

Explore ASHEVILLE

Convention & Visitors Bureau

Thursday, October 27, 2020

RECAP: 2020 BCTDA Annual Meeting, Parts 1 & 2



The 2020 Annual Meeting of Buncombe County Tourism Development Authority is in the books! Typically an in-person, afternoon presentation and reception hosted by Explore Asheville, this year the event was held virtually, in two parts:

PART 1 (October 7) featured an overview of the State of Tourism in Buncombe County by Interim Executive Chris Cavanaugh, the presentation of the 2020 William A.V. Cecil Tourism Leadership Award and a compelling keynote speech and call to action by [Earl B. Hunter, Jr.](#), the founder and president of [Black Folks Camp Too](#).

PART 2 (October 20) provided an update on Explore Asheville's Marketing, Sales, and Community Engagement plans from Deputy Director & VP of Marketing Marla Tambellini, VP of Sales Dianna Pierce, and Director of Community Engagement Pat Kappes.

Click through for highlights & recordings.

[PART 1: HIGHLIGHTS + RECORDING](#)

[PART 2: HIGHLIGHTS + RECORDING](#)

UPCOMING PARTNER EVENTS: Mark Your Calendar!

NOVEMBER

5

Partner Webinar: 'People First – Website Usability Best Practices'

- **November 5**
- **9 - 10 am**
- **Via Zoom webinar**

Now, more than ever, having a great website is key to maintaining and growing your business or organization. But how can you know what website changes to focus on or what features to add? Sign up now for this free partner opportunity, presented by digital marketing strategist and educator Sarah Benoit of JB Media, who'll share 5 key best practices brands can implement to evaluate their website usability and make sure they are giving prospects and customers the best experience possible.

[LEARN MORE & REGISTER](#)



Save the Date! Holiday + Welcoming Party for New CVB President & CEO

- **December 9**
- **3 pm**
- **Via Zoom webinar**

We're not letting the pandemic stop us from hosting our annual holiday celebration! While it won't be exactly the same, we're looking forward to making it a fun online meetup. We're especially excited about introducing you to Explore Asheville's new President & CEO, Victoria "Vic" Isley, who starts on December 1. **Watch for details!**

[LEARN MORE ABOUT VIC ISLEY](#)

Amplifying Equity & Inclusion in Craft Beer



Coming up on November 2: Highland Brewing Company and President Leah Wong Ashburn are hosting an event to dive into issues surrounding equity and inclusion in the world of craft beer. The event features Dr. J Jackson-Beckham, Principal at Crafted For All and Brewers Association Diversity Ambassador.

Leah Ashburn, who is also a Buncombe County TDA board member, has a unique perspective on this issue. In a guest post written for AshevilleCVB.com, her commentary starts, "I'm not white. Despite living in the same skin for 50 years, I did not identify as not white until a couple months ago...I'm half white, half Chinese. My stepdaughters might say 'What even IS that color?' So, let's call me a person of tint. Race can be complex even within myself."

Click through to read more of Leah's commentary, "Amplifying Equity and Inclusion in Craft Beer," and find out how to sign up to attend the November 2 event. *Note! Due to social distancing requirements, space is very limited, so **secure your ticket today!***

Upcoming PR Opportunities for Partners

Telling the Asheville story and keeping our vibrant Blue Ridge Mountain region top-of-mind for media nationwide is a constant focus of Explore Asheville's Public Relations team. We want to hear from you! Here are some important upcoming deadlines:

- **2021 INSIGHTS:** What's new in 2021 for your business? **Let us know by NOVEMBER 4.**
- **SPRING NEWS:** Think spring! **Send us your spring news by JANUARY 6.**
- **MEETING & CONFERENCE + GROUP TRAVEL:** We're always on the lookout for this news! **Send it to us ANYTIME.**

AIR Wins 2020 William A.V. Cecil Tourism Leadership Award

At the 2020 Annual Meeting of the Buncombe County TDA, the **Asheville Independent Restaurant Association**, was presented the William A.V. Cecil Tourism Leadership Award, honored for AIR's significant contribution to the tourism sector in Asheville and Buncombe County.

- >> Read the reaction from AIR members
- >> Read coverage in the Asheville Citizen Times
- >> See a list of past award recipients



Chef-owners Eric Scheffer & Michel Baudouin, with AIR Executive Director Jane Anderson, accepted the 2020 William A.V. Cecil Award on behalf of the organization's membership.

New Wayfinding System in River Arts District



Buncombe County TDA manages and funds the countywide signage system established in 2010 to facilitate wayfinding for visitors and residents throughout the Asheville area. With input from businesses in the River Arts District, all new signage has been installed as part of the newly completed, multi-modal River Arts District Transportation Improvement Project.

The project, which includes roadway improvements, a sidewalk, street trees, on-street parking, landscaping, bicycling facilities and stormwater improvements along a two-mile corridor, received grants totaling \$7.125 million from BCTDA through the Tourism Product Development Fund, which comes from 25% of the tax paid by overnight visitors. The funding was in addition to the wayfinding signage and an earlier grant of \$25,000 to RiverLink for river access at the Pearson Bridge.

**AVAILABLE: BCTDA Annual Report + Explore Asheville
Sales & Marketing Plan**

The FY 2019-20 Annual Report and the 2020-21 Sales & Marketing Plan are now available. Find PDFs of these documents [here!](#)



>> [Download the Buncombe County TDA Annual Report for Fiscal Year 2019-20](#)

>> [Download Explore Asheville's 2020-21 Sales & Marketing Plan](#)



REMINDER

Let us know about your winter plans & how we can better serve you. Take this quick survey today!

TAKE SURVEY



Explore Asheville Convention & Visitors Bureau
27 College Place, Asheville, NC 28801
ExploreAshevilleCVB.com | (828) 258-6109

Copyright © 2020 Explore Asheville Convention & Visitors Bureau

Unsubscribe