

May 29, 2019

To: Buncombe County Tourism Development Authority
From: Stephanie Pace Brown
Subject: President's Report of April 2019 Activities

The spring campaign started March 25 and performed well through April will direct clicks to the web site of 204,000 compared to 55,000 prior year. The PR team logged 94 media touchpoints, initiated 137 targeted pitches and hosted 10 media on the ground in Asheville in April, with a focus on a summer culinary press release.

The Sales Team booked 48 groups in April. The team traveled to Chicago and Columbia, SC, and hosted seven site visits.

A new partner group was established. The "Attraction Partner Collective" is being chaired by Ken Stamps and Jeff Greiner, the enthusiastic group met on April 9 with more than 40 people representing 30 attractions. The group met again in May.

The Explore Asheville team hosted the CEO Summit of Destinations International with record-breaking attendance of 253. The Omni Grove Park Inn was the host hotel with an offsite educational session and reception at Biltmore. The Beer City Base Camp at Catawba took the group of destination CEOs into the heart of downtown. The Explore Asheville team, led by Carli Adams, assisted with site selection, pre-planning and servicing.

APRIL METRICS: BY THE NUMBERS

- During April, the sales team posted 1,064 personal contacts (down 3%). March sales activities generated 89 sales leads (up 17%) and 48 convention bookings (up 41%), representing 7,508 rooms (up 16%). Ten months into the fiscal year, year-to-date bookings are up 36 percent and room nights represented are down 6 percent.
- CVB sales leads generated 50 group events in April (up 39%), with revenue of \$1,458,917 (up 13%). The services team assisted 37 groups (up 3%).
- The PR team landed 27 significant placements in March (down 33%), with 94 media touchpoints (down 15%). The publicity value of print and broadcast placements totaled \$3,565,638 with reach of over 3.7 million. Online placements added \$52,740 in value and reach of over 137 million.
- ExploreAsheville.com attracted 454,384 visits (up 36%), including 328,596 to the mobile site (up 53%). Our Facebook fan base total is 285,726 (up 6%) and video views totaled 549,234 up 804%.

- Online hotel reservations totaled 81 room nights (down 8%) with total room revenue of \$11,916 (down 14%).
- The Asheville Visitor Center welcomed 18,391 visitors (up 8%), and the Pack Square Park Visitor Pavilion welcomed 793 visitors (down 8%).

HOTEL & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$30,469,967 in March, an increase of 7.3 percent.
- Smith Travel Research reported hotel occupancy of 74 percent during March (up 7%). The average daily room rate was \$132.21 (up 0.2%), and RevPAR (revenue per available room) was \$97.86 (up 7.2%). Room demand increased 8.8 percent with 180,572 rooms sold.
- Passengers at the Asheville Regional Airport increased 59 percent to total 121,808 in March.

IN THE COMMUNITY

- Stephanie attended the NC Travel Industry Association board meeting in Wilmington prior to the NC 365 state tourism conference.
- Stephanie participated in the AIR board meeting, and the Airport board meeting.
- Stephanie became a member of the Rotary.
- Stephanie presented a BCTDA overview at the Green Party meeting, “Re-Imagining the TDA.”
- Stephanie was interviewed by Matt Peiken, the arts and culture producer with Blue Ridge Public Radio.
- Stephanie attended a brunch in honor of the installation of UNC Asheville Chancellor Nancy Cable.
- Marla and Pat attended the Chamber’s 2019 Raleigh Legislative Visit in early April. In addition to attending the reception with elected officials and organized sessions with NCGA leadership, the two met with most of the local delegation and provided information to several other WNC legislators.
- Stephanie, Marla, Dianna, Dodie, Landis and Sarah L. attended the VisitNC 365 to network and learn with tourism colleagues across the state and to represent Asheville, host city for the 2020 conference.
- Several CVB staff members attended the Hood Huggers tour with DeWayne Barton to better understand African-American heritage and how we can better tie it back to inbound group options.
- Marla and Dianna attended the Asheville Civic Center Commission meeting where US Cellular Center naming rights were discussed.
- Marla attended the Asheville Downtown Association Issues meeting and provided an update on the TMIP process.
- The Sales Team attended the Green Meeting held at Ramsey Library.
- The Sales Team judged AB Tech’s Capstone Projects.
- The Sales Team toured the Collider meeting space.
- The Sales Team held industry partner meetings with the Hotel Indigo, Biltmore Farms Hotels, and toured the Hampton Inn & Suites Biltmore Area.
- Pat attended the African-American Heritage Commission meeting.
- Pat attended a Chamber Before Hours networking event at Green Opportunities GO Kitchen Ready.

- Pat coordinated and attended the 2019 Downtown Clean-Up Day with CVB staff, hosted by the Asheville Downtown Association and Asheville GreenWorks.
- Glenn hosted the American Craft Week meeting on April 2.
- Glenn attended the Black Mountain Chamber's "Business After Hours" gathering on April 18.

MARKETING & PUBLIC RELATIONS

Advertising: The spring campaign is underway and the team at 360i turned their attention in April to further development of new creative concepts and preparations for production in mind-June. Concepts and production director were shared with the board at the April meeting. Since then staff and the agency has continued to finalize scripts, potential locations, music and other components of the upcoming shoot. Staff and agency worked together in April on the FY20 budget and channel selection.

Spring Campaign:

The spring campaign launched March 25th. In the first seven weeks, the campaign has outpaced the amount of site traffic delivered to ExploreAsheville.com compared to the spring campaign during the same time frame last year. Thus far, more than 204,000 direct clicks to the web site can be attributed to the campaign compared to 55,000 clicks the previous year, with paid social performing particularly well along with campaign video assets. The campaign remains in-market through June.

Paid Search:

Paid search in April generated over 86,394 site visits from Google and Bing combined. Paid search also netted 17 hotel bookings in April, bringing our fiscal year to date total to 116 bookings and \$48k. Other April highlights:

- Sessions were up by 41% YOY
- Pageviews are up 62% YOY
- Bounce rate decrease by 7% YOY
- Average session duration was up 20% YOY from 2:42 to 3:14
- 890 Visitor Guide requests were generated by paid search

General Media Relations: The PR team logged 94 media touchpoints, initiated 137 targeted pitches and hosted 10 media on the ground in Asheville in April. Pitch numbers were high due to Summer Culinary Release outreach and the VisitNC New York Media Marketplace and Meredith Publishing event. Supported site visits included media representing Italian outlet *lastampa.it*, *Passport*, *EDGE Media Network*, *Conde Nast Traveller*, major Chinese outlets and a AAA publication. Story support included *AARP The Magazine*, *Martha Stewart Living*, *Forbes*, and *America's Best Cities*. Asheville imagery and assistance was also provided to *Go World Travel Magazine* and *Outside Online*, among others.

Summer Culinary Release: The Explore Asheville PR Team crafted a summer culinary press release in April focusing on the rise of Asheville's modern Appalachian food scene, new visitor experiences and the upcoming Chow Chow culinary festival. The release was distributed via MailChimp to 566 subscribers and media friends of Explore Asheville. TrendKite was also utilized to pinpoint additional outlets and writers who have covered summer travel destinations, culinary destinations, new and/or culinary festivals and Southern/Appalachian food. An additional 77 journalists were pitched from this list. Landis also used the release to follow up with 15 journalists from her Spring Chicago Media Tour.

NYC Media Trip: Near the end of the month, PR Specialist Sarah Lowery participated in two media events organized by Visit North Carolina and their PR agency, JPR. An event at Meredith

Publishing allowed destination partners to meet and pitch editors and writers from publications including *Parents*, *Food & Wine*, *Southern Living*, *Real Simple*, *Family Circle* and other outlets. Media guests at an evening reception included an attendee list of over 30. Sarah was able to chat with representatives from *Architectural Digest*, *BuzzFeed*, *CNN Travel*, *NPR* and *Black Enterprise*, plus contributors to top brands such as *Travel + Leisure*, *AFAR*, *New York Post*, *Forbes* and more.

M&C / Group PR Efforts: During April, Sarah and members of the sales team worked in tandem to provide Asheville information and photos for ABA *Destinations* magazine's "Travel Resource" column, which is the largest section of the magazine and the one motorcoach and tour operators read to learn of group-tour ideas. They submitted a write-up on some of Asheville's group-friendly outdoor offerings that is set to appear in the July/August issue. The team also collaborated on putting together quotes and images for an IMEX editorial blog piece on the Destinations International CEO Summit in Asheville.

PR Planning: In advance of Landis' maternity leave, the team conducted a PR outreach calendar planning session for FY 19-20, identifying deadlines and dates for big projects, media outreach and media tours. The team also secured PR contract support to maintain work flow while Landis is out.

Significant Placements:

1. *Blue Ridge Country* | "What's New for '19"
2. *Elite Daily* | "Here Are 10 Breweries That Allow Dogs, So You Can Enjoy Patio Season With Your Pup"
3. *Forbes* | "Asheville's Appalachian Spring - 30 New and Iconic Mountain Experiences"
4. *Go World Travel* | "Asheville Beckons with New Adventures and Historic Charm"
5. *Luxury Travel Magazine* | "7 Top Destinations for Adventure Seekers"
6. *Matador Network* | "How to eat like a chef in Asheville"
7. *Meetings Today* | "4 Luxury Hotels That Are Redefining the Upscale Experience"
8. *Newsweek* | "Take me home country roads: A trip through Appalachia"
9. *Our State* | "River Arts District"
10. *SevenFifty Daily* | "5 Rising Stars in Asheville, North Carolina"
11. *Swirled* | "The Southern Brewery Tour Every Beer Lover Needs To Experience"
12. *Tasting Table* | "5 Hotels That Let Guests Forage for Their Feasts"
13. *The Manual* | "The Perfect North Carolina Road Trip: What to Eat, Drink and Do"
14. *Wherever Family* | "Summer Fun in Asheville, North Carolina"

Content Development Projects: The content team's work during the month of April focused on moving forward several projects, as well as planning for new visual assets that align with the Let the Spirit Find You positioning.

ExploreAsheville.com Editorial Content: During the month of April, six new pieces of content were added to ExploreAsheville.com: an overview of Appalachian Cuisine on area menus, a post announcing the Land of the Sky music video (see details below), and four new "things to do this weekend" blog posts were added.

The most popular blog and story content this month was 50 Things to do in Asheville, which received 24,825 new pageviews, followed by Biltmore Concert Series, which received 19,200 pageviews.

Land of the Sky: The content team worked with the producers and promoters of the Land of the Sky music video, which was based on a song by local songwriter Don Clayton and sponsored in part by Explore Asheville to further the message surrounding Asheville's music scene. The

video features more than 15 local musicians, plus venues, festivals and other performers. The team rolled out a blog post, teaser video and full video on social media. Those posts have reached more than 830,000 Facebook users to date. The two videos have earned more than 335,000 views on Facebook (95% organically), and the blog post has received 4,000 pageviews.

Social Media Stats:

Facebook:

Visit Asheville page

- April saw 2,707 daily new likes to Facebook for a total of 285,739.
- There were 23 new Facebook posts added to the Visit Asheville page in the month of April.
- The most popular unpaid Facebook post during the month was a share of the video teaser for the Land of the Sky music video. The post reached 167,289 people organically, generating 1,599 total reactions, and 97 comments.
- The most popular paid post in the month of April was the share of the full Land of the Sky music video. The post reached 585,414 people (559,046 organically) and generated 19,443 reactions.
- The most engaging post this month was the full share of the Land of the Sky music video. It engaged 4.9% of the 585,414 users reached.

Video:

- There were 8,254 new, organic YouTube views in April. The most popular video by organic views this month was Return Again, which received 1,018 non-paid views. The Spirit of Asheville came in second with 845 new views.
- Across all our video platforms, there were 549,234 non-advertising views, with the majority coming from Facebook. There have been 1.2 million views of Explore Asheville content YTD (since July 1, 2018).

Pinterest:

- A renewed strategic look at Pinterest as a content channel continued as Jason deployed new “pins.” To date the highest performing new pin, “Best Rooftop Bars in Asheville, N.C.” has 15,673 impressions. A pin on Biltmore Blooms received 13,228 impressions.
- The combined fan total for our two accounts now totals 5,298. Foodtopia accounts for 1,438 of those. Explore Asheville – 3,860.

Instagram:

- Our VisitAsheville account has 58,373 followers.
- There were 7 new posts in April. The most popular was a photo by Jared Kay showing a mountain vista with wildflowers in the foreground. It received 1,603 engagements (likes and comments).

Twitter:

- Across all three accounts we have a total of 30,882 followers. The most popular account continues to be Foodtopia, which has 14,616 followers. We continue to provide a mix of proactive response to travel inquiries and pushes of website and Instagram content.

Asheville Traveler E-newsletter:

- Subscribers: We have 120,767 active subscribers.
- Opens/Click-throughs: In April, our monthly Asheville Traveler e-newsletter went out to 124,118 subscribers. It had an overall open rate of 15.8 percent and a click-through rate of 2.8 percent.

ExploreAsheville.com: Website user sessions in April increased 35.79 percent compared to last year. Organic traffic was down 2.45 percent year-over-year in April. Referral traffic was down 15.77 percent year-over-year, and traffic from eNewsletter clicks was down 14.01 percent year-over-year in April. The biggest gains in traffic were from Social, Paid Social, Paid Search and spring advertising campaign initiatives. Social media traffic, excluding Paid Social, was up 298 percent year-over-year in April. Paid Search traffic in April improved 40.69 percent compared with last year. Traffic from the spring advertising campaigns was up 272.41 percent in April compared to last year.

Website Improvements – SEO and CRO: In April, Simpleview and Explore Asheville staff continue to work on efforts to improve site conversion rates based on established goals and KPIs. The biggest improvements in organic search traffic in the month of April were to the Things to do this weekend page and the Iconic Asheville Biltmore page.

Online Reservations: There were 47 orders for 81 room nights in April with a total of \$11,915 in booking revenue and \$540 commission. The top 5 states for room nights booked in April were North Carolina, Virginia, Georgia, Michigan and Pennsylvania.

April 2019	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Booking Rev	\$11,916	\$13,825	-13.8%	\$137,102	\$124,666	10.0%
Commission	\$540.83	\$647.21	-16.4%	\$6,348.79	\$5,776.45	9.9%
Orders	47	64	-26.6%	527	508	3.7%
Room Nights	81	88	-8.0%	860	788	9.1%

Visitor Guide: There were 3,155 requests of the *Official Asheville Visitor Guide* in April. Fiscal year-to-date, there have been 32,472 visitor guide requests.

Community Engagement:

Community Engagement Campaign: The local paid campaign was further refined, and a creative concept was developed. The campaign kicked off with three weeks of TV spots on WLOS during the morning and evening news blocks. Additional print, digital, radio and digital video elements will continue to roll out in May and extend through June.

Tourism Management & Investment Plan:

- Dodie worked with leadership and partner affairs to draft and distribute a release announcing the TMIP Community Leadership Council and new website. Mountain Xpress ran the story.
- Marla and Dodie activated on several local media requests/opportunities including interviews, backgrounders/talking points, quotes and fact sheets related to tourism community issues, including Blue Ridge Public Radio, Mountain Xpress and WLOS.

Chow Chow: The team continued to provide support to Chow Chow in the development of the website on the ExploreAsheville.com platform and support of the local/national press release through VIP media vetting and targeted pitching via the summer press release.

GROUP SALES & SERVICES UPDATE

Group sales reported 48 definite group bookings in April, up 41 percent from the prior year (34 meetings/conventions, 10 weddings, and four group tour). The combined total definite room nights were 7,508 room nights, up 17 percent from the previous year. Eighty-nine leads (65 meeting/conventions, 9 weddings, and 15 motorcoach) representing 24,423 room nights were distributed to Buncombe County accommodations in April. Leads distributed were up 15.6 percent and rooms represented were up 37.8 percent over the prior year.

Estimated revenue for leads issued was \$1,191,550 down 32.7 percent. Person to person outreach totaled 1,604 contacts down 3.5 percent from last year. Indirect outreach totaled 12,346 contacts up 185 percent from the prior year. Actualized revenue was \$1,458,917 (up 13.7 percent).

Group Sales Specialist Leann Swims has been accepted to the master's degree program in Advertising and Brand Responsibility at the University of Oregon. She will be leaving the department July 1, 2019. We are delighted she is pursuing this new opportunity. We have started advertising her position.

Sales Calls/Missions/FAMS:

- Shawn Boone traveled to Chicago for sales calls, meeting with 17 clients. He also attended the MPI Chicago Area Chapter's 2019 Industry Exchange networking event. Two immediate RFP's totaling 330 rooms were received.
- Connie Holliday traveled to Columbia for a day of sales calls, meeting with 5 clients. While there she also attended the SC Society of Association Executives luncheon/meeting.
- Nine wedding guides were downloaded this month as compared to 28 guides in April 2018.

Site Visits/Leads: The team hosted seven independent site visits this month, including Eastman Chemical (eight people) – Open dates; National Shooting Sport Foundation – Four events ranging from 124 rooms in May 2021 to 358 rooms in September 2020; 2019 CodeScience – 392 rooms; 2020 Woehler Research Group Study – 70 rooms; 2020 League of Agricultural and Equine Centers Synposium – 235 rooms; 2020 Society for Design Administration – 147 rooms; 2021 National Wild Turkey Federation – 290 rooms; 2019 Get Out of Town Travel – 60 rooms

A sample of March bookings includes (but is not limited to):

- 2019 Current-GE Meeting – 110 rooms
- 2019 GE Southeast Leadership Meeting – 156 rooms
- 2019 Syfan Transportation Retreat – 100 rooms
- 2019 Asheville Sports Medicine – 10 rooms
- 2019 Coats North America – 30 rooms
- 2019 Bush Brothers and Company – 220 rooms
- 2019 Eye Movement Desensitization Institute – 45 rooms
- 2019 Siemens Medical Solutions – 210 rooms (FAM ATTENDEE)
- 2019 NOAA General Counsel – 105 rooms
- 2022 Beta Sigma Phi – 252 rooms
- 2019 Appalachian Regional Commission – 450 rooms
- 2019 Aire Serv Systems Training – 55 rooms
- 2019 Grand Fondo National Championship Series – 125 rooms
- 2020 National Judicial College's 2020 City Courses – 180 rooms
- 2019 USA Softball Summer Select Series – 200 rooms

- 2019 Summer Softball Showcase – 200 rooms
- 2019 Great Smoky Mountains Showcase – 210 rooms
- 2019 Boys Riverside Summer Shootout – 1,325 rooms
- 2019 Girls Riverside Summer Shootout – 1,300 rooms
- 2019 The Great Smoky Mountain Grapple – 165 rooms
- 2019 The Nature Conservancy – 57 rooms
- 2020 Victorino Mapa Alumni Reunion – 147 rooms
- 2019 Carolina Surety Association – 20 rooms
- 2019 NC Bar Association Continuing Legal Education – 30 rooms

Destination’s International CEO Summit: Asheville hosted the Destinations International 2019 Board Meeting and CEO Summit with a record-breaking 253 Convention & Visitors Bureau CEOs in attendance. The Explore Asheville team was very involved in supporting the meeting planners throughout the planning process and helped create a memorable experience for this group of our tourism peers including hosting a reception at Catawba Brewing. As part of the scheduled programming Stephanie presented a review of the Asheville tourism story. The CEO Summit was also highlighted in an IMEX blog published in May.

AAA: Thirty AAA and CAA Travel counselors visited Asheville as part of the annual Blue Ridge Parkway Association AAA FAM. Counselors explored Biltmore, took a Gray Line trolley tour of Asheville, toured Chimney Rock State Park, and lodged DoubleTree by Hilton.

Group Sales Communications: The team updated the 48-hour FAM video with current interviews. Staff worked with planners from six organizations supplying items ranging from value cards, visitor guides magnets and gift bags. Five microsites for inbound groups were prepared.

Media Coverage:

- **ABA’s *Destinations* magazine** | Staff provided Asheville information and photos for the publication’s “Travel Resource” column, which is the largest section of the magazine and the one motorcoach and tour operators read to learn of group-tour ideas. It highlights attractions located by area of the country and state. We submitted a write-up on some of Asheville’s group-friendly outdoor offerings. It will appear in the July/August issue (mailed to members July 5).
- **IMEX Editorial Piece** | Staff offered quotes and images for the piece on the Destinations International CEO Summit in Asheville. It was published May 9 - www.imexexhibitions.com/insight/blog/i-on-the-industry.
- **Group Tour Media** | Staff worked with the magazine back in November, but it was published for the May issue – www.grouptourmedia.com/emag/3202gtws see pages 40 and 41).

Mass Communications:

- An email was sent to 580 Florida-based clients promoting an RFP contest. Open Rate; 20 percent Clicks: 27
- An e-newsletter was sent to 11,766 meeting planner clients in our database. Open Rate; 13.6 percent Clicks: 578
- An invitation to a client event hosted by Explore Asheville was sent to 63 D.C.-area planners. Open Rate: 21 percent Clicks: 4
- An introduction to Explore Asheville sales manager was sent to 287 Tennessee-based planners. Open Rate: 14 percent Clicks: 8

Convention Service Highlights: In anticipation of hosting the 2020 Visit 365 Conference in Asheville, the Explore Asheville team prepared assets for Stephanie's use when she officially welcomed the 2020 Conference. The CVB had an exhibit booth, received logo placement and was acknowledged as a sponsorship partner. The CVB hosted the closing breakfast as part of the 2020 commitment.

PUBLIC AFFAIRS

Tourism Product Development Efforts:

Contracts for the six projects awarded funding in the 2018 cycle are complete with the exception of the River Front Development Group. Project grantees are awaiting an MOU Agreement from the City of Asheville which will grant them permission to create and install museum exhibits in the Stephens-Lee Recreation Center.

Pat continues to develop the work scope with PGAV for the African-American Heritage project work with the first phases to focus on research, community engagement, and interpretive planning. Pat has also been actively engaging with other related project stakeholders in the community in an effort to gain understanding of existing research and resources, including a meeting with Joey Robison and Brenda Mills at the City of Asheville to discuss opportunities to engage the community at their standing neighborhood meetings.

Pat met with the team at the WNC Farmers Market on site to determine location and design options for a visitor information kiosk-type sign. Wayfinding sign vendor, Geograph, is working on design comps. A ribbon cutting ceremony will be held this summer.

Partner Engagement and Events:

New Partners: Joe onboarded 10 new partners in April: Asheville Explore Tours, Asheville Headshots, Asheville Hostel & Guest House, C&Co.® Handcrafted Skincare + Natural Spa | Biltmore Village, Ignite Jewelry Studios, James Ostlund Fine Art, Pisgah Glamping, Steve Trehub Photography, Twisted Laurel – Weaverville, and Twisted Laurel – West. Joe and Pat continue to reach out to qualified partners to submit information for a listing as well as service the partners who request listings.

Explore Asheville CVB 101 Orientation: The public affairs team hosted a CVB 101 Orientation on April 10, which included representatives from Alley Cat Social Club, Biltmore, Bob Moog Foundation, Holiday Inn Asheville – Biltmore East, Jonas Gerard Fine Art, JuneBug Retro Resort, Navitat Canopy Adventures, Old Europe Pastries, Twisted Laurel, and WNC Farmers Market.

Tourism Week Summit 2019 – May 14: Planning is underway for the third annual Summit to be held on Tuesday, May 14, at the Asheville Renaissance Hotel from noon to 5:00 p.m. The agency, 360i, will keynote the session, which will be followed by two breakout session options. The marketing track will be presented by Chris Cavanaugh and the sales track will be presented by Steve Rudolph. The summit will culminate with an industry resource expo and networking reception.

Opening Reception for the Creative Sector Summit – May 16: The BCTDA is a sponsor of the Asheville Area Arts Council's annual Creative Sector Summit. This year's theme is equity and inclusion, and Pat is coordinating the opening reception on Thursday, May 16, from 5:30 – 7:30 p.m. to be held at the YMI Cultural Center. Dina Bailey, consultant from PGAV, will help to

kick-off the Creative Sector Summit by sharing lessons she has learned from communities, in the U.S. and around the world, who are working to tell more inclusive community stories. Using her experiences as an independent consultant as well as stories from her time with the International Coalition of Sites of Conscience, the National Center for Civil and Human Rights, and the National Underground Railroad Freedom Center, Ms. Bailey will focus on how telling truthful stories is often tied to ideas about voice, scope, agency, and power.

Projects: Pat and Glenn continue to manage the process of maintaining and updating the Wayfinding system signage, reviewing the final issues with Geograph. Additionally, Pat is working to schedule a follow-up Public Input Session in the River Arts District for MERJE to present their conceptual designs based on the feedback gathered from the last Public Input Session.

CRM Audit: Pat and Joe continue to do prep for a multi-month auditing process for Explore Asheville's customer relationship management (CRM) database and are refining the approach as new listing category structure issues arise. They are working closely with Elizabeth to determine best approach to meet overall organizational goals regarding partner listings on ExploreAsheville.com and in the Visitor Guide.

STRATEGIC PLAN AND OTHER ADMINISTRATIVE INITIATIVES

Administration: Glenn continued to meet with Drew Pollick with Craft HR Solutions to strengthen the HR Department, continue recruiting the new Marketing Analyst and Director of Finance positions and strengthen the onboarding process for new staff.

On April 3, Glenn met with Matt Bradley from ISA to discuss benefits for FY19/20.

The Executive Office team worked together to finalize the budget for FY19/20.

Wayfinding Signage: Glenn met with Josh Harrold, Black Mountain City Manager, to discuss the Wayfinding System and the interlocal agreement.

Sponsorship Grants Program: Glenn met with Brenda Mills, Neighborhoods Manager for the City of Asheville. She wanted to better understand the events grants programs and share with Glenn the City's funding decisions around events.

Archiving BCTDA Historic Documents and Materials: Will Morgan, a student at UNC-A who is completing his master's in public history and associated with WNC Archives, continued archiving and organizing 30 years of BCTDA files in our off-site storage.

Attraction Partners Collaborative: Glenn worked with Ken Stamps (Navitat) and Jeff Greiner (Asheville Adventure Park) to convene the first meeting for the attraction tourism partners on April 9. The meeting was attended by over 30 unique attractions and 40 individuals. The attendees greatly appreciated the meeting and supported continuing the meetings. On April 19 and again on April 22, Glenn met with Ken and Jeff to debrief following the first meeting and develop the agenda for the next meeting.