



# BCTDA TOURISM JOBS RECOVERY FUND

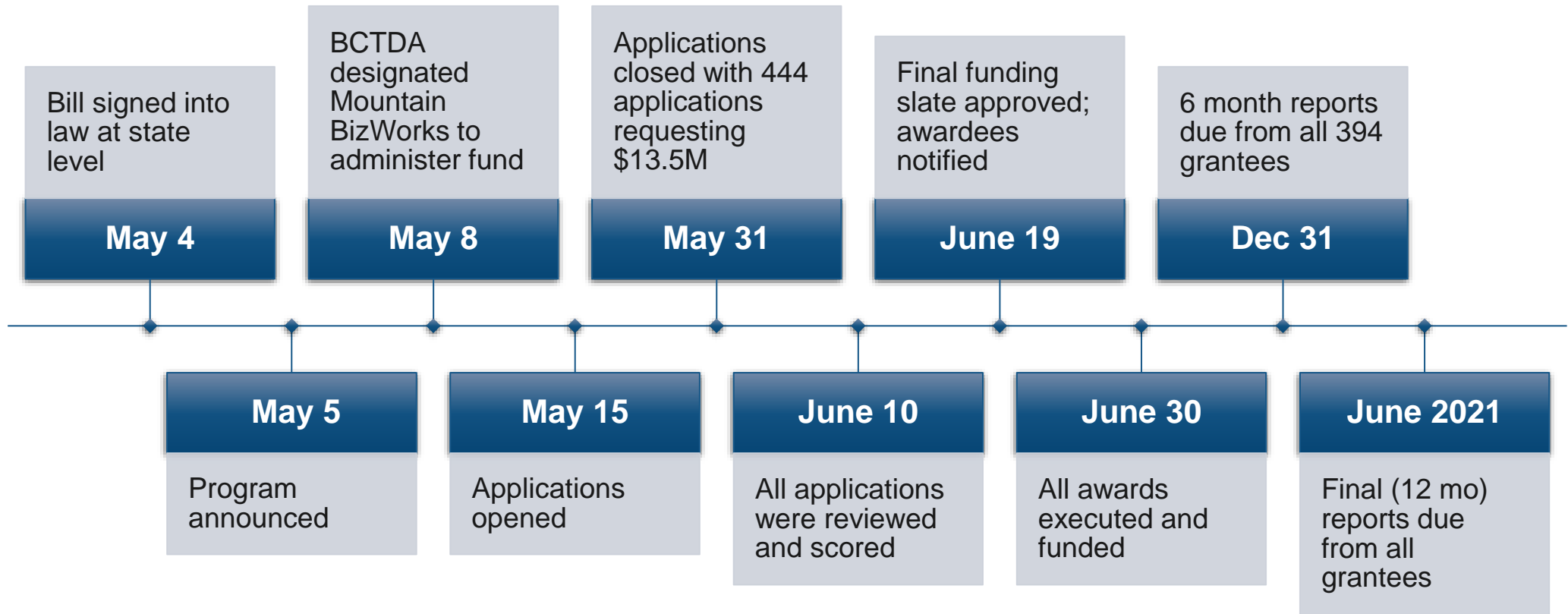
BACKGROUND &  
6 MONTH REPORT

Explore **ASHEVILLE**

# BACKGROUND

- Senate Bill 704 enabled the Buncombe County Tourism Development Authority to establish a one-time fund for emergency grants of up to \$50,000, available for businesses that provide a direct visitor experience including:
  - Restaurants, retail establishments, studios and galleries, attractions, tours and activities, entertainment and event venues, and breweries, wineries, cideries and distilleries, among others
  - Lodging businesses were not eligible
- Funding Source: \$5 million was allocated from TPDF revenue collected and not yet awarded, from lodging occupancy taxes paid by visitors to the County
- Mission of Fund: To preserve and safely reopen the region's unique and diverse small business ecosystem and protect tourism-related jobs

# TIMELINE





MATTHEW RAKER, EXECUTIVE DIRECTOR  
NOAH WILSON, DIRECTOR OF SECTOR DEVELOPMENT

# 6-MONTH INTERIM REPORT

# AWARDS BY THE NUMBERS

**\$5 Million Grant Funding**

for local tourism-related small businesses

**394 Grants Awarded**

between \$2,000 and \$30,000/entity

**4,787 Jobs**

retained, recovered or created for local residents

**283 Full Grants**

**111 Micro Grants**

# AWARDS BY THE NUMBERS

**Actual**

**18%**

Benchmark

10%

Awards to Minority-  
Led Businesses

**55%**

50%

Awards to  
Women-Led  
Businesses

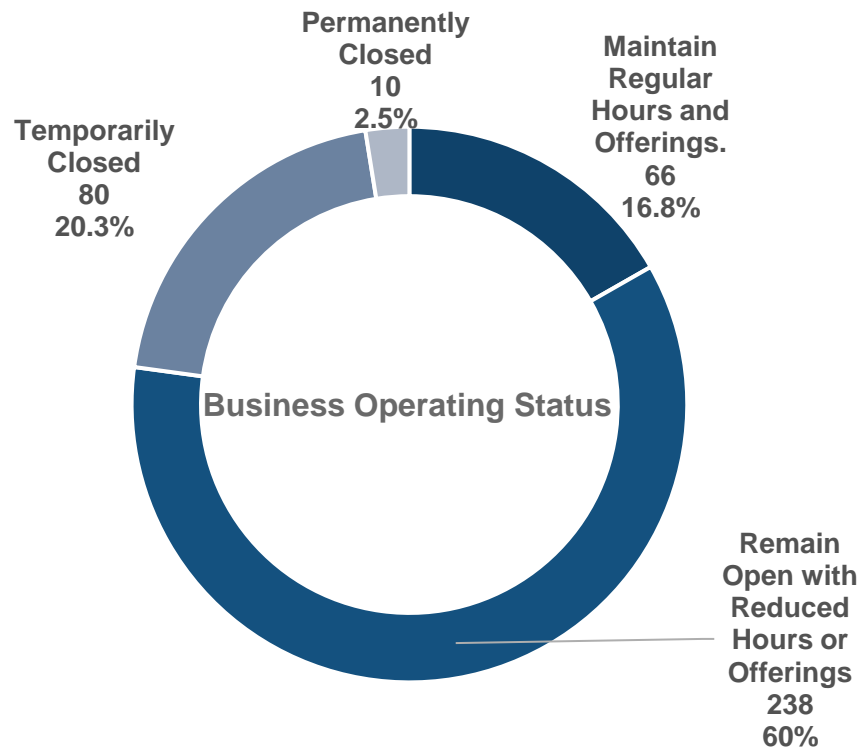
# REPORTING COMPLIANCE

**100%**

**Report completion rate  
394 of 394 have been received**

# BUSINESS STATUS

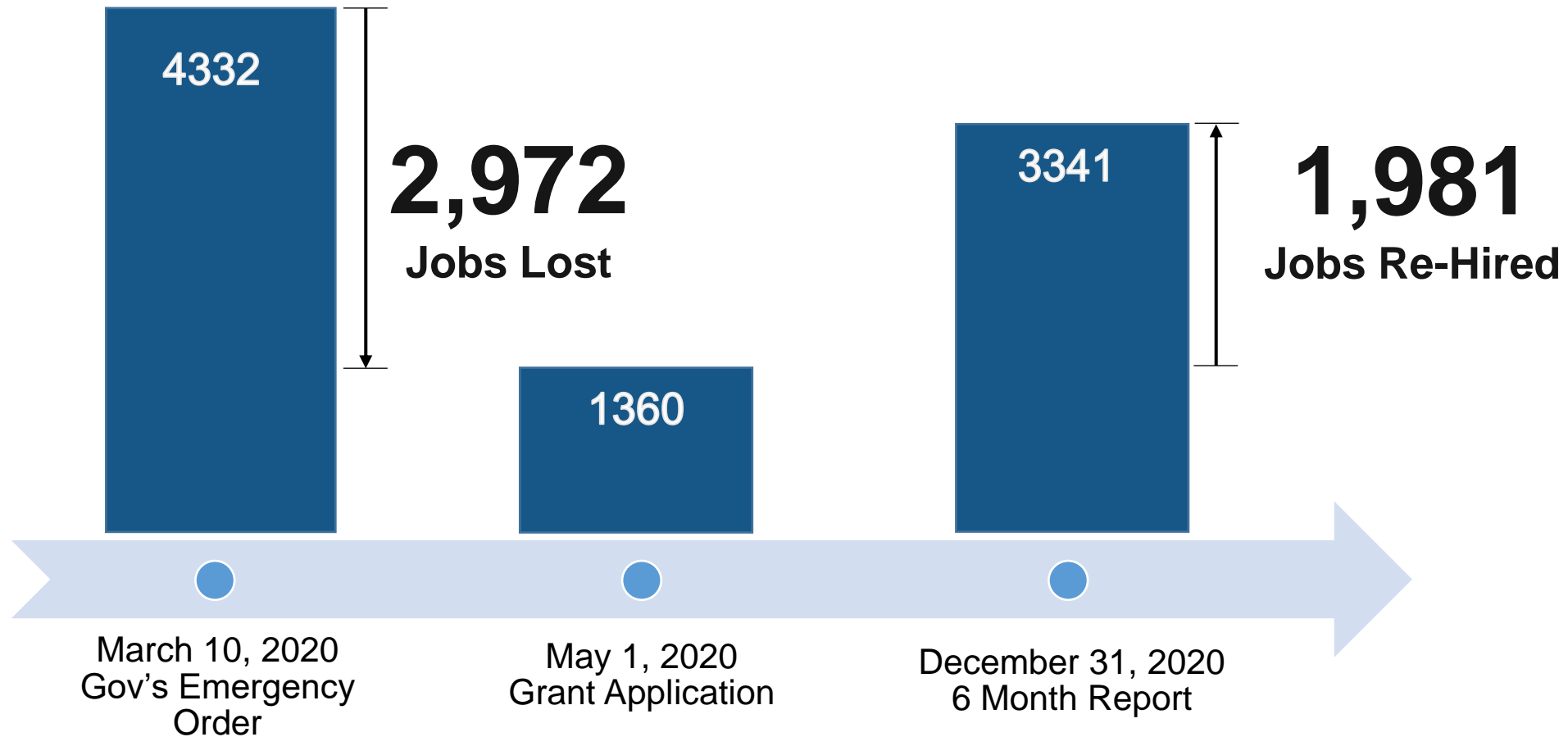
**97.5%** of grantees remain in operation



**“Many days during the pandemic we operated with a deficit, your funds helped us stay open and continue to employ our hardworking staff.”**



# JOB IMPACTS



# WHAT GRANTS MEANT

1

**SUPPORTED  
CRITICAL  
EXPENSES**



2

**POWERED  
PIVOTS &  
LEVERAGED  
RESOURCES**



3

**SHOWED BELIEF  
IN THE VALUE  
OF SMALL  
BUSINESS**



# SUPPORTED CRITICAL EXPENSES

“

**We completely exhausted our grant on payroll, utilities, PPE needs and rent...this freed up funds to build a small portable outdoor stage that we desperately needed and has brought in the income we are using to cover some bills at this time. This has really been a life saver.**

”

# SUPPORTED CRITICAL EXPENSES

“

**It allowed us to hire back a Tasting Room Manager and staff much faster than we would have been able to otherwise...allowing our company's leadership to focus on other strategic priorities to increase our company's resilience & financial sustainability. We are now moving into the slow winter months in a much better position.**

”

# SUPPORTED CRITICAL EXPENSES

“

**Our retail front was closed for 200 days and we were only able to reopen because of the inventory we bought with the grant funds so we are so incredibly grateful - thank you!**

”

# POWERED PIVOTS

“

We were able to add on more outdoor dining with some of the grant money... [making] sure we had the proper safety modifications in place and creating an inviting outdoor space for dining until we were able to install air purification system indoors and reopen the dining room to customers.

”

# POWERED PIVOTS

“

Social restrictions caused major setbacks in how we have historically done business. However, it has also given us the opportunity to reimagine how we operate...This year came with its challenges, but we have made it to the end with a lot of lessons learned and in a better position.

”

# SHOWED BELIEF IN SMALL BUSINESS

“

These were more than financial lifelines. Not to underestimate the importance of the funds themselves, but they reminded us that we had something to offer and our city is better because all of us are part of it. We couldn't make it without help, but the larger government programs were often not working for us. These grants...and the gracious administration of them were a very bright spot in a very dark time.

”



# SHOWED BELIEF IN SMALL BUSINESS

“

It has been an utter blessing during this immensely challenging time. The benefit of being gainfully open, providing good wages to our team who are also in turn supporting businesses around our city brings it full circle to why we feel so lucky to be doing business in the city of Asheville in the first place.

”

# CHALLENGES & NEEDS

1

**NEED  
MARKETING  
ASSISTANCE**



2

**CHALLENGING  
OPERATING  
RESTRICTIONS**

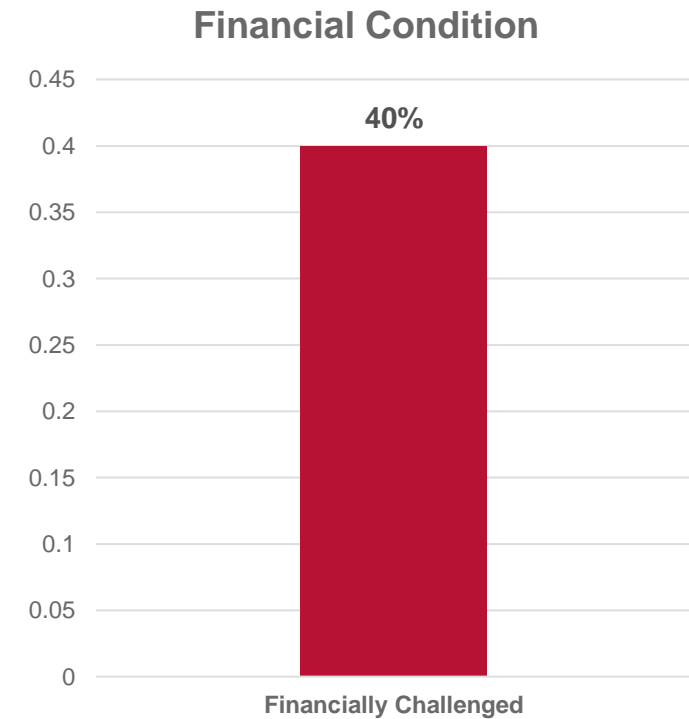
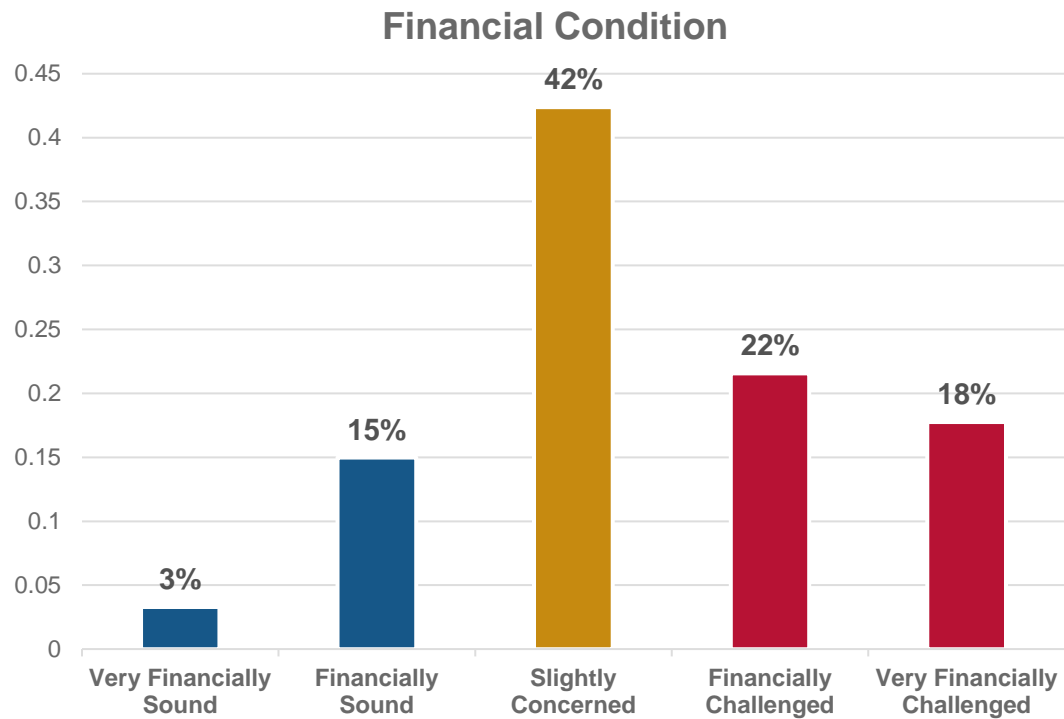


3

**NEED HELP &  
GUIDANCE**



# CURRENT FINANCIAL CONDITION



# MARKETING ASSISTANCE

“

**More so than ever we need the TDA and Explore Asheville to re-find our visitors to bring back a thriving community.**

”

# MARKETING ASSISTANCE

“

We want to see continued emphasis put on bringing people to Asheville who want to keep our staff and each other safe. Let's promote Asheville as a place where we care about protecting our community more than the inconvenience of wearing masks or social distancing.

”

# OPERATING RESTRICTIONS

“

We were able to re-open our dining room at 50% capacity over late summer and fall...and open an outdoor dining area in our parking lot. Both were effective for our business. However, as of now, with a mandated reduction to 30% indoor dining capacity, and infection rates in the County, we decided to reduce service to takeout only for the remainder of winter.

”

# NEED HELP & GUIDANCE

“

“[We need] expanded unemployment and other benefits for people whose industries have been decimated by this pandemic. Every small business owner I know has had painful and sad conversations with struggling staff. We know the people who work for us - so it's personal.”

”

# NEED HELP & GUIDANCE

“

I am very concerned about the vibrance of our town for live music, from what I understand these artists have been hit just as hard as the rest of the community but without much support.

”



# CORE FACTS & FINDINGS

## Fund Size

**\$5m**

local grants  
made

**394**

recipients

## Fund Impacts

**97.5%**

grantees still in  
operation

**3341**

jobs retained and  
re-hired

# WHAT'S NEXT

- **Continued Follow-Up**
- **Help Securing Other Relief** (e.g. PPP and SOS)
- **Working together on additional assistance** based on needs identified in reports from the grantees
- **Final Reports Due June 30, 2021**