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Buncombe County Tourism Jobs Recovery Fund Awards Update

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Sector Development

Buncombe County **Tourism Jobs Recovery Fund** | **Quick Update**

- All Applications Fully Funded (all funds disbursed)
- Progress Reports due 12/31/20 and Final Reports Due 6/30/21
- Continued Monitoring: Keeping eye on the news for closings, following up if closures occur. Reminding recipients of their recordkeeping + reporting obligations.
- Leveraging other relief like NC Rapid Recovery, PPP
- Encouraging local sourcing to maximize multiplier effect
- Helping Beyond Dollars: Continuing to ask: What can we, as community and as service providers, do to support safe and successful reopening, continuing to stay open?

Example Media Stories:

Hundreds of small Asheville businesses get relief this week from TDA funding – Asheville Citizen Times, June 24, 2020

Nearly 400 Asheville businesses get grants funded by tourism money – WLOS, June 24

From basic survival to PPE purchasing, what business owners are doing with TDA grants – Asheville Citizen Times, July 2

Costs of COVID: Restaurant owners bear burdensome new operational costs – Asheville Citizen Times, July 3

Tourism businesses patch together local, federal funds in bid for survival – Mountain Xpress, July 17

GRANT RECIPIENTS BY NAICS CODE			
NAICS Code	Sector	# of Recipients	By Percentage
722511	Restaurant	98	25%
452319	Retail	84	21%
722515	Café, Confectionery, Ice Cream Parlor, Etc.	30	8%
722410	Bar	23	6%
312120	Brewery	16	4%
713990	Other Amusement and Recreation Industries	16	4%
561520	Tour Operators	16	4%
812199	Other Personal Care Service	14	4%
453920	Art Galleries	12	3%
711320	Event Promoter w/o Facilities	12	3%
561920	Event Venue	11	3%
711510	Independent/Studio Artists	10	3%
711310	Performing Arts Venue	10	3%
611610	Fine Arts Schools	9	2%

GRANT RECIPIENTS BY NAICS CODE			
NAICS Code	Sector	# of Recipients	By Percentage
712110	Museum	7	2%
722320	Catering	5	1%
312130	Wineries	5	1%
611699	Miscellaneous Schools and Instruction	3	1%
711110	Theater Companies	3	1%
312140	Distillery	2	1%
532289	All Other Consumer Goods Rental	1	0%
84220200	Arboretum and botanical garden	1	0%
311513	Cheese Maker	1	0%
453110	Florist	1	0%
512131	Motion Picture Theater	1	0%
711130	Musical Group	1	0%
713940	Sports Facilities	1	0%
711211	Sports Teams	1	0%

RECIPIENTS BY BUSINESS SIZE (Pre-Pandemic)

Num Employees	Count #	Count %	Value \$	Value %	Average \$
2 to 5	201	51%	1,297,077	26%	6,456
6 to 10	66	17%	958,687	19%	14,580
11 to 25	89	23%	1,871,687	37%	20,956
26 to 50	26	7%	633,990	13%	24,384
>50	12	3%	238,560	5%	19,880
Total	394	100%	5,000,000	100%	12,684

Actual	18%	55%	85%
Benchmark	10%	50%	85%
	Awards to Minority-Led Businesses	Awards to Women-Led Businesses	Max % of Awards to Asheville-based businesses

394

Grants Awarded

\$ 16,150.05

Average Full Grant Amount

\$3,869.69

Average Micro-Grant Amount

\$12,690.36

Average grant amount (combined)

\$5m

Total Dollars Distributed to Date to Grantees

0

Grant Recipients Non-Compliant with Program as of 7/27

Questions?