



WELCOME!

Day 2 of the March 25-26, 2021 Virtual Annual
Planning Retreat of the Buncombe County
Tourism Development Authority will begin shortly.

Explore **ASHEVILLE**

RETREAT AGENDA

Chairman Himanshu Karvir

The retreat agenda and information on speakers and facilitators can be found online.

Go to:

>AshevilleCVB.com

>Board Meetings & Documents

>Upcoming BCTDA Meetings



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

FY 22 Virtual Annual Planning Retreat

Thursday, March 25, 2021 - 12:30 p.m. | Friday, March 26, 2021 - 9:00 a.m.
Via Zoom Webinar due to COVID-19 State of Emergency – [Attending Public – Register Here](#)

Agenda – Thursday, March 25

12:30 p.m.	Setting the Stage <ul style="list-style-type: none">Welcome & ObjectivesCommunity Priorities LandscapeTourism's Four Pillars	Himanshu Karvir, Vic Isley Vic Isley Vic Isley
1:00 p.m.	Pillar #1 – <i>Deliver Balanced Recovery & Sustainable Growth</i> <ul style="list-style-type: none">Pillar OverviewUS Travel Sentiment US Lodging OutlookStrategic Conversation & Input	Vic Isley Erin Francis-Cummings, Destination Analysts Adam Sacks, Tourism Economics Facilitated Board Discussion
3:15 p.m.	Break	
3:30 p.m.	Pillar #2 – <i>Encourage Safe & Responsible Travel</i> <ul style="list-style-type: none">Pillar OverviewNavigating the Way Forward Strategic Conversation & Input	Vic Isley Randy Durband, Global Sustainability Travel Council Facilitated Board Discussion
4:30 p.m.	Wrap-Up and Friday Preview	Vic Isley
4:45 p.m.	Adjourn for the Day	Himanshu Karvir

Agenda – Friday, March 26

9:00 a.m.	Welcome, Thursday Recap & Friday Overview	Himanshu Karvir, Anthony Bennett, Kimberly Orton, RedSky Strategy
9:30 a.m.	Pillar #3 – <i>Engage & Invite More Diverse Audiences</i> <ul style="list-style-type: none">Pillar OverviewDiversity, Equity & Inclusion Strategic Conversation & Input	Vic Isley Earl "Butch" Graves, Jr., Black Enterprise Facilitated Board Discussion
10:30 a.m.	Pillar #4 – <i>Promote & Support Asheville's Creative Spirit</i> <ul style="list-style-type: none">Pillar OverviewEmbracing Place DNAStrategic Conversation & Input	Vic Isley Rodney Payne, Destination Think Facilitated Board Discussion
11:30 a.m.	Wrap-Up and Next Steps	Vic Isley
11:45 a.m.	Annual Planning Retreat Adjournment	Himanshu Karvir

BCTDA ROLL CALL

Chairman Himanshu Karvir

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- James Poole (absent)
- Asheville City Councilmember
Sandra Kilgore
- Buncombe County Commissioner
Robert Pressley
- Chairman Himanshu Karvir



Engage & Invite More Diverse Audiences

Explore **ASHEVILLE**



**Engage & Invite
More Diverse
Audiences**

DIVERSITY, EQUITY & INCLUSION

EARL “BUTCH” GRAVES, JR.
PRESIDENT & CEO
BLACK ENTERPRISE



Explore **ASHEVILLE**

ENGAGE & INVITE MORE DIVERSE AUDIENCES



**Engage & Invite
More Diverse
Audiences**

Earl “Butch” Graves, Jr.

Vic Isley

Q&A with Butch & Vic

ENGAGE & INVITE MORE DIVERSE AUDIENCES

What it means
to you...

Short-term

- Make it clear that we are open to anyone; that we are a welcoming destination where diversity is not only welcomed, it is valued
- Create more opportunities for more businesses, entrepreneurs and neighborhoods to win and thrive

Med-long term

- Make our approach to welcoming diversity part of our brand
- Support product development to honor and engage diverse audiences, particularly people of color
- Create a safe space or 'comfortable space' for every person who wants to come here – from every background
 - “Whether it is the color of the skin or income levels or geographic, we need more people to come here and visit and experience what we have. and I want to make sure that our community is ready to welcome diverse visitors”
- Explore relevant features, historical features/elements and experiences that will establish Asheville as a relevant stop in Black travel

“The TDA is going to be enjoying the coattails of Asheville city council and the work they’ve done. The number of non-white visitors coming to Asheville and I would attribute that, rightly or wrongly, to the announcement about reparations”

“We have a wonderful, eclectic group of people who come to Asheville, but we’ve got to fill the gaps in terms of people who won’t travel.. We don’t have the same clientele we had before Covid”

ENGAGE & INVITE MORE DIVERSE AUDIENCES (cont.)

Linking to the broader Asheville Community

Benefits to Asheville

- Reiterates the community’s openness to diversity among visitors and residents
- Broadens visitors and represents the diversity in the community
- Makes Asheville attractive to new emerging visitor groups

Links to other org. goals

Buncombe County 2025

Educated & Capable Community: A county where all residents thrive and demonstrate resilience throughout their lives

City of Asheville Goals

- An equitable and diverse community

Chamber of Commerce

- A place for all people (young families, retirees, people of color)

United Way

- Commitment to diversity, equity and inclusion (DEI)

CFWNC

- People in need (supporting marginalized populations)



ENGAGE & INVITE MORE DIVERSE AUDIENCES (cont.)

Vision discussion

- What should the BCTDA's vision be for this pillar? (short vs. medium-long term)
- Where should we be focusing?
- What community organizations and/or leaders should we be working with to ensure success?

ENGAGE & INVITE MORE DIVERSE AUDIENCES



**Engage & Invite
More Diverse
Audiences**

Strategic Conversation & Input



Promote & Support Asheville's Creative Spirit

Explore **ASHEVILLE**



Promote & Support
Asheville's Creative
Spirit

EMBRACING PLACE DNA

RODNEY PAYNE
CO-FOUNDER & CEO
DESTINATION THINK



Explore **ASHEVILLE**

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT



**Promote & Support
Asheville's Creative
Spirit**

Rodney Payne

Rodney will lead a TED-style talk

PROMOTE AND SUPPORT ASHEVILLE'S CREATIVE SPIRIT

What it means to you...

Short-term

- Promote creative assets that we have right now – including food and drink, arts, crafts and music
 - Differentiates Asheville and puts it 'on the map'
- Maintain Asheville's positive 'quirky' image as a place that is different from most others
- Share the stories of Asheville's creators, makers and artists

Med-long term

- Continue to support product development within the arts community
- Keep promoting and supporting the River Arts District
 - Consider affordable housing and studio space for artists
- Help promote local musicians and the performing arts
- Preserve historic buildings/spaces through zoning, keeping small retail spaces to help preserve the nature of downtown
- "Whether it's music, whether it's our food, whether it's brewers, whether it's our artists, actual artists. You know, there's a lot of creativity happening here."

"Asheville is this progressive, quirky community, it's got great restaurants, it's got creative talent. It's got buskers. It's got a lot of great elements. Definitely a different community and different is good."

"I am in awe of people whose crafts are either food or brewing or just the skill level we have here. Asheville's great tourist base has brought a lot of people here. That has to be something we can't forget"

PROMOTE AND SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Linking to the broader Asheville Community

Benefits to Asheville

- Celebrates and maintains Asheville's unique ('weird') character as a key differentiator
 - Ensures that Asheville is a thriving and unique destination
- Encourages local support of the arts Including various arts and music associations and products

Links to other org. goals

Buncombe County

City of Asheville Goals

CFWNC

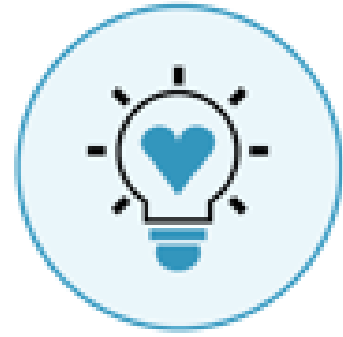
- Educated & Capable Community: A county where all residents thrive & demonstrate resilience through their lives
- A connected and engaged community
- Promote natural and cultural resources
- Food/farming (support sustainable local food)

PROMOTE AND SUPPORT ASHEVILLE'S CREATIVE SPIRIT (cont.)

Vision discussion

- What should the BCTDA's vision be for this pillar? (short vs. medium-long term)
- Where should we be focusing?
- What community organizations and/or leaders should we be working with to ensure success?

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT



**Promote & Support
Asheville's Creative
Spirit**

Strategic Conversation & Input

RETREAT WRAP-UP

Vic Isley

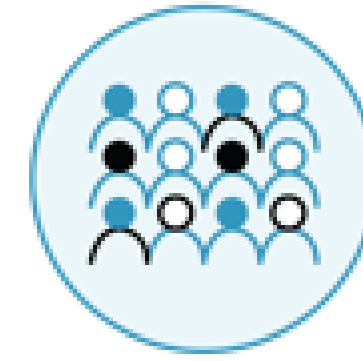
Wrap-Up and Next Steps



**Deliver Balanced
Recovery &
Sustainable Growth**



**Encourage Safe &
Responsible Travel**

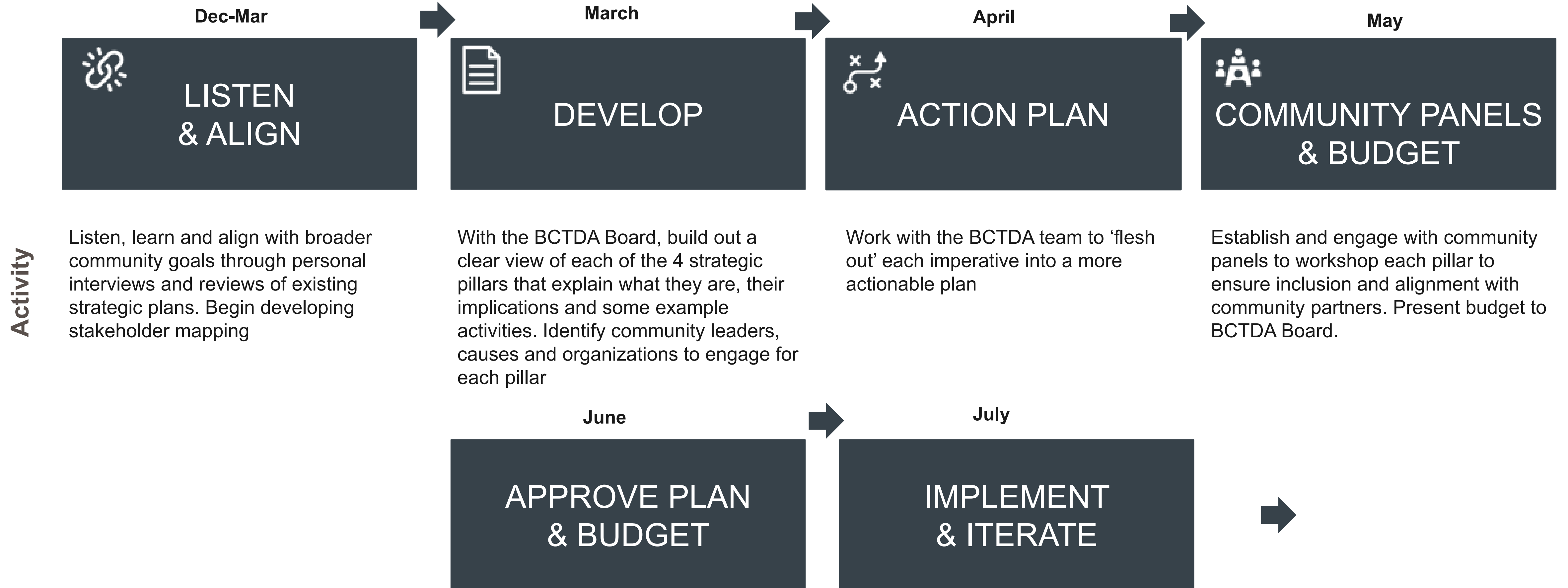


**Engage & Invite
More Diverse
Audiences**



**Promote & Support
Asheville's Creative
Spirit**

PROCESS



BUNCOMBE COUNTY 2020-2025 STRATEGIC PLAN – COMMUNITY FOCUS AREAS

VIBRANT ECONOMY

A robust and sustainable regional economy that builds on our homegrown industries and talent and provides economic mobility for residents

RESIDENT WELLBEING

Our residents are safe, healthy and engaged in their community

ENVIRONMENTAL & ENERGY STEWARDSHIP

High quality air, water, farmland & renewable energy for future generations

EDUCATED & CAPABLE COMMUNITY

A county where all residents thrive & demonstrate resilience throughout their lives

ASHEVILLE CITY COUNCIL 2020 FOCUS AREAS

- A thriving local economy
- A financially resilient city

- Quality affordable housing
- Transportation and accessibility

- A well-planned and livable community
- A clean and healthy environment

- An equitable and diverse community
- A connected and engaged community

EXPLORE ASHEVILLE (BCTDA) STRATEGIC PILLARS



DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

Definition of Balanced Recovery and Sustainable Growth



ENCOURAGE SAFE & RESPONSIBLE TRAVEL

Definition of Balanced Recovery and Sustainable Growth



ENGAGE & INVITE MORE DIVERSE AUDIENCES

Definition of Balanced Recovery and Sustainable Growth



PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Definition of Balanced Recovery and Sustainable Growth

ASHEVILLE GREATER (CHAMBER OF COMMERCE) VISION

- Economic mobility and shared prosperity (grow the pie, block-by-block, child's first years)

- Growing up (land, transportation, housing, resources)

- A place for all people (young families, retirees, people of color)

- Leadership (shared vision, intergenerational leadership, regional, balanced scorecard)

DOGWOOD HEALTH TRUST STRATEGIC PRIORITIES

- Jobs (bolster the infrastructure for a growing economy)

- Health and wellness
- Affordable housing

- Education (early childhood, K-12, post-secondary)

UNITED WAY OF ASHEVILLE AND BUNCOMBE COUNTY (UWABC) KEY DRIVERS FOR CHANGE

- Commitment to students, families and the Community School
- Commitment to diversity, equity and inclusion (DEI)

- New players, new leadership

THE COMMUNITY FOUNDATION OF WESTERN NORTH CAROLINA (CFWNC) FOCUS AREAS

WORKING DRAFT

- People in need (supporting marginalized populations)

- Natural/cultural resources
- Food/farming (support sustainable local food)

- Early childhood development

ADJOURN

Himanshu Karvir

Call for motion to adjourn the
BCTDA Annual Planning Retreat

ADJOURN - ROLL CALL VOTE

Chairman Himanshu Karvir

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

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA Meeting
Wednesday, April 28, 2021 | 9:00 a.m.