

# WELCOME

June 28, 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.



## Board Meeting

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

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

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 May 31, 2023 Meeting Minutes	Kathleen Mosher
9:10 a.m.	May 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:15 a.m.	Approval of BCTDA FY24 Meeting Schedule	Kathleen Mosher
9:20 a.m.	BCTDA Board Development Committee Update a. FY24 BCTDA Board Officers Nominations	Kathleen Mosher
9:25 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:35 a.m.	Proposed BCTDA FY24 Budget Ordinance a. Public Hearing on Proposed BCTDA FY24 Budget Ordinance b. Approval of Proposed BCTDA FY24 Budget Ordinance	Jennifer Kass-Green, Kathleen Mosher
9:45 a.m.	Tourism Product Development Fund Committee a. McCormick Field Major Works Pathway Recommendation	Tiffany Thacker
10:00 a.m.	Marketing Update	Marla Tambellini
10:20 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:40 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, July 26, 2023**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at [jsimpson@ExploreAsheville.com](mailto: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

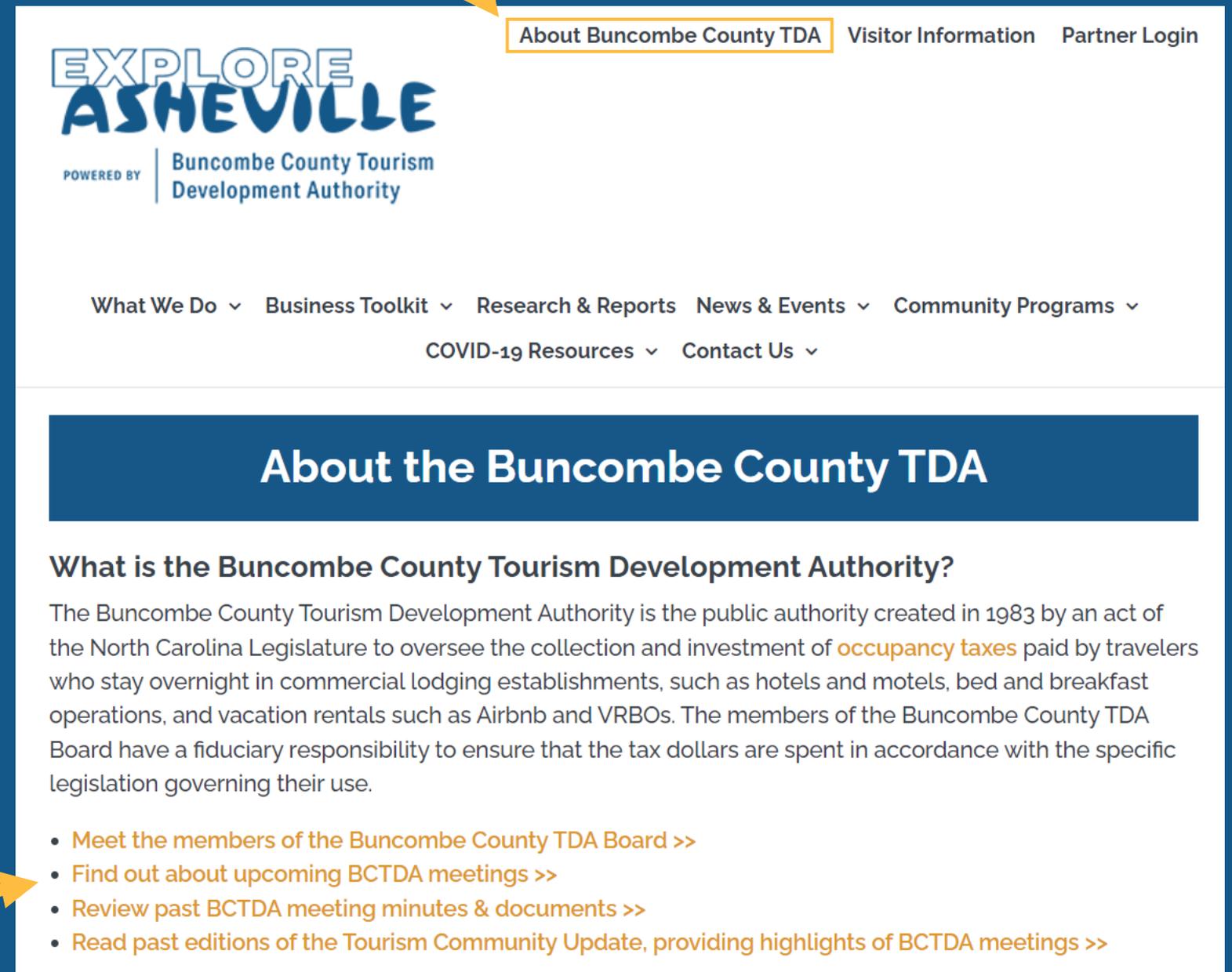
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are available online.

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

Go to:

- [AshevilleCVB.com](https://AshevilleCVB.com)
- About the Buncombe County TDA
- Find out about upcoming BCTDA meetings



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

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[COVID-19 Resources](#) ▾ [Contact Us](#) ▾

## About the Buncombe County TDA

### What is the Buncombe County Tourism Development Authority?

The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of **occupancy taxes** paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals such as Airbnb and VRBOs. The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.

- [Meet the members of the Buncombe County TDA Board >>](#)
- [Find out about upcoming BCTDA meetings >>](#)
- [Review past BCTDA meeting minutes & documents >>](#)
- [Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>](#)



# WELCOME BOARD & GUESTS

Chair Kathleen Mosher

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





**THANK YOU TO  
OUR HOSTS,  
UNC ASHEVILLE!**

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

# MAY 31 MINUTES

Chair Kathleen Mosher

Questions/ Comments

## Suggested Motion:

**Motion to approve the May 31, 2023 meeting minutes.**

Motion Second

Additional Discussion

Vote

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



POWERED BY | Buncombe County Tourism Development Authority

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, May 31, 2023

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Matthew Lehman, HP Patel, Larry Crosby, Andrew Celwyn, Michael Lusick, Scott Patel
- Absent (Voting):** Elizabeth Putnam
- Present (Ex-Officio):** Buncombe County Commissioner Terri Wells
- Absent (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore
- Staff:** Vic Isley, Jennifer Kass-Green, Julia Simpson, Ashley Greenstein, Josh Jones, Holly Watts, Marla Tambellini, Penelope Whitman, Mike Kryzaneck
- BC Finance:** Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- In-Person Attendees:** Chris Corl, Debra Campbell; City of Asheville  
Brian DeWine, Asheville Tourists  
Crystal Camacho, Alexis Clingenpeel; Virtelle Hospitality  
Rick Bell, Asheville Buncombe Hotel Association  
Randy Claybrook, Asheville Bed & Breakfast Association  
Sharon Tabor, Jason Burk; Black Mountain Swannanoa Chamber  
Zach Wallace, Asheville Area Chamber of Commerce  
Meghan Rogers, Asheville Independent Restaurant Association  
Chris Smith, Asheville Buncombe Regional Sports Commission  
John Ellis, Prior BCTDA Board Member  
Peter Pollay, Posana  
Ben Williamson, Buncombe Decides  
Tyler Smith, Rosemary Dodd, Melanie Chopko; Asheville Democratic Socialists of America (DSA)  
Roy Harris, Pepi Acebo, Ginna Reid, Nina Tovish, Mary Standaert, Cat Hebson, Reid Andry; Community Members  
Norma Baynes, Shiloh Community Association  
Jen Hampton, Emmaleigh Azonauta, Dan Dean; Asheville F&B United  
Timothy Sadler, Closed Loop Consulting  
Kevin Jones, Neighborhood Economics  
Ernie Boyd, Just Economics  
Sarah Honosky, Citizen Times  
Greg Parlier, Francis O'Connor; Mountain Xpress  
Jason Sanford, Ashvegas.com



# FINANCIAL REPORTS

Mason Scott  
Buncombe County | Assistant Finance Director  
Interim BCTDA Fiscal Agent

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**ASHEVILLE**  
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Development Authority

# PAGE 1

## Monthly Statement of Revenues, Expenditures and Changes in Fund Balance, Operating and Earned Revenue Funds, Budget and Actual – May 31, 2023

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 27,217,602	\$ 1,891,348	\$ 19,894,719	\$ 7,322,883	73.1%	\$ 22,495,239	-11.6%
Investment income	-	3,540	26,115	(26,115)	-	2,386	994.7%
Other income	-	-	35,213	(35,213)	-	-	-
Earned revenue	183,000	244	160,299	22,701	87.6%	328,107	-51.1%
Total revenues	<u>27,400,602</u>	<u>1,895,132</u>	<u>20,116,346</u>	<u>7,284,256</u>	<u>73.4%</u>	<u>22,825,731</u>	<u>-11.9%</u>
<b>Expenditures:</b>							
Salaries and Benefits	3,713,360	235,041	2,336,264	1,377,096	62.9%	2,180,062	7.2%
Sales	2,159,000	149,219	1,385,746	773,254	64.2%	673,905	105.6%
Marketing	21,895,242	2,897,495	12,086,553	9,808,689	55.2%	8,348,225	44.8%
Community Engagement	300,000	28,913	130,545	169,455	43.5%	94,327	38.4%
Administration & Facilities	1,150,000	99,228	854,540	295,460	74.3%	704,087	21.4%
Events/Festivals/Sponsorships	225,000	46,102	194,831	30,169	86.6%	169,492	15.0%
Total expenditures	<u>29,442,602</u>	<u>3,455,998</u>	<u>16,988,479</u>	<u>12,454,123</u>	<u>57.7%</u>	<u>12,170,097</u>	<u>39.6%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>(1,560,866)</u>	<u>3,127,867</u>			<u>\$ 10,655,635</u>	<u>-70.6%</u>
<b>Other Financing Sources:</b>							
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>\$ (1,560,866)</u>	<u>3,127,867</u>				
Fund balance, beginning of year			26,388,557				
Fund balance, end of month			<u>\$ 29,516,425</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.



# PAGE 2

## Monthly Revenue Summary – May 31, 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	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) 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	1,891,348	2,347,369	-19%	19,894,719	22,495,239	-12%	465,780	\$ 782,456	-40%	4,899,446	7,498,413	-35%
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>\$ 19,894,719</u>	<u>\$ 27,276,952</u>		<u>\$ 19,894,719</u>	<u>\$ 27,276,952</u>		<u>\$ 4,899,446</u>	<u>\$ 9,092,317</u>		<u>\$ 4,899,446</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	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) 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	465,780	-	-	4,899,446	-	-	2,822,907	\$ 3,129,825	-10%	29,693,610	29,993,652	-1%
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 4,899,446</u>	<u>\$ -</u>		<u>\$ 4,899,446</u>	<u>\$ -</u>		<u>\$ 29,693,610</u>	<u>\$ 36,369,269</u>		<u>\$ 29,693,610</u>	<u>\$ 36,369,269</u>	



# PAGE 3

## Monthly Product Development Fund Summary – May 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 26,327,570	\$ 29,950,137	\$ (3,622,567)	113.8%
Investment Income	-	2,782,091	(2,782,091)	0.0%
<b>Total revenues</b>	<b>26,327,570</b>	<b>32,732,228</b>	<b>(6,404,658)</b>	<b>124.3%</b>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
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	650,000	7,490,000	8.0%
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	59,561	440,439	11.9%
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 Cragnolin 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	1,812,424	24,100,146	7.0%
Product development fund administration	415,000	168,974	246,026	40.7%
Total product development fund	\$ 26,327,570	\$ 1,981,398	\$ 24,346,172	7.5%
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 30,750,830		
Less: Liabilities/Outstanding Grants		(24,100,146)		
Less: Unspent Admin Budget (Current Year)		(246,026)		
Current Product Development Amount Available		\$ 6,404,658		



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## Monthly Legacy Investment from Tourism Fund – May 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ -	\$ 4,899,446	\$ (4,899,446)	0.0%
Investment Income	-	-	-	-
<b>Total revenues</b>	<u>-</u>	<u>4,899,446</u>	<u>(4,899,446)</u>	<u>0.0%</u>
<b>Expenditures:</b>				
<b>LIFT projects:</b>				
	-	-	-	-
	-	-	-	-
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>
<b>Legacy Investment from Tourism Funds Available for Future Grants</b>				
Total Net Assets		\$ 4,899,446		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 4,899,446</u>		



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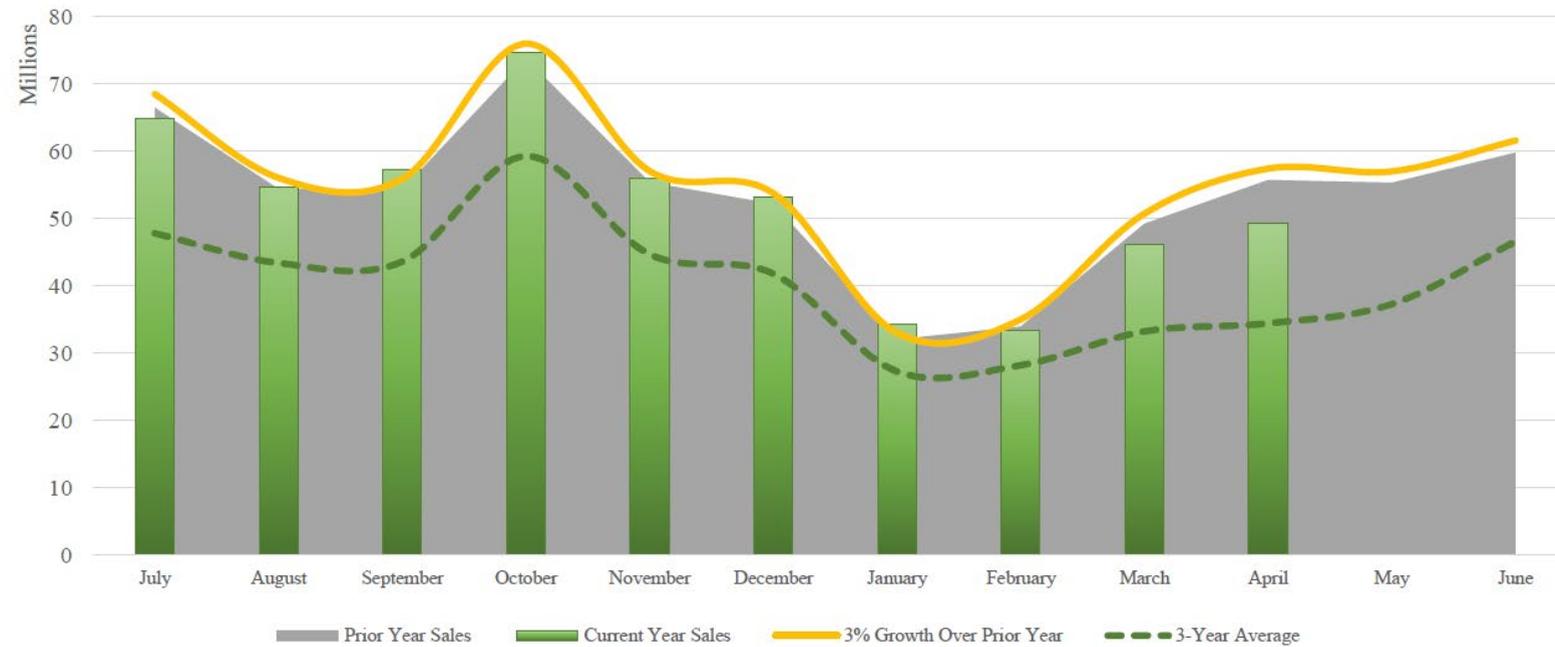
## Monthly Balance Sheet Governmental Funds – May 31, 2023

	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
<b>Assets:</b>				
Current assets:				
Cash and investments	\$ 31,391,896	\$ 30,750,830	\$ 4,899,446	\$ 62,142,726
Receivables	-	-	-	-
Total current assets	<u>\$ 31,391,896</u>	<u>\$ 30,750,830</u>	<u>\$ 4,899,446</u>	<u>62,142,726</u>
<b>Liabilities:</b>				
Current liabilities:				
Accounts payable	\$ 1,710,072	\$ -	\$ -	\$ 1,710,072
Future events payable	165,400	\$ 24,100,146	\$ -	\$ 24,265,546
Total current liabilities	<u>1,875,472</u>	<u>\$ 24,100,146</u>	<u>\$ -</u>	<u>\$ 25,975,618</u>
<b>Fund Balances:</b>				
Restricted for product development fund	-	6,650,683	-	6,650,683
Restricted for LIFT fund	-	-	4,899,446	4,899,446
Committed for event support program	57,221	-	-	57,221
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	12,672,994	-	-	12,672,994
Total fund balances	<u>29,516,425</u>	<u>6,650,683</u>	<u>4,899,446</u>	<u>41,066,554</u>
Total liabilities and fund balances	<u>\$ 31,391,896</u>	<u>\$ 30,750,830</u>	<u>\$ 4,899,446</u>	<u>\$ 62,142,726</u>



# PAGE 6

## Total Lodging Sales Shown by Month of Sale, YTD – May 31, 2023

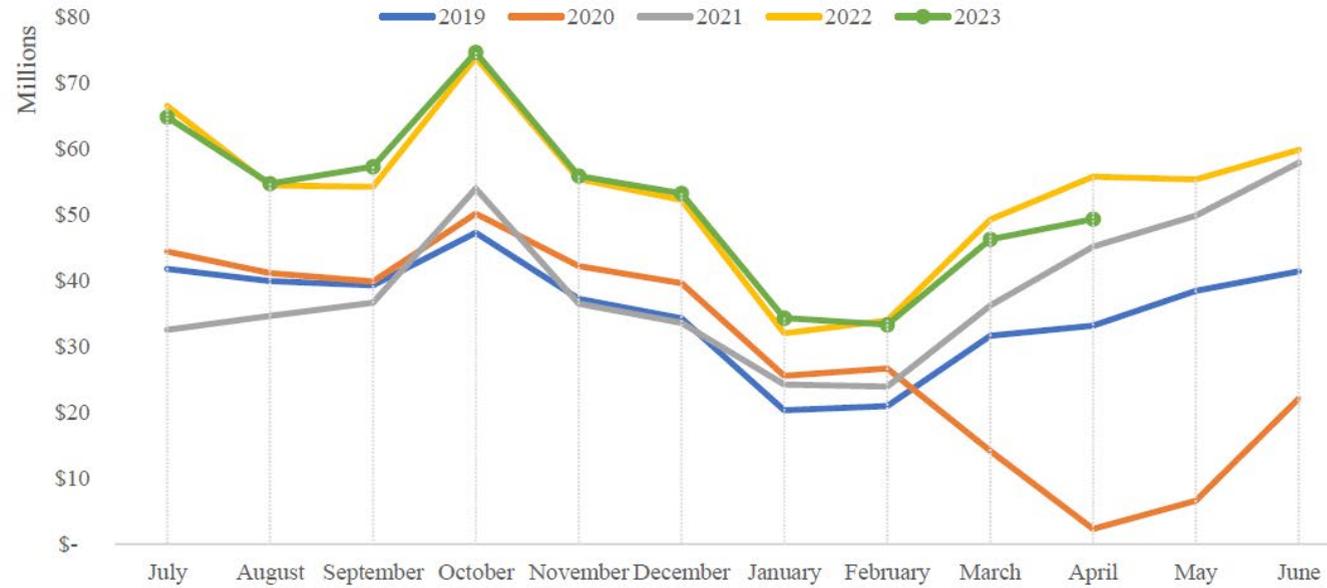


	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 64,793,944	\$ 66,470,974	-3%	-3%	\$ 68,465,103	\$ 47,801,350
August	54,692,346	54,412,470	1%	-1%	56,044,844	43,396,488
September	57,225,820	54,237,200	6%	1%	55,864,316	43,596,513
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	46,245,810	49,237,522	-6%	1%	50,714,648	33,229,842
April	49,336,645	55,712,735	-11%	-1%	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
<b>Total revenues</b>	<b>\$523,594,780</b>	<b>\$ 642,549,756</b>			<b>\$661,826,249</b>	<b>\$487,542,078</b>



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## History of Total Sales by Month Shown by Month of Sale, YTD – May 31, 2023



	2019	2020	2021	2022	2023
<b>Month of lodging sales:</b>					
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	46,245,810
April	33,141,034	2,402,461	45,171,098	55,712,735	49,336,645
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	-
<b>Total lodging sales</b>	<b>\$ 425,752,967</b>	<b>\$ 354,904,866</b>	<b>\$ 465,171,612</b>	<b>\$ 642,549,756</b>	<b>\$ 523,594,780</b>



# PAGE 8

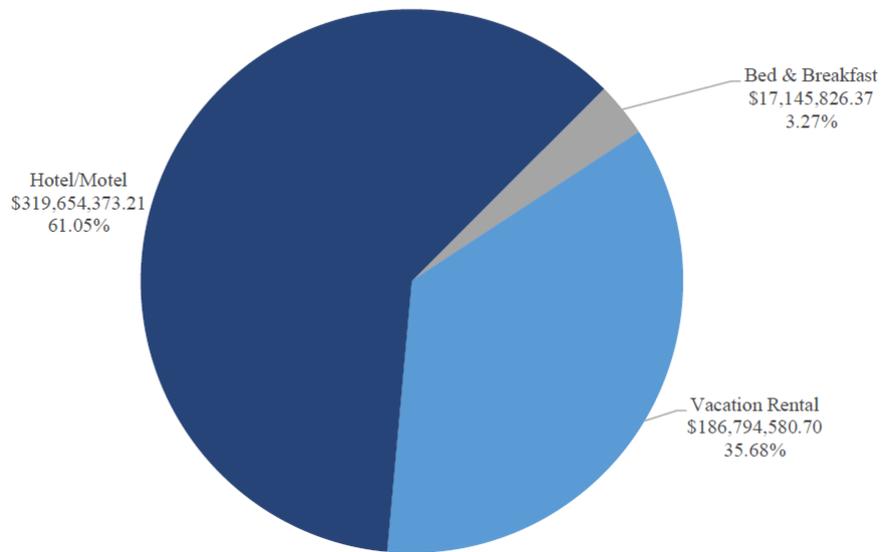
## Total Lodging Sales by Type, Shown by Month of Sale, YTD – May 31, 2023

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%	17,762,097	19,990,357	-11.1%	0.3%	1,340,970	1,339,284	0.1%	23.5%	46,245,810	49,237,522	-6.1%	0.5%
April	29,985,459	33,881,484	-11.5%	-1.5%	17,538,620	20,122,633	-12.8%	-1.1%	1,812,565	1,708,618	6.1%	21.4%	49,336,645	55,712,735	-11.4%	-0.7%
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	-	-
<b>Total</b>	<b>\$ 319,654,373</b>	<b>\$ 394,990,447</b>			<b>\$ 186,794,581</b>	<b>\$ 229,458,829</b>			<b>\$ 17,145,826</b>	<b>\$ 18,100,480</b>			<b>\$ 523,594,780</b>	<b>\$ 642,549,756</b>		

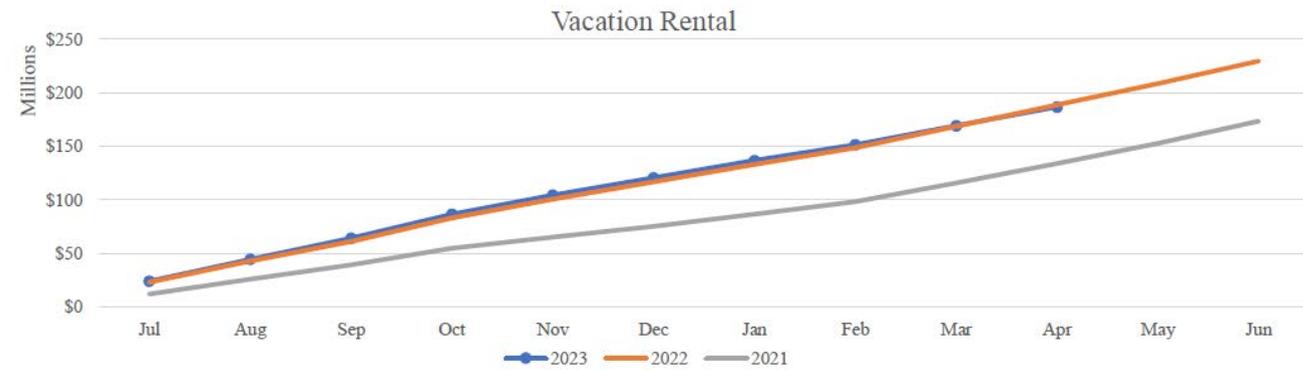
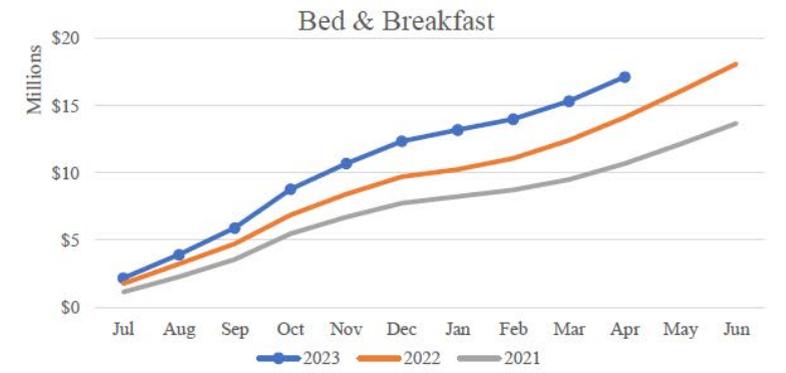


# PAGE 9

## Total Lodging Sales by Type, Shown by Month of Sale, YTD – May 31, 2023



Total Lodging Sales by Type, YTD



Total Lodging Sales by Type, Compared to Prior Year

# MAY 2023 FINANCIAL REPORTS

Chair Kathleen Mosher

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Questions/Comments

**Suggested Motion:**

**Motion to approve the May 2023 Financial Reports as presented.**

Motion Second

Additional Discussion

Vote



# FY24 BOARD OFFICER NOMINATIONS

Chair Kathleen Mosher

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The BCTDA Board Development Committee (Nominating Committee) recommends the following officers:



**BCTDA Chair**  
Brenda Durden



**BCTDA Vice Chair**  
Matthew Lehman



**BCTDA Treasurer**  
HP Patel  
*(BCTDA nonprofit only)*

# FY24 BOARD OFFICER NOMINATIONS

Chair Kathleen Mosher

---

Questions/Comments

## Suggested Motion:

**Motion to approve the nominations for FY24 officers for BCTDA Chair, BCTDA Vice Chair, and Treasurer of the Nonprofit, as presented.**

Motion Second

Additional Discussion

Vote



# FY24 MEETING SCHEDULE

Chair Kathleen Mosher

Questions/Comments

**Suggested Motion:**

**Motion to approve the FY24 meeting schedule as presented, including cancelling December's meeting.**

Motion Second

Additional Discussion

Vote

Date	Time
Wednesday, July 26, 2023	9:00 - 11:00 a.m.
Wednesday, August 30, 2023	9:00 - 11:00 a.m.
Wednesday, September 27, 2023	9:00 - 11:00 a.m.
Wednesday, October 25, 2023	9:00 - 11:00 a.m.
Wednesday, November 29, 2023	9:00 - 11:00 a.m.
<del>Wednesday, December 13, 2023*</del> <b>Cancel</b>	<del>9:00 - 11:00 a.m.</del>
Wednesday, January 24, 2024*	9:00 - 11:00 a.m.
Wednesday, February 28, 2024	9:00 - 11:00 a.m.
Thursday, March 21, 2024* (March Board Meeting)	9:00 - 11:00 a.m.
Friday, March 22, 2024* (Annual Planning Session)	9:00 a.m. - 6:00 p.m.
Wednesday, April 24, 2024	9:00 - 11:00 a.m.
Wednesday, May 29, 2024	9:00 - 11:00 a.m.
Wednesday, June 26, 2024	9:00 - 11:00 a.m.

*\*Unless noted with asterisk, meetings take place at 9 a.m. the last Wednesday of each month.*





# PRESIDENT & CEO REPORT

Vic Isley

Explore Asheville | President & CEO

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

# BCTDA NEW APPOINTMENT

City of Asheville Appointee

---

- Lucious Wilson was appointed by the City Council on June 13
- As the general manager and partial owner of Wedge Brewery with three locations in the city, he fills a seat for an owner of a restaurant, brewery, distillery, or winery open for tours/tasting, or executive director of ticketed arts organization.
- Lucious will join the board in September 2023
- He will serve a 3-year term through August 31, 2026, and have the option for reappointment to a second 3-year term

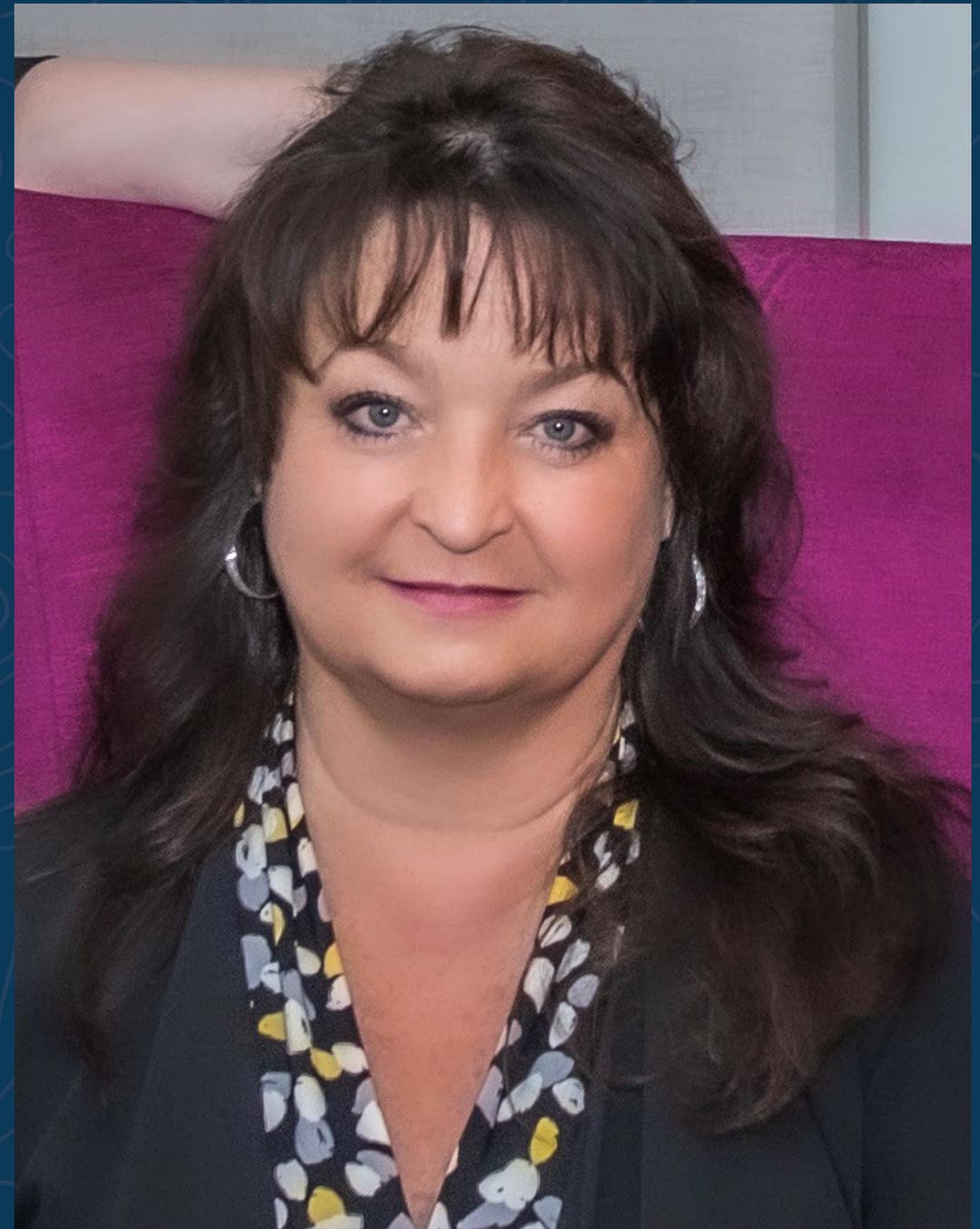


# BCTDA REAPPOINTMENT

Buncombe County Appointee

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- Brenda Durden was reappointed to the board by the Buncombe County Commissioners on June 20
- Brenda has served on the board since September 2020, representing a lodging property with 101+ rooms
- She will serve a second 3-year term through August 31, 2026; at which time she will not be eligible for reappointment



# KUDOS TO THE TEAM!

A few recent recognitions



**5**  
**Foundations**  
of a Contemporary  
Destination Organization

 **ZARTICO**



# SUMMER SOCIAL

Save the date: August 1, 4-7PM

save the date for the  
**Explore Asheville Summer Social**

Mark your calendars for an evening of social connection and celebration  
on the rooftop at the newly opened Restoration Hotel!

We'll soak in the summer with a live DJ, local artists, tasty bites, custom cocktails,  
and an opportunity to give back to our local schools.



We can't wait to see you there!

**August 1, 4-7pm** The Restoration Hotel 68 Patton Avenue



# LOCAL FESTIVALS & CULTURAL EVENTS SUPPORT

Powered by Earned Revenue Grants & Sponsorships

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## June Events

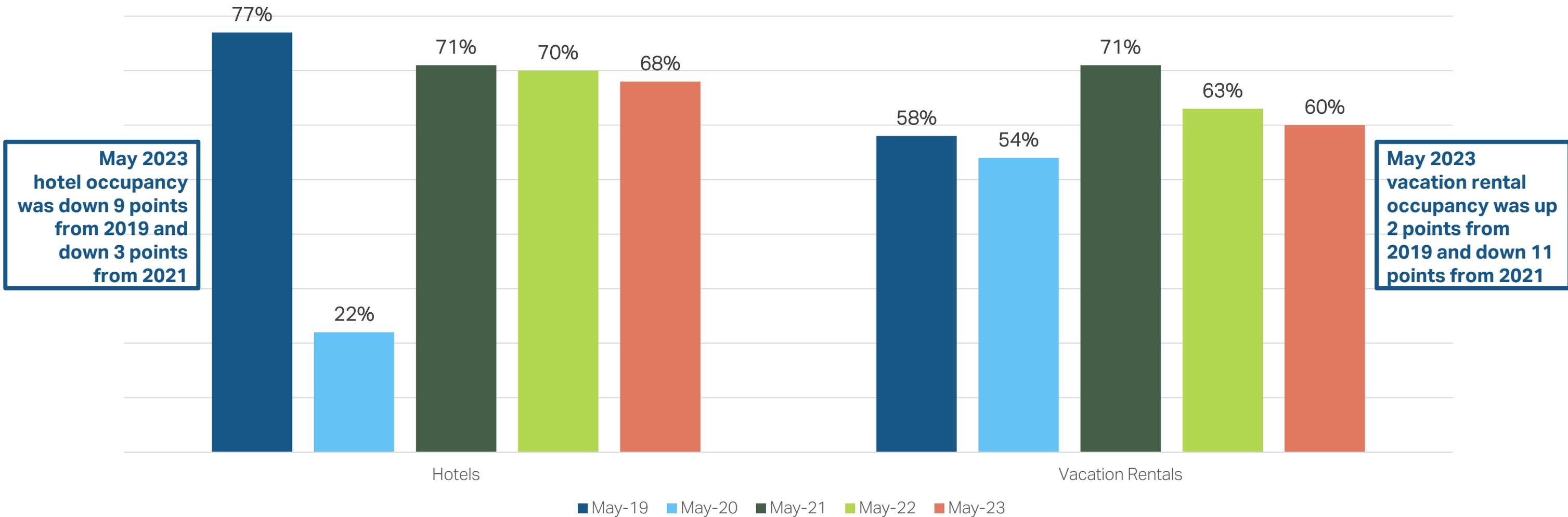
- Asheville Downtown Association – Pritchard Park Summer Series
- Asheville Downtown Association – Downtown After 5 Series
- The Blue Ridge Bonsai Society - Bonsai as Fine Art
- Center for Honeybee Research – AVL Honey Fest
- UNC Asheville – Asheville Ideas Fest
- Asheville Area Chamber of Commerce – 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"

## July Events

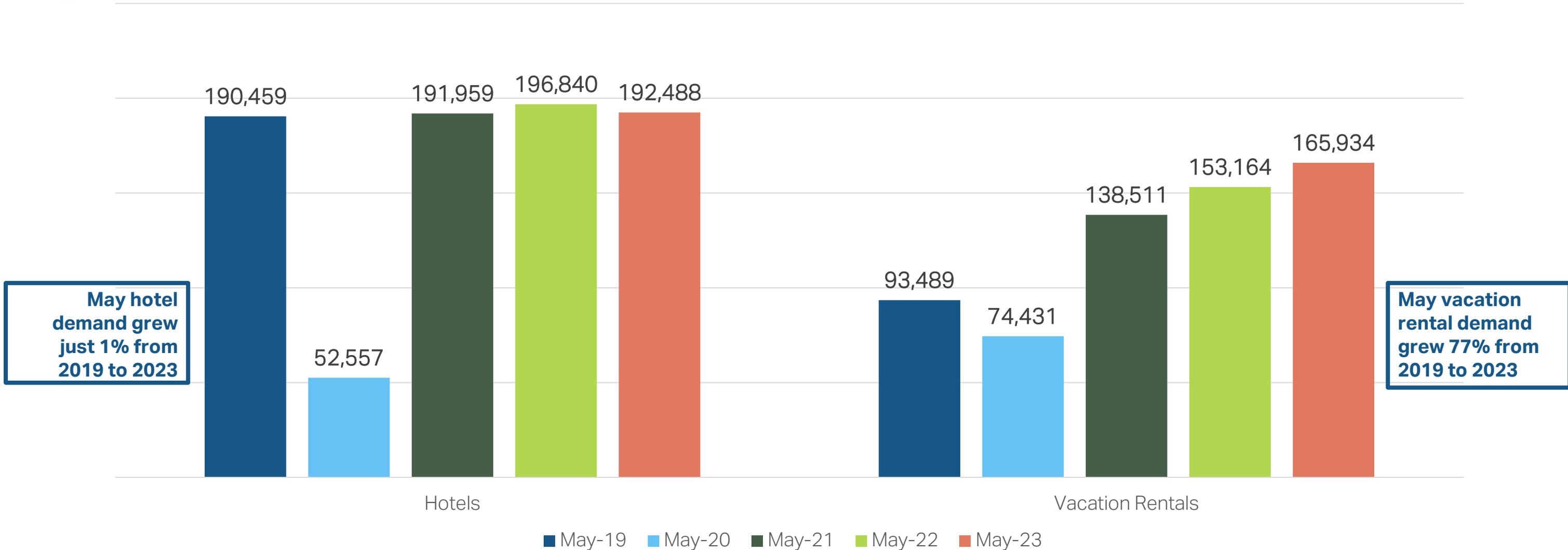
- Skyview Golf Association - Skyview Golf Tournament
- Folk Heritage Committee - Shindig on the Green
- Asheville Tennis Association - Asheville Open Tennis Championships
- Southern Highland Craft Guild - Southern Highland Craft Guild July Fair
- LEAF Global Arts - LEAF Downtown AVL
- Asheville Downtown Association – Downtown After 5 Series



# MAY LODGING OCCUPANCY



# MAY LODGING DEMAND

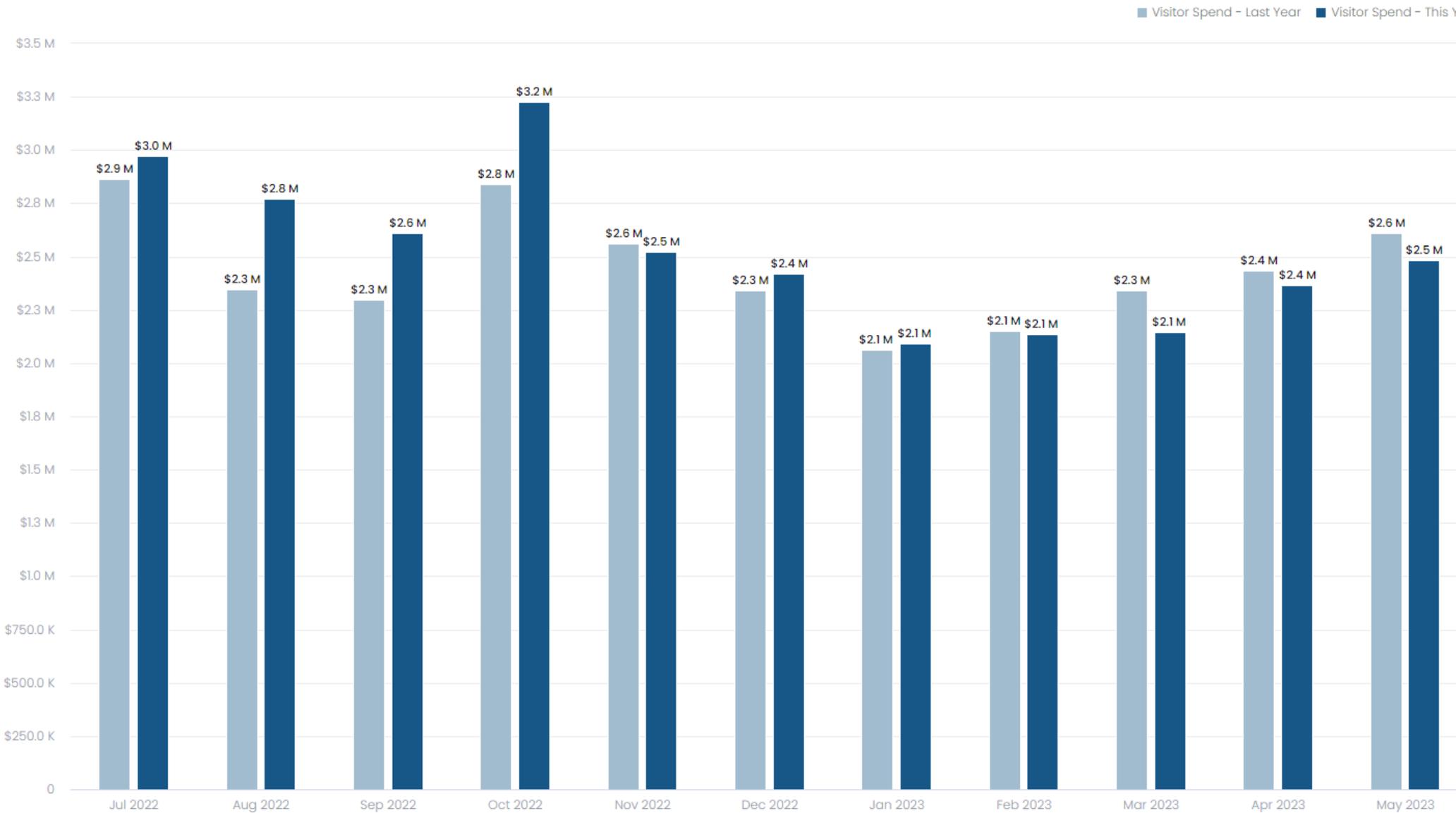


May hotel demand grew just 1% from 2019 to 2023

May vacation rental demand grew 77% from 2019 to 2023

# TREND IN VISITOR SPENDING YOY

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



**Visitor spending up  
3.3% (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
May 2023	\$2.6 M	\$2.5 M
Totals	\$26.8 M	\$27.7 M

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



# TRAVEL FORECAST IS CHOPPY

Destination Analysts research shows recession, high travel prices deterrent to travel

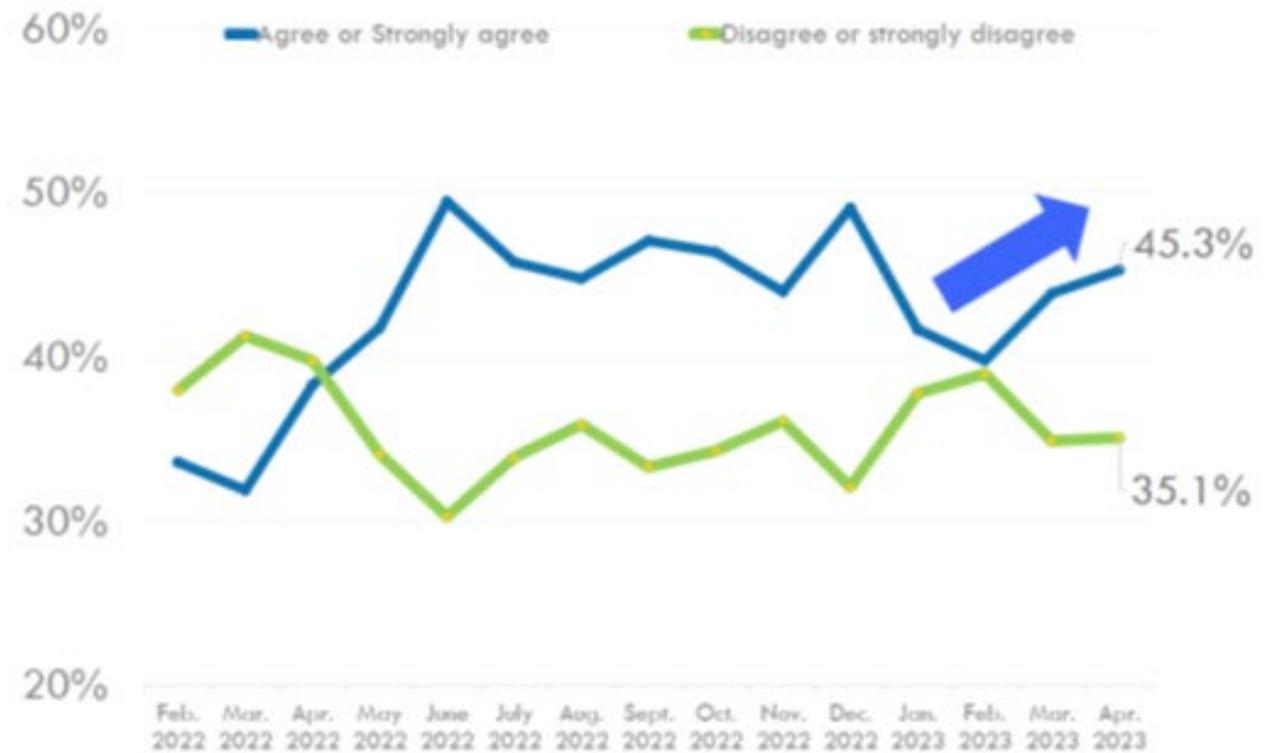
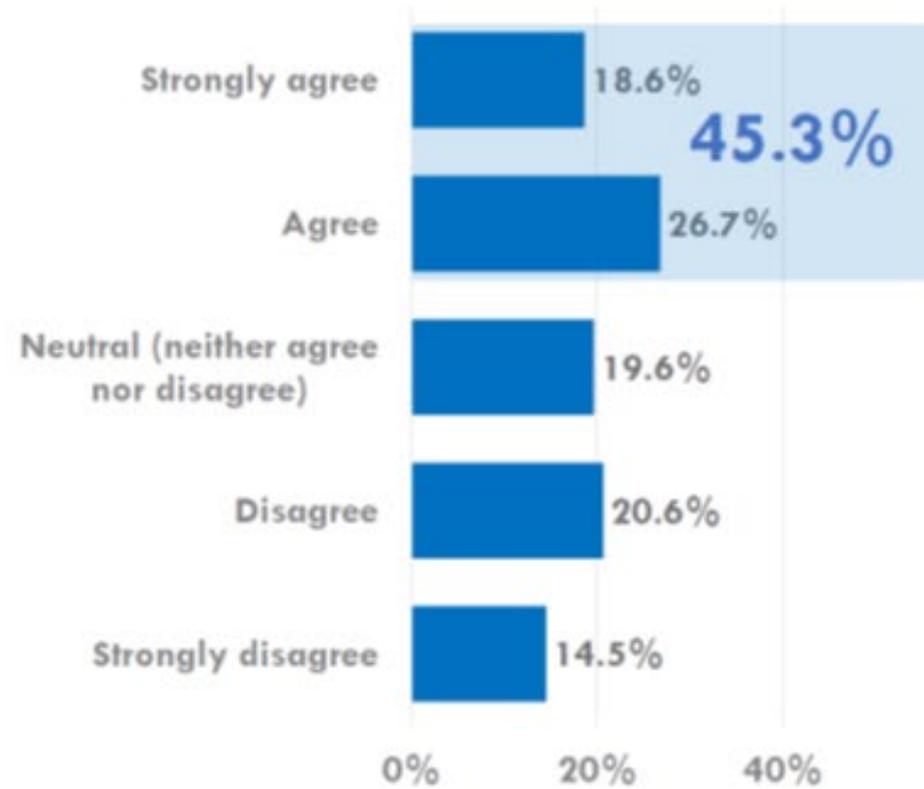
- According to Destination Analysts, the proportion of Americans who feel like it's a good time for travel (31 percent) is similar to those who feel like it's a bad time (33 percent).
- US Travel Association's newest national travel forecast also shows normalizing of leisure travel demand from the post-Pandemic surge that Asheville has benefitted from in recent years.



# HIGH TRAVEL PRICES ARE ALSO A DETERRENT TO TRAVEL

Source: Destination Analysts

**Statement:** High travel prices have kept me from traveling in the past month.



# LUXURY TRAVEL TRENDS

- Nevertheless, Americans place a high priority on travel. U.S. Travel research reports that 74 percent of travelers agree that travel is an important component to a healthy, productive and happy life. And many are prioritizing having at least one luxury travel experience, according to Destination Analysts.
- Those higher-spending travelers that stayed domestic over the last several summers are venturing abroad for bucket-list trips.



# CAUSE & EFFECT

Travel performance and forecast choppy

Real & perceived safety issues are reported to be curbing travel decisions & experiences

US national leisure travel forecast shows slowing demand, growing just 1.4% in 2023

Higher-spending travelers that stayed domestic over the last several summers are venturing abroad and to larger cities for bucket-list trips.

National economic pressures like potential recession & higher prices are deterring travel

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

Credit card spending in market trending down March – May 2023

Lodging occupancy down March – May 2023

Lodging revenue down March – May 2023

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



# MONTHLY REPORTING

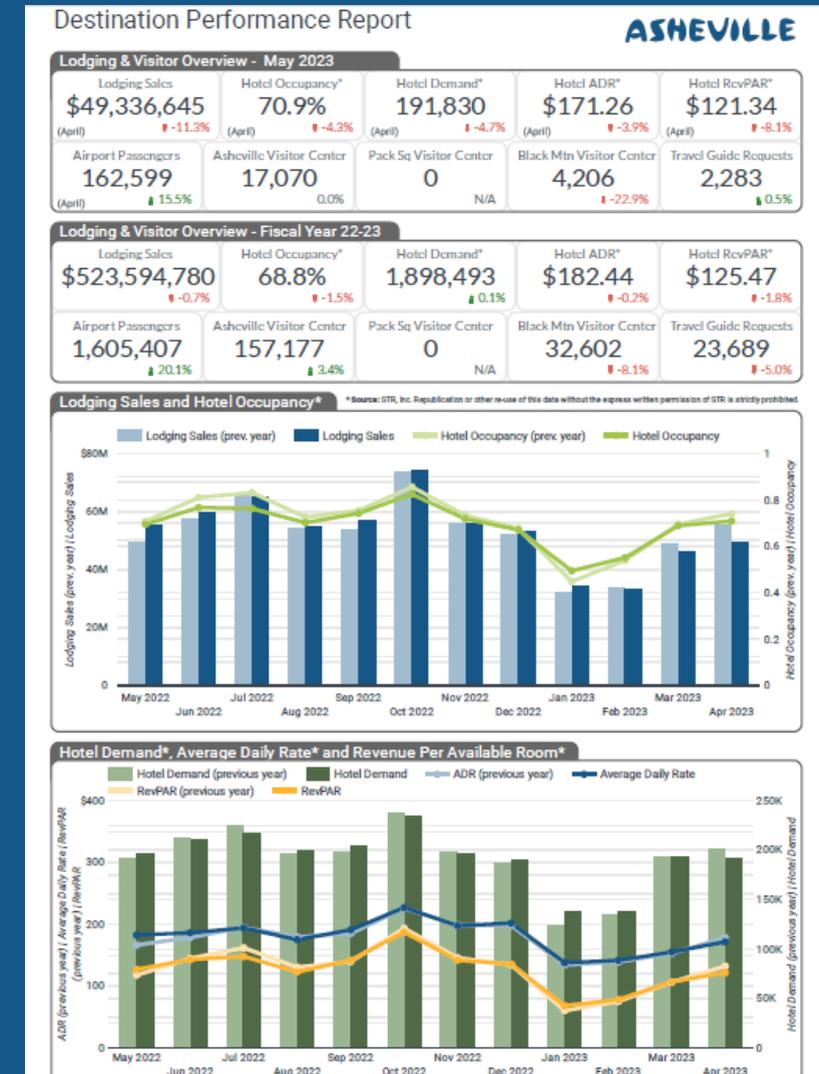
May 2023 Monthly Highlights Report | Destination Performance Report

# MONTHLY HIGHLIGHTS

## MAY 2023



EXPLORE ASHEVILLE  
POWERED BY Bencombe County Tourism Development Authority





# BCTDA FY24 BUDGET HEARING

Jennifer Kass-Green

Explore Asheville | VP of Culture & Business Affairs

Kathleen Mosher

BCTDA | Board Chair



# PUBLIC BUDGET HEARING

Jennifer Kass-Green

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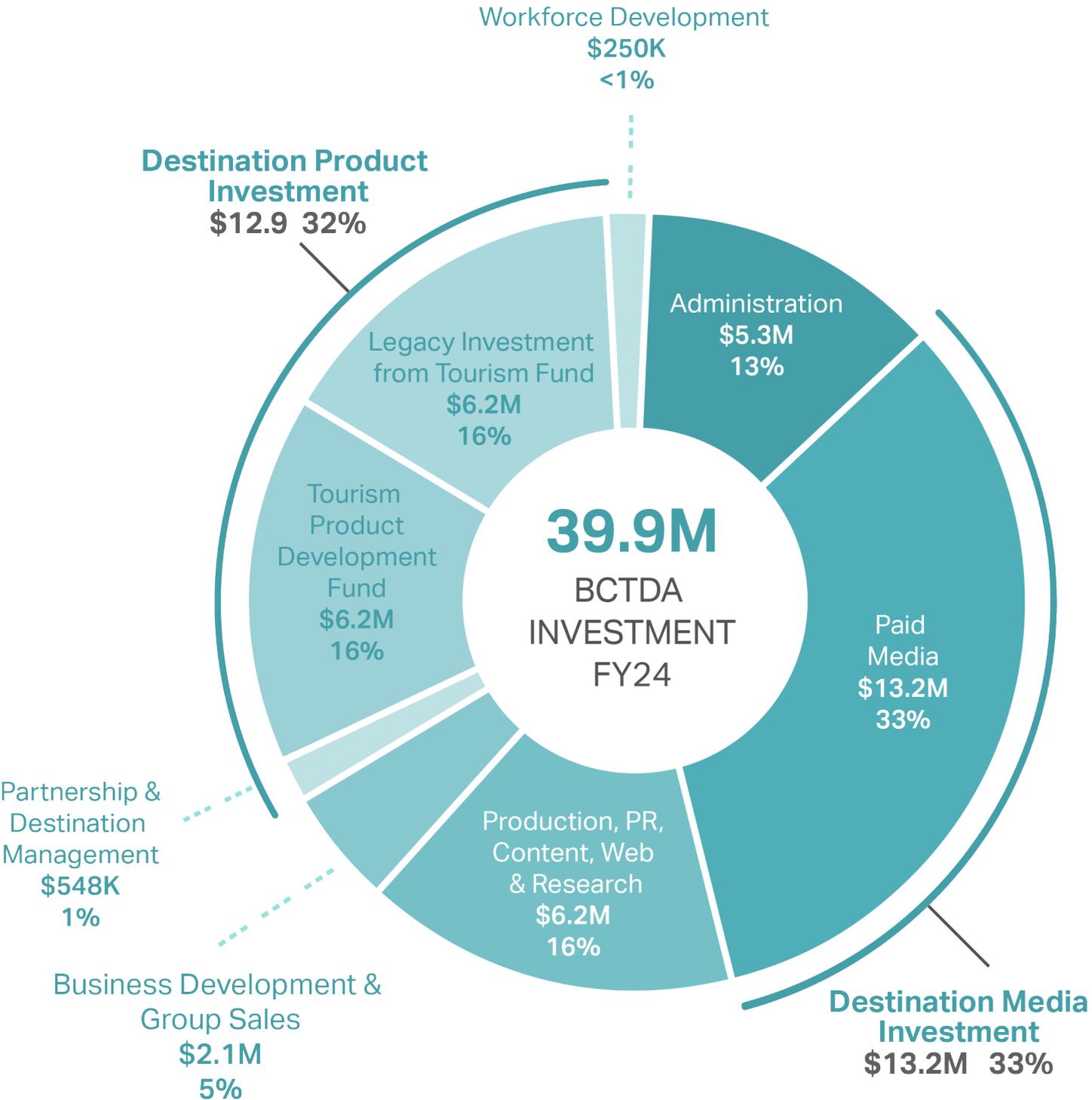
- At the May 31 BCTDA monthly meeting, a proposed budget ordinance was presented.
- The BCTDA approved a motion to schedule a public hearing to take place on June 28, 2023, for the consideration of the budget ordinance.
- The budget ordinance was posted on AshevilleCVB.com following the board meeting.
- A public notice publicizing the budget hearing was published in the print and online editions of the Asheville Citizen-Times on June 11, 2023.



# FY24 BUDGET HIGHLIGHTS

## Travel Promotion's Virtuous Cycle

- Accounts for Buncombe County receiving 5%, or \$2 million in occupancy tax for annual administration fee.
- Second year of building the budget based upon new legislation mandating the two-thirds into marketing and 1/3 into tourism-related capital projects.
- Destination media investment and destination product investment are nearly equal this year, at 33% and 32% respectively.
- Festivals and cultural events grants transferred into two-thirds budget from earned revenue.
- Earned revenue will be used to create a workforce development program to engage the next generation of tourism professionals



# BCTDA PROPOSED FY24 BUDGET ORDINANCE RECAP

Jennifer Kass-Green

## FY24 Budget Ordinance:

Operating Budget  
**\$27,500,000**

TPDF Admin Budget  
**\$571,200**

LIFT Fund Admin Budget  
**\$339,500**

Earned Revenue Budget  
**\$250,000**

**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:

<b>APPROPRIATION</b>	
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
<b>TOTAL APPROPRIATION:</b>	<b><u>\$ 27,500,000</u></b>
<b>REVENUE</b>	
Occupancy Tax Revenue	\$ 27,500,000
<b>TOTAL APPROPRIATION:</b>	<b><u>\$ 27,500,000</u></b>

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:

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

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:

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

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:

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



# PUBLIC HEARING ON THE PROPOSED BUDGET

Chair Kathleen Mosher

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- Open the Public Hearing on the Proposed BCTDA FY24 Budget Ordinance
- Receive input on the Proposed BCTDA FY24 Budget Ordinance
- Close the Public Hearing



# BCTDA PROPOSED FY24 BUDGET ORDINANCE

Chair Kathleen Mosher

Questions/Comments

Suggested Motion:

Motion to approve the FY24 budget ordinance as presented.

Motion Second

Additional Discussion

Vote

**ORDINANCE # 06.28.23**

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

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<b>REVENUE</b>	
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Fund Balance - Committed for Event Support Program	\$ 33,600
<b>TOTAL APPROPRIATION:</b>	<b><u>\$ 250,000</u></b>





# TPDF COMMITTEE RECOMMENDATION: MCCORMICK FIELD

Tiffany Thacker  
Explore Asheville | Director of Grants

# TPDF MAJOR WORKS REQUEST

## McCormick Field Centennial Restoration & Capital Improvements Project

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### **About McCormick Field:**

- The facility opened in 1924 and is the largest public venue with infrastructure to host outdoor, ticketed events within the County
- The facility is currently owned by the City, and the City has stated it hasn't adequately reinvested in capital improvements of the facility over the years
- The facility is home to the region's only professional baseball team, the Asheville Tourists, which is currently at risk of losing their MLB affiliation if the facility isn't brought up to new MLB PDL standards
- The facility provides affordable family-friendly entertainment for all ages and income levels

### **Project Overview:**

The project will include necessary capital improvements for McCormick Field to not only meet new MLB facility standards passed in 2020, but also to create a modernized, multi-use, public facility with the necessary infrastructure to operate events year-round.

# TPDF MAJOR WORKS REQUEST

McCormick Field Centennial Restoration & Capital Improvements Project

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## **Total Cost of the Project: \$55.6 million**

- \$37.5 million – total cost of construction and design of project
- \$55.6 million – total cost of project including interest over the life of debt service

## **TPDF Funding Request: \$22.95 million (41%)**

- \$1.95 million grant reallocation from the Coxe Avenue Green Street grant awarded in 2022 cycle
- \$1.4 million of debt service per year for 15 consecutive years

## **Matching Funds: \$32.88 million**

- Buncombe County - \$250,000/year, 20 years (9%)
- City - \$1 million one-time fund balance allocation and \$1,343,750/year, 20 years (50%)

# TPDF MAJOR WORKS REQUEST

McCormick Field Centennial Restoration & Capital Improvements Project

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## The Project:

- **Venue Upgrades - 18% ~ \$6.8 million**
  - Deferred maintenance upkeep – civil, structural, general, mechanical, plumbing, and electrical
  - Video surveillance systems
  - LED sport lighting, anti skid surfaces, batter's eye
- **Player Amenities - 38% ~ \$14.2 million**
  - Home clubhouse, batting tunnels, weight room, commissary, female facilities
  - Clubhouse conversion, wall padding, playing field, bullpens, potable water
- **Guest/Attendee Amenities - 44% ~ \$16.5 million**
  - Concourse expansion - bullpen access, entrance plaza and gates
  - Video display & scoreboard
  - Third baseline, fencing, picnic space rebuild & expansion
  - First baseline wall, access, picnic & netting
  - New suites and expand press box to meet Player Development League standards



# TPDF MAJOR WORKS REQUEST

McCormick Field Centennial Restoration & Capital Improvements Project

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## **Contract Terms Highlights for City of Asheville & Dewine Silver Dollar Baseball, Inc.**

- 23-year lease that becomes a legal tether for professional baseball to the Club through end of lease; legal tether to Minor League Baseball for affiliated baseball through 2030
- Annual Lease Revenue would be \$468,750/year for 20 years (average)
- Club to invest \$75,000/year for capital expenditures with ability to roll over until Year 20
- City to invest \$25,000/year for maintenance, with unused funds rolling over to capital expenditures; \$2 million investment in Year 5, and \$4 million investment in Year 15
- Requirement to host non-Asheville Tourists regular season baseball community events with a minimum annual attendance of 35,000 or greater. If attendance target is not reached, the team pays the City a \$.50 penalty per attendee under target. Target increases to 40,000/year in Year 11
- Club retains 100% of sponsorship and naming rights, with City Council having the right to approve final naming rights with reasonable expectations
- Club to manage all parking operations for all events at facility, baseball and non-baseball

# TPDF MAJOR WORKS REQUEST

## McCormick Field Centennial Restoration & Capital Improvements Project

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### Project Impact:

- **Current Visitation:** 179,500/year, on average 28% of attendees are from out-of-market (outside 5 county area surrounding Buncombe County)
- **Expected Annual Visitation after project completion:** City expects total annual visitation to McCormick Field to double current visitation by Year 3 (376,200) due to the following reasons:
  - **Enhanced Marketing Efforts:** Previous marketing efforts for the Asheville Tourists have not included out-of-market audiences. Out-of-market visitors are expected to increase when those efforts are redirected to out-of-market channels
  - **Non-Tourist Baseball Activation:** Expected increase in visitation will also come from the City activating the venue November – May with special events that traditionally appeal to visitors (concerts, craft or food festivals, and winter fests)
- **Room Night Estimates:** By Year 3, the City estimates this project will generate 75,240 room nights each year, which would produce an estimated \$962,000 in annual total occupancy tax revenue

# TPDF MAJOR WORKS REQUEST

McCormick Field Centennial Restoration & Capital Improvements Project

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## Project Benefits Summary:

- Modernization of a City-owned landmark facility in need of critical upgrades
- Retention of Major League Baseball affiliation for the Asheville Tourists Ballclub, a well established, community asset that generates \$9.8 million in annual economic impact
- Creation and expansion of revenue generating opportunities for the community and the City through the development of a multi-purpose facility that can host non-baseball events year-round
- Attraction of new visitors through expanded sales and marketing effort in partnership with the Club
- Potential for additional mixed-use development on surrounding underutilized City-owned properties in accordance with the South Slope/Southside Neighborhood Vision Plan, thereby increasing economic impact for the City and County at large

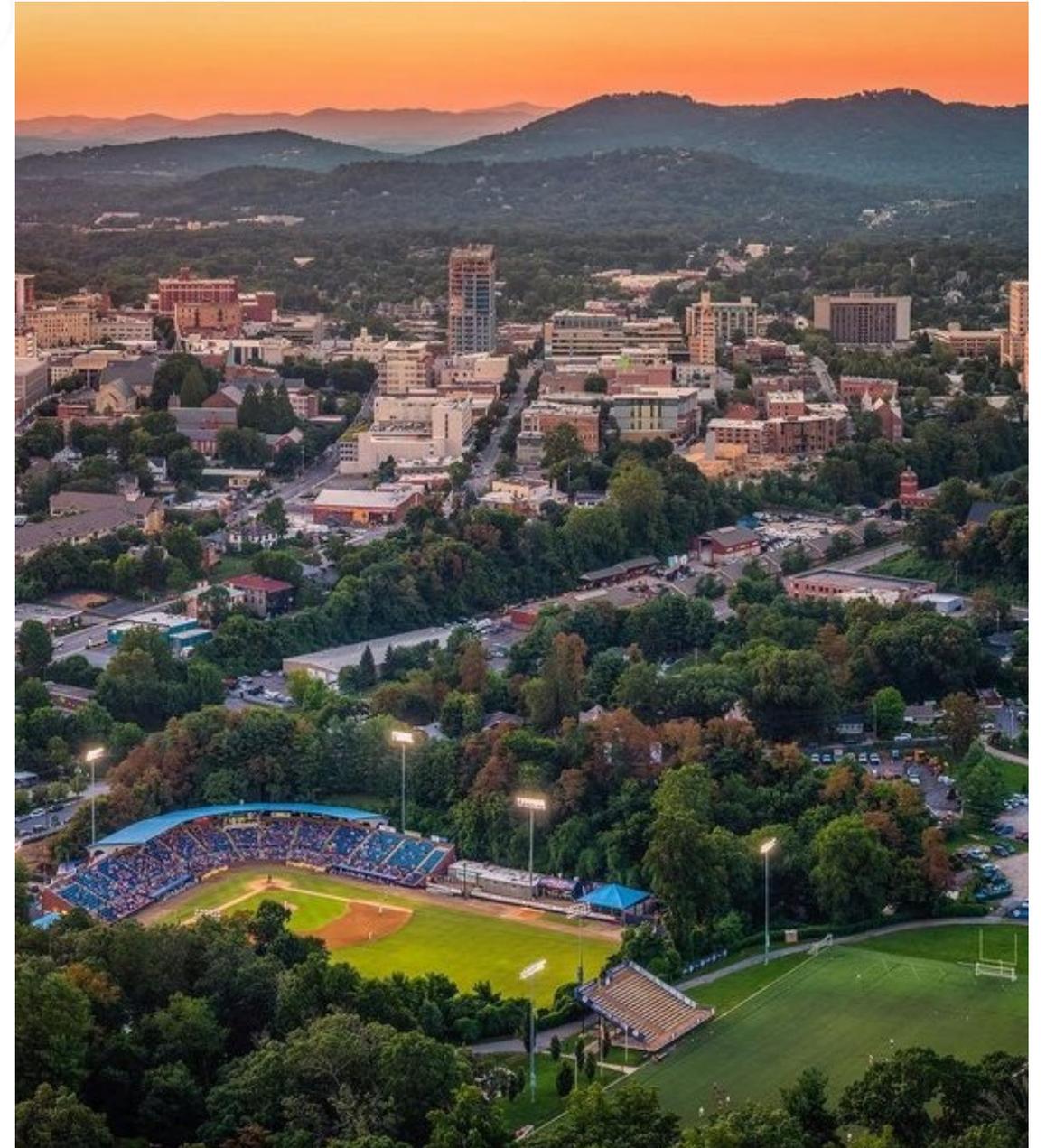
# TPDF MAJOR WORKS REQUEST

McCormick Field Centennial Restoration & Capital Improvements Project

## TPDF Committee Recommendation: \$22.95 million

- \$1.95 million grant reallocation from the Coxe Avenue Green Street grant awarded in 2022
- \$1.4 million of debt service per year for 15 consecutive years

The Committee's recommendation is contingent on additional terms added to the agreement between the BCTDA and the City, as outlined in the following slides.



# TPDF MAJOR WORKS REQUEST

McCormick Field Centennial Restoration & Capital Improvements Project

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## TPDF Committee's Additional Terms

- **Right to review lease:** BCTDA right to review the lease between City of Asheville and the Asheville Tourists prior to execution, to confirm all terms outlined in the application are included in the final agreement, including the following additional terms:
  - **Travel & Hospitality Night:** City agrees that a term of the lease will include that the Asheville Tourists agree to host one (1) Travel & Hospitality Night each season allowing for local hospitality workers to attend a game for free or at a reduced price;
  - **Proactive Review of Marketing Plans:** City agrees that a term of the lease will include that the Tourists will proactively review marketing plans with Explore Asheville staff;
  - **BCTDA Naming Rights:** BCTDA will have naming rights of a concourse or similar area within the baseball field complex, as agreed upon by the City of Asheville, Asheville Tourists, and the BCTDA;
  - **Naming Rights Exclusivity:** as part of the lease City and Club agree to a naming rights exclusivity clause that does not allow other destinations to purchase naming rights of or within the stadium. Additionally, both agree that naming rights will not be sold to an entity in the adult entertainment industry or businesses engaging in illegal activity.

# TPDF MAJOR WORKS REQUEST

McCormick Field Centennial Restoration & Capital Improvements Project

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## TPDF Committee's Additional Terms Continued:

- **Permanent Exhibit:** Within the scope and costs of the capital project, a requirement to include a permanent exhibit at McCormick Field that showcases the storied history of baseball in Asheville, including but not limited to recognition of what once was known as Negro League teams
- **Explore Asheville Staff's Ability to Book Space:** Ability for Explore Asheville staff to book rentable space within McCormick Field for interested groups, pending availability and approval of the City of Asheville and Asheville Tourists



# TPDF MAJOR WORKS REQUEST

## McCormick Field Centennial Restoration & Capital Improvements Project

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### TPDF Committee's Additional Terms Continued:

- **Venue Rental Fee Waiver:** Initiation of a Venue Rental Fee Waiver program as outlined below. Explore Asheville Business Development Department will initiate the rental fee waiver as part of a bid package. Requirements to activate the rental fee waiver include:
  - a minimum of two contracted hotels to be used to provide delegate housing;
  - a minimum of 500 cumulative room nights contracted;
  - the group agrees to a minimum cumulative food, beverage, concession and staffing spend of \$12,000\* with the facility during the contracted event. (\*Minimum spend may escalate to adjust for inflation but may not exceed 3% per annum. Explore Asheville Business Development staff would have the flexibility to reduce the minimum to actual costs to the venue for events that will not require food and beverage, per prior to approval from McCormick Field.)
- The rental fee waiver program eligibility is in effect beginning in 2026 and concluding 2046. A total of twenty rental fee waivers are available for implementation, with a maximum of three (3) actualized events in a given year.
- Groups not meeting all of these requirements may be considered if other factors (such as media awareness or potential to generate new group contracts) are significant and agreed upon by both Explore Asheville and McCormick Field. The rental waiver program covers base rental costs (excluding A/V, F&B, staff costs and out-of-house rentals) for the contracted length of the event.



# TPDF MAJOR WORKS REQUEST

## McCormick Field Centennial Restoration & Capital Improvements Project

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### TPDF Committee's Additional Terms Continued:

- **Additional Payments & Potential Cost Savings:** BCTDA will have the ability to make additional payments to lower the total debt service cost.
  - Additional payments can be made prior to the issuance of the debt; this will have the greatest overall impact on total debt service costs. Debt will be issued upon completion of the project, which is anticipated to occur in 2026.
  - Due to the structure of the debt instrument associated with this project, once the debt is issued, additional payments cannot be made against the debt for the first ten (10) years of the debt repayment period. Any additional payment issued to the City during this first ten (10) year period by BCTDA will be held in an escrow account. After the ten-year period, the City will utilize money accumulated in the escrow account to make an additional payment toward the outstanding principal on the debt. This additional principal payment will lower the total debt service costs of the project.
  - The amount of any and all payments received from BCTDA, including those received prior to debt issuance and the additional payments that are escrowed in the first ten years of the debt repayment, and all actualized interest reduction resulting therefrom will be credited against the BCTDA's total financial commitment to the project and lower the total cost of debt paid on the project.

# QUESTIONS/DISCUSSION

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# MARKETING UPDATE

Vic Isley

Explore Asheville | President & CEO

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



# DELIVERING BALANCED & SUSTAINABLE GROWTH

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

# MOTIVATING AIR TRAVEL

Custom Messaging to Key Flight Markets

To combat a cooling in visitor spending and demand, we are creating customized landing pages for customers in six direct flight markets:

DC, NYC, Boston, Austin, Chicago and Denver

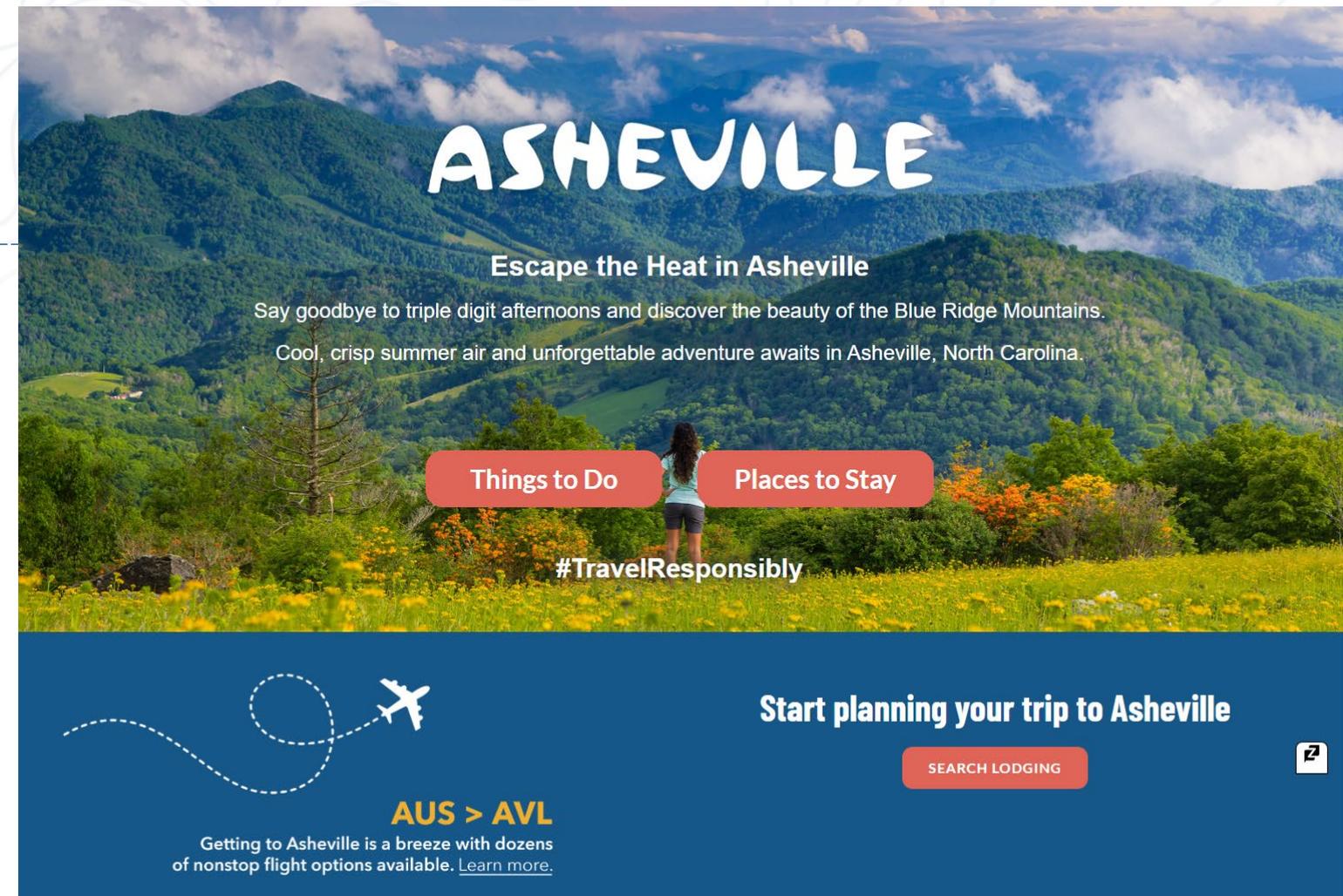
Each landing page features:

- Unique, targeted headlines, copy, and airport codes
- A link to a pre-populated direct flight planner page
- A streamlined user experience with limited CTA's

These landing pages will be:

- Served to customers through social ads
- Tested against our general direct flight landing page for effectiveness

Air visitors stay longer, spend more and disperse more throughout our destination



# INSPIRING TRAVEL

## Budget-Friendly Asheville Content

**Recent trends indicate that US travelers are trading domestic trips this year for trips to Europe, cruises, etc.**

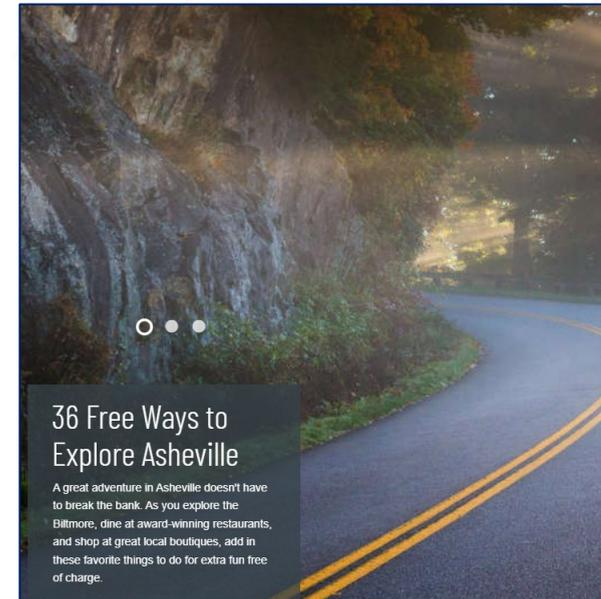
**In order to position Asheville as an ideal destination for last-minute travelers looking for a quick and easy trip, we are creating a suite of content around budget-friendly ways to explore Asheville.**

We are creating new content, including:

- A blog post around “Budget-Friendly Tips for a Midweek Trip to Asheville”
- A social video on “A Day in Asheville with \$50”

And updating / amplifying existing content, including:

- 36 Free Ways to Explore Asheville
- Budget-Friendly Ways to Cool Down
- Asheville Under \$100: Do It All the Budget-Savvy Way



# BUILDING ON OUR STORYTELLING TV CAMPAIGN

Ready for Summer Linear, Streaming and Connected TV schedule

## **Production**

- One week of shooting
- Nearly 20 locations
- Local talent and voiceover
- Local Music

## **Explore Asheville TV flight**

*Late July through mid-September*

- Atlanta
- Raleigh-Durham
- Nashville
- Cincinnati
- Washington, D.C.
- Tampa

## **Visit NC flight**

*Mid-July through early September*

- Atlanta
- Nashville
- Orlando
- Washington, D.C.



# TRIPADVISOR X ASHEVILLE

## Bluegrass Jam Session Partnership

Celebrates the rich musical legacy by telling stories of Asheville through bluegrass music.

The Bluegrass Jam Session invites visitors to deeply listen to the local rhythm before joining in. The campaign runs through end of July.

### Partnership Includes:

- Custom Alexa Voice Skill - local talent Laura Boosinger
- Custom Branded Hub featuring 3 articles:
- Asheville's music history
- Craft beverage scene
- Overview of destination
- Organic and Paid Social Promotion, Digital Display and Native Promotion

Impressions: 15,178,737



### Blue Ridge Mountain Beats: A modern spin on a classic tradition

Nestled in the foothills of the Blue Ridge Mountains, Asheville is a musical town unlike any other. Old traditions find new audiences, and all are encouraged to dance to the beat of their own drum. Musicians have flocked to Asheville for generations, inspired by the natural beauty, diverse creative scene, and communal community. From impromptu jam sessions to multi-day music festivals, the city draws together fearless creatives in an inviting, laid-back atmosphere.

Music courses through Asheville just like the French Broad River that runs through town. Diverse genres come alive with listeners posted up in nearby every corner. The familiar sounds of fiddle playing and fiddle tunes often draw the sidewalk with modern beats as street performance showcases their talents to curious onlookers and passersby.



Whether you're sitting out on a patio or looking for a late night music venue, Asheville musicians know how to rock. Musical institutions like the **City Zenith**, the **Crucial Play**, and **Highway Station** are great places to catch local artists and visiting talent that are drawn to the area's infectious and pure love of the craft.

A wide range of influential musicians, like genre-defying indie artist **Moon Safari** and contemporary folk singer **Jared Quinn**, found the community they yearned for when they settled here. Both have credited the area as major inspiration for their music and you might find them performing at a local venue when they're not touring or in studios like Asheville's own **Eden Mountain Recording**. Tip and connect share space with some of the biggest names in the music business, eager to lay down tracks without the constant pressure of other more mainstream music cities.

Modern music pioneer and creator of the Moog synthesizer, Dr. Robert Moog, returned to Asheville in the late 1970s. **Blue Moon Laboratories**, housed on the outskirts of downtown, continues to manufacture analog synthesizers to this day. Artists worldwide continue to incorporate these into their compositions, often discovering new experimental sounds and genres in the process. Meanwhile, take a tour of **Ukulele Village** and watch how records get pressed then enjoy a bite at **Southern Cafe** nearby.

What better way to showcase the convergence of old and new sounds than at a music festival? Asheville plays host to a variety of major musical gatherings throughout the year. This August be sure to check out the 46th **Annual Mountain Stage** and **Blue Ridge Music Festival**. Founded in 1942, the festival was created to showcase and preserve the rich traditions of the Southern Appalachian Mountains and highlights top talent in bluegrass, clogging, and Big Circle Mountain Smooth Dance.

This same weekend you can also enjoy some of the city's hometown talent at the **Bill Bragg**. Check out local favorites like **Blue Moon**, **Bluegrass**, and **Emilie Stiles**. Stay at venues throughout the city.

So what are you waiting for? The mountains are calling. Let's dance.

Discover Asheville



### From busking to breweries: Discover a music and food scene unlike any other

Cracking the perfect beer is like writing a song - you need the right ingredients in the right order at the right time. Significant to a single country and usually straight in a bottle! Just like the city's songwriters turn to the mountains as the muse, the area's brewers take inspiration from their natural surroundings. And just like an incredible tune has the ability to take you to a higher place, these innovative brews will also be hard to forget.



Beer connoisseurs can't leave town without trying a flight at **Wicked Wood's** **Smoketopia**, the East Coast's first taproom dedicated to sour and funky ales. For more traditional tastes, **High Five Brewing** is home to a variety of lagers, IPAs, and award-winning seasonal ales. Check out their **Eden Mountain**, **Blue Ridge**, **Blueberry**, and their **Great Gatsby** as well. In the River Arts District, look no further than **Blue Moon**, **Bluebird**, **Bluebird**, **Bluebird**, and **Bluebird**, **Common**, where there's outdoor seating so plentiful and people watching is prime.

If you're looking to enjoy live music while you sip your way through Asheville's craft beer scene, numerous breweries regularly host both local and touring acts. **Highland Brewing's** sprawling complex includes an outdoor amphitheater and regularly passes limited release beers. If European pils are more your style, head over to **Bluebird** Village to visit **French Broad Brewery**, a family-friendly spot that offers games, outdoor seating, and hosts most days of the week.



Worldwide you'll miss out on the perfect pint! One of the best ways to sample all of the craft Asheville has to offer is to hop on one of the area's guided beer tours. From **Just Beer** and **Wicked Wood's** to **Just Beer** and **Wicked Wood's**, there's a variety of ways you can explore the area's exceptional craft beer scene safely and responsibly.

It's one to get caught up in the food-good when it comes to Asheville. Whether you catch yourself tapping your foot to the rhythm of a local band or savoring a pleasantly tart IPA at one of the area's breweries, it's hard not to be in a good mood. And enjoying both together? That's music to our ears.

Discover Asheville

Discover Asheville



### Asheville: Where History and the Future Intertwine

Like a familiar song that takes you back to a tucked away memory, Asheville's historic sites will transport you to another time and invite the world to wander freely.

The city is rich in history, from **Colonial** architecture to the historic ruins of **Asheville**. Historic sites will transport you to another time and invite the world to wander freely.



It wouldn't be a proper trip to Asheville without a visit to **Bluebird**, the sprawling former estate of the Vanderbilt family. Now a national historical monument, the one-acre estate is the only site to see the **Bluebird** as it was. The historic gardens are years to explore as well as **Bluebird**, **Bluebird**, **Bluebird**, and more than 20 miles of hiking trails. You can also visit to stay overnight on the property at the **Village Hotel** or **Bluebird** Estate or **The Inn at Bluebird**.

Bluebird isn't the only place you'll find innovative gardens and grounds to explore. The **Jack Lanier** Arboretum is made up of 43-acre of public gardens, trails, and natural beauty of the city or enter at your own pace on a wonderful tour to hike, picnic, and explore. Still need a reason for **The Historical Garden of Asheville**, are located on the University of North Carolina - Asheville campus and are worth a visit.



Back in the city proper, learn about Asheville and the surrounding area's rich history on a tour. A variety of guided tours highlight the unique history, architecture, music and landmarks of the city or enter at your own pace on an **Asheville** tour. Love learning about the marvelous underbelly of a city? Sounds like the **Asheville** tour is the right one for you. Best

Other popular historical sites include the **Building of State**, **Lawrence**, designed by **Richard Meier**, the same Spanish architect who engineered the **Bluebird** for **Bluebird** construction, including **Grand Central Station**. He moved to Asheville to construct **Union** and **Bluebird** for **Bluebird** Estate.

Asheville's rich history of craft and folk arts interweaves with artists' work in the modern day. **The Folk Art Center**, one of the first craft shops in the United States, is a vibrant showcase of traditional and contemporary Appalachian crafts and artistic expressions. Featuring handcrafted pottery, quilts, woodwork, jewelry, textiles, and exquisite examples of Appalachian folk art. In downtown, the **Center for Craft**, a free gallery space and national nonprofit, highlights craft's role in connecting communities and innovating in the future.

Discover Asheville

Discover Asheville



# TRIPADVISOR X ASHEVILLE

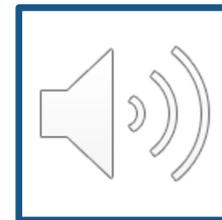
## Bluegrass Jam Session Partnership

### Custom Branded Hub Preview

A screenshot of a custom branded hub for Asheville. At the top, a group of four people are sitting on a wooden bench outdoors, looking at a map. Below this is a header with the TripAdvisor logo and 'ASHEVILLE'. The main content area features a title 'Asheville: Let the music move you' and a sub-header 'Discover Asheville's live music scene'. Below the text are four colored buttons: 'JAZZ JAM', 'MUSIC ON MAIN', 'DOWNTOWN AFTER 5', and 'SHINDIG ON THE GREEN'. At the bottom, there are three Spotify playlist cards: 'ALL MADE IN ASHEVILLE', 'UPBEAT COUNTRY', and 'MOUNTAIN METROPOLIS'.

A screenshot of a custom branded hub for Asheville history. It features a grid of six images showing various landmarks and scenes in Asheville. Below the images is a title 'History comes alive' and a paragraph of text. A numbered list follows: 1. Biltmore, 2. Basilica of Saint Lawrence, 3. Thomas Wolfe Memorial, 4. Pack Square, 5. North Carolina Arboretum. Below the list is another grid of six images showing different parts of Asheville, including buildings and outdoor spaces. At the bottom is a title 'From laidback to luxury' and a paragraph of text.

### Alexa Voice Skill



press to play

A banner for the Alexa voice skill. It features a dark background with a mountain range. The text reads: 'Discover the musical side of Asheville from home' with the TripAdvisor logo. Below this is another line of text: 'JUST SAY Alexa, plan an Asheville trip ASHEVILLE'.

A screenshot of the Alexa voice skill interface. At the top, it says 'Tripadvisor with Visit Asheville Sponsored'. Below this is the text: 'Live music, great food, good times. It's easy to get swept up in the feel-good vibes of Asheville, just say...'. A large image shows a live music performance on a stage. Below the image is the text: 'Live music, great food, good times'. At the bottom, a speech bubble contains the text: 'Alexa, let's explore Asheville'. The footer includes 'TRIPADVISOR.COM', 'Alexa, let's explore Asheville', and 'Plan your trip today' with a 'Learn more' button.

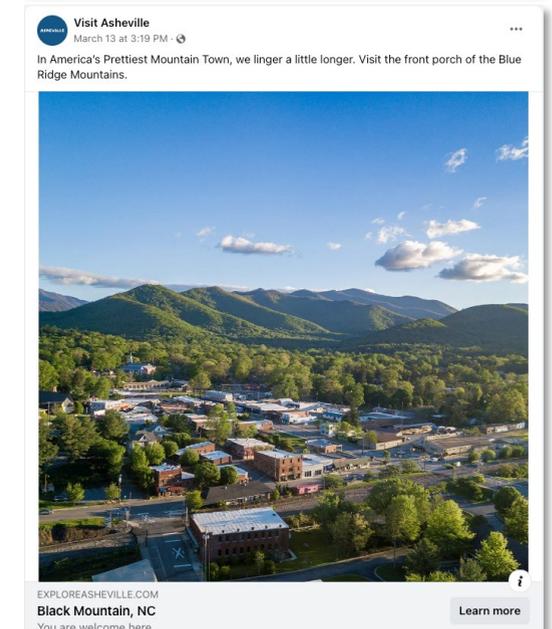
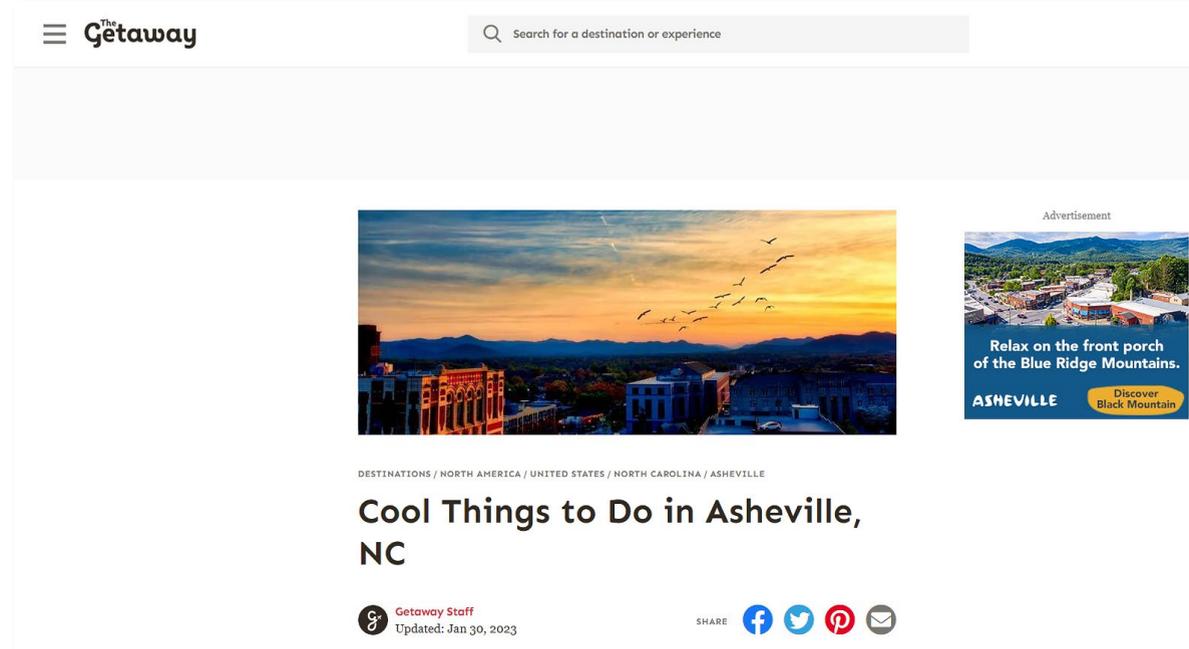
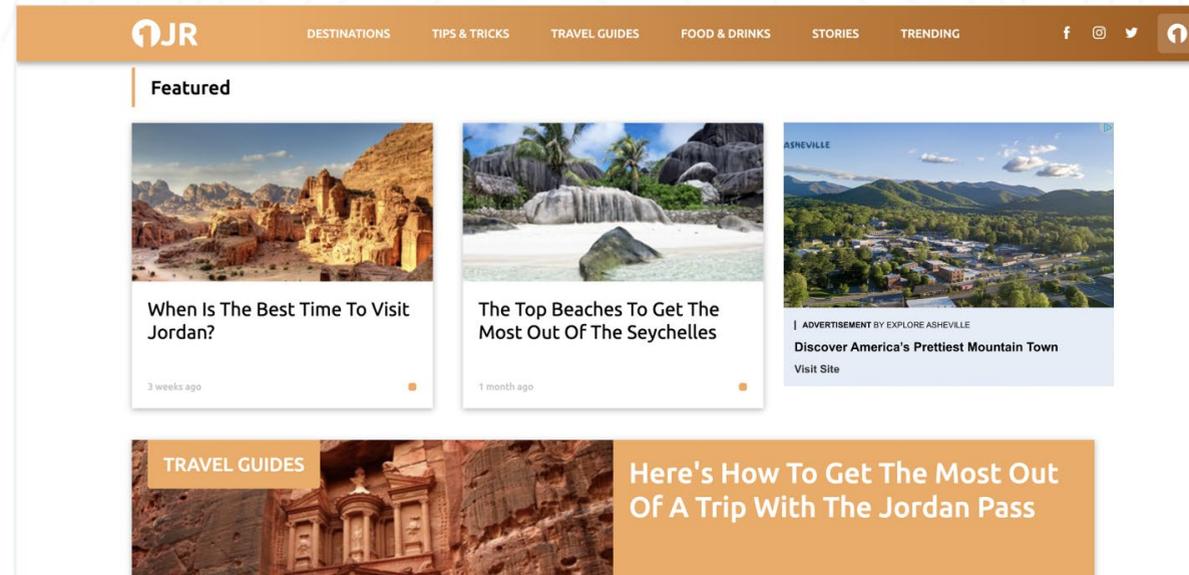
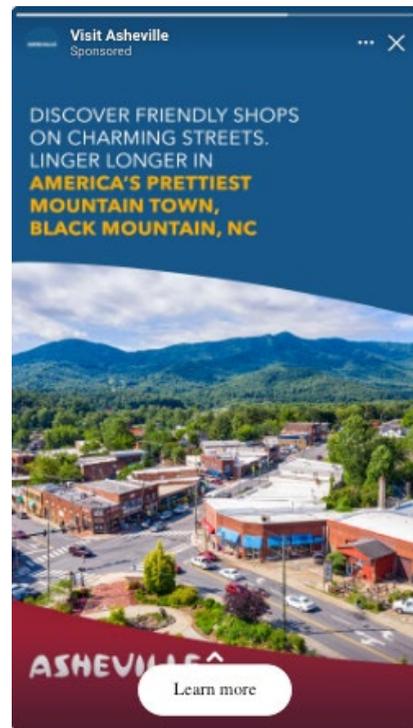
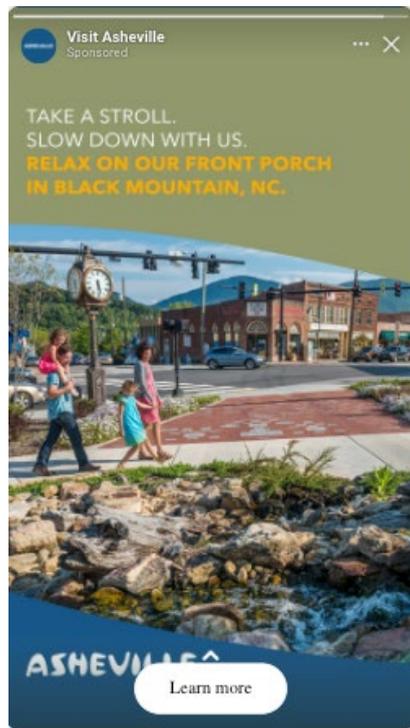
# VISITOR DISPERSAL

## Spotlighting Black Mountain

### Campaign Included:

- Native and Banner Display
- Paid Social across Facebook and Instagram

Impressions: 1,300,000





# ENCOURAGING SAFE & RESPONSIBLE TRAVEL

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

# OUTSIDE PARTNERSHIP

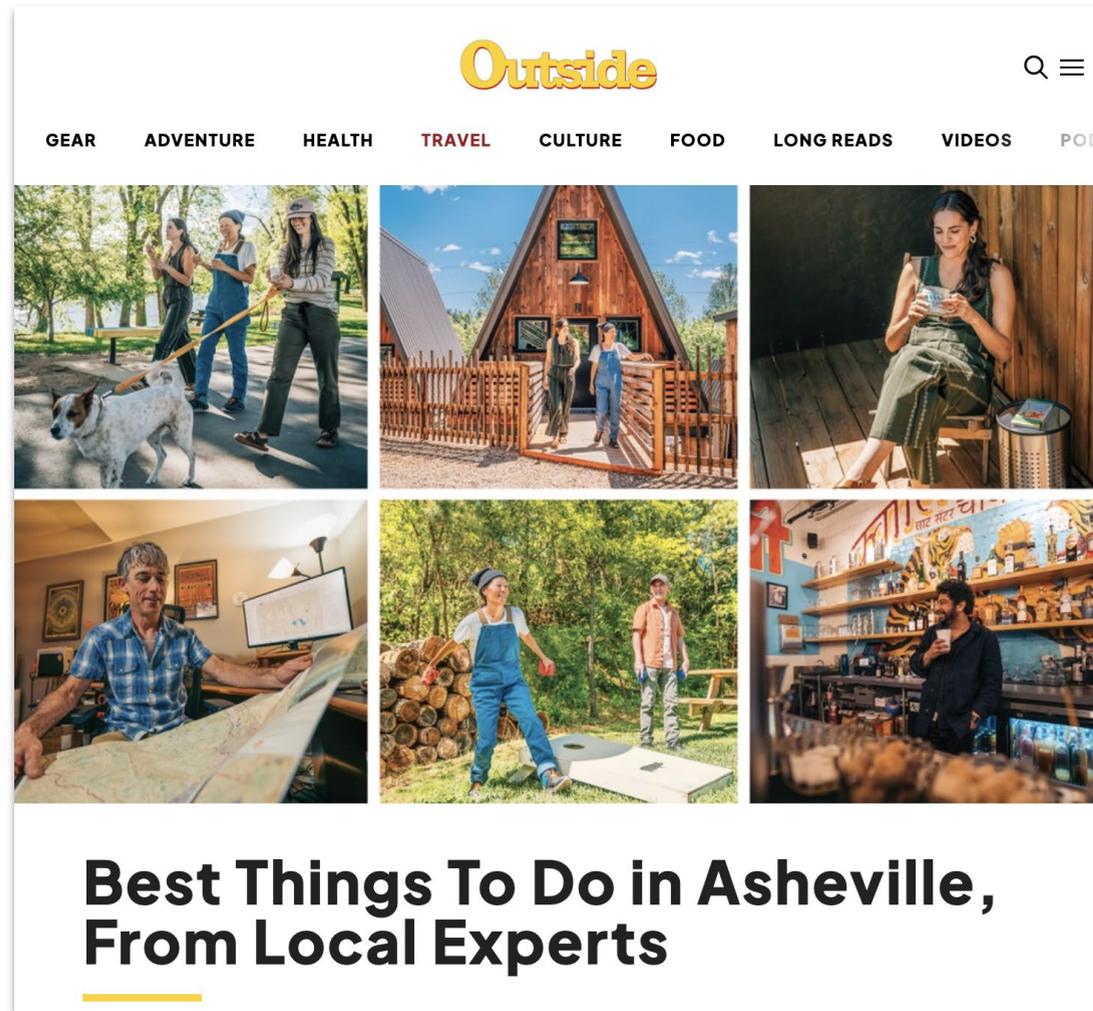
Featured five locals in the 2023 Style Guide

Several times a year, Outside travels to a destination and works with locals to showcase the latest casual and adventure-ready apparel while telling the story of the destination.

## Partnership Included:

- 6-page editorial coverage in the May/June magazine issue featuring five locals
- 3 Custom Videos featuring local talent and storytelling focusing on:
  - Chef Meherwan Irani
  - Metalsmith Katie Cahn
  - Writer, Photographer, Video Creator Erin McGrady
- Digital reproduction of the Style Guide + various promotions across display, social and email

Impressions: 7,766,920



A person is hiking on a dirt trail in a lush green forest. The person is wearing a blue and black patterned shirt and blue sneakers. They are stepping on a large, flat rock. The background is filled with dense green foliage and trees. The overall scene is bright and natural.

# ASHEVILLE

[ExploreAsheville.com](https://www.exploreasheville.com)

# DIGITAL OUT OF HOME

## Electric Vehicle Charging Stations

In Fall and Spring campaigns, leveraged Volta EV charging station inventory to reach like-minded visitors with a destination message that was rooted in sustainability.

The spring flight utilized refresh storytelling brand elements – including the new Always, Asheville creative.

### Partnership Included:

- Custom seasonal :15s video spots running on Charging Station Screens (Fall and Spring flights)
- Display retargeting of users who were exposed to DOOH placement

**Impressions: 15,000,000**



# YEAR OF THE TRAIL

Asheville is a sponsor

Partnered in the statewide initiative aimed at getting people outside and on a trail.

## Partnership Included:

- Video Sponsorship – Safety on the trail
  - Asset pushed out by Explore Asheville and YOTT
  - Access to video assets for additional usage
- Responsible Travel webpage updates



## Celebrate the Year of the Trail in Asheville

The best way to revel in the natural beauty of Asheville is to celebrate North Carolina's first-ever Year of the Trail designation.



Home to hundreds of colorful and exciting trails that inspire wonder and awe, Asheville offers everything and more to the adventurous spirit. From **hiking** the Blue Ridge Mountains, kayaking along the **French**

# PHOTOGRAPHER CHRIS BURKARD

Hosted influencer with nearly 4 million Instagram followers

Instagram

Search



chrisburkard

Follow

Message

4,500 posts 3.9M followers 1,365 following

**ChrisBurkard**  
Photographer  
Have Camera, Will Travel.  
Photographer•Speaker•Filmmaker•LDS  
@burkgnar  
[trackleaders.com/tourdivide23i.php?name=Chris\\_Burkard](http://trackleaders.com/tourdivide23i.php?name=Chris_Burkard)



chrisburkard • Follow  
Woodsman • dream river.

chrisburkard Today pretty much blew my mind. So much beauty packed into this area it would take a lifetime to see it all. I've been in Asheville for the last few days making up for all the years I've missed out on the beauty of The Blue Ridge mountains & surrounding forests. Crystal clear rivers, swimming holes & more waterfalls that I can count.

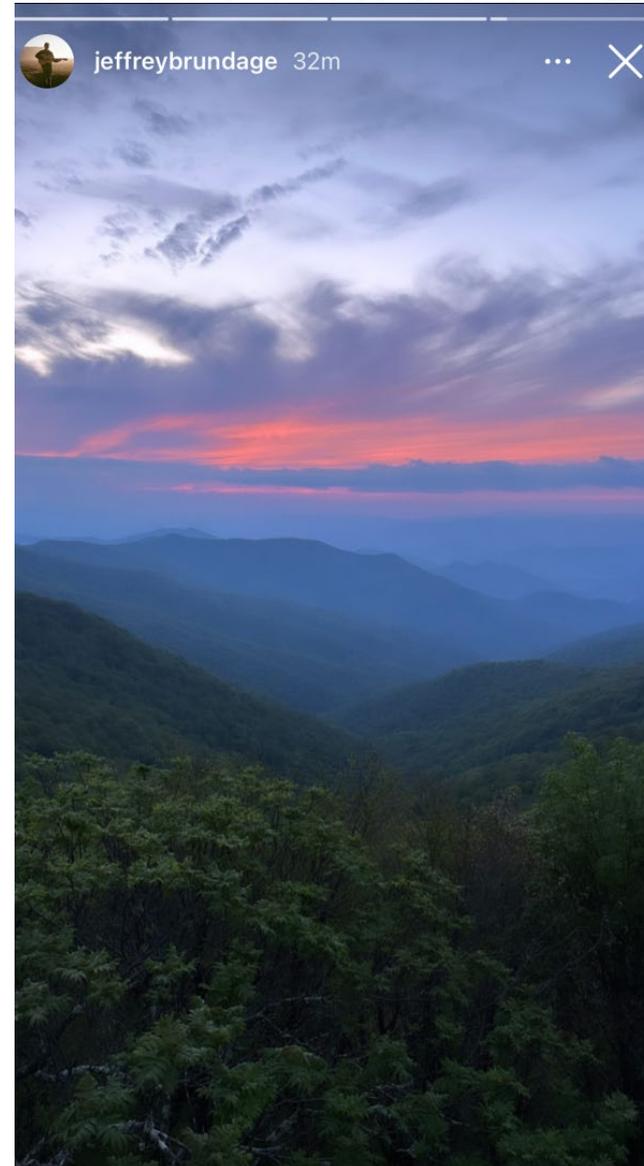
@visitasheville

Edited · 4w

rachaelmeh Thank you, beyond words soothing & heart easing, when not feeling so good..Thankfull, Thank you!

8,566 likes  
MAY 22

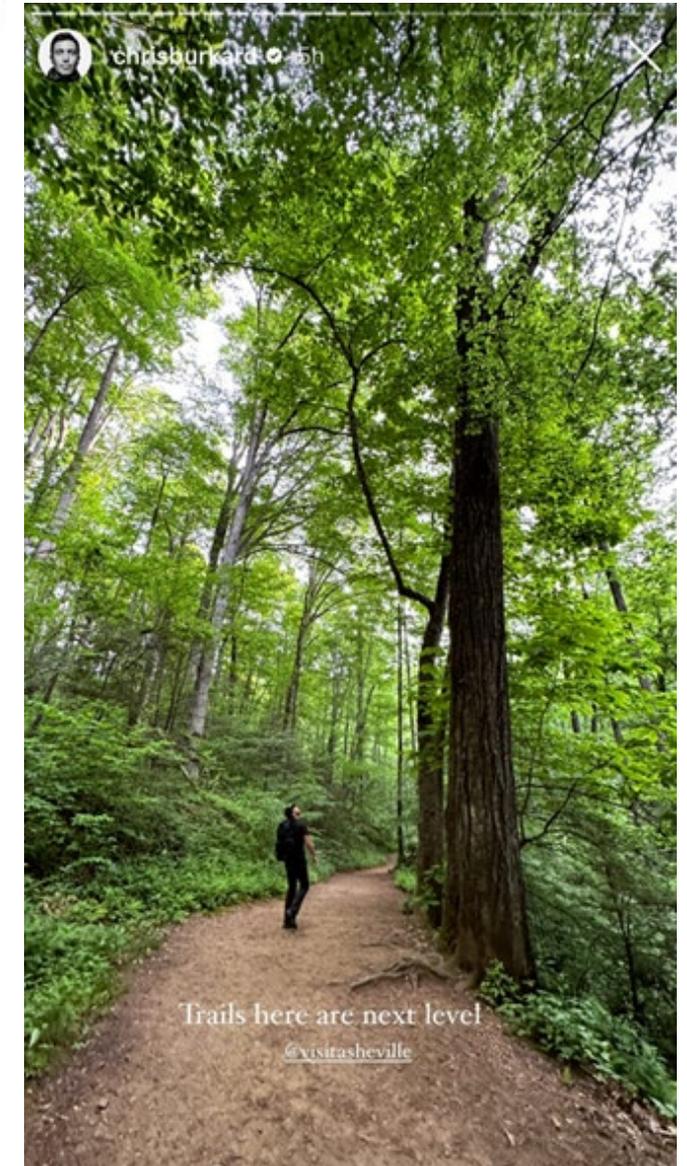
Log in to like or comment.



jeffreybrundage 32m



chrisburkard 9h



chrisburkard 5h

Trails here are next level

@visitasheville





# ENGAGING & INVITING DIVERSE AUDIENCES

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

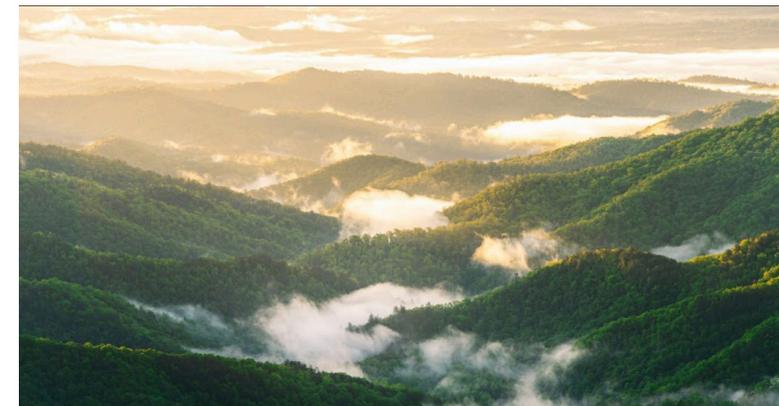
# SKYVIEW GOLF TOURNAMENT

Supporting one of the nation's oldest African American golf tournaments

## Marketing Support Included:

- Print placement in the June issue of African American Golfer's Digest
- Display banners and video running across Black-owned PMP sites + relevant targeting extensions
- PR support to encourage editorial and social media coverage

**Impressions: 970,553**



**COME PLAY**

JOIN US FOR THE 63RD ANNUAL SKYVIEW GOLF TOURNAMENT JULY 11-13, 2023 AT THE HISTORIC ASHEVILLE MUNICIPAL GOLF COURSE.

SINCE 1959, THE SKYVIEW GOLF ASSOCIATION HAS BEEN DEDICATED TO PROMOTING GOLF COMPETITION AMONG AFRICAN AMERICAN PROFESSIONAL AND AMATEUR GOLFERS.

**SKYVIEW GOLF ASSOCIATION**

Register today at [SkyviewGolfAsheville.com](http://SkyviewGolfAsheville.com)

**ASHEVILLE**



**STEEPED IN HISTORY**  
THE 63RD ANNUAL  
SKYVIEW TOURNAMENT

[LEARN MORE](#)

**SKYVIEW GOLF ASSOCIATION**  
**ASHEVILLE**



**THE SKYVIEW GOLF TOURNAMENT**  
A HISTORY UNLIKE ANY OTHER

[LEARN MORE](#)

**SKYVIEW GOLF ASSOCIATION**  
**ASHEVILLE**



# NOMADNESS EVENT IN ATLANTA

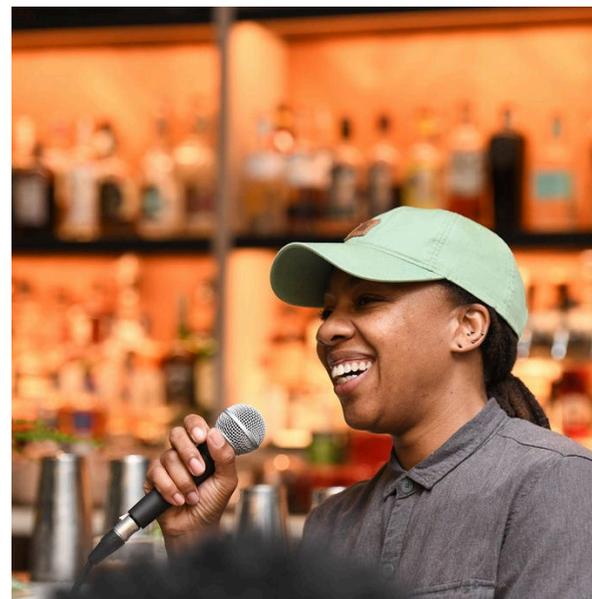
Affrilachian Gathering by Chef Ashleigh Shanti

60 BIPOC travelers attended an Affrilachian Gathering highlighting the diverse outdoors and offerings of Asheville through its foodways.

## Event Featured

- Cursed dinner curated by James Beard Award finalist and chef Ashleigh Shanti
- Q&A moderated by Asheville native Jefferson Ellison
- Music by local artist Mike Martinez.

**Reach: Social sharing reached 683K audience**



# ESSENCE MAGAZINE

## Custom Content Partnership

In an inaugural media partnership with Essence Magazine, we introduce readers to a robust look at Asheville - from where to stay to mid-week trip experiences.

The custom native article covers it all while extending an authentic invitation to Black travelers to discover more and begin planning via the site.

### Partnership Included:

- Custom Native Article
- Digital display promotion, social promotion, and custom eBlasts

**Impressions: 4,270,689**

The screenshot shows a webpage layout for an article. At the top, the 'ESSENCE' logo is centered. Below it is a navigation menu with categories: CELEBRITY, FASHION, BEAUTY, HAIR, LOVE, LIFESTYLE, NEWS, VIDEO, FESTIVAL, EVENTS, STUDIOS, and GIRLS UNITED. The article title 'Plan Your Mid-Week Trip to Asheville' is displayed in a bold font, with 'HOME · TRAVEL' above it and 'SPONSORED BY EXPLORE ASHEVILLE' below it. The main image is a large photograph of a hiker with a backpack on a rocky trail, looking out over a vast mountain range under a cloudy sky. To the right of the main image, there are two smaller images. The first is a large resort building with a red roof, and the second is a man and a woman sitting at a table in a restaurant, smiling. Text blocks are interspersed with these images, providing details about where to stay and what to eat in Asheville.

**Plan Your Mid-Week Trip to Asheville**  
HOME · TRAVEL  
SPONSORED BY EXPLORE ASHEVILLE

**Where to Stay**  
Customize your own distinct experience when you stay in Asheville. You can wake up to views of the Blue Ridge Mountains from [The Omni Grove Park Inn](#) nestled on Sunset Mountain or explore other [hotels and resorts](#)—each offering something special. Find your own quiet corner of the mountains in a [cozy cabin](#) or at a [bed and breakfast inn](#).

**What to Eat**  
Get ready to enter [Foodtopia!](#) This is what they call the food scene here because it is home to a community of culinary collaborators crafting an experience to nurture your soul. From [12 Bones Smokehouse](#) where you can dine on their signature blueberry chipotle ribs and other BBQ faves to the gleaming display case filled with 36 types of truffles at [The Chocolate Fetish](#), this is really a foodie's paradise. And for the cheese lovers out there, why not hit [the cheese trail](#) to explore all the dairy delights—plus check out [other food adventures](#) too!

# BLACK ENTERPRISE

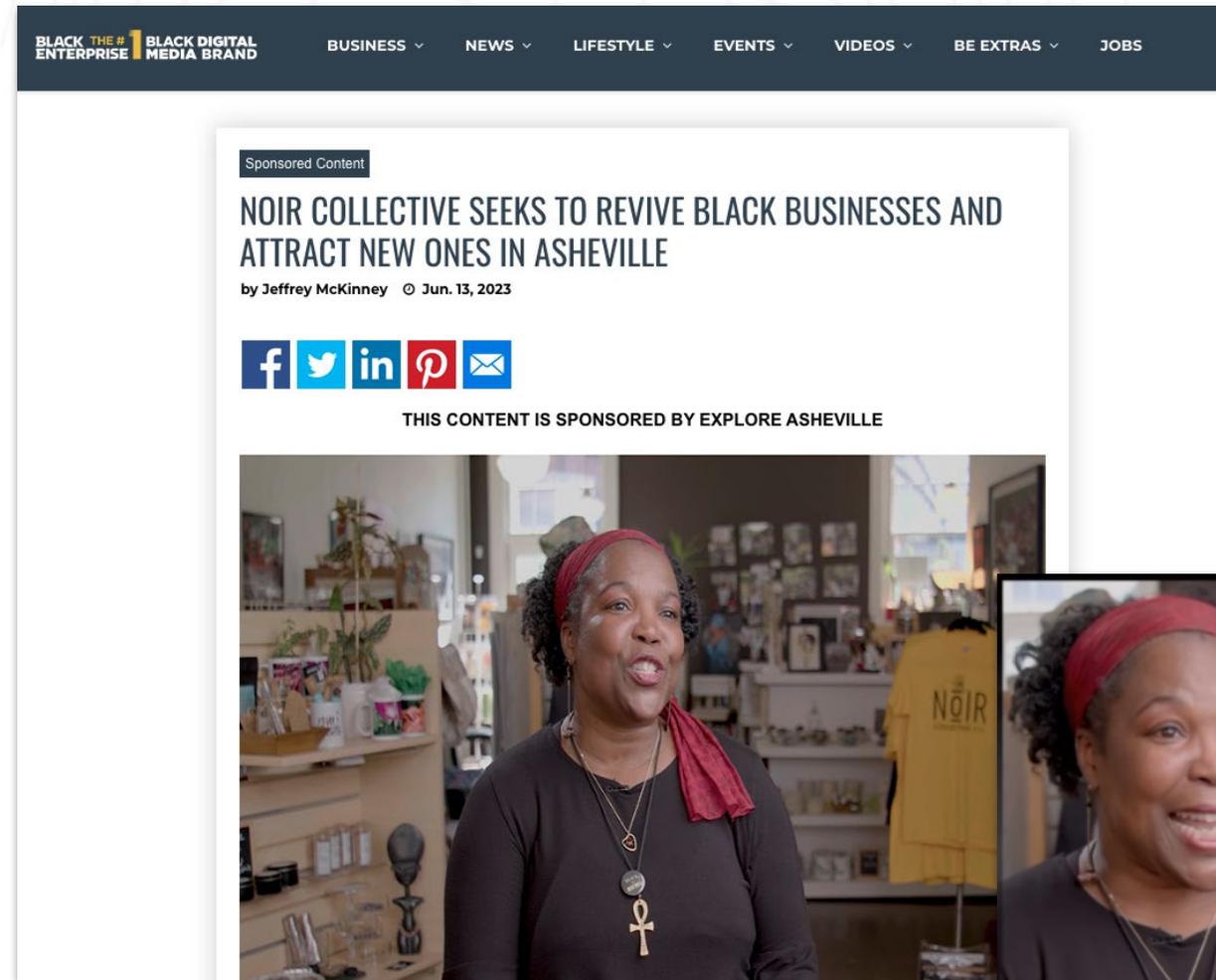
## My Kind of View Partnership

Focused on telling the stories of local Black entrepreneurs and their contributions to the Asheville community.

### Partnership Included:

- 6 custom articles and video interview series featuring local stories including
  - Noir Collective
  - Asheville Cake Lady
  - YMI
  - Hood Huggers
  - Andrea Clark
- Digital display promotion, social promotion, custom eBlasts

**Impressions: 7,099,693**



# PRIDE MEDIA

## Partnership Included:

- Custom Native Article + Reproduction of the piece into a print advertorial
- Digital display and social promotion across Pride Media's Network – Out, Out Traveler, Pride, The Advocate

Impressions: 6,500,000

### How This Deeply-Rooted North Carolina City Draws In and Inspires the LGBTQ+ Traveler



In the Asheville area, visitors of the Blue Ridge Mountains will find themselves nurtured by the natural beauty and interconnectedness of this tightly-knit community.

BY NIC AUSTIN  
MARCH 31 2023 9:53 AM EST



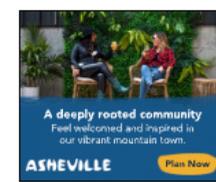
Nestled within the Blue Ridge Mountains in North Carolina is an inviting city filled with artists and creators, always offering up something that will inspire and fulfill anyone traveling to the Asheville area. Experiencing the rejuvenating effects of Asheville's many outdoor activities is a year-round affair, with no shortage of options regardless of the season. Asheville is the perfect scene to not only find renewal for oneself, but pride as well. From waterfalls and hiking and biking trails to parades and festivals, there's enough to keep you in Asheville beyond the weekend where you'll have to come back again and again.

The Asheville area is a bountiful place to visit any time of the year. Flowers bloom and harvests abound throughout the mountains, where visitors get the chance to see Asheville in all its warm glory. Beginning in early April, travelers should check out Biltmore for their annual Biltmore Blooms where daffodils, tulips, and azaleas color the grounds among a wide array of flowers. The Asheville area is home to many gardens to explore, including the North Carolina Arboretum and the Botanical Gardens of Asheville. And by having more species of plants in the area than any other area of its size in North America, Asheville is the ideal spot to take advantage of its walking and wellness trails, which have continued to be peacefully undisturbed. For a little needed wellness? The Spa at the Omni Grove Park offers couple's massages and relaxation at a world-class spa. And for some arts and culture experiences, the River Arts District is sure to enlighten you with beauty like ceramics found at the Odyssey Center for Ceramic Arts and glassblowing at the North Carolina Glass Center.

Adventure and celebration are an essential part of the Asheville experience. Each year at the end of Summer, the Blue Ridge Pride Festival offers one of the world's best places to celebrate Pride, according to CNN. And those summer nights would not be complete without a trip to two of Asheville's most famous gay bars, Scandals and O.Henry's. These two bars offer the best dancing,



OUTTRAVELER: FEATURED VIDEO



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PRIDE

Trending Tags #Video #News #Voices #DragRace #TV #Interviews #Music #ComingOut #Activism

**A deeply rooted community**

Feel welcomed and inspired in our vibrant mountain town.

ASHEVILLE Plan Now



Instagram post from @outtraveler:

outtraveler • Follow  
Paid partnership with visitasheville

Experience the charm and culture of Asheville, North Carolina. From its historic architecture to its thriving arts scene, the city has so much to offer. Take a stroll down the bustling streets and immerse yourself in the local culture. #Asheville #CityFun #LGBTQTravel #ArtsScene

3w

bbuffaloe • Our favorite place of all time 🍷

6d Reply

outontheobx And then come to the Outer Banks of North Carolina!

18 likes APRIL 26

Add a comment... Post

PRIDE

ASHEVILLE Explore Asheville.com

Learn More

Ad# (0,01)

#TV

**The Cast of 'Lou' Hit The Red Carpet To Tease Their New Thriller**

PRIDE caught up with Jurnee Smollett, Allison Janney, Ridley Asha Bateman, and Jon Cohen to talk about telling marginalized stories and girl power.

BY STACEY YVONNE @STICKYKEYS  
SEPTEMBER 20 2022 10:56 PM EST

Tags: #TV #Netflix #Interviews

ADVERTORIAL

**PRIDE IN THE BLUE RIDGE**

IN THE ASHEVILLE AREA, VISITORS OF THE BLUE RIDGE MOUNTAINS WILL FIND THEMSELVES NURTURED BY THE NATURAL BEAUTY AND INTERCONNECTEDNESS OF THIS TIGHTLY-KNIT COMMUNITY.

**NESTLED WITHIN THE BLUE RIDGE MOUNTAINS IN NORTH CAROLINA** is an inviting city filled with artists and creators, always offering up something that will inspire and fulfill anyone traveling to the Asheville area. And Asheville during the Spring and Summer is no exception, where one can feel the rejuvenation of all the outdoor activities in this Appalachian city. Asheville is the perfect scene to not only find renewal for oneself, but pride as well. From waterfalls and hiking and biking trails to parades and festivals, there's enough to keep you in Asheville beyond the weekend where you'll have to come back again and again.

Spring is a beautiful season in the Asheville area. Flowers bloom and harvests abound throughout the mountains, where visitors get the chance to see Asheville in all its warm glory. Beginning in early April, travelers should check out Biltmore for their annual Biltmore Blooms where daffodils, tulips, and azaleas color the grounds among a wide array of flowers. The Asheville area is home to many gardens to explore, including the North Carolina Arboretum and the Botanical Gardens of Asheville. And by having more species of plants in the area than any other area of its size in North America, Asheville is the ideal spot to take advantage of its walking and wellness trails, which have continued to be peacefully undisturbed. For a little needed wellness? The Spa at the Omni Grove Park offers couple's massages and relaxation at a world-class spa. And for some arts and culture experiences, the River Arts District is sure to enlighten you with beauty like ceramics found at the Odyssey Center for Ceramic Arts and glassblowing at the North Carolina Glass Center.

Summer in the Asheville area is a time filled with celebration and adventure. Each year at the end of Summer, the Blue Ridge Pride Festival offers one of the world's best places to celebrate Pride, according to CNN. And those summer nights would not be complete without a trip to two of Asheville's most famous gay bars, Scandals and O.Henry's. These two bars offer the best dancing, music, and drag for anyone looking to express their pride during those hot nights. If you need a little more time out, Asheville Rooftop Bar Tears offers Asheville's history among beautiful landmarks with cocktails and mocktails. Alas, Summer is not complete without the adventure found in the Blue Ridge Mountains. Big Butt Trail offers an inward reflection experience filled with solitude, and Graybeard Trail offers a challenging course for the more experienced hiker. But the piece de resistance to many gardens to explore, including the North Carolina Graveyard Fields. There's so much to explore when visiting Asheville.

For any traveler looking to get out and explore during Spring and Summer, the Asheville area is calling for a visit. From the scenic views that are always blooming to endless summer nights filled with pride and love for one and one another, Asheville offers a place that allows you to keep creating who you are at attract a diverse crowd, he says, but they also pour "clearly the strongest drinks in town." — Nic Austin

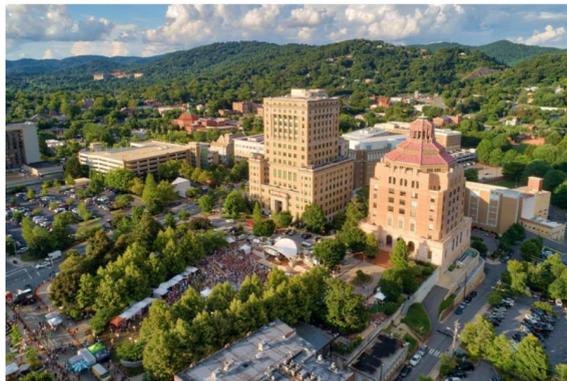
ASHEVILLE Read more about Asheville at [www.outtraveler.com/north-carolina/asheville-nc](http://www.outtraveler.com/north-carolina/asheville-nc)  
Find out more at [exploreasheville.com](http://exploreasheville.com)

# PASSPORT

## Partnership Included:

- Custom "Ask A Local" Print advertorial with digital reproduction
- Branded Content Print Spread
- Digital display, eNewsletter and social promotion

Impressions: 1,300,000



PASSPORT Pick: Pride All Year

In Asheville, Pride is never confined to one month. Over 10,000 LGBTQ+ community members and allies fill the streets near Pack Square Park to enjoy Blue Ridge Pride Fest every September. From parades to drag brunches, there's something to celebrate year-round in Asheville.

[Read More](#)

ASK A LOCAL  
ASHEVILLE, NORTH CAROLINA

If you want to know what makes Asheville such a special place to visit, ask a local—and that's just what we did. Join us as we explore this beautiful and exciting destination with some amazing people who live, work, play, and create here. Asheville is filled with many wonderful things just waiting to be experienced and enjoyed. From unique local businesses to art galleries, museums, theatre, scenic tours, farm-to-fork restaurants, and spectacular adventures in the Blue Ridge Mountains, there is truly something for everyone in this fascinating part of the U.S.A.

Passport Magazine Sponsored

"Y'all means all" isn't just a saying in Asheville – it's embedded in our welcoming, deeply rooted community.

exploreasheville.com  
Your LGBTQ+ Getaway  
Dine, Hike, Dance and Sta... [Learn more](#)

ask a local ASHEVILLE north carolina

**CHEF J CHONG**

Originally from Toronto, Ontario, Chef J Chong now calls Asheville home. She attended college in Gulfport, Mississippi, graduating with a Bachelor of Science degree in Education on a soccer scholarship. After several years of different career paths, she decided to attend culinary school at the age of 35. Currently, she is a private chef and owner of **Chong Eats** (instagram.com/jchong\_eats) in Asheville. She is also a vendor at local farmers markets, selling frozen dumplings and sauces. When in Asheville, make sure to attend one of her private dinners or cooking classes, or enjoy a meal at one of her Cantonese pop-ups.

**What influenced your decision to move here?**  
Asheville is a sweet mountain town that has a growing food, beverage, and art scene. This is truly a melting pot for entrepreneurs and creators. My internship from culinary school was at Curale, so I was able to get a glimpse of what it was like to live here, and I really enjoyed it. My wife was also a fan, so we decided to make the move here seven years ago.

**What are your favorite places to go for a cocktail and/or dinner?**  
Wow, that is a hard question. There are so many great spots here. I would say **The Golden Pineapple** for cocktails and snacks, or **Leo's House of Thirst** for wine and small plates. I love their chicken liver mousse and the crudo.

**What cultural attractions or events are a must see for visitors?**  
The **Asheville Art Museum** is always a great time. Two events that happen annually here in Asheville that I enjoy are the **LEAF Festival** (October 19-22), and the **Goonbay Festival** (September 1-3).

**A friend is coming to Asheville for the first time. Please describe the perfect weekend.**  
A perfect weekend would be to arrive on a spring or summer Friday morning, grab a hot morning beverage at **Rawan Coffee** then head to **West Asheville for Hole Doughnuts**, where they fire each donut to order and change flavors daily. Next we would take a walk along the greenway with my pups Zoe and Ginseng. After stretching our legs, we would hit up one or two local breweries: **New Belgium Brewing and Batul**. We would then head over to a Filipino restaurant **Neng Jr.'s** for dinner. The next morning we would take a stroll through the **Asheville Farmers Market**, grabbing a coffee and pastry from our local vendors, and then head to the **Blue Ridge Parkway** to see the extraordinary beauty of the wonderful part of the country. We will stop at **Graveyard Fields** trailhead for a hike, and find a place for a picnic with all of the goodies we found at the farmers market. Once we head back to town, we go to **Little Change** for dinner—their ampas and flan are a treat. We will end our fun-filled weekend at **Banks Ave** or **Asheville Beauty Academy** for a drag show. Get your dollar bills ready!

**What are the best places to enjoy the natural beauty of the area?**  
The **Blue Ridge Parkway** hands down, especially during the fall.

**What is your favorite time of year in Asheville and why?**  
I am a summer baby and I also feel that summer time is when Asheville comes alive with our local community and our visitors.

**What's one locally made product you would suggest your friends should bring back for their friends or family?**  
J Chong Eats chili oil.

**Please finish this sentence: Don't leave Asheville without...**  
Having dinner and cocktails at **Cultura**.

Find Your Place in the Welcoming LGBTQ+ Community of  
**ASHEVILLE, NORTH CAROLINA**

Asheville. Also high on our list is the cuisine of **Sovereign Remedies**, which draws from the local bounty of Appalachia. This restaurant belongs to **Charlie Hodge**, a proud LGBTQ+ entrepreneur who also owns two nightlife favorites: **Asheville Beauty Academy** and **Getaway River Bar**.

**Beverages Crafted by Hand**  
Whether your libation of choice is beer, wine, tea, coffee or something else, you'll find a custom drink that delights you in Asheville. **Wicked Weed Brewing** provides innovative, high-quality sours, ales and IPAs to its region-wide aficionados. If wine's your wish, be sure to take in the views and top-tier vintages at **Marked Tree Vineyard** with locations in downtown Asheville and in beautiful Flat Rock. And for a quick pick-me-up, stop by **Pennycup Coffee Co.**, a small-batch coffee roaster with four locations in the Asheville area.

**Light Up the Night**  
A visit to Asheville would be incomplete without a stop at **O. Henry's**, the oldest gay bar in North Carolina (est. 1976). The club's legacy of activism and entertainment makes it a welcoming haven to all who visit. Locals also enjoy spectacular high-energy drag performances at **Scandals Nightclub**. Looking for something more laid-back? Pop by the previously mentioned **Getaway River Bar** and sip a drink on the serene outdoor patio.

**Get Married in the Mountains**  
With stunning scenery and remarkable venues, Asheville is a gorgeous place to start your next chapter, and our community welcomes all couples with open hearts and proudly supports marriage equality. Several officiants specialize in LGBTQ+ weddings and elopements, including the **Rev. Gina Angel of All the Things Ceremonies**. Gay-owned wedding planning and floral design shop **BobbyMark's Designs** even offers full-service event coordination for your big day. Want to keep the party going all week long? Read on for more Asheville favorites to incorporate into your celebration.

**Foodtopia Awaits**  
Asheville's culinary scene could broaden the palate of even the most experienced foodie. Try traditional Filipino delicacies at the intimate 17-seat **Neng Jr.'s**. Stop in for a bite at **White Duck Taco**, a growing chain with roots in

Passport Magazine Sponsored

From the vibrant arts scene to booming nightlife, you'll find your place in our friendly, welcoming community.

EXPLOREASHEVILLE.COM  
Guide to LGBTQ+ Asheville  
See Our Favorite Spots [Learn more](#)

Like Comment Share

Passport Global Studio

all who stop in for a visit. Once home to bustling mills, the River Arts District now hosts 270+ working artists in studios and galleries. Take a workshop in painting or glassblowing, then select an original work by a local artist to add to your collection. For live music, make your way to **Pritchard Park** on a Friday night and join in Asheville's **Drum Circle**, a free event that's all about creating harmony in music and with one another. There's also **LEAF Global Arts**, a music education nonprofit located in the historical Black business district called **The Block**.

**Celebrate With Us**  
Asheville keeps Pride Month going all summer by hosting the **Blue Ridge Pride Fest** every September. Over 10,000 LGBTQ+ community members and allies fill the streets near **Pack Square Park** to celebrate, enjoy live performances, eat delicious food and engage with educational programming.

**Outside and Proud**  
Come experience the rejuvenating power of Asheville's natural wonders. From hiking to mountain biking and zip-lining, you'll find a way to get moving outside that invigorates your spirit. Immerse yourself in the scenery and encounter winding trails, glorious waterfalls and stunning vistas, many of which can be seen from your car as you drive the **Blue Ridge Parkway**. Take in the mountain air at a romantic picnic for two and discover how nature can nurture you.

**A Trove of Treasures**  
Thriving local shops line the historical downtown streets of Asheville, some of which have been open for decades – take **Malaprop's**, an independent bookstore founded more than 40 years ago. The shop cultivates the joy of reading by hosting author events and book clubs. **Firestorm Books and Coffee**, another top book shop, is a worker-owned, queer-feminist collective dedicated to radical inclusion and providing space for social movements.

**Fine Arts and Live Performances**  
Asheville's deeply rooted community of artists sparks creativity in

**Reach Your Peak in Asheville**  
We hope you'll join us for your next big adventure in Asheville. Plan your visit and learn more at [ExploreAsheville.com](#).

# REMEZCLA PARTNERSHIP

Latinx storytelling in partnership with the local community

Local hip-hop artist and craft brewer Tony J serves as the insider guide to showcasing his Asheville; featured imagery by photographer Juan Diego Reyes

## Partnership Includes:

- Digital display and social promotions
- Custom article
- Digital display & social promotions

**Impressions: 4,600,000**

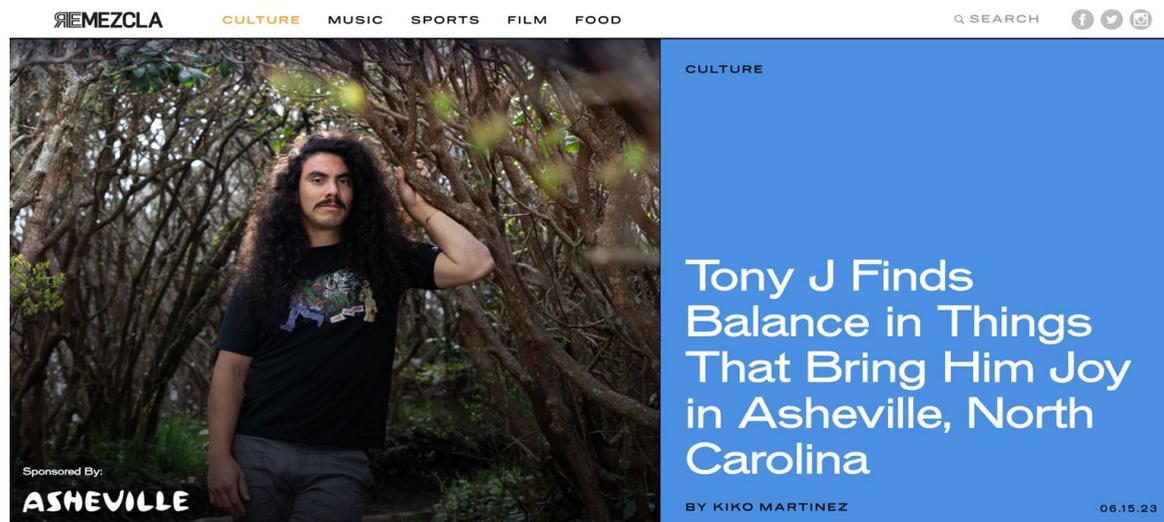


Photography by Juan Diego Reyes.



For Tony J, Asheville is a place where people can go to follow their dreams. It's one of the reasons he now calls it home.

"There's a lot of people here passionate about what they do," he said. "We live in such a fast-paced world, so sometimes it's nice to be able to slow down a bit and just breathe. That's what Asheville gives me."





# PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

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

# SUMMER ARTS INITIATIVE

Increasing attendance at Asheville's performing arts organizations

Pilot program aimed at increasing engagement and attendance for Asheville's performing arts organizations.

## Plan Includes:

- Social media carousel ads
- Organic social posts
- Email newsletters & outreach
- Storytelling and map of venues on EA

## General Focus

 Visit Asheville  
Sponsored

Discover Asheville's Vibrant Performing Arts Scene.

Immerse yourself in a rich tapestry of music, dance, and theater, nestled in the mountains. From touring performances to local artists, discover all the talent that Asheville has to offer.



**Dance to a Different Tune**  
From classical to contemporary, and everything in between. [Learn More](#)



**Where Stories Come Alive**  
Experience outdoor theatre at its peak. [Learn More](#)



**Enchanting Melodies Await**  
Diverse musical acts create the soundtrack of the mountains. [Learn More](#)



**Plan Your Arts Adventure Now**  
The stage is set for your next visit to Asheville. [Learn More](#)

25 8 Comments

[Like](#) [Comment](#) [Share](#)

## Genre-Specific Focus

 Visit Asheville  
Sponsored

Experience the Transformative Power of Live Theatre in Asheville, NC.

Witness the raw emotion, incredible talent, and inspiring storytelling that only a live performance can deliver. From local to touring acts, live theatre in Asheville will leave you with unforgettable memories long after the curtain falls.



**Lights Up on Asheville**  
Talent and creativity take center stage at Asheville Community Theatre. [Learn More](#)



**All The City's a Stage**  
Don't miss North Carolina's Longest Running Shakespeare Company. [Learn More](#)



**Vibrant Local Acts**  
Experience the authentic voice of local playwrights and performers. [Learn More](#)



**Memorable Nights Await**  
Catch national and international touring acts at Wortham Center for the Performing Arts. [Learn More](#)

25 8 Comments

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# BRAND USA

Undiscovered Music

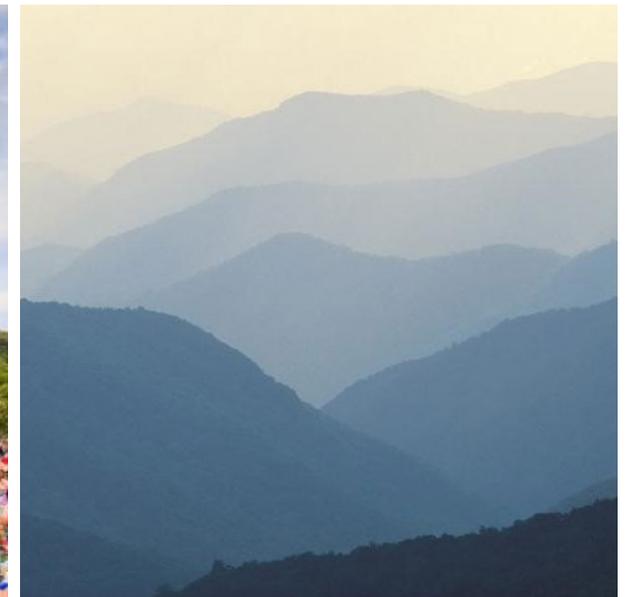
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Partnering with Brand USA, the country's national tourism board for international coverage showcasing Asheville's music legacy

Shoot in July featuring local musicians

- Laura Boosinger
- Josh Goforth
- Local clogger

Plans to shoot Shindig of the Green, scenic mountain views, downtown and drum circle

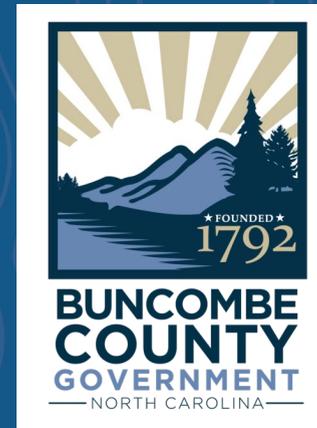




# CITY UPDATES

Vice Mayor Sandra Kilgore





# COUNTY UPDATES

Commissioner Terri Wells

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



# MISCELLANEOUS BUSINESS

Kathleen Mosher  
BCTDA | Chair

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# PUBLIC COMMENTS

Kathleen Mosher  
BCTDA | Chair

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# LIVE VIRTUAL PUBLIC COMMENTS

Chair Kathleen Mosher

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**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, June 27, no requests to speak had been received.**



# IN-PERSON PUBLIC COMMENTS

Chair Kathleen Mosher

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**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.**





# ADJOURNMENT

Kathleen Mosher  
BCTDA | Chair

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

# ADJOURNMENT

Chair Kathleen Mosher

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Questions/Comments

**Suggested Motion:**

**Motion to adjourn the BCTDA Meeting.**

Motion Second

Discussion

Vote



# THANK YOU

The next BCTDA meeting will be

**Wednesday, July 26, 2023 | 9:00 a.m.**

**Explore Asheville Board Room | 27 College Place**

EXPLORE  
ASHEVILLE

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Development Authority