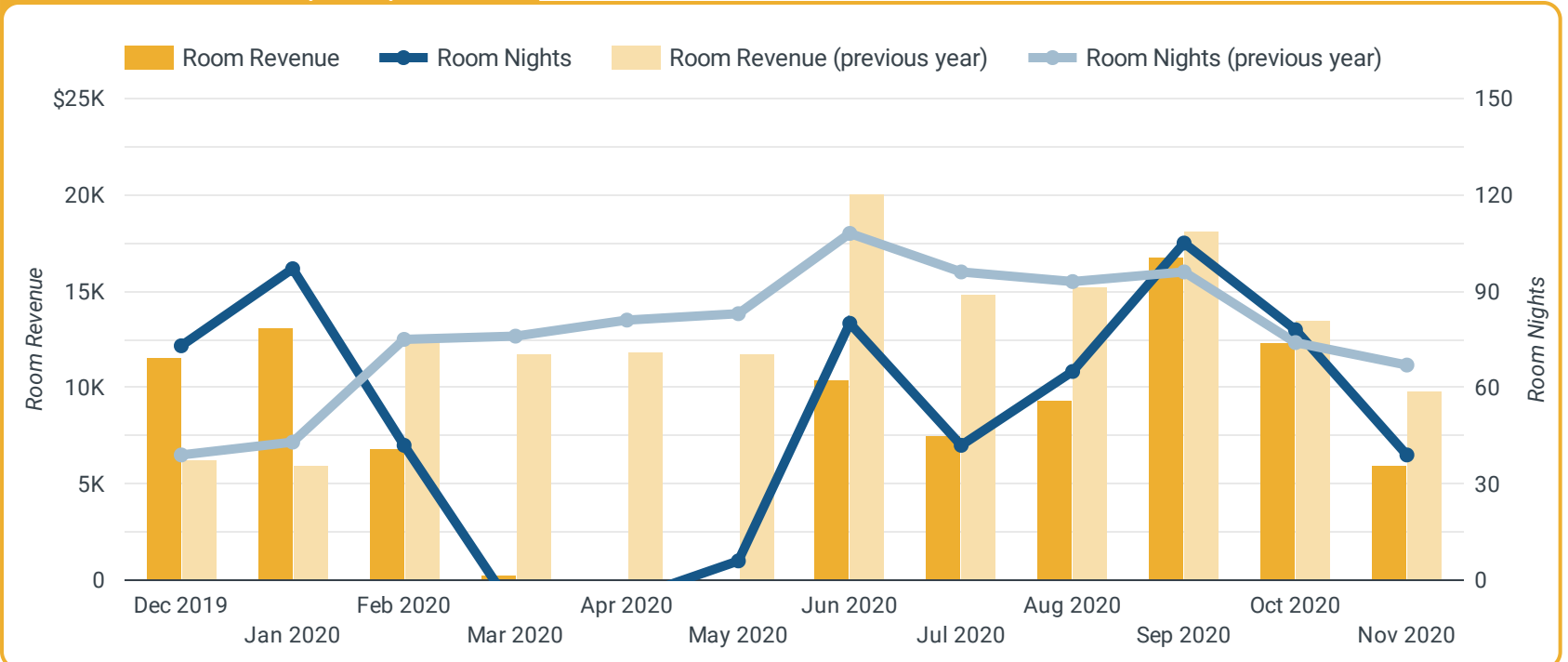
## Marketing Metrics Overview - Fiscal Year 20-21

Website Visits <b>2,322,174</b> ↓ -13.6%	Mobile Site Visits <b>1,603,243</b> ↓ -19.0%	aRes - Room Nights <b>329</b> ↓ -22.8%	aRes - Room Revenue <b>\$52,021</b> ↓ -27.3%	Avg. Total Facebook Fans <b>298,329</b> ↑ 1.8%
PR Publicity Value <b>\$9,849,478</b> ↓ -77.1%	PR Estimated Impressions <b>4,125,360,972</b> ↑ 409.2%	Significant Placements <b>188</b> ↑ 5.6%	Media Touchpoints <b>289</b> ↓ -1.4%	Video Views <b>233,316</b> ↓ -15.4%

## ExploreAsheville.com Web Stats



## Online Reservation (aRes) Data



# Marketing Department Performance Report



## Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Nov 2020	\$43,979	-98%	175,847	-96.36%
2.	Oct 2020	\$417,310	-98%	5,687,854	-60.86%
3.	Sep 2020	\$131,426	-94%	747,759	-90.79%
4.	Aug 2020	\$49,694	-98%	120,399	-97.86%
5.	Jul 2020	\$1,471,138	-89%	1,445,288	-88.54%
6.	Jun 2020	\$710,699	-94%	1,545,709	-77.78%
7.	May 2020	\$1,995,115	377%	3,495,050	280.22%

## Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Nov 2020	\$1,443,514	859%	767,826,179	308.06%
2.	Oct 2020	\$1,029,825	560%	547,779,342	134.58%
3.	Sep 2020	\$2,221,765	1,835%	1,181,790,034	602.66%
4.	Aug 2020	\$2,035,067	8,187%	1,084,810,562	1,902.78%
5.	Jul 2020	\$1,005,758	1,694%	534,977,708	228.13%
6.	Jun 2020	\$628,414	416%	334,262,840	92.56%
7.	May 2020	\$461,838	997%	245,658,741	261.11%

## Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Nov 2020	37	-9.8%	31	-18.4%
2.	Oct 2020	127	54.9%	40	14.3%
3.	Sep 2020	52	0.0%	43	13.2%
4.	Aug 2020	48	-34.2%	48	92.0%
5.	Jul 2020	25	-44.4%	26	-38.1%
6.	Jun 2020	46	-33.3%	22	-55.1%
7.	May 2020	18	-65.4%	21	-4.5%

## Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Nov 2020	299,114	null	25,690	null
2.	Oct 2020	298,735	1.5%	51,508	-20.1%
3.	Sep 2020	297,968	1.7%	42,161	-43.4%
4.	Aug 2020	297,940	2.2%	57,348	33.3%
5.	Jul 2020	297,890	2.5%	56,609	15.0%
6.	Jun 2020	297,718	3.0%	51,333	-33.8%
7.	May 2020	297,395	3.4%	108,434	-65.9%

# Destination Performance Report - Glossary



## Destination Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Sales Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

## Marketing Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

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

## BCTDA

### November 2020 Quick List

- Source: Smith Travel Research, Monthly Report

	October	Running 12 Months
Occupancy	76.7% (-6.7%)	52.3% (-28.7%)
ADR	\$180.07 (-8.0%)	\$146.50 (-7.4%)
RevPAR	\$138.7 (-14.1%)	\$76.68 (-34.0%)
Supply	268,057 (+6.9%)	2,960,894 (2.1%)
Demand	205,240 (-0.3%)	1,549,848 (-27.2%)
Revenue	\$37,036,153 (-8.2%)	\$227,048,733 (-32.6%)

### Running 28 Days, Ending December 05, 2020

- Source: Smith Travel Research, Weekly Report

	Weekday	Weekend	Total
Occupancy	51.2% (-23.3%)	73.8% (-9.7%)	57.7% (-18.8%)
ADR	\$136.27 (-9.6%)	\$195.98 (-8.5%)	\$158.10 (-7.9%)
RevPAR	\$69.78 (-22.8%)	\$144.63 (-11.8%)	\$91.17 (-18.1%)

### November 2020 AIRDNA

- Source: AIRDNA, Monthly Report

	Hotel Comparable	All Short Term Rentals
Occupancy	73.10% (+17.3%)	71.50% (+21.6%)
ADR	\$141.99 (+11.0%)	\$231.64 (+9.1%)
RevPAR	\$103.81 (+30.3%)	\$165.60 (+32.6%)
Room Nights Booked	26,110 (+4.3%)	133,734 (+13.4%)

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

**TPDF Funded Projects  
November 2020**

Company/Organization	UPDATED PROJECT NAME TO CORRELATE WITH COUNTY FINANCE DEPT	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Completion Date Required by Contract	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Montford Park Players	2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	2012	\$125,000	\$0	\$125,000	December 3, 2012	June 3, 2014	May 2014	December 2019 <sup>2</sup>	upon project commencement	1/2 completed	upon completion
City of Asheville <sup>3</sup>	2014 City of Asheville (Riverfront Destination Development 1.0)	2014 & 2017	\$7,100,000	\$3,300,000	\$3,800,000	Effective January 15, 2015	October 31, 2015	Fall 2015	December 31, 2020	\$650,000 upon completion of Phase I, Disbursement paid August 2018	\$2,650,000 upon completion of Phase II, Disbursement paid September 2019	Balance due upon project completion
Asheville Community Theatre	2016 Asheville Community Theatre (Theatre Expansion & Renovation)	2016	\$1,000,000	\$430,000	\$570,000	Effective January 15, 2017	June 30, 2018	January 2017	November 30, 2021	43% upon completion of Phase I \$430,000 paid in August 2017		Balance upon completion of Phase II
Town of Woodfin & Buncombe County Government <sup>8</sup>	2017 Buncombe County Government (Woodfin Greenway & Blueway)	2017	\$2,250,000	\$0	\$2,250,000	Effective May 1, 2018	January 31, 2018	January 2018	December 31, 2023	\$465,773 upon completion of French Broad River Greenway 1	upon completion	
										\$650,000 upon completion of Silverline Park	upon completion	
										\$380,000 upon completion of French Broad River Greenway 2	upon completion	
										\$140,000 upon completion of Riverside Park Expansion	upon completion	
										\$600,000 upon completion of Whitewater Wave	upon completion	
										\$14,227 upon completion of Beaverdam Creek	upon completion	
Buncombe County Recreation Services	2018 Buncombe County Government (Enka Recreation Destination)	2018	\$6,000,000	\$0	\$6,000,000	Effective January 15, 2019	September 1, 2019	September 1, 2019	September 1, 2022	May 2020 disbursement request withdrawn by grantee	2/3 complete	upon completion
YMI Cultural Center (YMICC) <sup>7</sup>	2018 YMICC (YMI Cultural Center Improvements)	2018	\$800,000	\$42,863	\$757,137	Effective January 15, 2019	April 30, 2019	January 2021	December 31, 2022	Up to \$40,000 upon completion of roof/elevator repair and building assesemnt & financial feasibility analysis <sup>7</sup>	\$42,863.00 Disbursement paid November 2020	
										Up to \$130,000 draw for structural repairs & design development	upon completion	
										1/3 complete		
										2/3 complete		
upon completion												
North Carolina Arboretum Society	2018 NC Arboretum Society (Garden Lighting & Parking Enhancements)	2018	\$905,000	\$905,000	\$0	Effective January 15, 2019	June 1, 2019	June 1, 2019	September 1, 2020	16.5% upon completion of Phase I, \$149,325 pd in October 2019	59.1% upon completion of Phase II, \$534,855. pd in August 2020	24.4% upon completion of Phase III paid November 2020 project is complete
River Front Development Group	2018 River Front Development Group (African-American Heritage Museum at Stephens-Lee Community Center)	2018	\$100,000	\$0	\$100,000	Contract in progress, pending MOU						

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

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

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

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

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

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

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

**COMPLETED PROJECTS**

Company/Organization	Project	Year Grant Awarded	Amount	\$ Paid to date	\$ Remaining	Current Contract Date	Break Ground Date Required by Contract	Estimated Commencement Date	Estimated Completion Date	Date of First (or only) Disbursement (if known)	Date of Second Disbursement (if known)	Date of Third Disbursement (if known)
Asheville Art Museum (AAM)	2007 Asheville Art Museum (Museum Expansion)	2007 2009	\$1,000,000 \$500,000	\$1,500,000	\$0	September 24, 2014	July 1, 2015	June 2015 <small>(The terms of the contract to commence work have been met.)</small>	Early 2019	August 2018 \$500,000 paid	October 2018 \$500,000 paid	October 2020 \$500,000 paid <sup>1</sup>
Asheville Buncombe Sustainable Community Initiatives, Inc. (ABSCI)	Meeting space at the Collider	2014 - 2015	\$300,000	\$300,000	\$0	Effective January 15, 2015	July 1, 2015	Summer 2015	February 2016	n/a	n/a	March 2016 - Total payment \$300,000 pd.



Asheville Buncombe Youth Soccer Association (ABYSA)	JBL Soccer Complex Improvements	2015	\$1,100,000	\$899,522	\$0	Effective January 15, 2016	August 31, 2016	Summer 2016	November 2017	March 2018 - Total pymt \$899,522. pd Costs came in under budget, disbursement request is less than total award		
Asheville Downtown Association	Pack Square Park Canopy	2013	\$50,000	\$50,000	\$0	April 29, 2013	November 2014	July 2013	June 2014	request scheduled for June 2014 (one payment)	N/A	July 2014 - Total payment \$50,000. pd
Asheville Museum of Science (formerly Colburn Earth Science Museum)	Moving Science Education Into the Spotlight	2015	\$400,000	\$400,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	January 2017	Sept 2016 \$133,333 pd	October 2016 \$133,333. pd.	November 2016 \$133,333. pd
Black Mountain College Museum + Arts Center	Black Mountain College Museum + Arts Center on Pack Square	2017	\$200,000	\$200,000	\$0	Effective February 16, 2018	February 1, 2018	January 2018	November 2018	September 2018 - Total Payment \$200,000 paid		
Center for Craft	2018 Center for Craft (National Craft Innovation Hub)	2018	\$975,000	\$975,000	\$0	Effective January 15, 2019	April 1, 2019	April 1, 2019	January 1, 2020	1/3 complete August 2019 \$325,000 pd	2/3 complete October 2019 \$325,000 pd	Final disbursement paid December 2019 \$325,000 pd
City of Asheville	U.S. Cellular Center - Phase I renovations	2010	\$2,000,000	\$2,000,000	\$0	N/A	N/A	N/A	N/A	October 2011 \$1,750,000 pd	November 2012 \$150,000 pd	August 2013 \$100,000 pd
City of Asheville	U.S. Cellular Center - Phase II renovations	2012	\$1,375,000	\$1,375,000	\$0	July 31, 2012	January 31, 2014	April 2013	February 2014	1/3 complete August 2013 \$458,333 pd	2/3 complete	February 2014 \$916,667.67 pd
City of Asheville	U.S. Cellular Center - Phase III renovations	2013	\$800,000	\$800,000	\$0	April 11, 2013	October 11, 2014	Construction began March 2013	February 2014**	1/3 complete \$266,666	2/3 complete	August 2014 \$800,000 pd
City of Asheville/U.S. Cellular Center <sup>5</sup>	2016 City of Asheville (U.S. Cellular Center Theatre Creation & Meeting Room Conversion)	2016	\$1,500,000	\$1,500,000	\$0	Effective January 15, 2017	September 30, 2017	September 2017	January 31, 2020	1/3 complete	2/3 complete	Project is complete, \$1,500,000 paid September 2020
City of Asheville <sup>4</sup>	2015 City of Asheville (Riverfront Destination Development 2.0) - Amboy Crosswalk	2015	\$25,000	\$25,000	\$0	Effective January 15, 2016	March 31, 2016	Spring 2016	Done	Disbursement paid in full September 2019		
Enka Center	Ballfields	2014	\$2,000,000	\$2,000,000	\$0	Effective January 15, 2015	September 30, 2016	Fall 2016	June 30, 2018	January 2018 pd. \$666,667.	June 2018 pd. \$666,667.	Final disbursement paid August 2018
Friends of the Western North Carolina Nature Center	2015 Friends of the WNC Nature Center (WNC Nature Center Front Entrance)	2015	\$313,000	\$0	\$313,000	Effective January 15, 2016	February 28, 2017	February 2017	December 2018	December 2018 - Total pymt \$313,000. pd		
Highland Brewing Company	Property Development	2014	\$850,000	\$850,000	\$0	Effective January 15, 2015	March 1, 2015	Fall 2014	October 2016 <sup>4</sup>	October 2015 \$283,333. pd	February 2016 \$283,333. pd	July 2016 (3rd payment) \$230,333. pd November 2016 (4th payment) \$53,000 pd
LEAF Community Arts (LEAF)	2018 LEAF Community Arts (LEAF Global Arts Center)	2018	\$705,000	\$705,000	\$0	Effective January 15, 2019	June 30, 2019	June 30, 2019	February 29, 2020	30% upon completion of Phase I \$211,500 pd JAN 2020	March 2020 Total balance \$493,500. pd	
Montreat College	Pulliam Stadium-Phase II	2016	\$350,000	\$350,000	\$0	Effective January 15, 2017	May 31, 2017	February 2017	August 2017	One disbursement upon completion		May 2017
NC Dept. of Ag. & Consumer Services - WNC Farmers Market	2016 NC Dept. of Ag. & Consumer Services (WNC Farmers Market Retail Revitalization)	2016	\$380,000	\$0	\$380,000	Effective January 15, 2017	January 31, 2018	January 2018	March 2019	40% for Phase I Paid January 2019	37% upon completion of Phase II - Paid March 2019	23% upon completion of Phase II - Paid June 2019
Navitat Canopy Tours	New zipline attraction & welcome center	2012	\$500,000	\$500,000	\$0	August 15, 2012	February 15, 2014	July 2013	April 2014	August 2013 - 1st pymt \$68,485.88 pd	June 2014 - Final pymt \$32,884.22 pd	
										October 2013 - 2nd pymt \$45,052.10 pd		
										November 2013 - 3rd pymt \$58,198.53 pd		
										December 2013 - 4th pymt \$46,034.30 pd		
										January 2014 - 5th pymt \$58,484.10 pd		
										February 2014 - 6th pymt \$42,345.44 pd		
										March 2014 - 7th pymt \$47,208.15 pd		
										April 2014 - 8th pymt \$54,069.80 pd		
										May 2014 - 9th pymt \$47,237.48 pd		
Orange Peel	Renovations/expansion	2009	\$300,000	\$50,000	\$0	N/A	N/A	N/A	N/A	February 2010 \$50,000 pd	Orange Peel submitted bank letter in May 2014 releasing BCTDA as guarantors of the expansion loan.	
Pack Place Performing Arts - dba Diana Wortham Theatre	2016 Diana Wortham Theatre (The Wortham Center)	2016	\$700,000	\$700,000	\$0	Effective January 15, 2017	June 2018	Spring 2018	September 2019	1/3 complete, October 2019 \$233,333 pd	2/3 complete, October 2019 \$233,333 pd	Final disbursement April 2020 \$233,333 pd
RiverLink	River Access at Pearson Bridge	2014	\$25,000	\$25,000	\$0	Effective January 15, 2015	June 1, 2015	Spring 2015	August 2015	n/a	n/a	August 2015 - Total payment \$25,000. pd
Smoky Mountain Adventure Center	New adventure center facility	2012	\$100,000	\$100,000	\$0	December 12, 2012	January 31, 2014	January 31, 2014	Summer/Fall 2015	At project launch December 2014 \$33,333 pd	1/2 complete February 2015 \$33,333 pd	Project completed December 2015 \$33,333. pd
UNC Asheville	Lights/Soccer & Baseball fields	2013	\$500,000	\$500,000	\$0	April 10, 2013	October 11, 2014	September 2013	January 2014	October 2013 \$166,498 pd	February 2014 \$166,498.34 pd	June 2014 \$167,003.32 pd
City of Asheville <sup>3</sup> - CANCELLED, Money reallocated to Riverfront Destination Development	French Broad River Greenway West Bank Connector	2016	\$700,000	\$0	\$0	Effective July 15, 2016	December 31, 2017	December 2017	November 2018	1/3 complete	2/3 complete	upon completion