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CVB Partner Connect

February 29, 2016

Greetings Partners!

Thanks to everyone who was able to attend the "Meet Your Match: Packaging 101" Partner Forum last week. I hope you found it fun and productive, and had the opportunity to make meaningful connections. The presentation and handout files are on AshevilleCVB.com [here](#).

The winter advertising campaign has come to a close, and spring TV and digital will begin March 14. The marketing team is developing advertising to support the new Capital Region flights that begin in May.

Please join us this Thursday for the **Hospitality Outlook** to hear an update on lodging industry trends and projections, learn about the enhanced spring advertising campaign, and gain insight on local demand and supply. And be sure to save-the-date for a special **Music Campaign Launch** on March 30. We're excited to unveil CVB plans for marketing Asheville's vibrant music scene.



See you soon!

A handwritten signature in black ink that reads "Stephanie". The signature is fluid and cursive.

Stephanie Pace Brown
Executive Director



**Last chance to RSVP
"Hospitality Outlook"**



Thursday, March 3, 2016 | 3:00 - 5:00 p.m.

Check-in begins at 2:30 p.m.

The Collider at One Haywood Street, 4th Floor, Asheville

The Buncombe County Tourism Development Authority and the Asheville Convention & Visitors Bureau invite you to the Hospitality Outlook. Hear an update on lodging industry trends and projections, learn about the enhanced spring advertising campaign, and gain insight on local demand and supply.

RSVP

Save-the-Date

Music Campaign Launch

**Wednesday, March 30, 4 - 6:30 p.m.
at Isis Restaurant & Music Hall**

Please mark your calendar for a special Partner Forum event where we unveil CVB plans for marketing Asheville's vibrant music scene. This coming year, we are targeting the music sector in all its layers including musicians, instrument makers, studios, venues and more. Stay tuned for more details.

Bureau Buzz

Let the games begin!

The **2016 Southern Conference Men's and Women's Basketball Championships** are headed back to the U.S. Cellular Center this week while the **2016 SoCon Wrestling Championship** will be held at Kimmel Arena. In addition to some great hoop action, there are plenty of [special events](#) built around the basketball games—Education Days, Downtown Dribble & KidsFest, SoCon Overtime and Basketball, BBQ & Beer.

The CVB group sales department has partnered with Asheville Buncombe Regional Sports Commission and again played a supportive role in this year's tournaments. The CVB is providing welcome gifts for VIPs including SoCon Staff, School Chancellors, Coaches, Faculty Athletic Reps, Athletic Directors and Woman Administrators, and has taken on a significant role coordinating a welcoming atmosphere for teams and fans at SoCon host hotels. Teams will be welcomed with banners, balloons and other personal touches to help create an exciting and memorable atmosphere for the Championships. CVB staff will also volunteer throughout the Championships. Volunteer spots are still available. [Sign up](#) and

enjoy game tickets and parking passes. See you at the games!

TPDF Update - 2016 Cycle Dates & Committee Openings

The BCTDA is pleased to announce the commencement of the 2016 Tourism Product Development Fund (TPDF) Grant Cycle. A program guide including grant requirements and due dates is available for download on AshevilleCVB.com [here](#). There will be an **Information Session** on Wednesday, April 6, in the Asheville Area Chamber of Commerce Board Room at 36 Montford Avenue.

The BCTDA is seeking candidates with expertise in the tourism industry interested in serving on the TPDF Committee. The nine-member committee is appointed by the BCTDA, and charged with making funding recommendations for tourism product development projects. Interested candidates can review a detailed description of the position [here](#). Please submit statements of interest to pkappes@ExploreAsheville.com by Friday, March 4, 2016.

Got Occupancy Tax Questions? Contact the Buncombe County Finance Department

The Buncombe County Finance Department is responsible for collecting occupancy tax, and serves as the fiscal agent of the BCTDA. The Finance Department is located on the 4th floor of 200 College Street in downtown Asheville and can be reached at 828-250-4130. Information about occupancy tax may also be found in the Finance Department section of www.BuncombeCounty.org. The website contains recent announcements, frequently asked questions and the forms needed for setting up a new establishment and making monthly payments.

Sales Department Highlights

The Asheville CVB participated in the Destination & Travel Foundation's annual gala last week in Washington, DC. Shawn Boone and Stephanie Brown attended the event where the National Park Service was honored as the 2016 Spirit of Hospitality recipient. Asheville was a sponsor of this year's Registration & Base Camp. More than 800 attendees were at the event including DC area planners.

Shawn also conducted sales appointments while in DC. Brenda Taylor exhibited at the SC Society of Association Executives Trade Show and hosted a client lunch in Columbia, SC with the Omni Grove Park Inn and the Grand Bohemian Hotel. Brenda also conducted three site visits in February.

On The Horizon

The CVB sales team's hard work is especially evident as we look to the influx of

visitors and events planned this spring!

MARCH

- SoCon Basketball Championships
- SoCon Wrestling Championship
- Big South Women's Basketball Championship
- Abundance Asheville, Christian women's event, 3,500 at the U.S. Cellular Center

APRIL

- International Police Mountain Bikers Association, 300 attendees
- National Conference on Undergraduate Research, 4,600 attendees hosted by UNCA

MAY

- Society for North American Goldsmiths, 300+ attendees



Who's In Town?

The CVB sales team booked 12 events that traveled to Asheville in February, resulting in 1,552 rooms!

- University of North Carolina School of Government 2016 EMG
- Asheville Buncombe Youth Soccer Association 2016 MaxPlay Turf Cup Boys
- 9 Panel Production All Star Jam
- Victory Sports Racing FMF Indoor Motocross Winter Series - February
- The Orvis Company, Inc. Orvis Rendezvous
- Asheville Buncombe Youth Soccer Association Region III Premier League Games
- Asheville Gospel Chapel SE Workers & Elders Conference
- USDA Forest Service Southern Research Station - Meeting for Management
- USDA Forest Service Southern Research Station - March Meeting
- UNCA 2016 Southeast Collegiate Fitness Expo
- Free Range Asheville The Knights Orchestra Guestrooms
- Southern Conference 2016 SoCon Winter Athletic Director's Meeting

Partner Opportunities

Get In On The Action - Sporting Event Volunteer Opportunities
Big South Women's Basketball Championship hosted at UNCA needs volunteers for team check-in, VIP and media hospitality attendants, game operations, practice monitors and more March 10-13. Sign up [here](#).


Southern Conference Basketball Championships are also still in need of volunteers the first week of March. Volunteers get access to the games, a volunteer pullover shirt, parking pass and access to the volunteer hospitality room. Sign up [here](#).

Business-to-Business


Kudos for Community Service

Our friends at Hampton Inns/Homewood Suites of Asheville are making a positive impact on local students every week with their "Lunch Buddies" mentoring program. Check out this [WLOS "Never Stop Learning" feature](#) on the team and second graders at Avery's Creek Elementary School – a great example of how Asheville's tourism industry partners ROCK!

[View last month's Performance Index](#)



The image shows a Facebook post from the Asheville Convention & Visitors Bureau. The post features a group photo of several people standing together. The text in the post reads "Asheville Convention Visitors Bureau" and "Asheville CVB Partner Connect Organization". Below the photo are interaction buttons for "Like", "Following", and "Message".

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