

WELCOME

May 31, 2023

Buncombe County Tourism Development Authority Board Meeting

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

CALL TO ORDER

Chair Kathleen Mosher

- Call to order the Joint Meeting of the BCTDA, Public Authority and BCTDA Nonprofit Corporation.



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, May 31, 2023 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of April 26, 2023 Meeting Minutes	Kathleen Mosher
9:07 a.m.	Appointment of Nominating Committee for Legacy Investment from Tourism Fund	Tiffany Thacker, Kathleen Mosher
9:10 a.m.	Financial Reports <ul style="list-style-type: none">a. April 2023 Financial Reportsb. FY23 Audit Contractc. North Carolina Investment Pool (NCIP) Resolution	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent Matthew Lehman
9:20 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:30 a.m.	Proposed BCTDA FY24 Budget <ul style="list-style-type: none">a. Finance Committee Reportb. Proposed BCTDA FY24 Budget Presentationc. Proposed BCTDA FY24 Budget Ordinanced. Public Hearing Notice – Proposed BCTDA FY24 Budget	Matthew Lehman Jennifer Kass-Green Jennifer Kass-Green Kathleen Mosher
9:50 a.m.	Asheville Buncombe Regional Sports Commission Assessment Update	Kathleen Mosher; Jon Schrieder, Huddle Up Group Founder + CEO; Don Staley, Snap Sports Tourism Founder; Larry Crosby; Vic Isley
10:10 a.m.	Tourism Product Development Fund - Major Works Pathway McCormick Field Request	Chris Corl, City of Asheville Director of Community & Regional Entertainment Facilities
10:30 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:40 a.m.	Miscellaneous Business	Kathleen Mosher
10:45 a.m.	Comments from the General Public	Kathleen Mosher
11:00 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, June 28, 2023**, at 9:00 a.m., in the Ingles Mt. View Room at UNC Asheville Sherrill Center, located at 227 Campus Drive. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.



FOR OUR REMOTE VIEWERS

Chair Kathleen Mosher

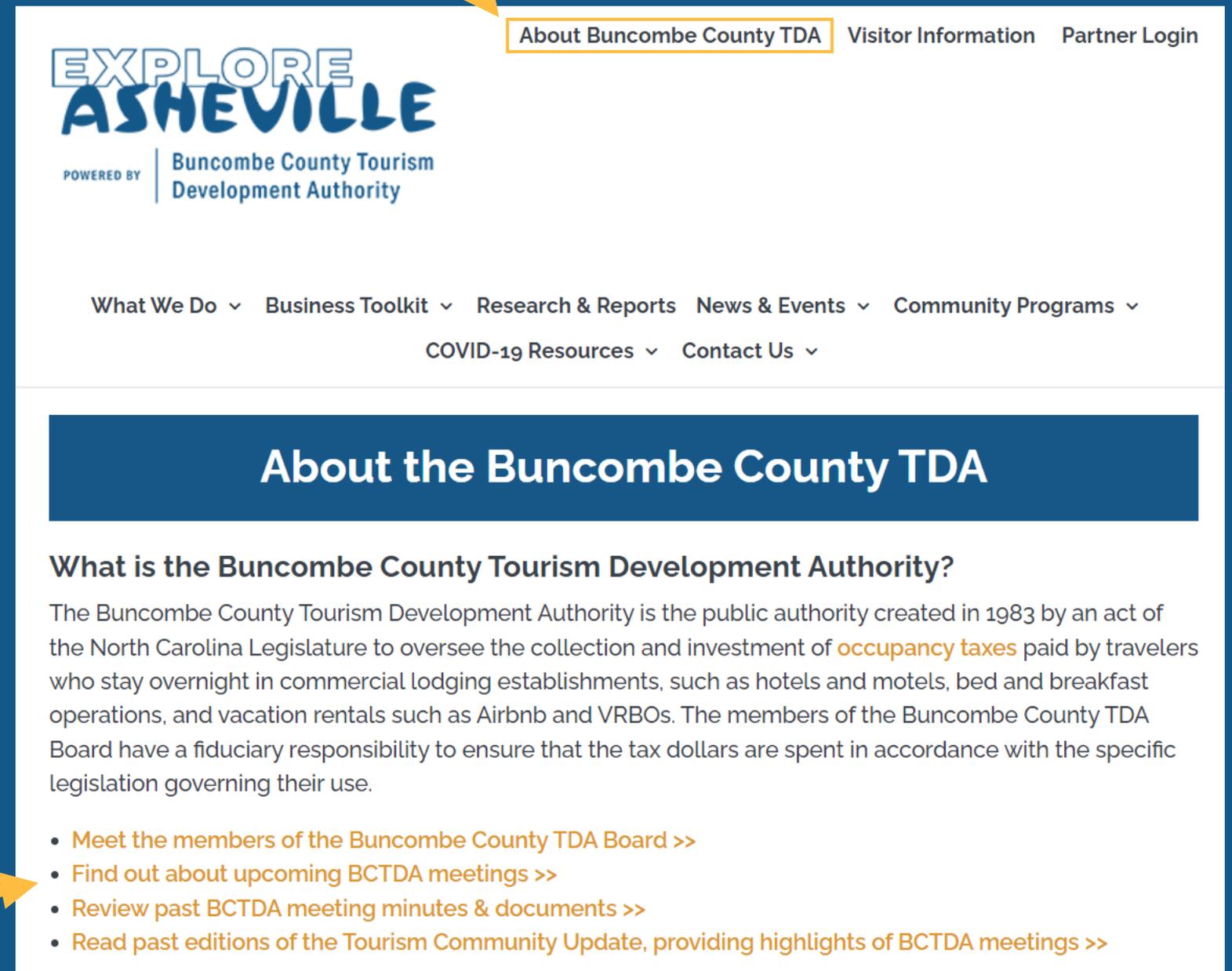
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are available online.

Additional materials, including the PowerPoint presentation, will be posted later today.

Go to:

- AshevilleCVB.com
- About the Buncombe County TDA
- Find out about upcoming BCTDA meetings



The screenshot shows the top navigation bar of the Explore Asheville website. The logo 'EXPLORE ASHEVILLE' is on the left, with 'POWERED BY Buncombe County Tourism Development Authority' below it. The navigation menu includes 'About Buncombe County TDA' (highlighted with a yellow box and an arrow), 'Visitor Information', and 'Partner Login'. Below the menu are dropdowns for 'What We Do', 'Business Toolkit', 'Research & Reports', 'News & Events', 'Community Programs', 'COVID-19 Resources', and 'Contact Us'. A dark blue banner below the menu reads 'About the Buncombe County TDA'. The main content area has the heading 'What is the Buncombe County Tourism Development Authority?' followed by a paragraph explaining the authority's role. Below this is a list of links: 'Meet the members of the Buncombe County TDA Board >>', 'Find out about upcoming BCTDA meetings >>', 'Review past BCTDA meeting minutes & documents >>', and 'Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>'. A yellow arrow points from the 'Find out about upcoming BCTDA meetings' bullet point in the left sidebar to the corresponding link in the screenshot.

WELCOME BOARD & GUESTS

Chair Kathleen Mosher

- **Welcome board members and guests who are in attendance**
- **Introductions around the room**



APRIL 26 MINUTES

Chair Kathleen Mosher

Questions/ Comments

Suggested Motion:

Motion to approve the April 26, 2023 meeting minutes.

Motion Second

Additional Discussion

Vote

NOTE: The BCTDA's penalty waiver recommendation for Abbington Green Bed & Breakfast will be reviewed by Buncombe County Commission on June 6, 2023.



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

Explore Asheville – 27 College Place, Asheville

**Board Meeting Minutes
Wednesday, April 26, 2023**

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair, Matthew Lehman, HP Patel, Elizabeth Putnam, Larry Crosby, Andrew Celwyn
- Absent (Voting):** Michael Lusick, Scott Patel
- Absent (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Staff:** Vic Isley, Jennifer Kass-Green, Julia Simpson, Ashley Greenstein, Glenn Ramey, Marla Tambellini, Mike Kryzaneck, Tiffany Thacker, Cass Herrington
- BC Finance:** Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- In-Person Attendees:** Dean Whiteford, Abbington Green Bed & Breakfast
Tina Kinsey, Asheville Regional Airport
Stephen Zubrod, Carol Peterson, Bruce Peterson; Asheville Buncombe Regional Sports Commission
Timothy Sadler, Community Member
Randy Claybrook, Asheville Bed & Breakfast Association
Peter Pollay, Posana
Mike Rangel, Asheville Brewing Company
Meghan Rogers, Asheville Independent Restaurant Association
Greg Parlier, Mountain Xpress
- Online Attendees:** Mickey Poandl, Ali Wainright, Anna Harris, Charlie Reed, Khal Khoury; Explore Asheville Staff
Timothy Love, Buncombe County
Chip Craig, Greybeard Realty
Chris Smith, Madison Davis; Asheville Buncombe Regional Sports Commission
Jim Muth, TPDF Committee
Rick Bell, Whatson-Bell, LLC
Diane Rogers, Pinecrest Bed & Breakfast
Kit Cramer, Asheville Area Chamber of Commerce
Chelsey Hett, Love the Green
Garrett Raczek, Thrive Asheville
Koree Case, Kim Lenox; MMGY





LEGACY INVESTMENT FROM TOURISM (LIFT) FUND UPDATE

Tiffany Thacker
Explore Asheville

Kathleen Mosher
BCTDA | Chair

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Development Authority

LIFT FUND | TIMELINE

Date(s)	Milestone
May 2023 – August 2023	Establishment of LIFT Committee
September 2023	Program Guidelines & Timeline Released
October 2023	LIFT Phase I Application Opens
November 2023	LIFT Phase I Application Closes
December 2023	Phase I Applicants Notified / Phase II Application Opens
February 2024	Phase II Application Closes
March 2024	Project Presentations
April 2024	Project Site Visits
April 2024	LIFT Committee Meeting – Final Vote
April 2024	Funding Recommendations presented to BCTDA Board



LIFT FUND | COMMITTEE

According to legislation:

- Majority of members of LIFT Committee must be persons who are owners or operators of hotels, motels, or bed and breakfasts

LIFT Committee Structure (Similar to TPDF Committee):

- Consist of 9 members
 - TDA Board Liaison to LIFT Committee: Treasurer
 - Five members must be persons who are owners or operators of hotels, motels, or bed and breakfasts
 - Remainder of the committee shall be made up of representatives with tourism, legal, financial, economic development, architecture, or engineering expertise
- All members except for Treasurer of the Authority shall serve 3-year terms
- Members may serve no more than 2 full consecutive terms

Recruitment Process:

- Application Process (Open now, with applications due by Friday, July 7)
- **Nominating Committee made up of 3 TPDF Committee Members**



LIFT FUND | COMMITTEE

Committee Member Roles & Responsibilities

In assessing applications for LIFT grants, committee members must have a thorough understanding of the grant requirements as mandated by the legislation and are responsible for upholding the priorities of the BCTDA. Grant requirements and selection criteria will be included in LIFT Program Guidelines to be released in September 2023, which members will use to determine if a project satisfies program requirements. Committee members are expected to maintain an unbiased position and refrain from communications or meetings with applicants throughout the review process.

Time Commitment

A typical funding cycle includes a series of committee meetings:

- Committee Member Orientation
- Phase I Review
- Phase II Review & Project Presentations
- Site Visits
- Final Review

Committee members are required to attend each meeting and should expect to actively participate in group discussion. Meetings range from three to eight hours in length and require substantial preparation, to include reviewing lengthy application documents with financials, marketing plans, and feasibility studies. Committee members may also be asked to attend other meetings outside of the grant cycle to assess project issues as they arise.

LIFT FUND | COMMITTEE ESTABLISHMENT TIMELINE

Date(s)	Milestone
May 15, 2023	LIFT Committee Application Opened
May 31, 2023	Nominating Committee Appointed
July 7, 2023	LIFT Committee Applications Due
July 31, 2023 – August 11, 2023	Applicant Interviews
Week of August 14, 2023	Nominating Committee Meets
August 30, 2023	LIFT Committee Member recommendations presented to BCTDA for Approval

LIFT FUND NOMINATING COMMITTEE APPOINTMENTS

Chair Kathleen Mosher

NOMINATING COMMITTEE MEMBERS

Brenda Durden | Asheville Hotel Group

BCTDA Vice Chair & TPDF Committee Liaison, Lodging Appointment

Ken Stamps | Navitat Canopy Adventures & Adventure Pisgah

TPDF Committee Vice Chair, Tourism & Lodging Appointment

Fielding Lowe | Park National Bank

TPDF Committee Member, Lodging Appointment





FINANCIAL REPORTS

Mason Scott

Buncombe County | Assistant Finance Director
Interim BCTDA Fiscal Agent

Matthew Lehman

BCTDA | Nonprofit Treasurer
Finance Committee Chair



APRIL 2023 FINANCIAL REPORTS

Mason Scott

Buncombe County | Assistant Finance Director
Interim BCTDA Fiscal Agent

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Monthly Statement of Revenues, Expenditures and Changes in Fund Balance, Operating and Earned Revenue Funds, Budget and Actual – April 30, 2023

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 27,217,602	\$ 1,792,837	\$ 18,003,371	\$ 9,214,231	66.1%	\$ 20,147,870	-10.6%
Investment income	-	3,878	22,574	(22,574)	-	1,896	1090.9%
Other income	-	21,910	35,213	(35,213)	-	-	-
Earned revenue	183,000	20,465	160,056	22,944	87.5%	311,338	-48.6%
Total revenues	<u>27,400,602</u>	<u>1,839,090</u>	<u>18,221,215</u>	<u>9,179,387</u>	<u>66.5%</u>	<u>20,461,104</u>	<u>-10.9%</u>
Expenditures:							
Salaries and Benefits	3,713,360	241,852	2,101,224	1,612,136	56.6%	2,007,819	4.7%
Sales	2,159,000	133,757	1,236,526	922,474	57.3%	476,674	159.4%
Marketing	21,895,242	984,808	9,189,058	12,706,184	42.0%	5,860,786	56.8%
Community Engagement	300,000	2,007	101,632	198,368	33.9%	57,924	75.5%
Administration & Facilities	1,150,000	65,093	755,313	394,687	65.7%	656,495	15.1%
Events/Festivals/Sponsorships	225,000	15,000	148,729	76,271	66.1%	138,667	7.3%
Total expenditures	<u>29,442,602</u>	<u>1,442,517</u>	<u>13,532,481</u>	<u>15,910,121</u>	<u>46.0%</u>	<u>9,198,363</u>	<u>47.1%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>396,573</u>	<u>4,688,734</u>			<u>\$ 11,262,741</u>	<u>-58.4%</u>
Other Financing Sources:							
Carried over earned income	42,000	-	-				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ 396,573</u>	<u>4,688,734</u>				
Fund balance, beginning of year			26,388,557				
Fund balance, end of month			<u>\$ 31,077,291</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment for Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,794,199 and revenue dedicated to LIFT is projected at \$6,794,199 for FY23.



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Monthly Revenue Summary – April 30, 2023

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)
						Change						Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	2,031,798	2,532,306	-20%	11,570,453	13,045,398	-11%	500,368	\$ 844,102	-41%	2,849,440	4,348,466	-34%
December	2,050,449	2,163,491	-5%	13,620,901	15,208,889	-10%	504,961	\$ 721,164	-30%	3,354,401	5,069,630	-34%
January	1,288,286	1,376,073	-6%	14,909,187	16,584,963	-10%	317,264	\$ 458,691	-31%	3,671,666	5,528,321	-34%
February	1,301,348	1,561,811	-17%	16,210,535	18,146,773	-11%	320,481	\$ 520,604	-38%	3,992,147	6,048,924	-34%
March	1,792,837	2,001,097	-10%	18,003,371	20,147,870	-11%	441,519	\$ 667,032	-34%	4,433,666	6,715,957	-34%
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	<u>\$18,003,371</u>	<u>\$ 27,276,952</u>		<u>\$ 18,003,371</u>	<u>\$ 27,276,952</u>		<u>\$ 4,433,666</u>	<u>\$ 9,092,317</u>		<u>\$ 4,433,666</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)	Current Year	Prior Year	(%)
						Change						Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	\$ 3,103,796	1%	6,790,224	6,846,876	-1%
September	532,219	-	-	1,652,606	-	-	3,225,570	\$ 3,043,325	6%	10,015,794	9,890,201	1%
October	696,466	-	-	2,349,072	-	-	4,221,003	\$ 4,127,255	2%	14,236,798	14,017,456	2%
November	500,368	-	-	2,849,440	-	-	3,032,535	\$ 3,376,408	-10%	17,269,332	17,393,864	-1%
December	504,961	-	-	3,354,401	-	-	3,060,371	\$ 2,884,655	6%	20,329,703	20,278,519	0%
January	317,264	-	-	3,671,666	-	-	1,922,815	\$ 1,834,764	5%	22,252,518	22,113,284	1%
February	320,481	-	-	3,992,147	-	-	1,942,310	\$ 2,082,414	-7%	24,194,828	24,195,698	0%
March	441,519	-	-	4,433,666	-	-	2,675,876	\$ 2,668,129	0%	26,870,704	26,863,827	0%
April	-	-	-	-	-	-	-	\$ 3,129,825	-	-	29,993,652	-
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 4,433,666</u>	<u>\$ -</u>		<u>\$ 4,433,666</u>	<u>\$ -</u>		<u>\$26,870,704</u>	<u>\$36,369,269</u>		<u>\$ 26,870,704</u>	<u>\$36,369,269</u>	



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Monthly Product Development Fund Summary – April 30, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,327,570	\$ 29,484,357	\$ (3,156,787)	112.0%
Investment Income	-	2,572,682	(2,572,682)	0.0%
Total revenues	26,327,570	32,057,040	(5,729,470)	121.8%
Expenditures:				
Product development fund projects:				
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	-	8,140,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	-	6,750,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	172,863	627,137	21.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-Le	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	55,901	444,099	11.2%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black M	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Coxe Avenue Green Street)	1,950,000	-	1,950,000	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhanc	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	1,500,000	500,000	1,000,000	33.3%
Total product development projects	25,912,570	1,158,764	24,753,806	4.5%
Product development fund administration	415,000	168,400	246,600	40.6%
Total product development fund	\$ 26,327,570	\$ 1,327,164	\$ 25,000,406	5.0%
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 30,729,875		
Less: Liabilities/Outstanding Grants		(24,753,806)		
Less: Unspent Admin Budget (Current Year)		(246,600)		
Current Product Development Amount Available		<u>\$ 5,729,470</u>		



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Monthly Legacy Investment from Tourism Fund – April 30, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 4,433,666	\$ (4,433,666)	0.0%
Investment Income	-	-	-	-
Total revenues	<u>-</u>	<u>4,433,666</u>	<u>(4,433,666)</u>	<u>0.0%</u>
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	-	-	-	-
LIFT fund administration	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	-	-	-	-
Total product development fund	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>-</u>
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 4,433,666		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 4,433,666</u>		



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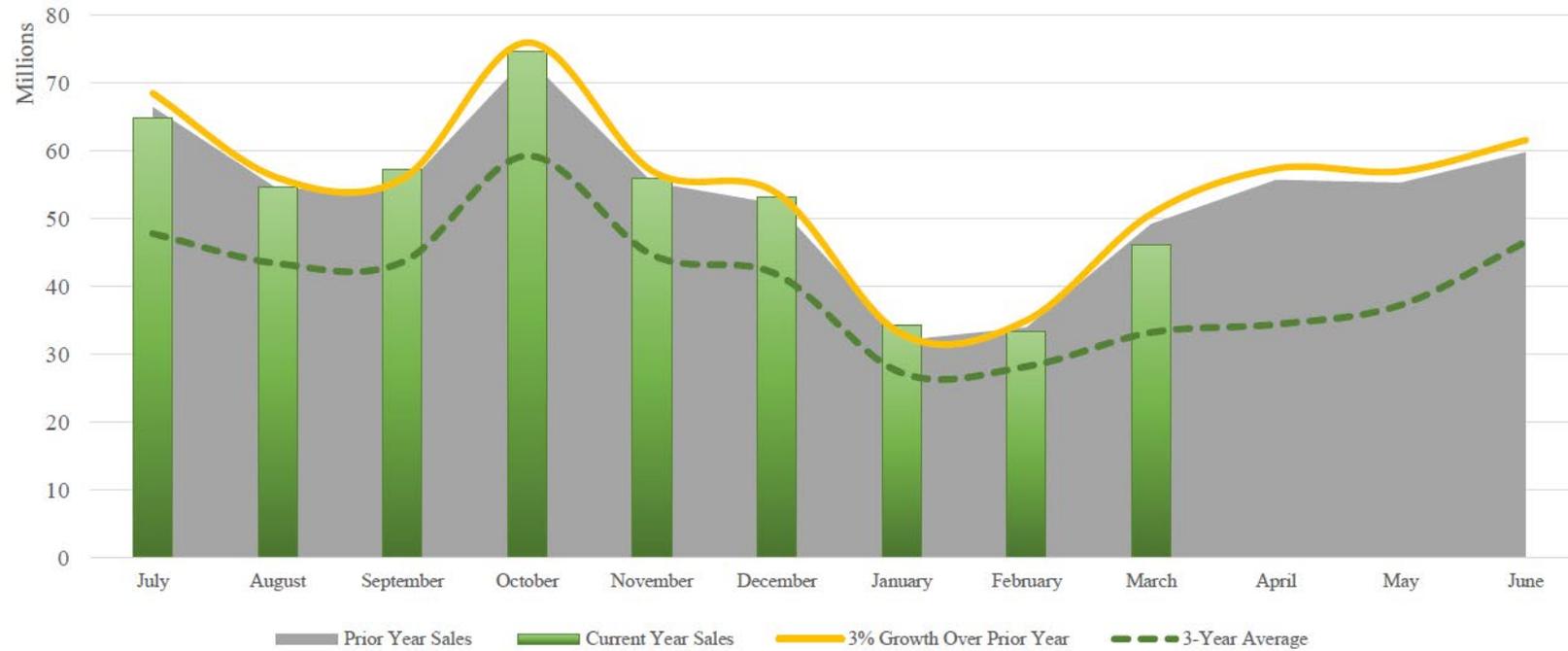
Monthly Balance Sheet Governmental Funds – April 30, 2023

	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 32,936,971	\$ 30,729,875	\$ 4,433,666	\$ 63,666,847
Receivables	-	-	-	-
Total current assets	<u>\$ 32,936,971</u>	<u>\$ 30,729,875</u>	<u>\$ 4,433,666</u>	<u>63,666,847</u>
Liabilities:				
Current liabilities:				
Accounts payable	\$ 1,711,480	\$ -	\$ -	\$ 1,711,480
Future events payable	148,200	\$ 24,753,806	\$ -	\$ 24,902,006
Total current liabilities	<u>1,859,680</u>	<u>\$ 24,753,806</u>	<u>\$ -</u>	<u>\$ 26,613,486</u>
Fund Balances:				
Restricted for product development fund	-	5,976,069	-	5,976,069
Restricted for LIFT fund	-	-	4,433,666	4,433,666
Committed for event support program	103,080	-	-	103,080
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	14,188,002	-	-	14,188,002
Total fund balances	<u>31,077,291</u>	<u>5,976,069</u>	<u>4,433,666</u>	<u>41,487,027</u>
Total liabilities and fund balances	<u>\$ 32,936,971</u>	<u>\$ 30,729,875</u>	<u>\$ 4,433,666</u>	<u>\$ 63,666,847</u>



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Total Lodging Sales Shown by Month of Sale, YTD – April 30, 2023

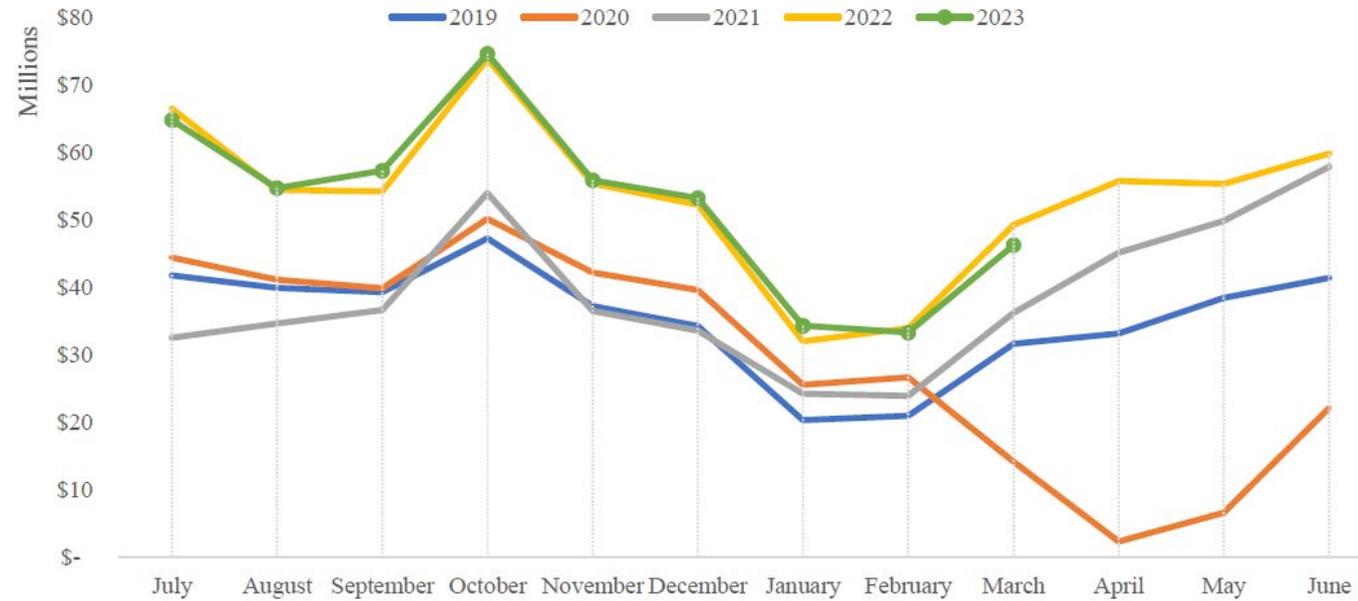


	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,793,944	\$ 66,470,974	-3%	-3%	\$ 68,465,103	\$ 47,801,350
August	54,692,346	54,412,470	1%	-1%	56,044,844	43,396,488
September	57,225,820	54,237,200	6%	1%	55,864,316	43,596,513
October	74,564,454	73,749,252	1%	1%	75,961,730	59,270,639
November	55,854,966	55,390,208	1%	1%	57,051,914	44,679,679
December	53,219,708	52,189,677	2%	1%	53,755,368	41,787,925
January	34,332,572	32,037,713	7%	2%	32,998,845	27,281,429
February	33,328,515	33,992,055	-2%	1%	35,011,816	28,207,172
March	46,240,057	49,237,522	-6%	1%	50,714,648	33,229,842
April	-	55,712,735	-	-	57,384,117	34,428,765
May	-	55,347,208	-	-	57,007,624	37,278,853
June	-	59,772,742	-	-	61,565,924	46,583,425
Total revenues	\$474,252,382	\$ 642,549,756			\$661,826,249	\$487,542,078



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History of Total Sales by Month Shown by Month of Sale, YTD – April 30, 2023



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,470,974	\$ 64,793,944
August	39,917,550	41,113,655	34,663,339	54,412,470	54,692,346
September	39,327,048	39,869,174	36,683,164	54,237,200	57,225,820
October	47,272,253	50,148,618	53,914,047	73,749,252	74,564,454
November	37,240,595	42,190,154	36,458,675	55,390,208	55,854,966
December	34,272,393	39,595,569	33,578,528	52,189,677	53,219,708
January	20,347,077	25,561,453	24,245,119	32,037,713	34,332,572
February	20,985,316	26,696,319	23,933,141	33,992,055	33,328,515
March	31,638,002	14,208,120	36,243,884	49,237,522	46,240,057
April	33,141,034	2,402,461	45,171,098	55,712,735	-
May	38,464,222	6,624,541	49,864,809	55,347,208	-
June	41,413,202	22,108,839	57,868,695	59,772,742	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,171,612	\$ 642,549,756	\$ 474,252,382



PAGE 8

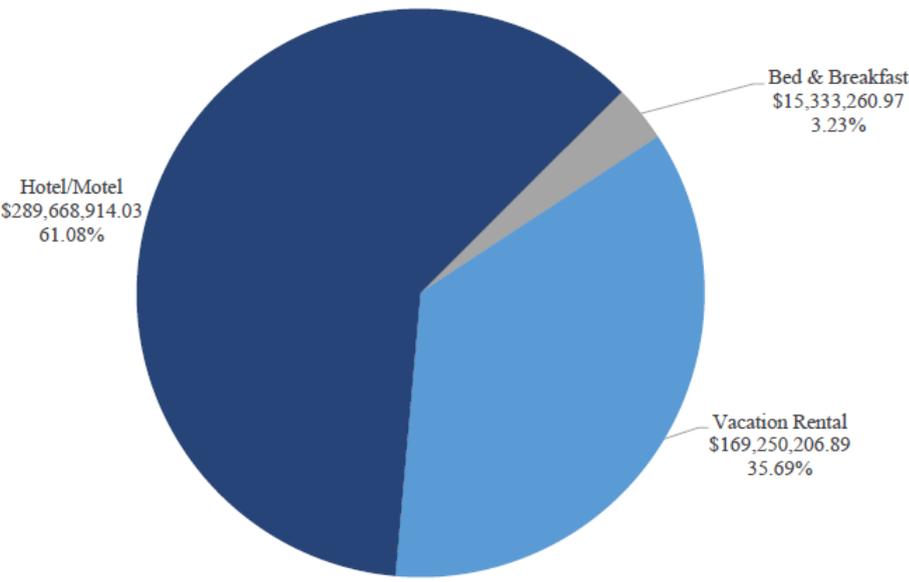
Total Lodging Sales by Type, Shown by Month of Sale, YTD – April 30, 2023

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 38,285,224	\$ 41,364,569	-7.4%	-7.4%	\$ 24,336,889	\$ 23,357,779	4.2%	4.2%	\$ 2,171,831	\$ 1,748,625	24.2%	24.2%	\$ 64,793,944	\$ 66,470,974	-2.5%	-2.5%
August	32,455,303	33,288,678	-2.5%	-5.2%	20,495,606	19,647,131	4.3%	4.2%	1,741,438	1,476,661	17.9%	21.3%	54,692,346	54,412,470	0.5%	-1.2%
September	35,849,675	34,410,077	4.2%	-2.3%	19,385,239	18,331,924	5.7%	4.7%	1,990,907	1,495,200	33.2%	25.1%	57,225,820	54,237,200	5.5%	0.9%
October	49,127,044	49,777,745	-1.3%	-2.0%	22,555,362	21,821,793	3.4%	4.3%	2,882,048	2,149,714	34.1%	27.9%	74,564,454	73,749,252	1.1%	1.0%
November	36,146,338	36,209,998	-0.2%	-1.6%	17,793,467	17,628,298	0.9%	3.8%	1,915,162	1,551,912	23.4%	27.1%	55,854,966	55,390,208	0.8%	0.9%
December	35,487,787	34,591,966	2.6%	-1.0%	16,079,829	16,302,722	-1.4%	3.0%	1,652,092	1,294,990	27.6%	27.1%	53,219,708	52,189,677	2.0%	1.1%
January	17,291,742	15,401,453	12.3%	-0.2%	16,204,303	16,106,588	0.6%	2.7%	836,527	529,673	57.9%	28.7%	34,332,572	32,037,713	7.2%	1.6%
February	17,883,059	17,587,944	1.7%	0.0%	14,643,170	15,576,243	-6.0%	1.8%	802,287	827,868	-3.1%	26.3%	33,328,515	33,992,055	-2.0%	1.3%
March	27,142,743	27,907,881	-2.7%	-0.3%	17,756,343	19,990,357	-11.2%	0.3%	1,340,970	1,339,284	0.1%	23.5%	46,240,057	49,237,522	-6.1%	0.5%
April	-	33,881,484	-	-	-	20,122,633	-	-	-	1,708,618	-	-	-	55,712,735	-	-
May	-	33,766,102	-	-	-	19,643,778	-	-	-	1,937,328	-	-	-	55,347,208	-	-
June	-	36,802,551	-	-	-	20,929,583	-	-	-	2,040,608	-	-	-	59,772,742	-	-
Total	\$ 289,668,914	\$ 394,990,447			\$ 169,250,207	\$ 229,458,829			\$ 15,333,261	\$ 18,100,480			\$ 474,252,382	\$ 642,549,756		

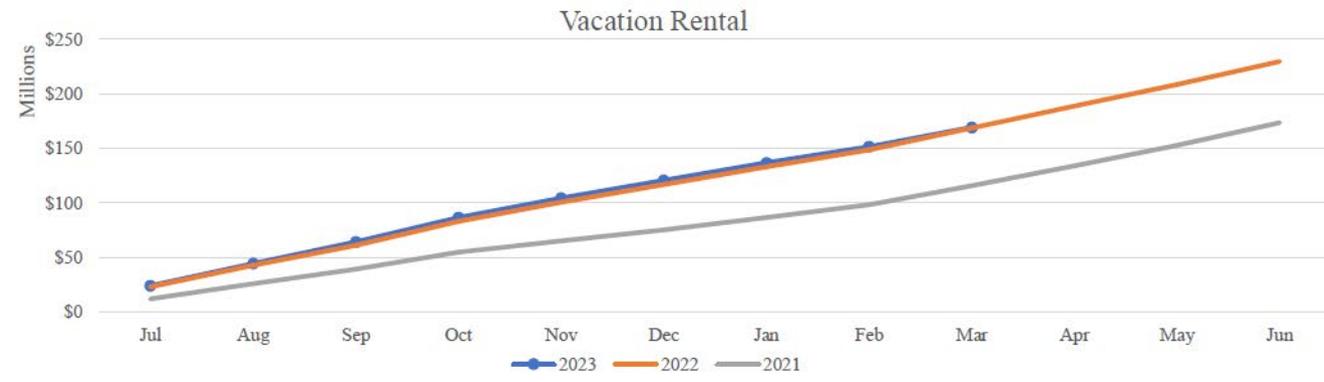
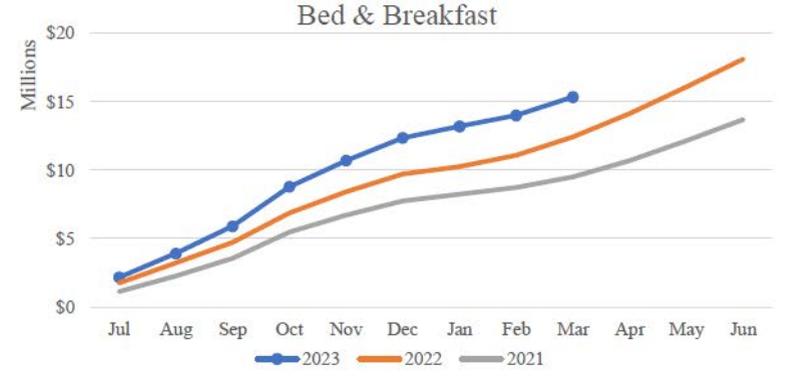


PAGE 9

Total Lodging Sales by Type, Shown by Month of Sale, YTD – April 30, 2023



Total Lodging Sales by Type, YTD



Total Lodging Sales by Type, Compared to Prior Year

APRIL 2023 FINANCIAL REPORTS

Chair Kathleen Mosher

Questions/Comments

Suggested Motion:

Motion to approve the April 2023 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





FY23 AUDIT CONTRACT RECOMMENDATION

Mason Scott

Buncombe County | Assistant Finance Director
Interim BCTDA Fiscal Agent



FY23 AUDIT RECOMMENDATION BACKGROUND

Audit overview, RFP timeline and responses

Audit Overview

- NC General Statutes require independent financial audit each year
- Best practice: RFP for audit services every 3-5 years
- BCTDA historically uses county's auditor
- **Buncombe County issued RFP after 5 years with current auditor**

RFP Process Outline

- January 5: County issued RFP for 3-year contract (option to extend 2 years)
- March 8 and 9: Interviewed all four responding firms
 - CliftonLarsonAllen (CLA) – audited Buncombe County and BCTDA FY2018 - 2022
 - Forvis
 - Mauldin & Jenkins
 - Thompson, Price, Scott, Adams & Co (TPSA)
- March 21: Audit Committee discussed and voted on recommendation of Mauldin & Jenkins
- April 4: County Commission approved audit contract
- **May 31: Fiscal agent brings recommendation of Mauldin & Jenkins to BCTDA**

FY23 AUDIT CONTRACT

Chair Kathleen Mosher

Questions/ Comments

Suggested Motion:

Motion to approve the Mauldin & Jenkins FY23 audit letter and contract as presented.

Motion Second

Additional Discussion

Vote





NORTH CAROLINA INVESTMENT POOL (NCIP) RESOLUTION

Matthew Lehman
BCTDA | Nonprofit Treasurer
Finance Committee Chair

RESOLUTION TO JOIN NCIP

Matthew Lehman

Finance Committee recommends joining North Carolina Investment Pool (NCIP).

Questions/ Comments

Suggested Motion:

Motion to approve the NC Investment Pool resolution as presented.

Motion Second

Additional Discussion

Vote





PRESIDENT & CEO REPORT

Vic Isley

Explore Asheville | President & CEO

**EXPLORE
ASHEVILLE**
POWERED BY | Buncombe County Tourism
Development Authority

LOCAL FESTIVALS & CULTURAL EVENTS SUPPORT

Powered by Earned Revenue Grants & Sponsorships

May Events

- North Carolina Arboretum Society – Bloom with a View
- Daniel Boone Council - 8th Annual Distinguished Citizen Dinner honoring Oscar Wong
- Outdoor Gear Builders – Get in Gear Fest
- Asheville Symphony Society – Asheville Amadeus Festival
- Asheville Choral Society - A Sonic Diaspora: Music of Life
- Black Mountain Center for the Arts – Art in Bloom
- Black Wall Street AVL – GrindFest
- Asheville Downtown Association – Downtown After Five

June Events

- Asheville Downtown Association – Pritchard Park Summer Series
- The Blue Ridge Bonsai Society - Bonsai as Fine Art
- Center for Honeybee Research – AVL Honey Fest
- UNC Asheville – Asheville Ideas Fest
- Asheville Area Chamber of Commerce – Annual Meeting
- Weaverville Business Association – Music on Main
- The Dr. Martin Luther King, Jr. Association of Asheville and Buncombe County - “Celebrating the History and Legacy of Juneteenth”



EXPLORE ASHEVILLE OPEN HOUSE

In Celebration of National Travel & Tourism Week

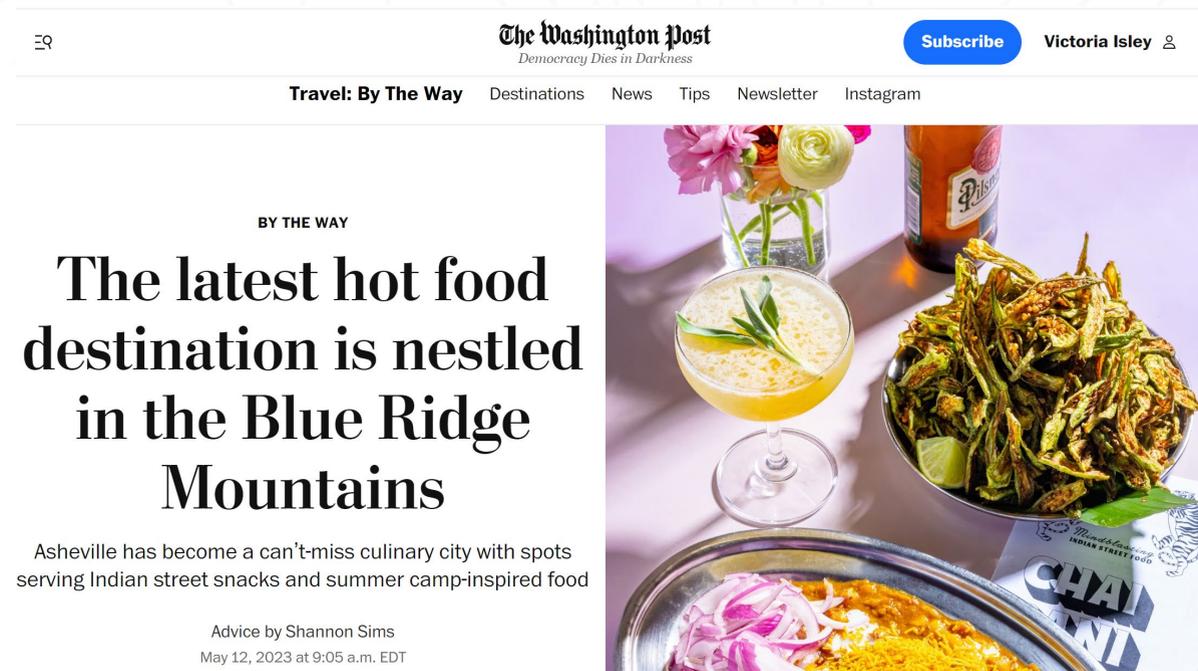


**EXPLORE ASHEVILLE
OPEN HOUSE**
in celebration of
NATIONAL TRAVEL AND TOURISM WEEK
#TravelForward



EARNED MEDIA

Shining a Spotlight on our Community Partners



THE GOOD ROAD

Positive, powerful stories

An edgy, self-contained nationally-run PBS docu-series about two best friends who go where few dare—the world of extreme philanthropy—to reveal incredible places and tell their stories of the surprising people that give it all.

One (1) 26-minute episode of Season 4 to take place in Asheville, North Carolina featuring an informative and exciting travel adventure profiling passionate characters who are at ground zero of change.

Shoot in June to air in September or October

Asheville receives five (5) second billboard ad during full season of Season 4 (2 years)

50 Million+ estimated impressions

Three (3) mini-episodes created specifically for Asheville + G&G promotion



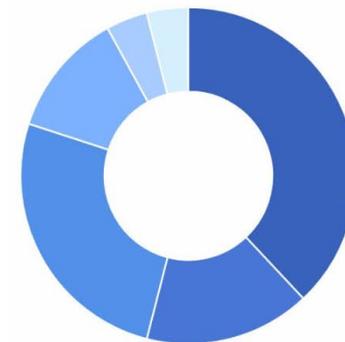
ADVENTURE ELEVATE

June 11-13, 2024

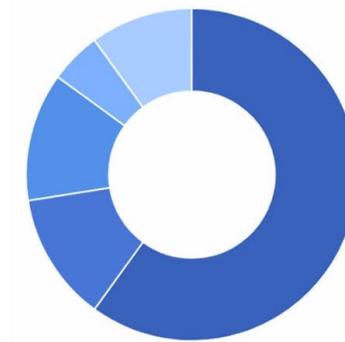
- Explore Asheville bid to be the host destination in 2024
- Great work Tina and team!
- \$500,000 in direct spending expected from the conference alone
- Shine a spotlight on our adventure community
- Professional development opportunities for regional outdoor outfitters right here at home
- Engage partners through a local organizing committee



Example Attendee Breakdown



- Tour Operators [38%]
- Industry Partners [16%]
- Tourism Boards [26%]
- Media [12%]
- Travel Advisors [4%]
- Gear Suppliers [4%]



- North America [60%]
- South America [13%]
- Europe [13%]
- Oceania [5%]
- Other [10%]

THE BEST OF OUR STATE

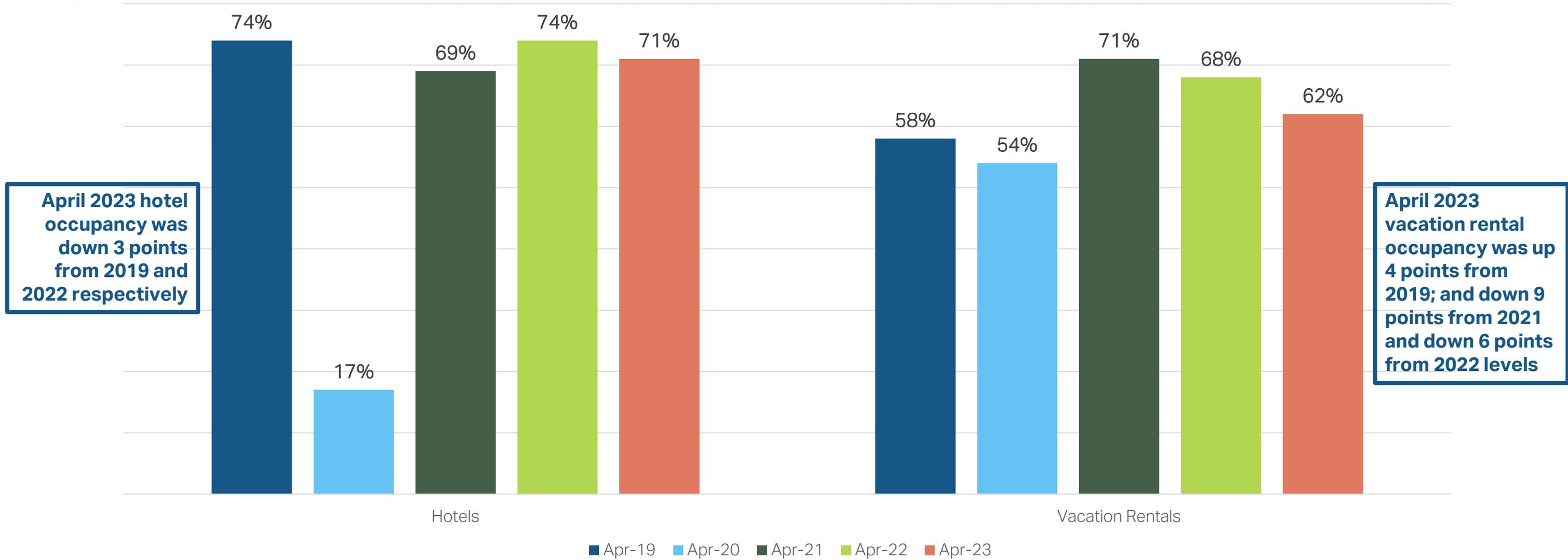
Returns to Asheville in January 2025

Celebrate North Carolina with *Our State* as the magazine “comes to life” with music, history, humor, storytelling, art, and food at the Omni Grove Park Inn.

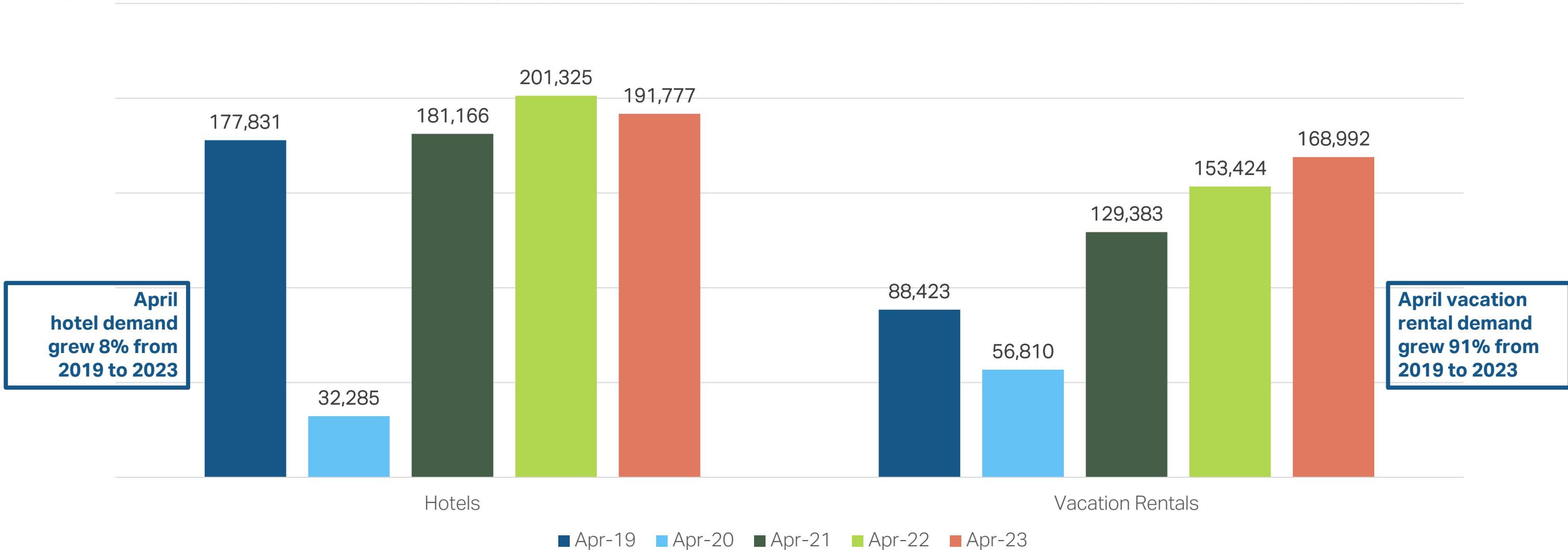
The Best of *Our State* is a lively weekend of learning and luxury designed to rejuvenate the senses to begin the new year.



APRIL LODGING OCCUPANCY



APRIL LODGING DEMAND

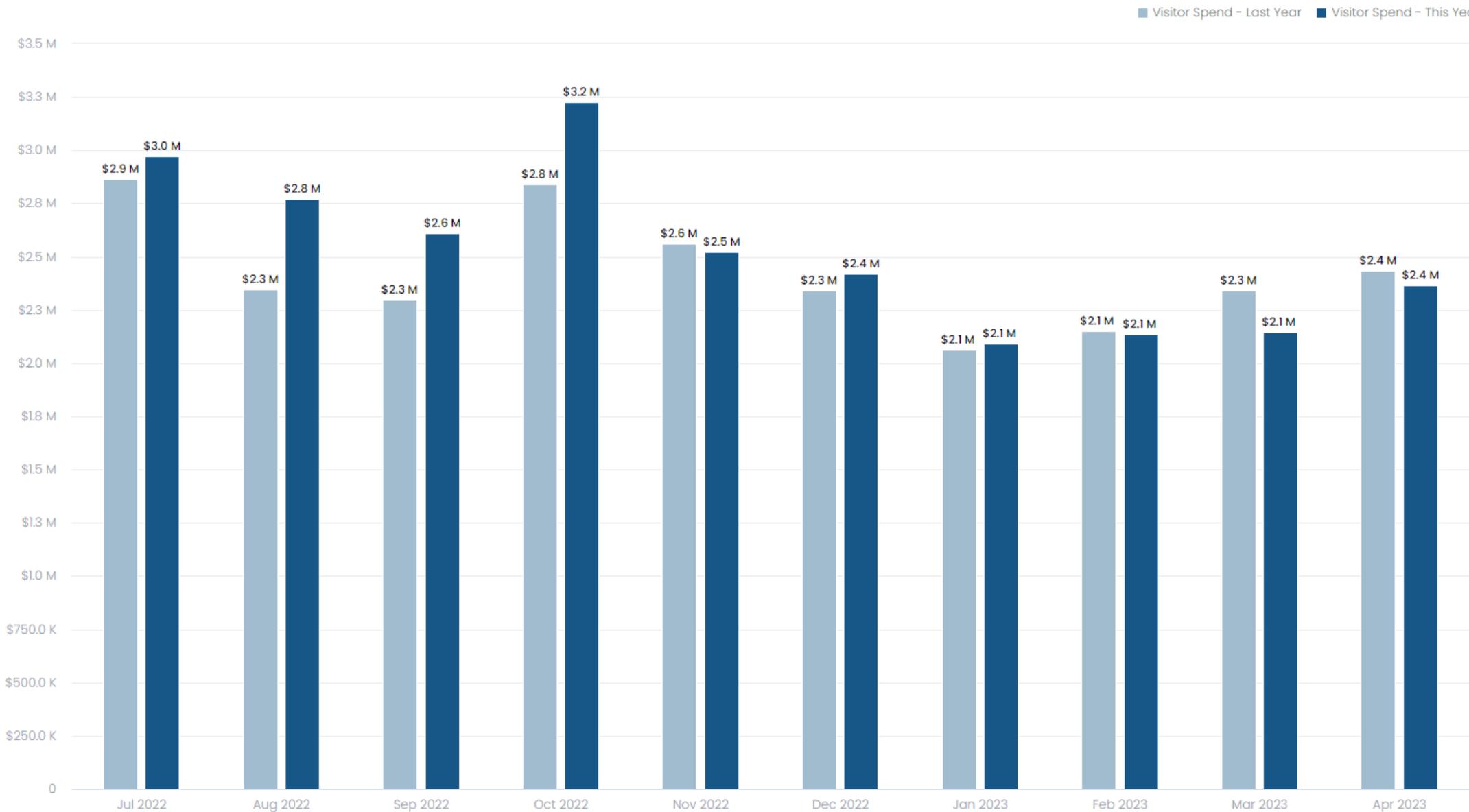


April hotel demand grew 8% from 2019 to 2023

April vacation rental demand grew 91% from 2019 to 2023

TREND IN VISITOR SPENDING YOY

Represents roughly 5% of visitor credit card spend July 2022 – April 2023



Visitor spending up more than 4% (Fiscal YTD)

Month/Year (Date)	Visitor Spend (Last Year)	Visitor Spend (This Year)	
Jul 2022	\$2.9 M	\$3.0 M	
Aug 2022	\$2.3 M	\$2.8 M	
Sep 2022	\$2.3 M	\$2.6 M	
Oct 2022	\$2.8 M	\$3.2 M	
Nov 2022	\$2.6 M	\$2.5 M	
Dec 2022	\$2.3 M	\$2.4 M	
Jan 2023	\$2.1 M	\$2.1 M	
Feb 2023	\$2.1 M	\$2.1 M	
Mar 2023	\$2.3 M	\$2.1 M	
Apr 2023	\$2.4 M	\$2.4 M	
	\$24.2 M	\$25.3 M	4.23%

Source: Zartico and Affinity. Represents approximately 5% of monthly credit card spending by visitors.

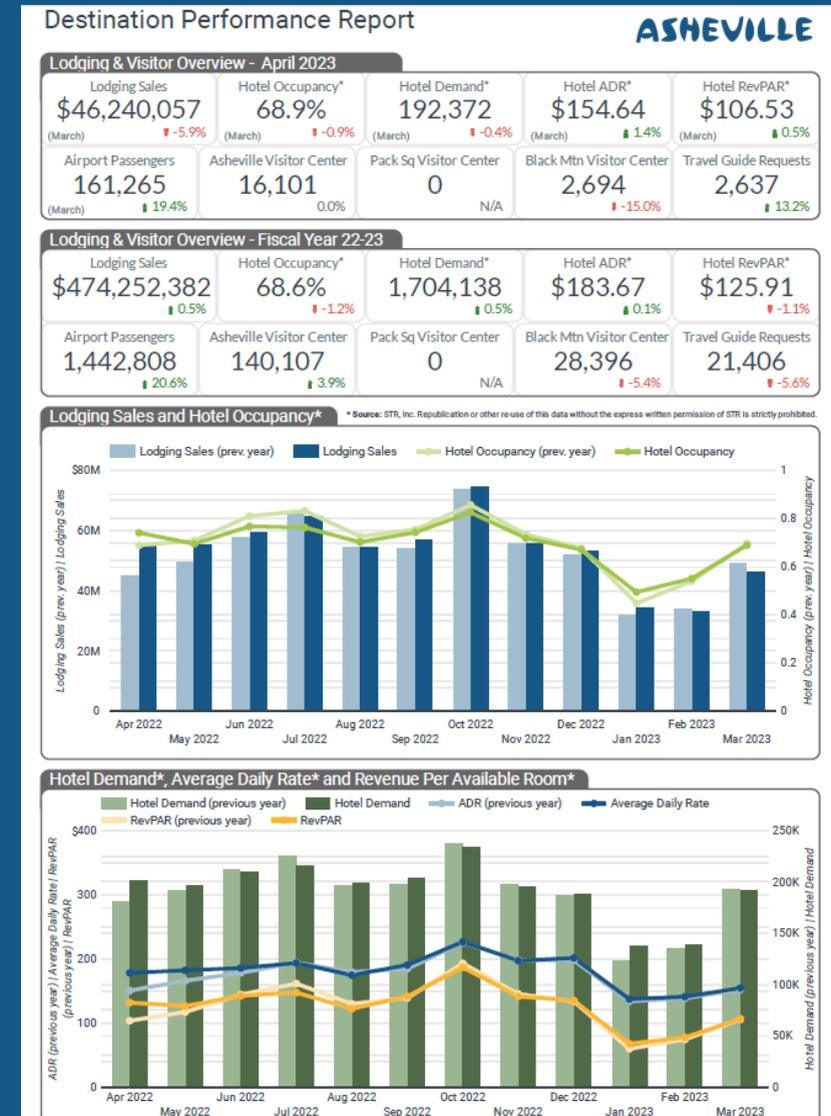


MONTHLY REPORTING

April 2023 Monthly Highlights Report | Destination Performance Report

MONTHLY HIGHLIGHTS

April 2023





PROPOSED BCTDA FY24 BUDGET

Matthew Lehman
BCTDA Finance Committee Chair

Jennifer Kass-Green
VP of Culture & Business Affairs





FINANCE COMMITTEE REPORT

Matthew Lehman
BCTDA | Nonprofit Treasurer
Finance Committee Chair

FINANCE COMMITTEE REPORT

Matthew Lehman, Finance Committee Chair

COMMITTEE MEMBERS

Matthew Lehman | Grand Bohemian Hotel Asheville
Finance Committee Chair & BCTDA (Nonprofit) Treasurer

HP Patel | BCA Hotels
Finance Committee Member & BCTDA Board Member

Chip Craig | GreyBeard Realty
Finance Committee Member & Former BCTDA Member

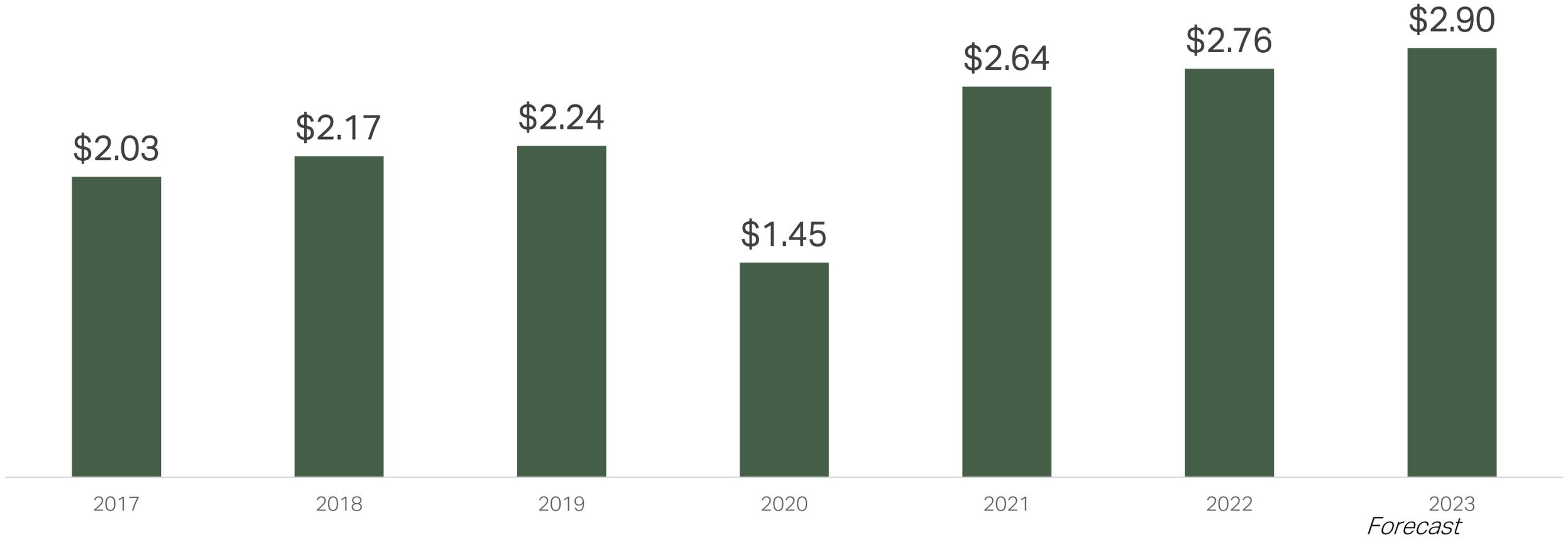
Kathleen Mosher | Biltmore
Finance Committee Member & BCTDA Board Chair



VISITOR SPENDING

Asheville & Buncombe County Total Visitor Spending

Amount in Billions

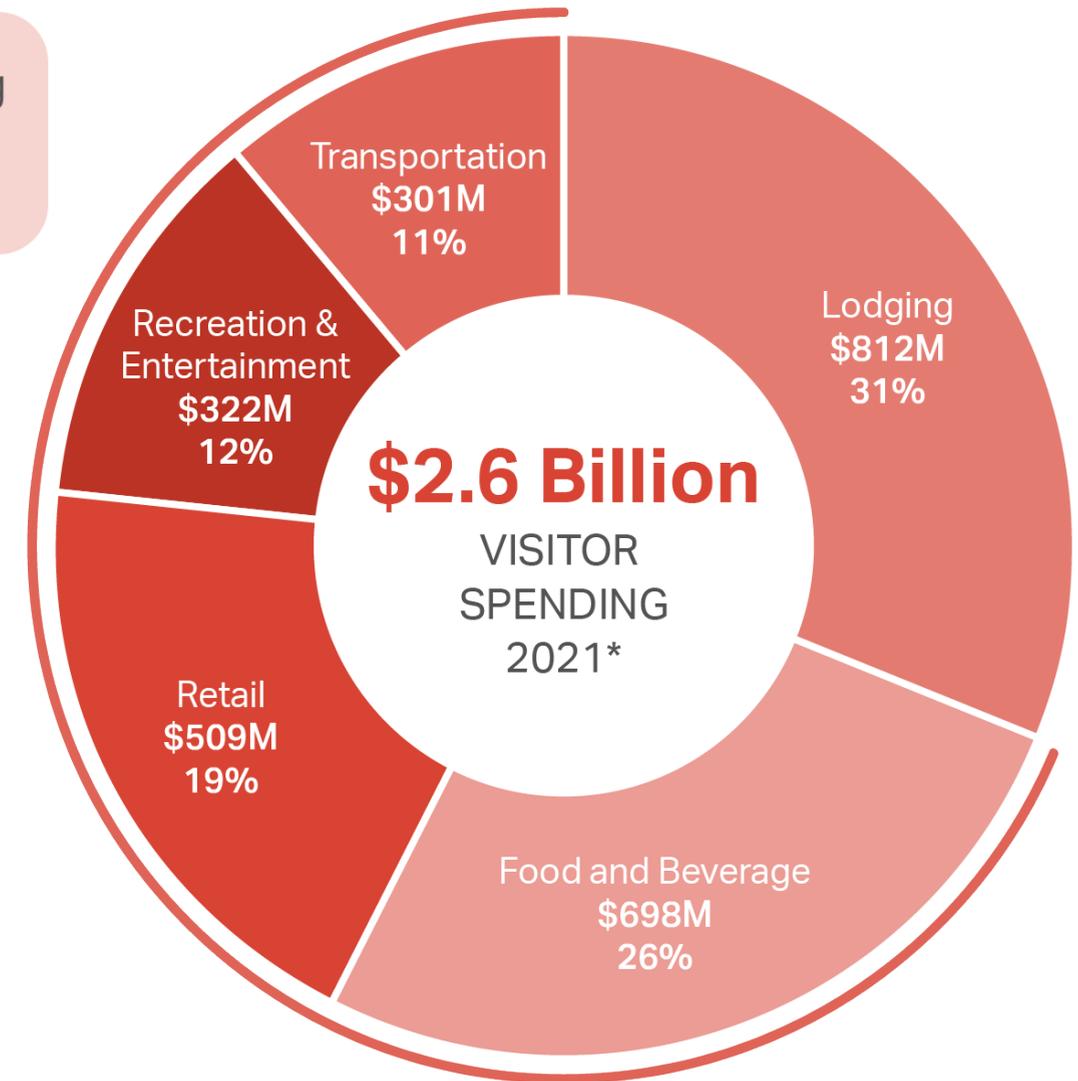


Source: Tourism Economics

VAST BENEFICIARIES OF TOURISM

69% of visitor spending takes place outside of lodging businesses.

- While lodging shoulders 100% of community marketing and capital project investment, other business sectors reap the lion's share of the financial rewards.
- Visitor-supported businesses contribute significant property taxes to the county and city towards their annual budgets and sales tax paid by visitors that funnels to state, county and city coffers.



*Source: Tourism Economics

Note: Lodging spending is calculated as an industry, including meetings, catering, etc. Spending also includes dollars spent on second homes. Transport includes both air and local transportation.

VISITOR SPENDING FUELS ADDITIONAL SALES TAX

For City and County Budgets

“Revenue from visitors shopping, eating and spending in Asheville in 2022 is giving City Council a bit of a cushion of unexpected funds for the city’s proposed budget this year. The city saw a near 10% increase in sales tax revenues from July to December 2022.”

The screenshot shows a news article from abc13 NEWS. The headline is "Additional 2022 tourism revenue providing Asheville cushion for proposed 2023-24 budget". The byline is "by Kimberly King | Fri, May 12th 2023, 4:57 PM EDT". The main image is a video player showing a pig statue in a public square. To the right of the video are smaller images of people and a "LOVE ASHEVILLE" t-shirt. Below the images is a "VIEW ALL PHOTOS" button with a "5" icon. The article text below the images reads: "MAY 12, 2023 - A \$1.77 million unexpected bump in tourism revenue for the city of Asheville from the second half of 2022 compared to the same time period in 2021 is providing a cushion for Asheville City Council which will go towards the city's proposed budget for fiscal year 2023-24. (Photo credit: WLOS staff)". At the bottom of the article are social media sharing icons for Facebook, Twitter, and Email, followed by a short summary: "ASHEVILLE, N.C. (WLOS) — Unexpected revenue from tourists shopping, eating and spending in Asheville in 2022 is giving City Council a bit of a cushion of unexpected funds for the city's proposed budget this year."



BCTDA PROPOSED FY24 BUDGET PRESENTATION

Jennifer Kass-Green

Explore Asheville | VP of Culture & Business Affairs

GUIDED BY STRATEGIC IMPERATIVES



POWERED BY
Buncombe County Tourism
Development Authority

OUR STRATEGIC IMPERATIVES

- 

Delivering Balanced & Sustainable Growth
- 

Encouraging Safe & Responsible Travel
- 

Engaging & Inviting More Diverse Audiences
- 

Promoting & Supporting Asheville's Creative Spirit

BUDGET CONSIDERATIONS

- Gross lodging tax forecast of \$39.6M for FY24, which represents a net revenue forecast (net proceeds) for BCTDA of \$37.6M.
 - Previously approved by the BCTDA board based on revenue projections provided by Tourism Economics.
- Takes into consideration legislative changes impacting the administrative support contract between BCTDA and Buncombe County, representing a 5% administrative fee.
 - Historically, the administrative fee has been approximately \$500K annually. For FY24, we anticipate the administrative fee will be \$2M.

FY23 OPERATING BUDGET & FORECAST

Revenue	FY23 Budget	FY23 Forecast
Lodging Tax Revenue	\$27.2M	\$24.7M
Expense		
Salaries & Benefits	\$3.7M	\$3.0M
Administration & Facilities	\$1.1M	\$0.9M
Marketing	\$21.9M	\$20.2M
Business Development	\$2.2M	\$2.1M
Partnership & Destination Mgmt	\$0.3M	\$0.2M
Net Revenue (Loss)	(\$2M)	(\$1.7M)



FINANCIAL MANAGEMENT POLICY

- Designated contingency should equal 6 months of annual operating costs, in alignment with best practices for emergency, crisis management and recovery.
- Use of designated contingency must be approved by the BCTDA board. Requests should include an analysis, determine the use of funds and plans for replenishment.
- The organization's goal is to replenish the funds used within twelve months to restore the designated contingency to the target minimum amount. If the use of contingency will take longer than 12 months to replenish, the request should have an additional layer of scrutiny prior to approval.

FY23/24 OPERATING FUND BALANCE

	FY23 Beginning Fund Balance	FY23 Forecast Change in Fund Balance	FY23 Year- End Forecast Fund Balance	FY24 Beginning Fund Balance
Earned Revenue	91,253	(12,844)	78,408	78,408
State Required Contingency (8% Revenue Budget)	2,337,408	-	2,337,408	2,000,000
Designated Contingency (50% Expense Budget)	14,608,801	-	14,608,801	13,750,000
Undesignated (Cash Flow)	10,982,809	(1,784,625)	9,198,184	10,394,393
Total	28,020,270	(1,797,469)	26,222,801	26,222,801



DEFINITION OF TWO-THIRDS BUDGET

Two-thirds of the funds shall be used only;

- to further the development of travel, tourism, meetings and events in the county through marketing, advertising, sales, and promotion and
- for the administrative expenses of the Authority, not to exceed twenty percent (20%) of the net proceeds for the applicable fiscal year of the Authority. For purposes of this provision, administrative expenses shall include expenses of the Authority for salaries, benefits, operations, and facilities.
 - FY24 proposed budgeted administrative expenses = 14.4%

FY24 PROPOSED OPERATING BUDGET

Revenue	FY23 Budget	FY24 Revenue Forecast
Lodging Tax Revenue	\$27.2M	\$25.0M
Fund Balance Designation	\$2.0M	\$2.5M
Total Revenue	\$29.2M	\$27.5M
Expense	FY23 Budget	FY24 Proposed Budget
Salaries & Benefits	\$3.7M	\$4.1M
Administration & Facilities	\$1.1M	\$1.3M
Marketing	\$21.9M	\$19.5M
Business Development	\$2.2M	\$2.1M
Partnership & Destination Mgmt	\$0.3M	\$0.5M
Total Expense	\$29.2M	\$27.5M



SALARIES & BENEFITS

- FY23 budget included 11 partial year salaries, due to planned hires made in the second half of calendar year 2022 – now that these hires are on board, they are budgeted at full year salaries for FY24
- FY24 – 35 full-time team members
- 8% pool for performance and market adjustments

ADMINISTRATION & FACILITIES

- Increased monthly lease payments for additional office space
- Construction costs for upfitting downstairs office space and modifying our upstairs restrooms to be gender inclusive

MARKETING

- Net Media - \$13.2M for FY24, down from \$14.7M F23 forecast
- PR Agency to be hired to support groups and events efforts that ladder up to economic development
- Website redesign



BUSINESS DEVELOPMENT

- 3 FAMs, 20 meeting planners each
- 42 Trade Shows
- \$200k for meeting development fund

LEGISLATIVE CHANGE REVIEW

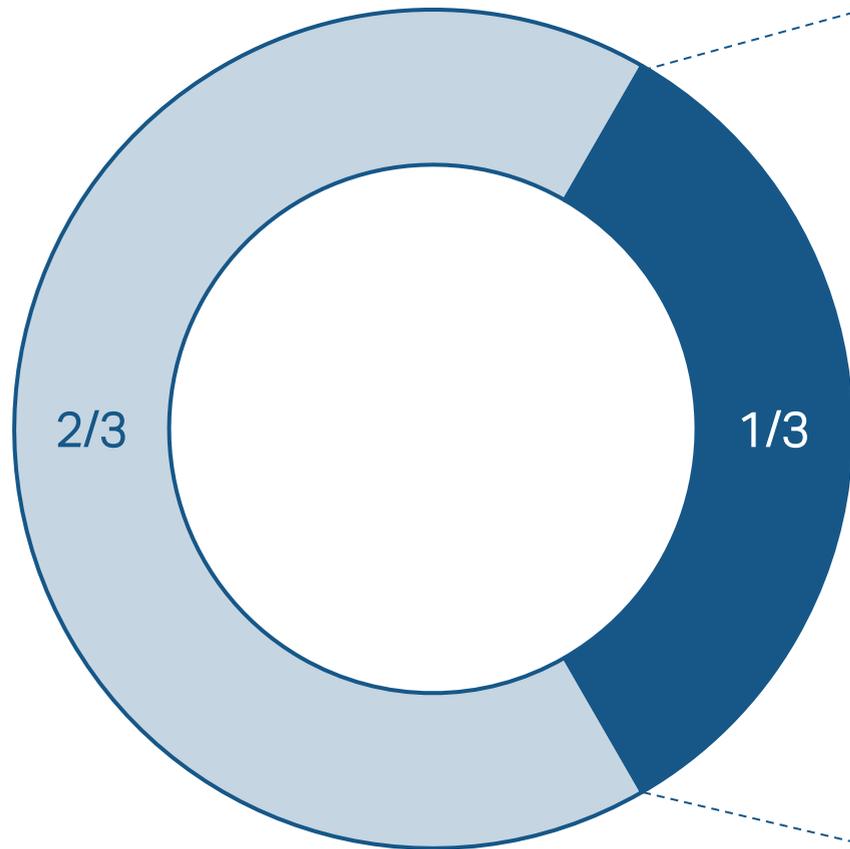
- Legislative changes went into effect in July 2022. Included in these changes is authorization of expenditure of funds remitted to BCTDA to allow for two-thirds to be used only to further the development, travel, tourism, meetings, and events in the county through marketing, advertising, sales, and promotion.
- Previously, legislation did not include events in the distinction for usage of the marketing portion of the lodging tax split.
- Under new legislation, local festivals & cultural events and local sponsorships may be funded through the operating fund. These events are now budgeted within the Partnership & Destination Management (formerly Community Engagement) budget.

PARTNERSHIP & DESTINATION MANAGEMENT

- Meetings & Events - \$214K
 - Includes BCTDA Annual Meeting, Hospitality Outlook, Summer Social, The Year Ahead, Tourism Summit, etc.
- Community Events - \$275K
 - Added funding for festivals & cultural events to this budget



ONE-THIRD: DEFINITION OF TWO FUNDS



TWO FUNDS

Tourism Product Development Fund

Provides financial investment for **major tourism capital projects** in order to increase patronage of lodging facilities in, and **further economic development in Buncombe County.**

Legacy Investment From Tourism (LIFT) Fund

Provides financial investment for **tourism-related capital projects** in order to increase patronage of lodging facilities and **benefit the community at large in Buncombe County**, including maintenance, design, project management, restoration, rehabilitation, enhancement of natural resources, or expansion of necessary infrastructure.

FY24 TOURISM PRODUCT DEVELOPMENT FUND (TPDF)

Beginning Fund Balance	\$7.2M
Revenue Forecast	\$6.3M
Administrative Budget*	\$0.6M
Available Funds	\$12.9M

*Included in the administrative budget are expenses associated with committee support, professional services, TPDF legal fees, and TPDF project signage.

FY24 LEGACY INVESTMENT FROM TOURISM (LIFT) FUND

Beginning Fund Balance	\$6.1M
Revenue Forecast	\$6.3M
Administrative Budget*	\$0.3M
Available Funds	\$12.1M

*Included in the administrative budget are expenses associated with committee support, professional services, LIFT legal fees, and wayfinding maintenance and system updates.

EARNED REVENUE POLICY

The BCTDA will maintain 50% of beginning fund balance in Earned Revenue reserve each year, with President & CEO authorization to approve up to \$25,000 per any one sponsorship/event, and for the BCTDA's board chair to approve amounts in excess of \$25,000.



FY24 EARNED REVENUE FUND

Beginning Fund Balance	\$78K
Revenue Forecast	\$216K
Budgeted Expenses	\$250K
Ending Fund Balance (50+% Reserve)	\$44K

Moving our festivals and cultural events fund to the Partnership & Destination Management budget this year enables us to dedicate earned revenue resources to researching and developing a workforce development program for our community and the travel and hospitality sector. More details will be forthcoming.

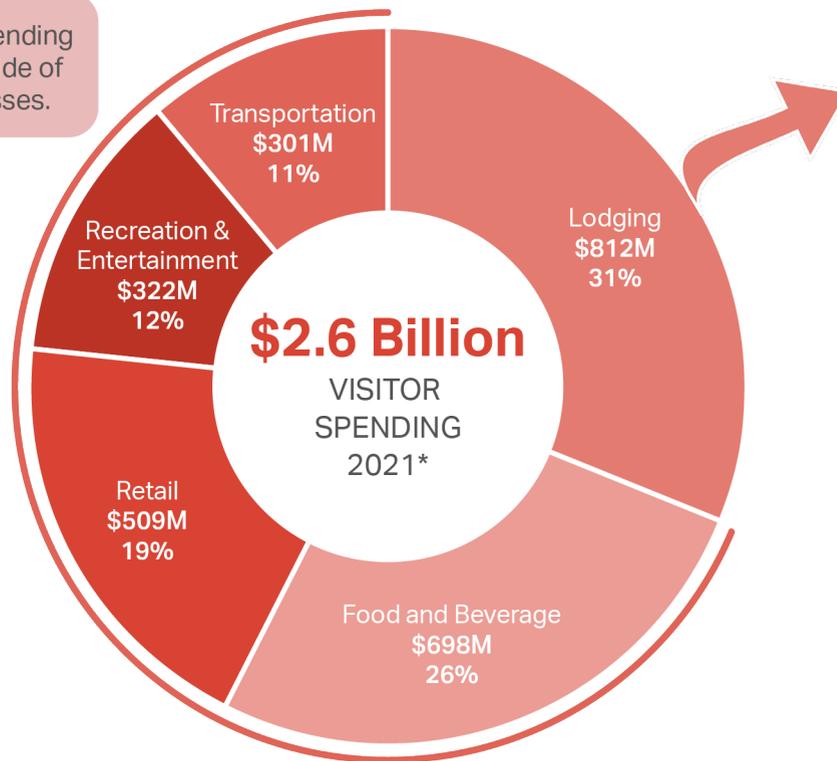


BUDGET RECAP

- Gross lodging tax forecast of \$39.6M for FY24, which represents a net revenue forecast for BCTDA of \$37.6M.
 - Previously approved by the BCTDA board based on revenue projections provided by Tourism Economics.
- Takes into consideration legislative changes impacting the administrative support contract between BCTDA and Buncombe County, representing a 5% administrative fee.
 - Historically, the administrative fee has been approximately \$500K. For FY24, we project the administrative fee to be \$2M.
- Recommendation to allocate \$2.5M from fund balance to FY24 operating budget.

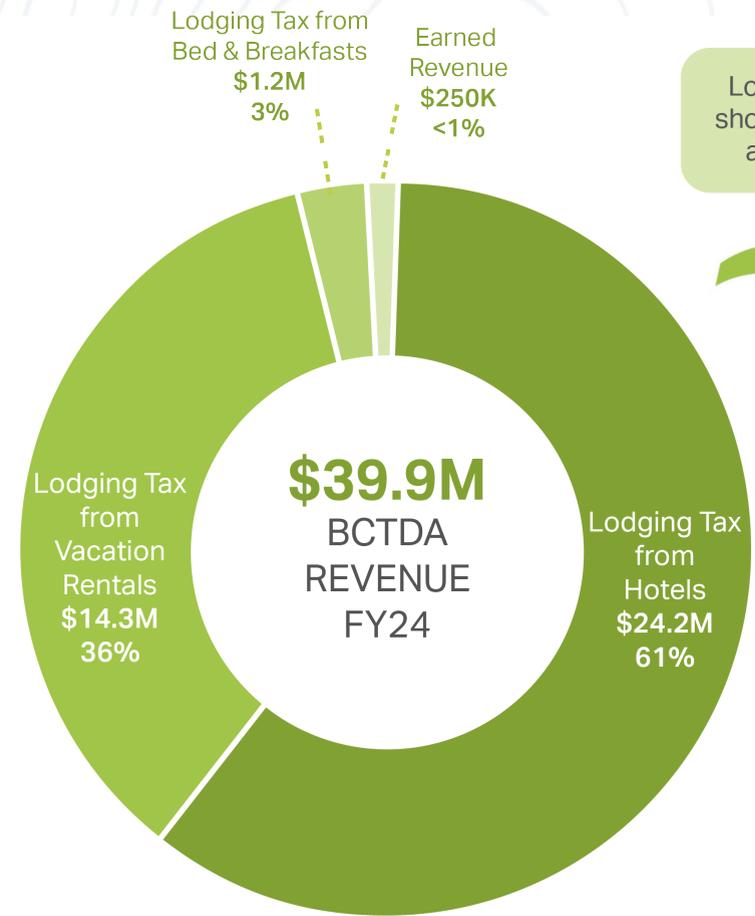
TRAVEL PROMOTION'S VIRTUOUS CYCLE

69% of visitor spending takes place outside of lodging businesses.

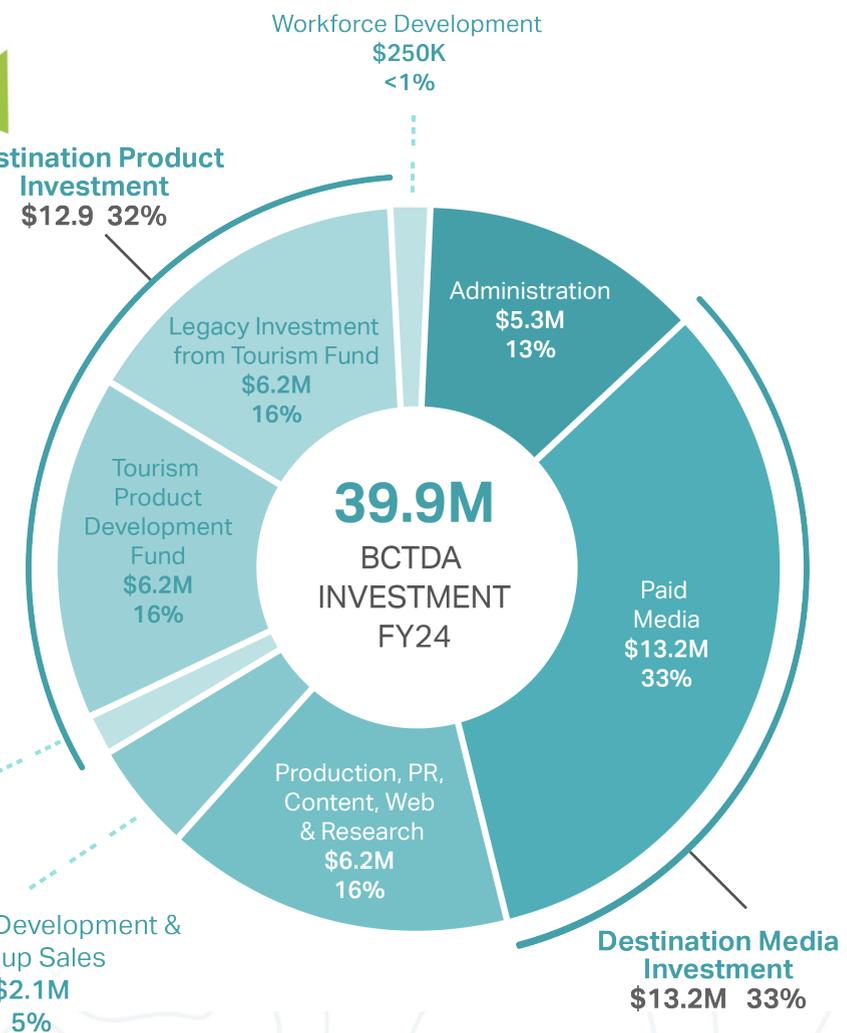


*Source: Tourism Economics

Note: Lodging spending is calculated as an industry, including meetings, catering, etc. Spending also includes dollars spend on second homes. Transport includes both air and local transportation.



Lodging tax paid by visitors shoulders 100% of marketing and product investment.



Marketing and product investment helps inspire visitor spending.

BCTDA PROPOSED FY24 BUDGET ORDINANCE

Jennifer Kass-Green

Questions/ Comments

ORDINANCE # 06.28.23

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2023-2024**

BOARD MEETING DATE: June 28, 2023

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 28th day of June, 2023:

Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION	
Salaries and Benefits	\$ 4,102,000
Marketing	19,478,000
Business Development	2,122,000
Partnership & Destination Management	548,000
Administration & Facilities	1,250,000
TOTAL APPROPRIATION:	<u>\$ 27,500,000</u>
REVENUE	
Occupancy Tax Revenue	\$ 27,500,000
TOTAL APPROPRIATION:	<u>\$ 27,500,000</u>

Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION	
Product Development Administration	\$ 571,200
TOTAL APPROPRIATION:	<u>\$ 571,200</u>
REVENUE	
Occupancy Tax Revenue	\$ 571,200
TOTAL APPROPRIATION:	<u>\$ 571,200</u>

Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Legacy Investment From Tourism Fund for the operation of the Buncombe County Tourism Development Authority's Legacy Investment From Tourism Fund Administration Budget and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION	
Legacy Investment From Tourism Administration	\$ 39,560
Wayfinding Administration	\$ 300,000
TOTAL APPROPRIATION:	<u>\$ 339,560</u>
REVENUE	
Occupancy Tax Revenue	\$ 339,560
TOTAL APPROPRIATION:	<u>\$ 339,560</u>

Section 4: The following amounts are hereby appropriated and revenues estimated to be available in the earned income fund for the operation of the Buncombe County Tourism Development Authority's Earned Revenue Budget and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

APPROPRIATION	
Local Support from Earned Revenue	\$ 250,000
TOTAL APPROPRIATION:	<u>\$ 250,000</u>
REVENUE	
Earned Revenue	\$ 216,400
Fund Balance - Committed for Event Support Program	\$ 33,600
TOTAL APPROPRIATION:	<u>\$ 250,000</u>

ATTEST:

**TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:**

Julia Simpson, Manager, Executive & Strategy

By: _____
Kathleen Mosher, BCTDA Board Chair



PUBLIC HEARING – JUNE 28, 2023

Chair Kathleen Mosher

Suggested Motion:

Motion that the board direct that the presented budget ordinance be made available for public review and that a public hearing be set for the consideration of the ordinance for the next board meeting on June 28 at 9:00 a.m.

Motion Second

Questions/Comments

Vote





SPORTS COMMISSION ASSESSMENT UPDATE

Kathleen Mosher
BCTDA | Chair

Vic Isley
Explore Asheville | President & CEO

Jon Schmieder
Huddle Up Group | Founder + CEO

Don Staley
SNAP Sports Tourism Consulting | Founder

Larry Crosby
BCTDA | Board Member
ABRSC | Board Member

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION

Organizational Assessment Background Information – Memo Supplied to BCTDA Board

In June 2022, the founding members met and jointly agreed that hiring an independent consultant to review the ABRSC to determine a sustainable way forward to build on the success of sports tourism efforts:

- Assess current structure & bylaws
- Analyze the current funding model
- Optimize board and staff (skills, roles, responsibilities)
- Identify critical relationships for future success

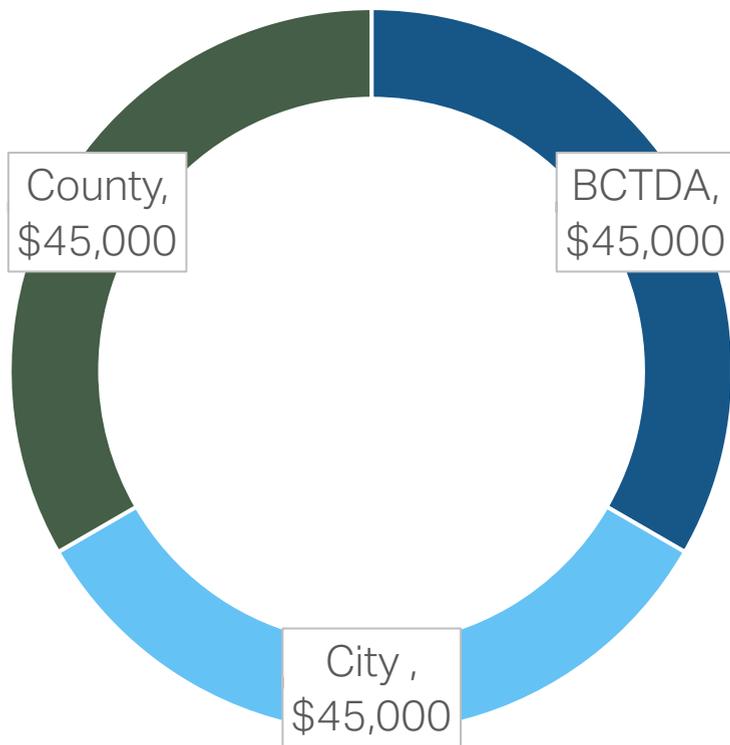
The ABRSC Chair and now Interim Executive Director were present at the June meeting and agreed to the assessment. The founding members agreed to allow Explore Asheville to underwrite the assessment.

In October 2022, founding members met along with the ABRSC Chair and Interim Executive Director to review proposals. Based on the strong recommendation from both the ABRSC Chair and Interim Executive Director, the founding members agreed to select Huddle Up Group to conduct the assessment.



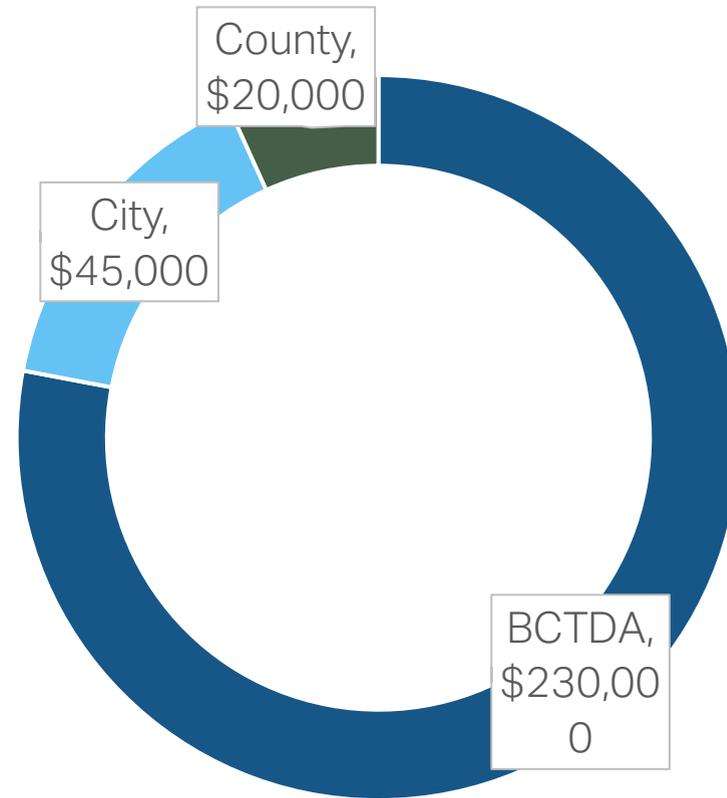
SPORTS COMMISSION INVESTMENT LEVELS

Original Investment Levels
2010



■ BCTDA ■ City ■ County

Current Investment Levels
2023



■ BCTDA ■ City ■ County

Prior to forming the Sports Commission, sports tourism efforts were conducted by Explore Asheville.

The Sports Commission was created in 2010 with four founding members: City, County, UNC Asheville and Explore Asheville/BCTDA.

Originally the City, County and TDA were equal investors at \$45K each annually, with UNC Asheville providing in-kind facilities and expertise. The plan was to start up with the four founding members' investments and over time come up with a sustainable funding model.

To date, additional investment has been provided by Explore Asheville. Over time, we have increased investment levels and are now the primary investor in ABRSC: Explore Asheville (\$230K and \$30K for SoCon sponsorship), City of Asheville (\$45K), Buncombe County (\$20K and \$30K for SoCon sponsorship), and UNC Asheville (in-kind facilities).



ADDITIONAL INVESTMENTS BY EXPLORE ASHEVILLE

Explore Asheville business development team has one sales manager deployed to generate sports and outdoor groups, secure hotel room blocks for groups and invests an additional \$30K in recruitment, tradeshow and travel.

Explore Asheville commits additional marketing resources to secure events for the community. For example:

- \$100K to secure relocation of Maui Invitational to Asheville
- \$100K title sponsorship to secure Asheville Championship
- \$30K sponsorship annually to Southern Conference
- \$25K sponsorship to support Billie Jean King Cup

Explore Asheville staff provides service support for major sports groups and events.

To confirm events for Asheville and Buncombe County, it often takes collaborative efforts with Explore Asheville, Sports Commission, City staff at the Civic Center, ABYSA, or other event producers and rights holders.

Power of Partnership

Explore Asheville collaborates with other community partners for the collective success of the community. As the primary financial investor in the Asheville Buncombe Regional Sports Commission, Explore Asheville also partners with facilities such as Harrah's Cherokee Civic Center, which houses the Explore Asheville Arena.

Three shining examples of the power of partnership include:



Inaugural Asheville Championship

Explore Asheville signed on as the title sponsor of the four-team tournament, solidifying Asheville as the home of the newest season opener for top men's college basketball programs. Held in the shoulder season month of November, the tournament generated nearly \$500,000 in direct spending in its first year as well as national television exposure through ESPN networks. Explore Asheville has renewed its title sponsor commitment, securing the tournament for Asheville through 2024.

Southern Conference Men's Basketball Championship

Explore Asheville is a proud partner and supporter of the coveted SoCon Men's Basketball Championship, contributing to a five-year contract extension that ensures the event will take place in Asheville during the spring shoulder season of March. This tenured tournament generated nearly \$9.4 million in direct spending from teams, families, and fans.



Billie Jean King Cup

In spring 2022, Asheville became only the second city in the country to host the Billie Jean King Cup (formerly the Fed Cup) matches three times with a successful bid to the United States Tennis Association (USTA). With support of multiple community partners, including Explore Asheville, nearly \$10.8 million was generated to support local businesses.



ORGANIZATIONAL ASSESSMENT STAKEHOLDER PRESENTATIONS

ASHEVILLE, NC
05.31.23





FOUNDED IN 2012

As a sports tourism industry consulting company, we continually strive for strategic growth and increased community collaboration for our partners.

From starting as athletes and coaches to becoming industry professionals, a major differentiator for the Huddle Up Group is our team's experience in the sports tourism trenches.

We have personally led or worked on/with:

- Award winning sports commissions
- Multiple Olympic Games
- Youth tournaments
- Facility development
- National championship management
- Final Fours
- All-Star Games
- New event creation
- Capital campaigns/fundraising
- College Bowl Games



160+

PROJECTS

350+

**DESTINATIONS
+ PARTNERS**

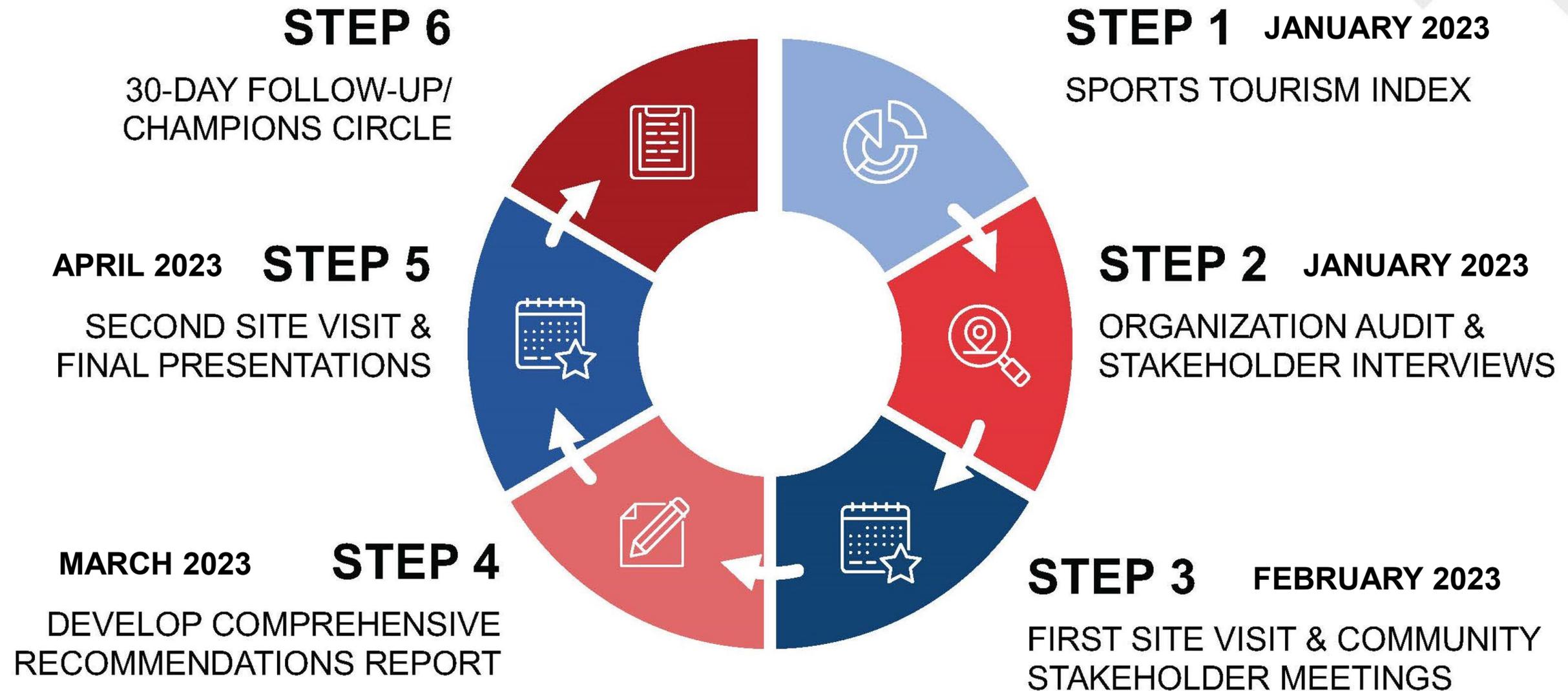
100+

**SPEAKING
ENGAGEMENTS**



2017 NASC Superior Service Award Winner
The highest honor a consulting firm can earn
from the National Association of Sports
Commissions

OUR PROCESS



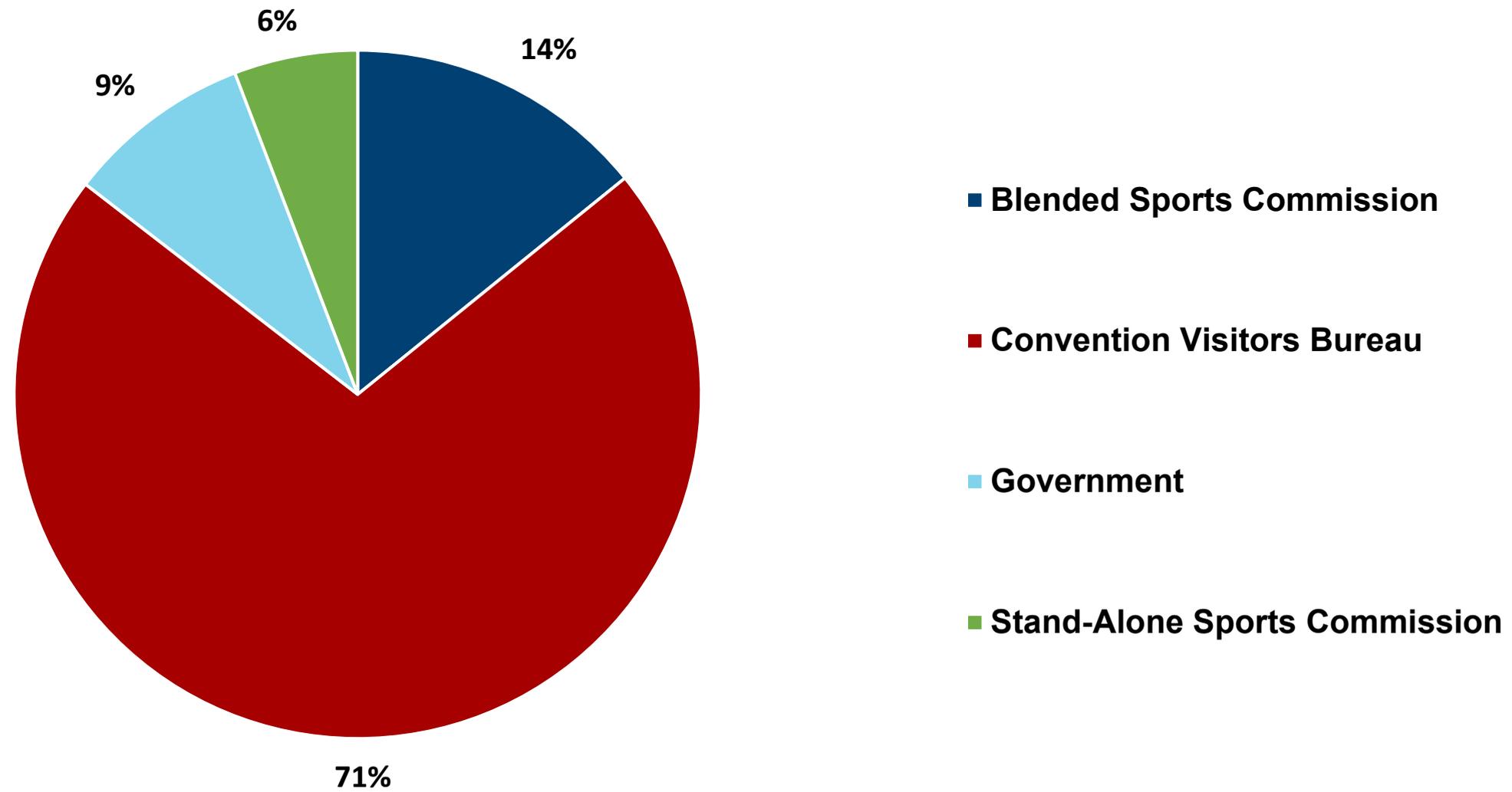
RESEARCH ACTION ITEMS

- Seventeen (17) phone interviews w/ area stakeholders.
- Forty-nine (49) electronic survey responses from area stakeholders.
- One (1) in-person town hall meeting with local stakeholders.
- Four (4) in-person meetings with area leaders.
- Six (6) site tours encapsulating nine (9) sports and event venues.
- Benchmarking w/best-in-class venues regionally & nationally.
- Analysis of best-in-class venues in similar markets.
- A rating of Asheville through the Sports Tourism Index™.

ASHEVILLE'S CURRENT STRUCTURE

- Stand-alone sports commission.
- Funded by the four (4) “founding partners”:
 - Explore Asheville (\$230K), City of Asheville (\$45K), Buncombe County (\$45K), and UNC Asheville (in-kind facilities).
- Bylaws place governance with the founding partners.
- Board of directors are advisory in nature (bylaws).
- Facility enhancement/development opportunities.

SPORTS ORGANIZATION STRUCTURES



SPORTS TOURISM INDEX

THE SPORT TOURISM INDEX™ IS THE INDUSTRY'S FIRST TOOL EVER CREATED TO MEASURE THE CURRENT EFFECTIVENESS AND FUTURE POTENTIAL OF A SPORTS TOURISM AND EVENTS ORGANIZATION IN THREE AREAS:



DESTINATION'S STRENGTHS

The destination's strengths as a sports tourism community.



OPPORTUNITIES

The destination's areas of opportunity as a sports tourism community.



COMPETITIVE ANALYSIS

The destination's standing relative to its competitive set.

The Sports Tourism Index™ was built with the input of numerous sports tourism and event leaders, utilizing national best practices in the four measurement areas that make up the Index:



FACILITIES



DESTINATION STRENGTH



ORGANIZATION STRUCTURE



EVENTS

Each measurement area consists of 25 points that add up to 100 for the total Sports Tourism Index™ score.

SPORTS TOURISM INDEX™ SCORES

Bucket	ABRSC	Overall Average	Southeast Average	Under 500k Average
Facilities	8.59	9.62	9.66	9.09
Destination Strength	13.30	11.93	11.24	10.84
Organization Structure	15.46*	12.15	12.30	11.72
Events	6.95	8.14	8.30	7.91
Overall	44.30	39.82	39.86	37.44

***Note:** While the ABRSC’s organizational structure score appears favorable, that is largely due to the presence of a large volunteer base and an advisory board of directors. Within this score the organization got extremely low marks for budget size and staff composition. This statistic also does not address the challenges derived from the organization’s existing bylaws.

RECOMMENDATIONS

Primary – Organizational Strategies (Shorter Term)

1. Redefine the organizational structure to blended model.
2. Develop a sustainable funding model.
3. Define optimal goals and roles.
4. Identify critical relationship opportunities.

Secondary Recommendations – (Longer Term Value Adds)

1. County-wide facility master plan.
2. Venue development/enhancement.
3. Created/owned events.

POTENTIAL BLENDED SPORTS COMMISSION STRUCTURE

EXPLORE ASHEVILLE		ABRSC 501(c)(3)
<p>Funds earmarked to operate sports efforts restricted to marketing and promotional activities authorized in BCTDA enabling legislation.</p> <p>Administrative expenses</p> <ol style="list-style-type: none"> 1. Salaries & benefits (2 staff) 2. Office space & utilities 3. Operations (tech & equipment) 4. Accounting services <p>Business development expenses</p> <ol style="list-style-type: none"> 1. Tradeshows & travel 2. Site visits 3. Business development fund <p>Marketing & services support</p> <ol style="list-style-type: none"> 1. Event sponsorships w/ rightsholders 2. Services assistance 	<p><i>Separate Organizations</i></p>	<p>501(c)(3) remains intact with amended bylaws, a 7-member board and advisory group to be confirmed. Board approves budget of the non-profit.</p> <p>Income</p> <ol style="list-style-type: none"> 1. Sponsorships <ol style="list-style-type: none"> a. Corporate sponsorships, Ingles, etc. b. City c. County d. Explore Asheville transfer \$30K for SoCon 2. Event revenue 3. Reserves <p>Expenses</p> <ol style="list-style-type: none"> 1. Event hosting 2. Event operations 3. Event insurance 4. Annual audit
<p>Shared risk/liability from event operations to be confirmed</p>		

WHY A BLENDED STRUCTURE?

1. Provides a pathway to exponentially build on past success.
2. Maintains separate 501(c)(3) with an expanded board.
3. Recognizes and values strength of community volunteer pool.
4. Provides more resources that are sustainable.
5. Gives a financial backstop for risk on newly created/hosted events.
6. Reduces administrative redundancy and increases efficiency.
7. Better alignment of staff resources and goals.

THANK YOU FOR YOUR TIME!

JON@HUDDLEUPGROUP.COM

DEAN@HUDDLEUPGROUP.COM

DSTALEY@SNAPSPORTSTOURISM.COM



SPORTS COMMISSION ASSESSMENT STATUS

Larry Crosby

- Founding members held listening sessions with ABRSC staff and board May 17 and May 18
- A task force with representation from sports commission, city, county, Explore Asheville, and UNCA has been formed to evaluate the Huddle Up Group's recommendations, potential opportunities and options by the end of September 2023
- Any change to bylaws or structure will require a vote of the founding members and ample communication with and notice to Sports Commission
- No date has been set for a vote by the founding members
- Intent is to build upon strengths of the past for future success
- Questions / Discussion



TPDF MAJOR WORKS PATHWAY MCCORMICK FIELD REQUEST

Chris Corl

City of Asheville | Director of Community &
Regional Entertainment Facilities

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

McCormick Field: Centennial Restoration & Capital Improvements Project

Chris Corl - City of Asheville, Director of
Community & Regional Entertainment Facilities

Request for Consideration

The City of Asheville is requesting the support of the BCTDA in a collaborative, multi-year partnership with the City, Buncombe County and the operator for the **McCormick Field Centennial Restoration & Capital Improvements Project** in the amount of:

- \$1.95 Million Grant Reallocation, and
 - *Reallocation of previously awarded funding for the Coxe Ave Project*
- \$1.4 Million per year, for 15 consecutive years
 - *This amount represents less than the legislatively mandated cap permitted for debt service.*

Important Community Asset

- McCormick Field is an important regional asset, currently owned by the City that over the years has not been adequately invested in.
- This facility should and can be used for many other purposes to derive broader community benefit.
- Immediate renovation is required in order to retain the Major League Baseball-affiliated Asheville Tourists.

Benefits Summary

The proposed investment will enable the COA to:

- Modernize a City-owned landmark facility in need of critical upgrades,
- Retain Major League Baseball affiliation for the Asheville Tourists Ballclub, a well established, community treasure worth \$9.8 million in annual economic impact,
- Create and expand revenue generating opportunities for the COA through the development of a multi-purpose facility that can host non-baseball events year-round,
- Attract new visitors through an expanded sales and marketing effort in partnership with the Club, and
- Pursue additional mixed use development on surrounding, underutilized City-owned properties in accordance with the South Slope/Southside Neighborhood Vision Plan, increasing economic impact for the City and County at large.

The Facility

- Opened in 1924
- Owned by City since except when it was under Buncombe County from 1984 to 2005
- Largest public venue with infrastructure to host outdoor, ticketed events within the County
- Community gathering place
- Home to the region's only professional baseball team
- Provides family-friendly, affordable entertainment
 - Appeals to all ages & income levels
- The Asheville Tourists, a Player Development League (PDL) licensee, is affiliated with the Houston Astros.

McCormick Field: How We Got Here

Past Efforts

- 2015: Colorado Rockies begin pushing for upgrades at McCormick
- 2016: Asheville Tourists and City's Parks & Rec commission facilities study
 - \$6M+ Minimum recommended improvements
 - Minimal improvements made as a result, approximately \$80,000 in structural repairs

Project Status & History

- 2019: MLB announced plans to consolidate Minor League Baseball to ensure all MLB affiliated organizations meet current day standards for both the modern athlete and the visitor experience.
- 2020: MLB issued new facility standards and rubric scoring system (Standards not updated since 1990)
- 2020: McCormick Field scored in the bottom 10 percent of all minor league facilities with 177 points.
 - *Must reduce score to under 10 points by April 2025 in order to maintain MLB affiliation.*
 - *42 of 160 teams lost their MLB license*

Facility Failure Highlights

- Lack of female facilities - Umpires, coaches & support staff
- Security command post & secure player parking
- Exercise/workout room, hitting tunnels
- Commissary & dining areas
- Training room & laundry facilities
- Foul poles, field grading, field drainage
- Field lighting, batter's eye, wall padding
- Media facilities
- Lacks infrastructure to support modern technology, unable to livestream games on far reaching MLB network

McCormick Field: Expanded Vision Beyond MLB

Optimizing the Asset

Expanded vision includes creating a modernized, multi-use, public facility with the necessary infrastructure to operate year-round events, better serve the community with expanded outdoor venue options and manage visitor traffic flow. Critical renovations include:

- New and expanded concourse entrance and ticket booth configuration
 - Expanded concourse will also provide greater capacity for hosting non-baseball events such as festivals, fairs and special events.
- Water system upgrade
 - There is no water available at the facility, except in the administrative offices, between the months of October and early March.
 - This upgrade alone will drastically improve McCormick Field's value by opening up five more months of venue rental opportunity.

A Multi-Purpose Facility

Concerts & Special Events



A Multi-Purpose Facility



Winterfest /
Winterlights

Big Green
Egg Fests

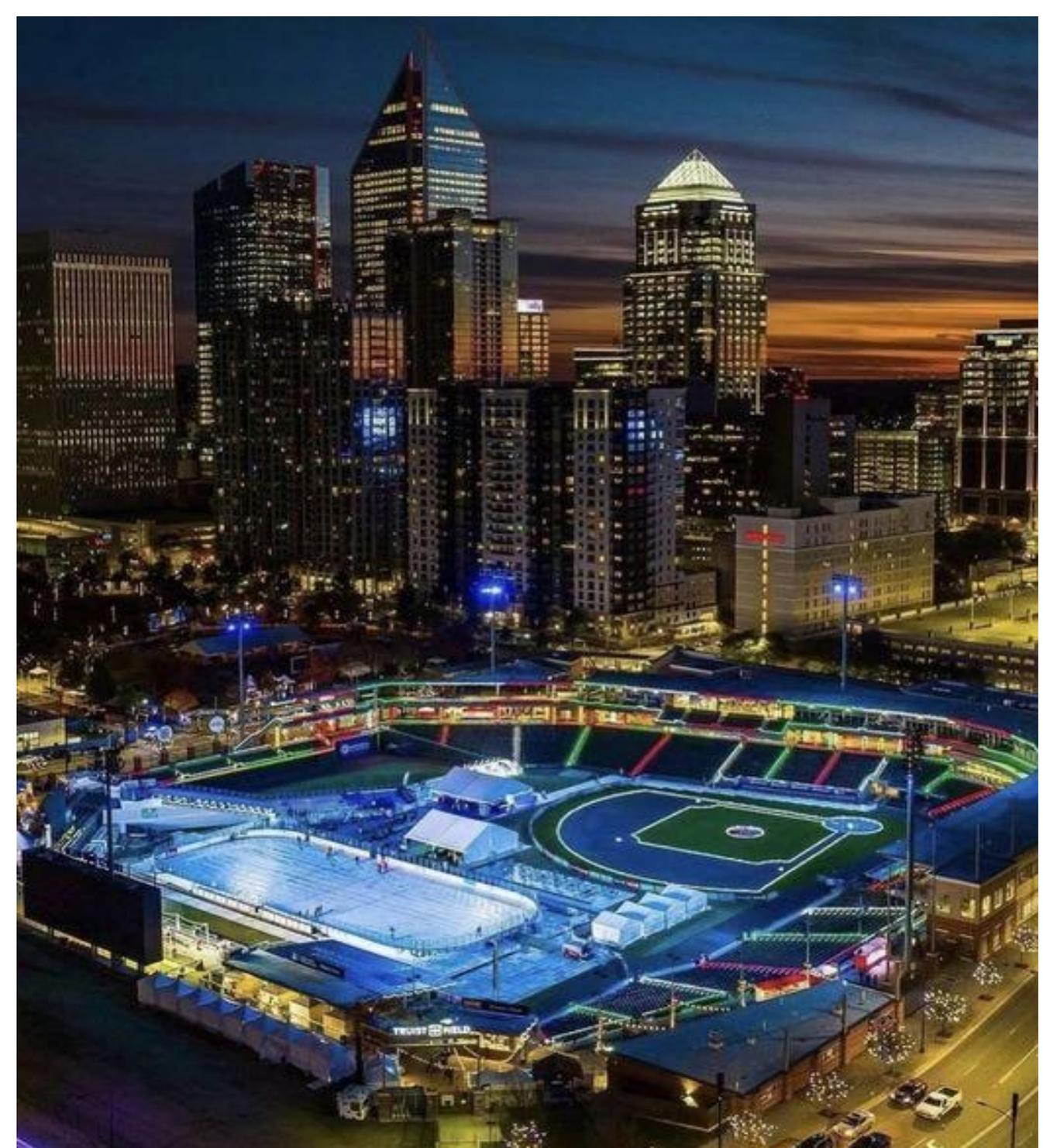
Craft Fairs

A Multi-Purpose Facility

Ice Skating

Beer/Cider/Wine Festivals

Movie Nights



A Multi-Purpose Facility

BMX / X Games style events

Yoga & Walking Groups

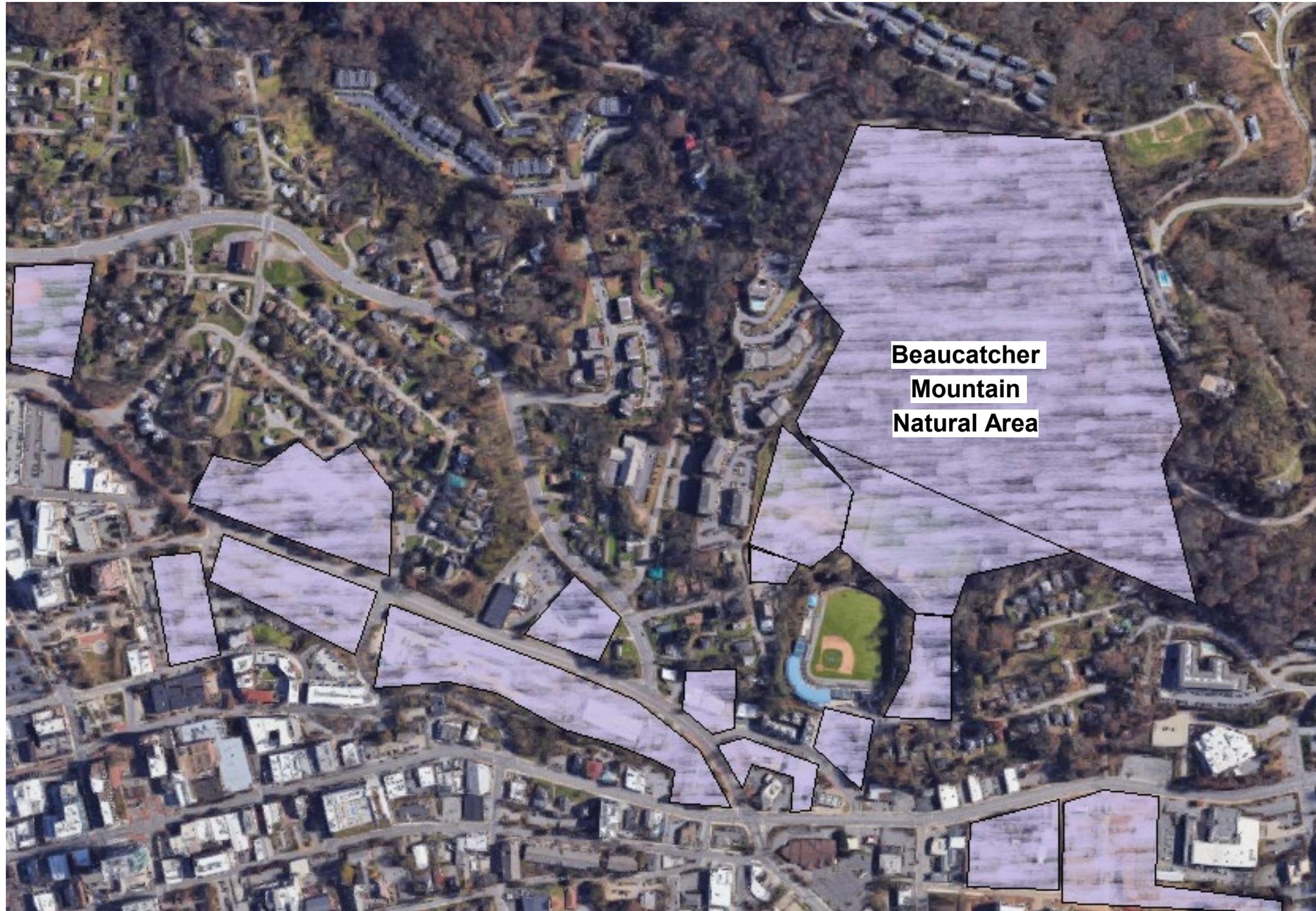
Farmer's Markets

Easter Egg Hunts



McCormick Field: Additional Economic Development Opportunities

Government Owned Land



**88.77 acres of
government
owned land in
the immediate
vicinity**

South Slope Vision Plan

A gateway concept to reconnect the stadium area to the rest of downtown in a meaningful way has potential to accomplish several goals:

- Improve pedestrian crossing safety and connectivity with the surrounding area.
- Improve the experience for everyone visiting McCormick Field and City parks; both for events and everyday exercise and recreation.
- Reduce the parking pressure on neighborhoods through structured parking.
- Increase redevelopment opportunities for older buildings and facilities in the immediate area, with an emphasis on creating spaces for local businesses.
- Urbanize the area with infill development that frames the street and enhances the gateway.
- Create new urban open space areas for congregation and enjoyment by locals and visitors.

McCormick Gateway Concept

Project will improve value and desirability of surrounding government owned properties.

Additional development & public space could occur on publicly owned land & leave existing uses in place.



McCormick Field: Project Details

The Project

Venue Upgrades - 18% ~ \$6.8M

- Deferred Maint upkeep - Civil/structural/general/Mechanical Plumbing Electrical
- Video Surveillance systems
- LED Sport Lighting, anti skid surfaces, batter's eye

Player Amenities - 38% ~ \$14.2M

- Home Clubhouse, batting tunnels, weight room, commissary, female facilities
- Clubhouse Conversion, Wall Padding, Playing Field, Bullpens, potable water

Visitor/Guest Amenities - 44% ~ \$16.5M

- Concourse Expansion - bullpen access, entrance plaza and gates
- Scoreboard, Video Displays, Structure (Video display & scoreboard)
- Third baseline, fencing, picnic space rebuild & expansion
- First baseline wall, access, picnic & netting
- New Suites and expand press box to Player Development League standards

Project Milestones

- May 2023: Issue RFQ for design
- July 2023: Select/Contract with design team
- July 2023: Issue RFQ for Construction Manager
- Dec 2023: Select/Contract with Construction Manager
- June 2024: Design Complete
- Sept 2024: Shovels in the Ground
- March 2026: Complete Construction
- April 2026: Opening Date

McCormick Field: Proposed Funding Model

Proposed Funding Structure

County	\$250,000/year, 20 years	9%
TDA	\$1.95M Reallocated grant (Coxe Ave)	44%
	\$1.4M/year, 15 years	
City	\$1M One time fund balance allocation	53%
	\$1,343,750/year, 20 years (includes annual lease revenues)	

Comparable Markets Funding

- Vast majority of Minor League baseball stadiums are majority publicly funded
 - Over 75% of total project funded publicly in nearly all cases
 - Majority include long range Capital Improvement plans
 - All newer (post 2014) agreements require multi-use

McCormick Field: New Model for Sustainability

Long Term Commitment

- 23 year lease with Dewine Seeds Silver Dollar Baseball Inc.
- Legal tether to MiLB for affiliated baseball through 2030
- Legal tether to Club for professional baseball through end of lease

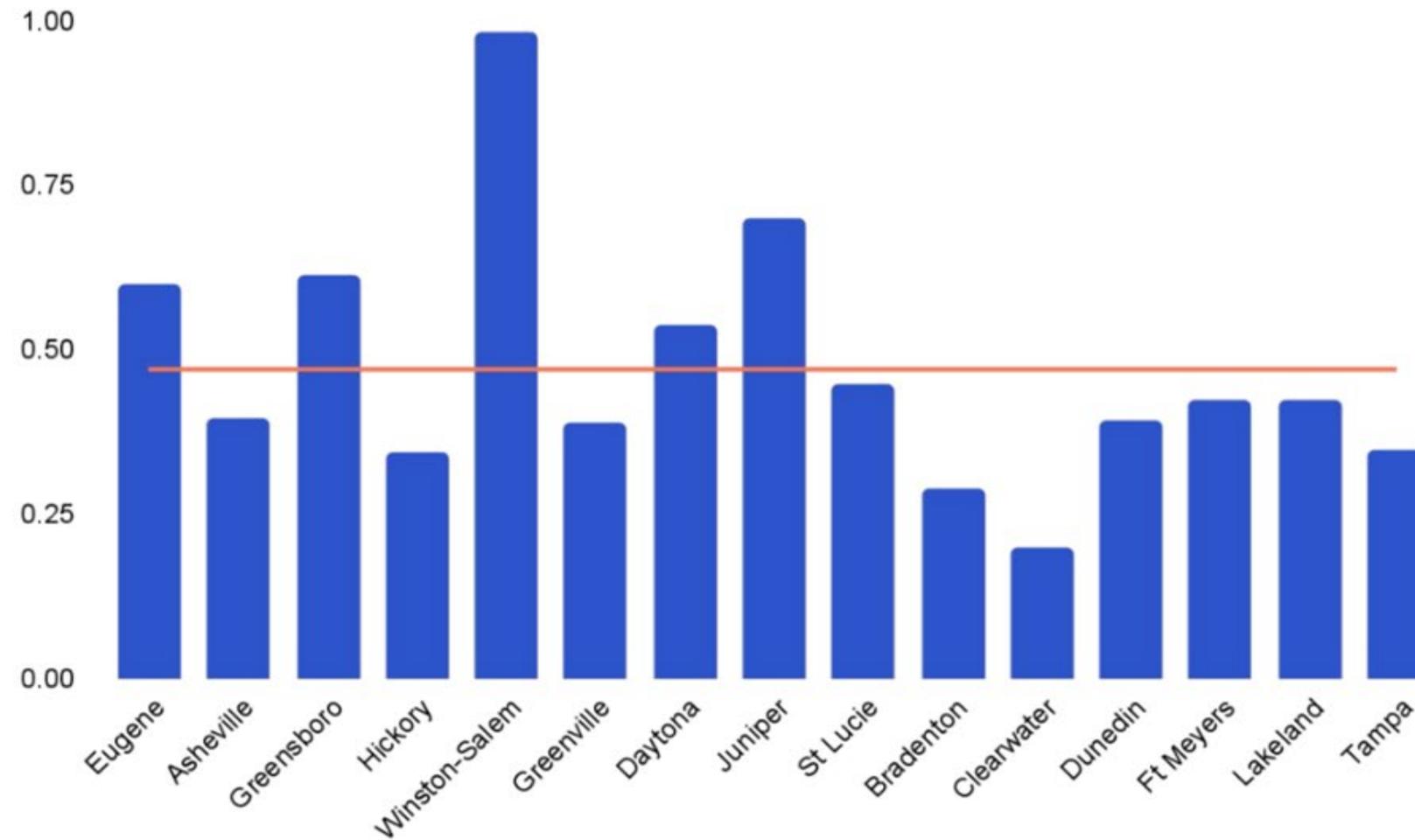
Creating More Value in the Operator Partnership

Lease Deal Highlights

- Annual Lease Revenue = \$468,750/year for 20 years (avg)
- Club to invest \$75k/yr for CapX
 - Rollover if unused at end of term owed to COA
- COA to invest \$25k/yr for Maintenance - unused rollover to CapX
- New Non-Tourists Baseball Event Sales Incentives
 - Requires 35,000 non-Tourists attendance with \$0.50 penalty per attendee if target is missed
 - Increase to 40,000 in year 11

Growth Opportunity

McCormick Field Has a Lower Visitor to Resident Ratio than the Class-A Minor League Ballpark Average



SOURCE: Near, June - September 2022 Explore Asheville



Paid Marketing & Outreach

Focused Effort on Targeting Out-of-Market & Increasing Overnight Visitation

- Club annual marketing & sales investment: \$550,000
- Anticipated 'other events' annual marketing: \$300,000
- Club to create a new position for outreach/sales
 - Event Sales Coordinator
- Growth of full-time sales staff
 - Minimum (3) FT group sales staff

Growth Opportunity

Projected 5- Year Attendance Growth					
Event Type	Year 1	Year 2	Year 3	Year 4	Year 5
Tourists Baseball	265,000	283,200	305,600	310,000	310,000
Out of Market Tourists	66,250	70,800	76,400	77,500	77,500
All Other Events	48,500	56,700	70,600	94,500	109,500
Out of Market Other	19,810	23,450	31,490	41,595	46,245
Total Attendance	313,500	339,900	376,200	404,500	419,500
Total Out of Market	86,060	94,250	107,890	119,095	123,745
Current Attendance	179,500	179,500	179,500	179,500	179,500
Current Out of Market	44,875	44,875	44,875	44,875	44,875
% Growth in Out of Market	192%	210%	240%	265%	276%

- New business

McCormick Field: Impact of Not Funding the Project

Impact of Not Funding Project

- Facility remains with significant maintenance needs
- Club loses license with MLB - **becomes unaffiliated or is forced to relocate**
- Continued lack of female facilities within the property for other uses
- Possible to recruit an Independent Team, however:
- Data from 35 markets which lost affiliation
 - Total games per season down from 66 to 35
 - 25% in total attendance reduction
 - Assumed similar reduction in Economic Impact
 - Multiple teams completely folded

McCormick Field: Community & Economic Impact

Current Economic Impact

- \$9.8 Million - Annual Impact to Buncombe County
- 81 - FTE jobs in Buncombe County
- \$2,585,000 - Annual labor income
- \$425,430 - Direct taxes paid

Community Support

- Overwhelming response from both locals & visitors
 - 1,500 + emails/letters received
- Multiple Op-eds written by prominent community members
- Adjoining Neighborhood support

“While spending 2-3 nights in an Asheville hotel, we also visit 5 or 6 of your local microbreweries and eat every meal in a local eatery. While your microbreweries and eateries are great, we also have great ones here in East Tennessee. **What we cannot duplicate here is the unique atmosphere of McCormick Field nestled in your downtown area — a real gem of baseball destinations.” ~Lenoir City, TN**

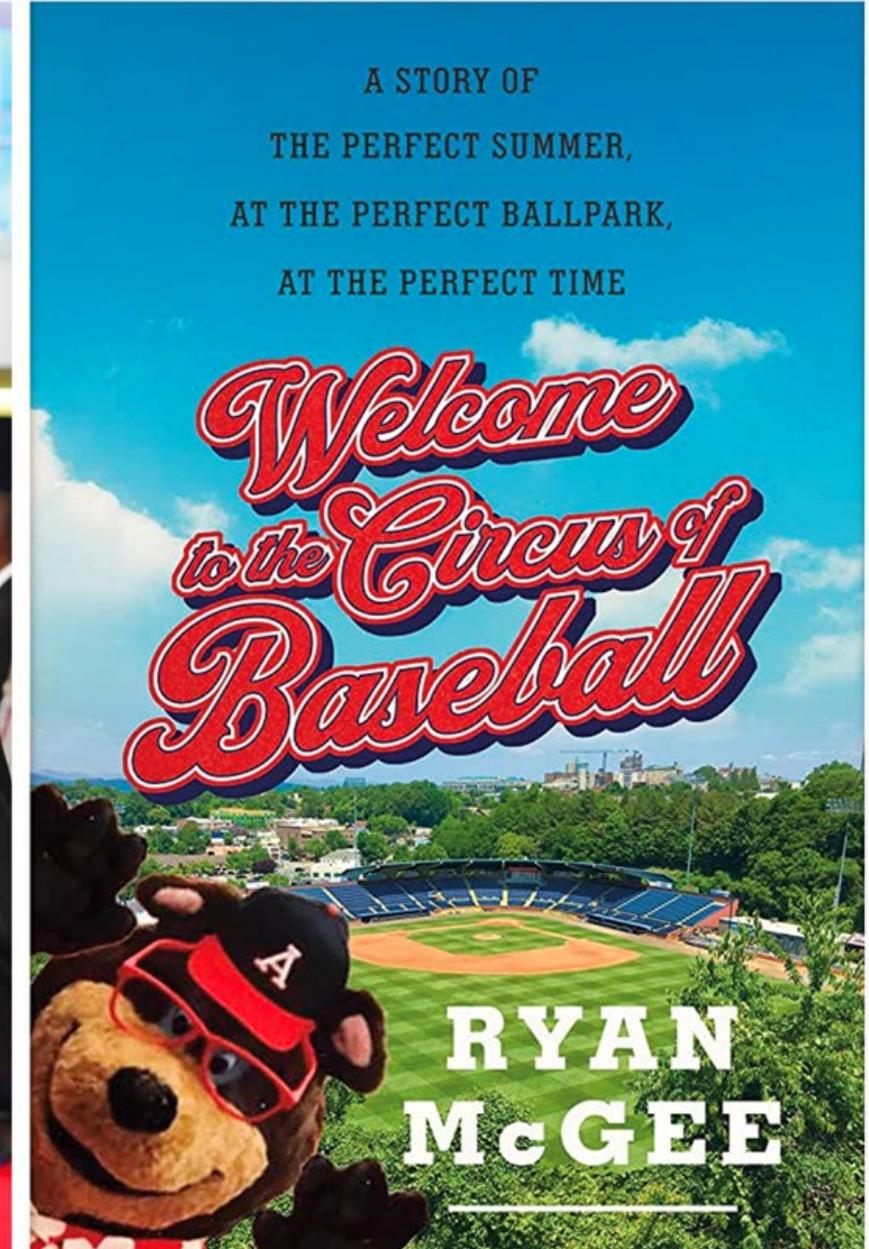
Current Community Impact

- Annual scholarships - \$50k
- Total annual community contributions - \$630k
- Partner with P&R adaptive league - 60 kids
- Community appearances - 80+
- Reading program - 10k students



Current Community Impact

Popular ESPN sportscaster Ryan McGee just published book on his experiences at McCormick Field as an intern, his first job



- Full & part time positions - **149**
- Annual 'first jobs' provided - **40**

McCormick Field: Alignment with BCTDA Strategic Pillars

Pillars Alignment

Balanced Recovery & Sustainable Growth

- Project allows for 12-month operation balancing programming throughout the year for locals and visitors

Encourage Safe & Responsible Travel

- Both locals and visitors view baseball games at McCormick as a safe place for families and children.

Engage & Invite more Diverse Audiences

- Program honoring the legacy of the Asheville Blues, a member team of the Negro Southern League

Promote & Support Asheville's Creative Spirit

- Prominent representation of local food and beverage makers at McCormick Field concessions

Request for Consideration

The City of Asheville is requesting the support of the BCTDA in a collaborative, multi-year partnership with the City, Buncombe County and the operator for the **McCormick Field Centennial Restoration & Capital Improvements Project** in the amount of:

- \$1.95 Million Grant Reallocation, and
 - *Reallocation of previously awarded funding for the Coxe Ave Project*
- \$1.4 Million per year, for 15 consecutive years
 - *This amount represents less than the legislatively mandated cap permitted for debt service.*

Thank you.

Questions?

MCCORMICK FIELD

Chair Kathleen Mosher

Questions/ Comments

Suggested Motion:

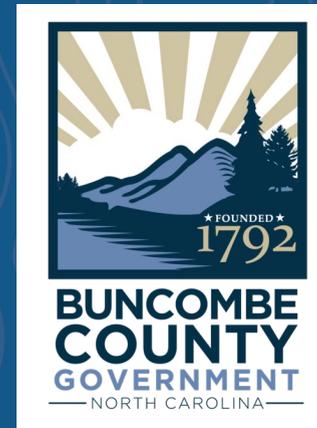
Motion to approve assigning City of Asheville's request for investment in McCormick Field through the Major Works Pathway to the TPDF Committee to review and make a recommendation to the BCTDA.

Motion Second

Additional Discussion

Vote





COUNTY UPDATES

Commissioner Terri Wells

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



MISCELLANEOUS BUSINESS

Kathleen Mosher
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



PUBLIC COMMENTS

Kathleen Mosher
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

LIVE VIRTUAL PUBLIC COMMENTS

Chair Kathleen Mosher

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Wednesday, May 30 no requests to speak had been received.



IN-PERSON PUBLIC COMMENTS

Chair Kathleen Mosher

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.



IN-PERSON PUBLIC COMMENTS

Chair Kathleen Mosher

PUBLIC COMMENTS

REMINDER: EACH INDIVIDUAL HAS 3 MINUTES TO ADDRESS THE BOARD





ADJOURNMENT

Kathleen Mosher
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

ADJOURNMENT

Chair Kathleen Mosher

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote



THANK YOU

The next BCTDA meeting will be

Wednesday, June 28, 2023 | 9:00 a.m.

**UNC Asheville Sherrill Center | 227 Campus Drive
Ingles Mt. View Room**

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Buncombe County Tourism
Development Authority