WELCOME

July 26, 2023

Buncombe County Tourism Development Authority Board Meeting

EXPLORE ASHEVILLE

POWERED BY Buncombe County Tourism Development Authority

CALL TO ORDER

Chair Brenda Durden

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

EXPLORE ASHEVILLE

POWERED BY Buncombe County Tourism Development Authority

Board Meeting

Wednesday, July 26, 2023 | 9:00 a.m.
Explore Asheville | 27 College Place | Board Room (1st Floor)
Members of the public may attend in person or register here to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Thanks to Outgoing BCTDA Chair Kathleen Mosher; Welcome Incoming BCTDA Chair Brenda Durden	Vic Isley
9:10 a.m.	Approval of June 28, 2023 Meeting Minutes	Brenda Durden
9:15 a.m.	June 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:20 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Tourism Product Development Fund - Major Works Pathway a. McCormick Field	Brenda Durden
9:50 a.m.	Business Development – Group Sales Performance & Marketing Update	Michael Kryzanek; Carli Adams; Colleen Swanson, Meetings Database Institute
10:15 a.m.	Black Cultural Heritage Trail Update	Penelope Whitman, Kimberly Puryear
10:30 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:40 a.m.	Miscellaneous Business	Brenda Durden
10:45 a.m.	Comments from the General Public	Brenda Durden
10:50 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

Explore Asheville 2023 Summer Social | August 1, 2023, 4:00 – 7:00 p.m. | The Restoration Hotel

The next joint BCTDA monthly meeting is **Wednesday, August 30, 2023,** at 9:00 a.m., in the library of The NC Arboretum, located at 100 Frederick Law Olmsted Way. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

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

FOR OUR REMOTE VIEWERS

Chair Brenda Durden

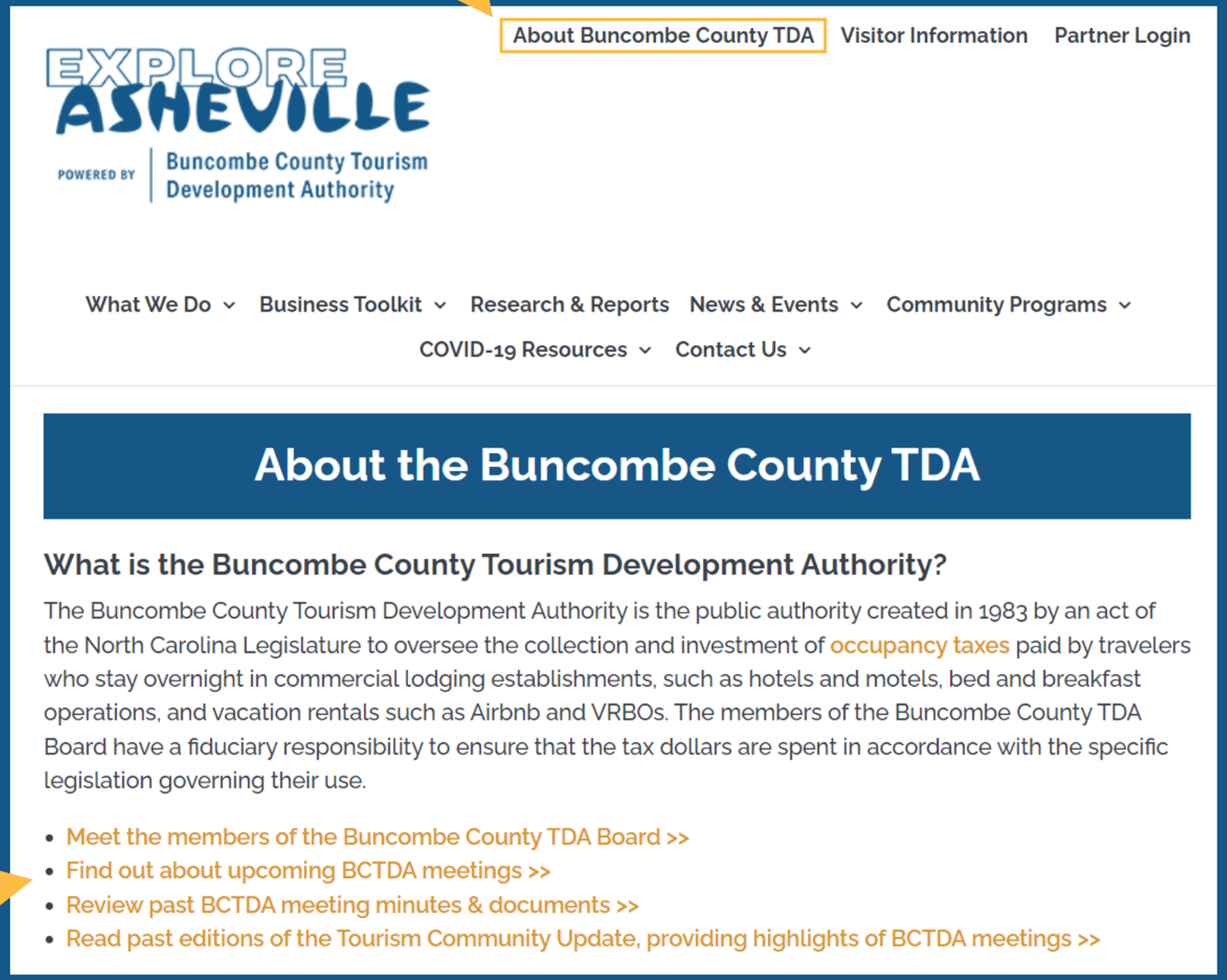
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are available online.

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

Go to:

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



WELCOME BOARD & GUESTS

Chair Brenda Durden

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

THANKS TO OUTGOING CHAIR

Kathleen was chair from July 2021 – June 2023

- Kathleen Mosher served two years as BCTDA Board Chair from July 2021 – June 2023
- Kathleen has been on the BCTDA Board for five years
- Kathleen will remain on the BCTDA Board for one final year through June 2024

WELCOME INCOMING CHAIR

Brenda to serve as chair from July 2023 – June 2025

- Brenda Durden will serve two years as BCTDA Board Chair from July 2023 – June 2025
- Brenda has been on the BCTDA Board for three years

JUNE 28 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the June 28, 2023 meeting minutes.

Motion Second

Additional Discussion

Vote

EXPLORE ASHEVILLE

POWERED BY Buncombe County Tourism Development Authority

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
UNCA Sherrill Center, Ingles Mt. View Room – 227 Campus Drive, Asheville

Board Meeting Minutes
Wednesday, June 28, 2023

Present (Voting):	Kathleen Mosher, Chair; Matthew Lehman, HP Patel, Larry Crosby, Andrew Celwyn, Michael Lusick, Scott Patel
Absent (Voting):	Brenda Durden, Vice Chair; Elizabeth Putnam
Present (Ex-Officio):	Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
Staff:	Vic Isley, Jennifer Kass-Green, Tiffany Thacker, Julia Simpson, Penelope Whitman, Mike Kryzanek, Ashley Greenstein, Josh Jones, Ali Wainright
BC Finance:	Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
In-Person Attendees:	Chris Corl, Debra Campbell; City of Asheville Brian DeWine, Asheville Tourists Lucious Wilson, Wedge Brewing Co. Randy Claybrook, Asheville Bed & Breakfast Association Chris Smith, Asheville Buncombe Regional Sports Commission Roy Harris, Community Member Robert Sponder, Parks Hospitality Meghan Rogers, Asheville Independent Restaurant Association (AIR) Olivia Ward, OnWard Digital Media Barbara Durr, Asheville Watchdog Greg Parlier, Francis O'Connor, Chase Davis; Mountain Xpress
Online Attendees:	Marla Tambellini, Sha'Linda Pruitt, Mickey Poandl, Connie Holliday, Charlie Reed, Carli Adams, Kimberly Puryear, Tina Porter, Emily Crosby, McKenzie Provost, Anna Harris, Nick Kepley; Explore Asheville Staff Tina Kinsey, Asheville Regional Airport John Ellis, Prior TDA Board member Chip Craig, Greybeard Realty Jim Muth, TPDF Committee Timothy Love, Buncombe County Madison Davis, Asheville Buncombe Regional Sports Commission Scott Kerchner, Virtelle Hospitality Zach Wallace, Asheville Area Chamber of Commerce Garrett Raczek, Thrive Asheville Megan Shields, Korree Case; MMGY Global Joel Burgess, Citizen Times

Buncombe County Tourism Development Authority – June 28, 2023 BCTDA Meeting – Page 1 of 4

FINANCIAL REPORTS

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

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

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

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	Prior Year (%) Change From
Revenues:							
Occupancy tax, net	$ 27,217,602	$ 1,942,654	$ 21,837,373	$ 5,380,229	80.2%	$ 27,276,952	-19.9%
Investment income	-	3,591	29,706	(29,706)	-	4,117	621.5%
Other income	-	-	35,213	(35,213)	-	-	-
Earned revenue	183,000	34,946	195,245	(12,245)	106.7%	4,791,152	-95.9%
Total revenues	27,400,602	1,981,191	22,097,537	5,303,065	80.6%	32,072,220	-31.1%
Expenditures:							
Salaries and Benefits	3,713,360	335,202	2,671,467	1,041,893	71.9%	2,817,446	-5.2%
Sales	2,159,000	88,075	1,473,820	685,180	68.3%	1,091,120	35.1%
Marketing	21,895,242	5,063,395	17,149,948	4,745,294	78.3%	14,418,802	18.9%
Community Engagement	300,000	15,676	146,221	153,779	48.7%	116,702	25.3%
Administration & Facilities	1,150,000	208,238	1,062,779	87,221	92.4%	5,195,671	-79.5%
Events/Festivals/Sponsorships	225,000	16,947	211,778	13,222	94.1%	188,757	12.2%
Total expenditures	29,442,602	5,727,534	22,716,013	6,726,589	77.2%	23,828,497	-4.7%
Revenues over (under) expenditures	(2,042,000)	(3,746,343)	(618,476)			$ 8,243,723	-107.5%
Other Financing Sources:							
Carried over earned income	42,000	-	-				
Total other financing sources	42,000	-	-				
Net change in fund balance	$ (2,000,000)	$ (3,746,343)	(618,476)				
Fund balance, beginning of year			26,388,557				
Fund balance, end of month			$ 25,770,082				

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

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Monthly Revenue Summary – June 30, 2023 (PRELIMINARY)

	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
Month of room sales:	Current Year	Prior Year	(%) (%)	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	1,942,654	2,302,712	-16%	21,837,373	24,797,952	-12%	478,415	$ 767,571	-38%	5,377,861	8,265,984	-35%
June	-	2,479,000	-	-	27,276,952	-	-	$ 826,333	-	-	9,092,317	-
Total revenues	$21,837,373	$ 27,276,952		$ 21,837,373	$ 27,276,952		$ 5,377,861	$ 9,092,317		$ 5,377,861	$ 9,092,317	

	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
Month of room sales:	Current Year	Prior Year	(%) (%)	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	478,415	-	-	5,377,861	-	-	2,899,484	$ 3,070,283	-6%	32,593,094	33,063,936	-1%
June	-	-	-	-	-	-	-	$ 3,305,333	-	-	36,369,269	-
Total revenues	$ 5,377,861	$ -		$ 5,377,861	$ -		$32,593,094	$36,369,269		$ 32,593,094	$36,369,269	

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Monthly Product Development Fund Summary – June 30, 2023 (PRELIMINARY)

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	$ 26,327,570	$ 30,428,552	$ (4,100,982)	115.6%
Investment Income	-	2,990,854	(2,990,854)	0.0%
Total revenues	26,327,570	33,419,406	(7,091,836)	126.9%
Expenditures:				
Product development fund projects:				
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	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	65,056	434,944	13.0%
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	1,000,000	500,000	66.7%
Total product development projects	25,912,570	2,317,919	23,594,651	8.9%
Product development fund administration	415,000	240,499	174,501	58.0%
Total product development fund	$ 26,327,570	$ 2,558,419	$ 23,769,151	9.7%

Product Development Funds Available for Future Grants	
Total Net Assets	$ 30,860,988
Less: Liabilities/Outstanding Grants	(23,594,651)
Less: Unspent Admin Budget (Current Year)	(174,501)
Current Product Development Amount Available	$ 7,091,836

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Monthly Legacy Investment from Tourism Fund – June 30, 2023 (PRELIMINARY)

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	$ -	$ 5,377,861	$ (5,377,861)	0.0%
Investment Income	-	-	-	-
Total revenues	-	5,377,861	(5,377,861)	0.0%
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	-
LIFT fund administration	-	-	-	-
Total product development fund	$ -	$ -	$ -	-
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		$ 5,377,861		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		$ 5,377,861		

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Monthly Balance Sheet Governmental Funds – June 30, 2023 (PRELIMINARY)

	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	$ 27,640,107	$ 30,860,988	$ 5,377,861	$ 58,501,095
Receivables	-	-	-	-
Total current assets	$ 27,640,107	$ 30,860,988	$ 5,377,861	58,501,095
Liabilities:				
Current liabilities:				-
Accounts payable	$ 1,715,775	$ -	$ -	$ 1,715,775
Future events payable	154,250	$ 23,594,651	$ -	$ 23,748,901
Total current liabilities	1,870,025	$ 23,594,651	$ -	$ 25,464,676
				-
Fund Balances:				-
Restricted for product development fund	-	7,266,337	-	7,266,337
Restricted for LIFT fund	-	-	5,377,861	5,377,861
Committed for event support program	75,220	-	-	75,220
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	8,908,653	-	-	8,908,653
Total fund balances	25,770,082	7,266,337	5,377,861	38,414,279
Total liabilities and fund balances	$ 27,640,107	$ 30,860,988	$ 5,377,861	$ 58,501,095

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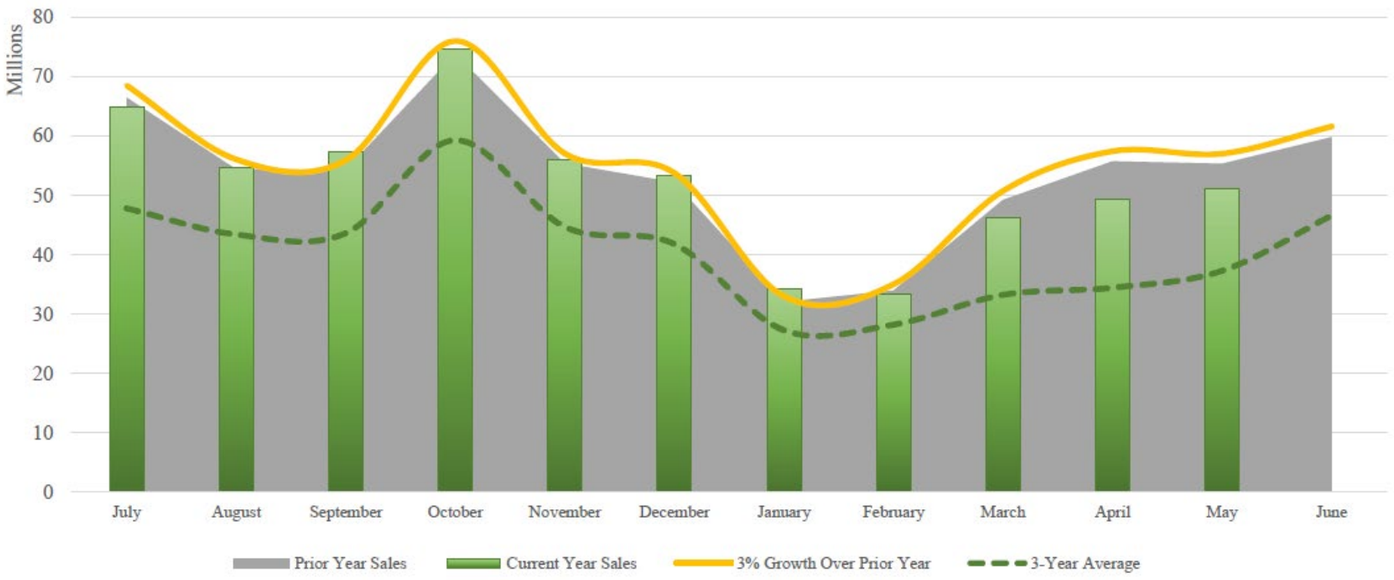
Total Lodging Sales Shown by Month of Sale, YTD – June 30, 2023 (PRELIMINARY)



	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	$ 64,793,944	$ 66,470,974	-3%	-3%	$ 68,465,103	$ 47,801,350
August	54,692,346	54,412,470	1%	-1%	56,044,844	43,396,488
September	57,225,820	54,237,200	6%	1%	55,864,316	43,596,513
October	74,579,629	73,749,252	1%	1%	75,961,730	59,270,639
November	55,858,401	55,390,208	1%	1%	57,051,914	44,679,679
December	53,224,388	52,189,677	2%	1%	53,755,368	41,787,925
January	34,334,572	32,037,713	7%	2%	32,998,845	27,281,429
February	33,331,938	33,992,055	-2%	1%	35,011,816	28,207,172
March	46,269,008	49,237,522	-6%	1%	50,714,648	33,229,842
April	49,405,772	55,712,735	-11%	-1%	57,384,117	34,428,765
May	51,219,530	55,347,208	-7%	-1%	57,007,624	37,278,853
June	-	59,772,742	-	-	61,565,924	46,583,425
Total revenues	$574,935,348	$ 642,549,756			$661,826,249	$487,542,078

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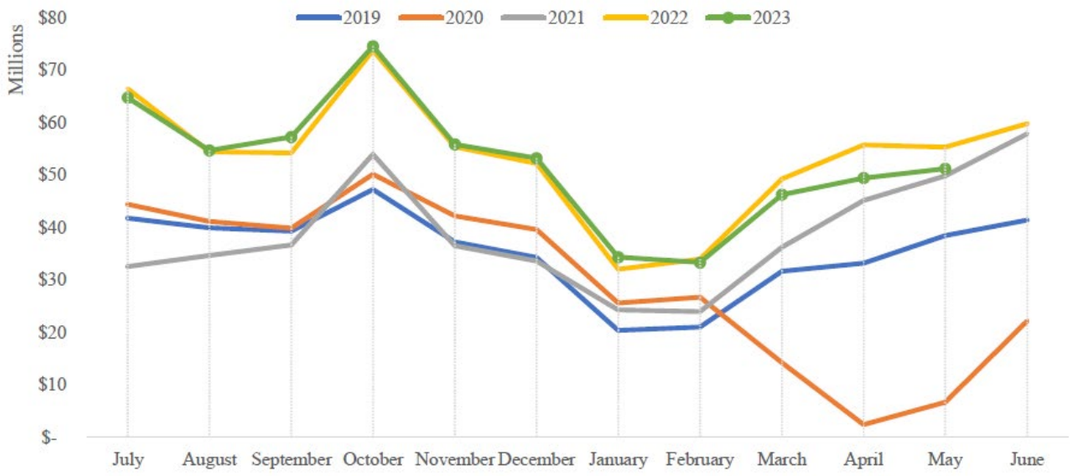
History of Total Sales by Month Shown by Month of Sale, YTD – June 30, 2023 (PRELIMINARY)



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	$ 41,734,276	$ 44,385,965	$ 32,547,111	$ 66,470,974	$ 64,793,944
August	39,917,550	41,113,655	34,663,339	54,412,470	54,692,346
September	39,327,048	39,869,174	36,683,164	54,237,200	57,225,820
October	47,272,253	50,148,618	53,914,047	73,749,252	74,579,629
November	37,240,595	42,190,154	36,458,675	55,390,208	55,858,401
December	34,272,393	39,595,569	33,578,528	52,189,677	53,224,388
January	20,347,077	25,561,453	24,245,119	32,037,713	34,334,572
February	20,985,316	26,696,319	23,933,141	33,992,055	33,331,938
March	31,638,002	14,208,120	36,243,884	49,237,522	46,269,008
April	33,141,034	2,402,461	45,171,098	55,712,735	49,405,772
May	38,464,222	6,624,541	49,864,809	55,347,208	51,219,530
June	41,413,202	22,108,839	57,868,695	59,772,742	-
Total lodging sales	$ 425,752,967	$ 354,904,866	$ 465,171,612	$ 642,549,756	$ 574,935,348

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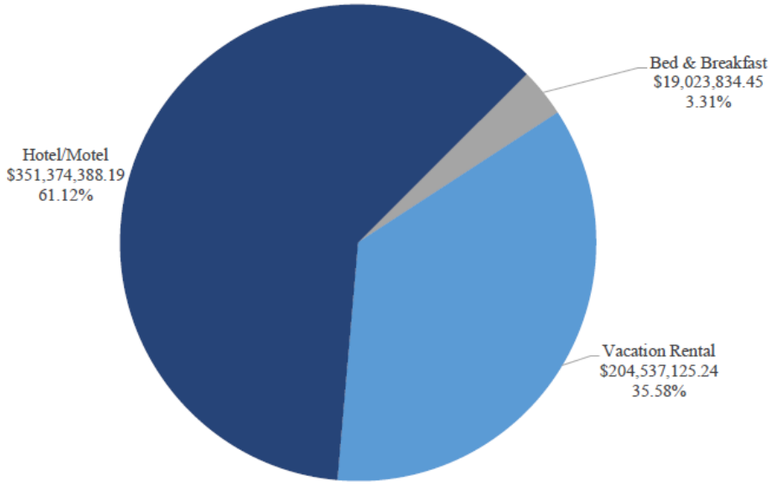
Total Lodging Sales by Type, Shown by Month of Sale, YTD – June 30, 2023 (PRELIMINARY)

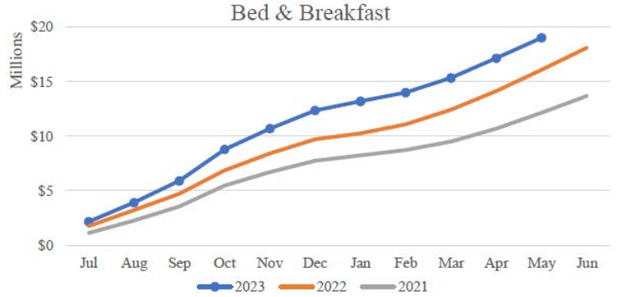
Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	$ 38,285,224	$ 41,364,569	-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%	22,570,537	21,821,793	3.4%	4.4%	2,882,048	2,149,714	34.1%	27.9%	74,579,629	73,749,252	1.1%	1.0%
November	36,146,338	36,209,998	-0.2%	-1.6%	17,796,902	17,628,298	1.0%	3.8%	1,915,162	1,551,912	23.4%	27.1%	55,858,401	55,390,208	0.8%	0.9%
December	35,487,787	34,591,966	2.6%	-1.0%	16,084,509	16,302,722	-1.3%	3.1%	1,652,092	1,294,990	27.6%	27.1%	53,224,388	52,189,677	2.0%	1.1%
January	17,291,742	15,401,453	12.3%	-0.2%	16,206,303	16,106,588	0.6%	2.8%	836,527	529,673	57.9%	28.7%	34,334,572	32,037,713	7.2%	1.6%
February	17,883,059	17,587,944	1.7%	0.0%	14,646,592	15,576,243	-6.0%	1.8%	802,287	827,868	-3.1%	26.3%	33,331,938	33,992,055	-1.9%	1.3%
March	27,142,743	27,907,881	-2.7%	-0.3%	17,785,295	19,990,357	-11.0%	0.3%	1,340,970	1,339,284	0.1%	23.5%	46,269,008	49,237,522	-6.0%	0.5%
April	30,034,631	33,881,484	-11.4%	-1.5%	17,558,576	20,122,633	-12.7%	-1.1%	1,812,565	1,708,618	6.1%	21.4%	49,405,772	55,712,735	-11.3%	-0.7%
May	31,670,843	33,766,102	-6.2%	-1.9%	17,670,679	19,643,778	-10.0%	-1.9%	1,878,008	1,937,328	-3.1%	18.5%	51,219,530	55,347,208	-7.5%	-1.3%
June	-	36,802,551	-		-	20,929,583	-		-	2,040,608	-		-	59,772,742	-	
Total	$ 351,374,388	$ 394,990,447			$ 204,537,125	$ 229,458,829			$ 19,023,834	$ 18,100,480			$ 574,935,348	$ 642,549,756		

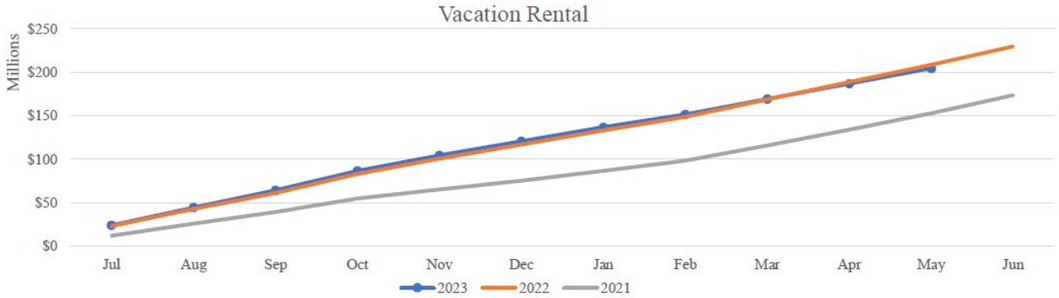
PAGE 9

Total Lodging Sales by Type, Shown by Month of Sale, YTD – June 30, 2023 (PRELIMINARY)



Total Lodging Sales by Type, YTD





Total Lodging Sales by Type, Compared to Prior Year

JUNE 2023 PRELIMINARY FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the preliminary June 2023 Financial Reports as presented.

Motion Second

Additional Discussion

Vote

PRESIDENT & CEO REPORT

Vic Isley
Explore Asheville | President & CEO

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

40 YEARS OF INVESTING IN & BUILDING COMMUNITY

July 21 marked the 40th anniversary of the BCTDA

LOCAL FESTIVALS & CULTURAL EVENTS SUPPORT

July Events

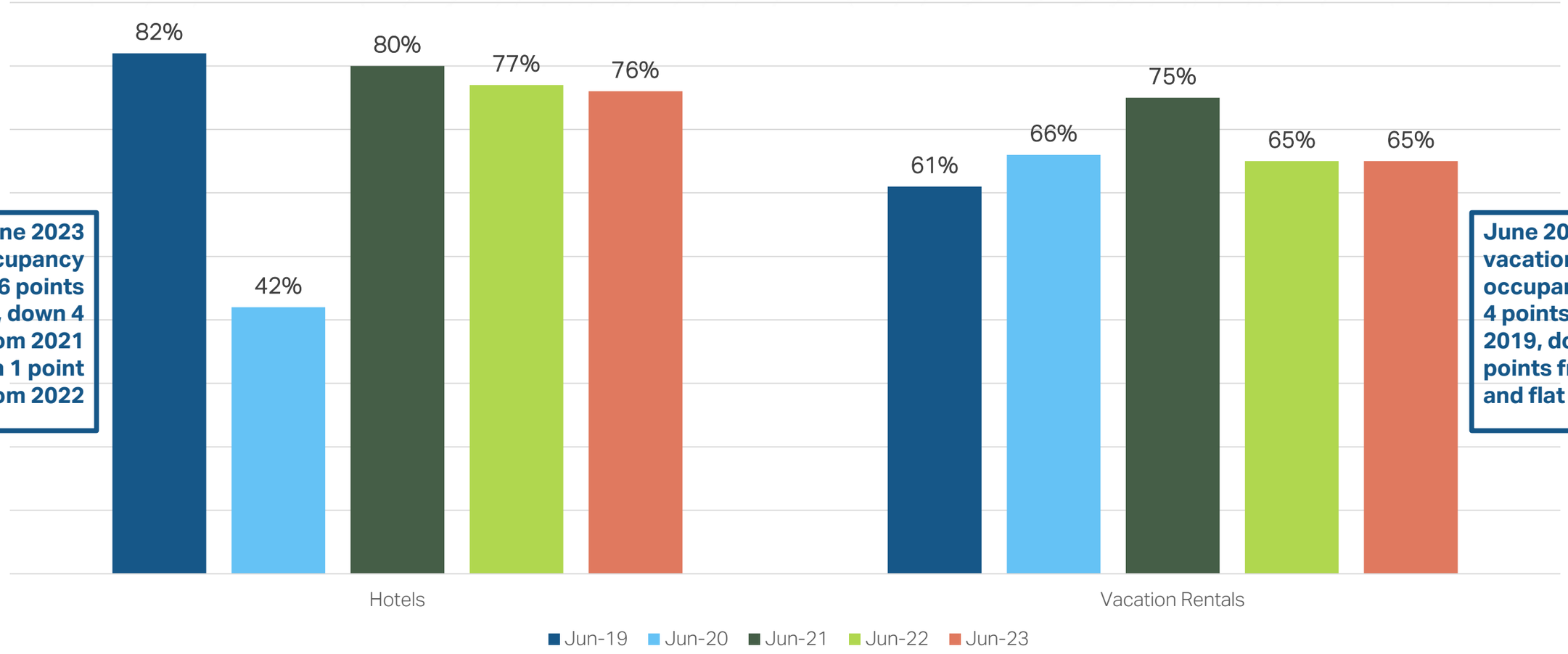
- Skyview Golf Association - Skyview Golf Tournament
- Folk Heritage Committee - Shindig on the Green
- Asheville Tennis Association - Asheville Open Tennis Championships
- Southern Highland Craft Guild - Southern Highland Craft Guild July Fair
- LEAF Global Arts - LEAF Downtown AVL
- Asheville Downtown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

August Events

- AVLfest, LLC – AVLFest
- Folk Heritage Committee – Mountain Dance & Folk Festival
- Black Mountain Swannanoa Chamber of Commerce - Sourwood Festival
- Leicester Artists - Come To Leicester Artists Studio Tour
- Asheville Symphony Society, Inc. - Symphony in the Park

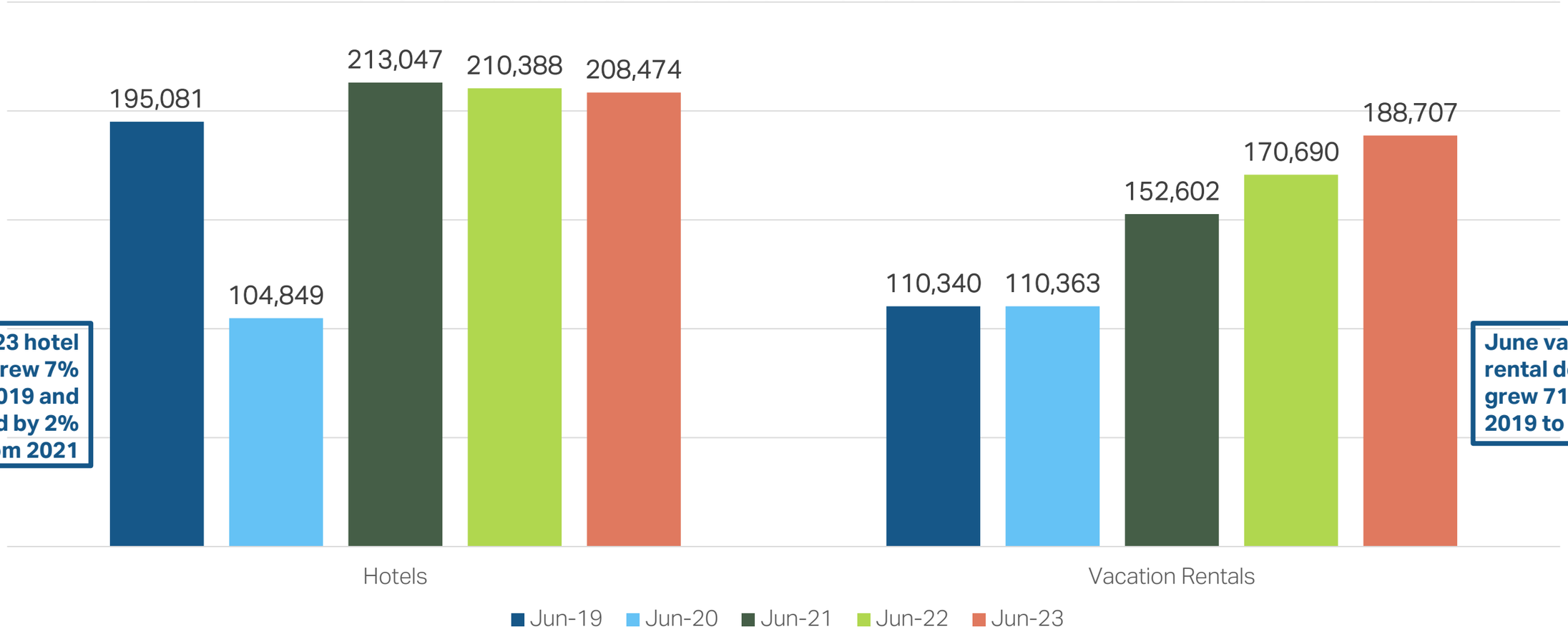
JUNE LODGING OCCUPANCY

June 2023 hotel occupancy was down 6 points from 2019, down 4 points from 2021 and down 1 point from 2022



June 2023 vacation rental occupancy was up 4 points from 2019, down 10 points from 2021 and flat to 2022

JUNE LODGING DEMAND



June 2023 hotel demand grew 7% from 2019 and decreased by 2% from 2021

June vacation rental demand grew 71% from 2019 to 2023

MID-YEAR LODGING PERFORMANCE

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

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.

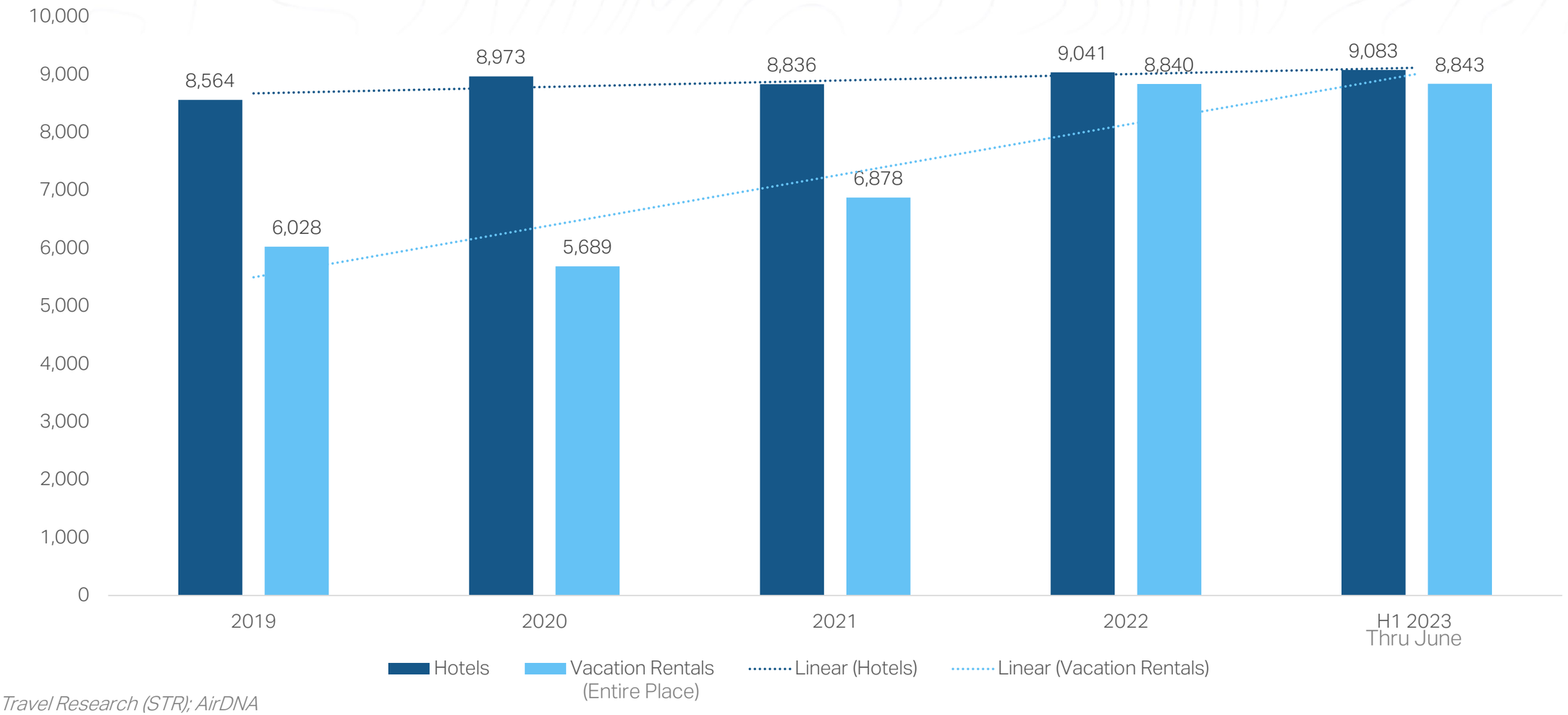
Credit card spending in market trending down March – May 2023

Lodging occupancy down March – June 2023

Lodging revenue down March – June 2023

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

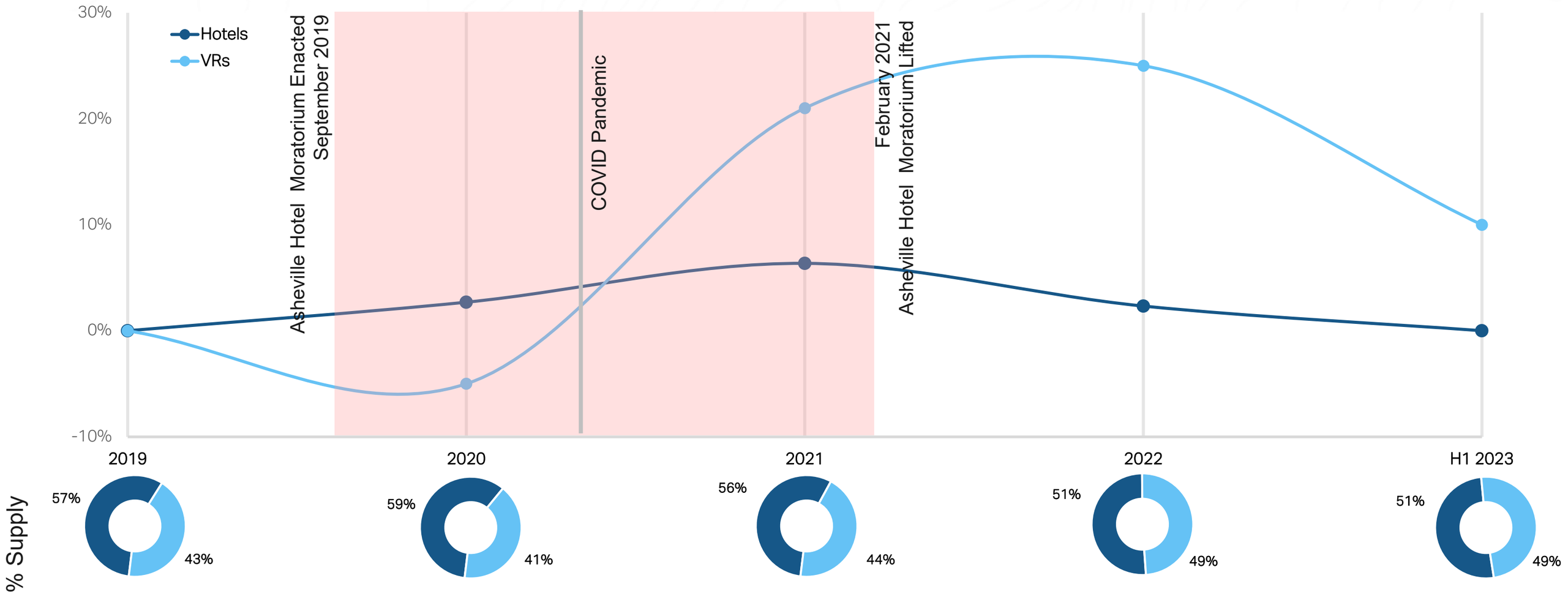
AVERAGE ROOMS AVAILABLE PER NIGHT BY LODGING TYPE, 2019 – H1 2023



Source: Smith Travel Research (STR); AirDNA
Supply = Average number of rooms available per month/ number of nights in period

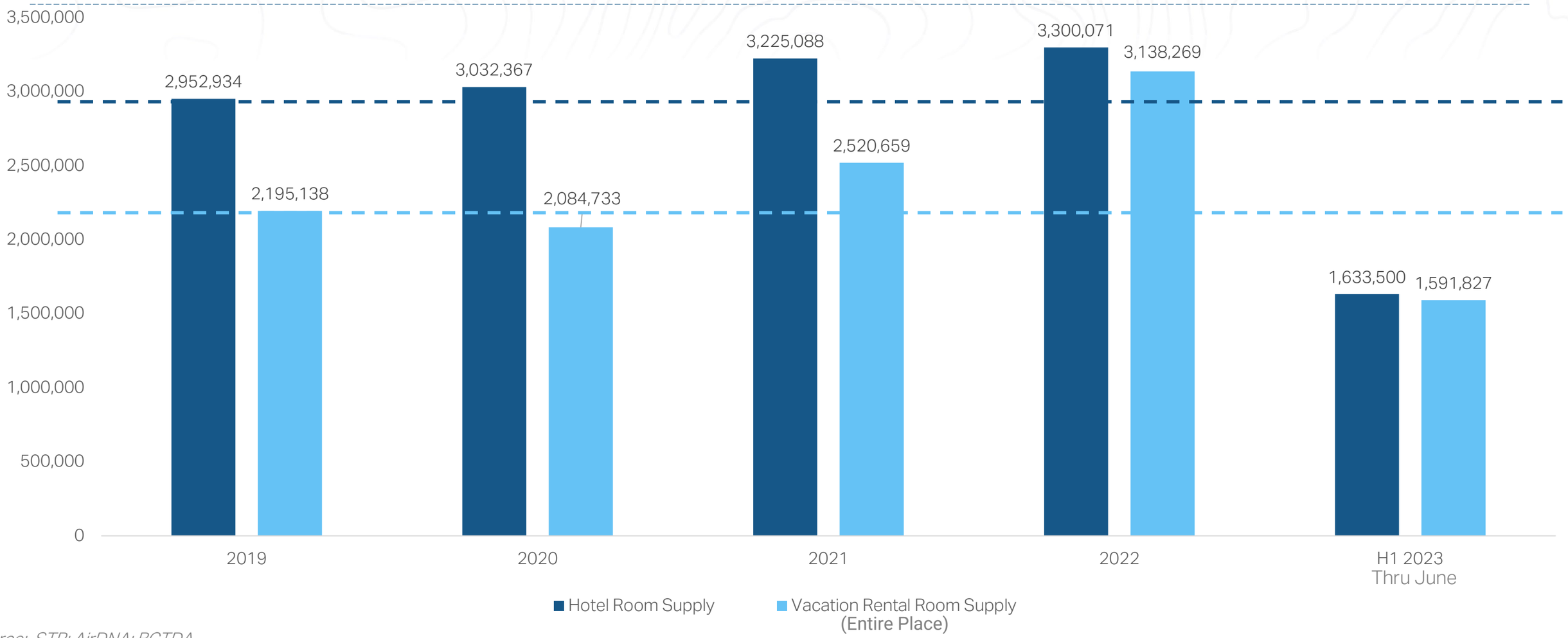
LODGING SUPPLY GROWTH

Year Over Year Growth in Supply of Hotels and Vacation Rentals



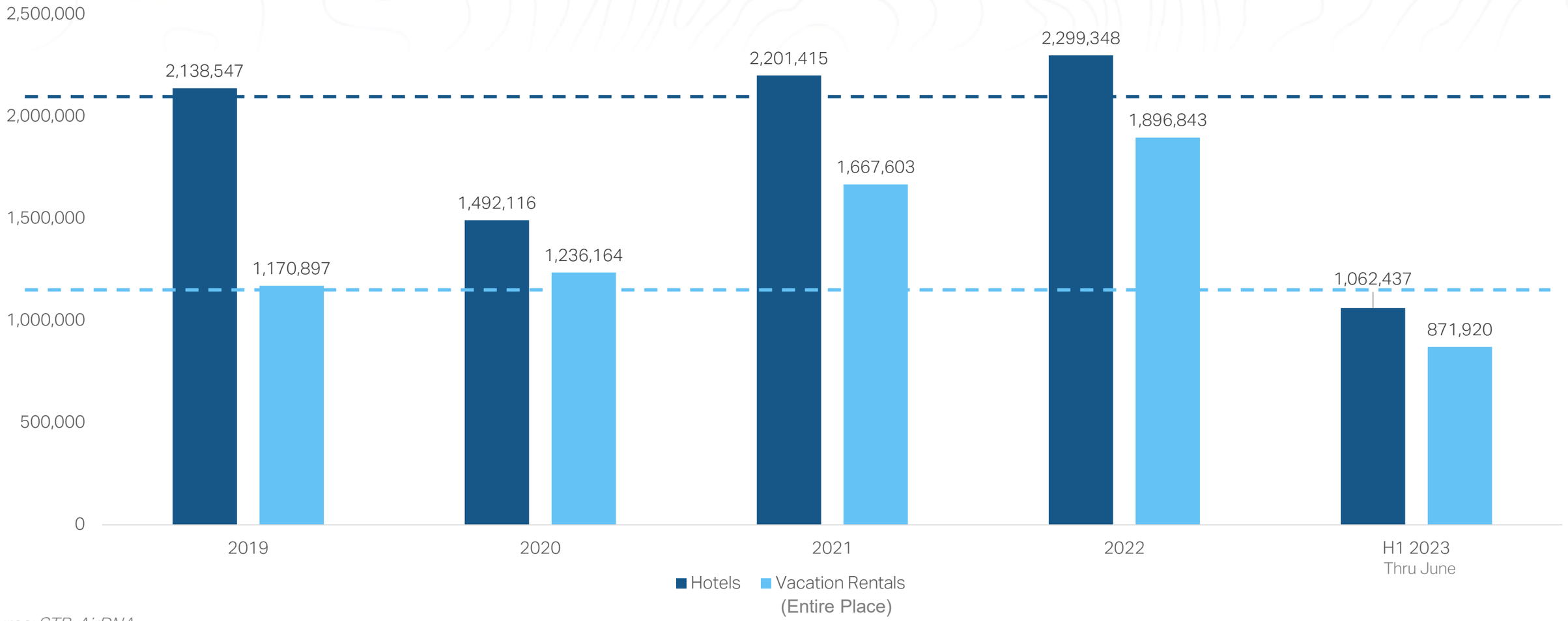
Source: STR; AirDNA
Room Supply = Total number of hotel rooms or vacation rental rooms available during a period

ROOM SUPPLY
BY LODGING TYPE, 2019 – H1 2023



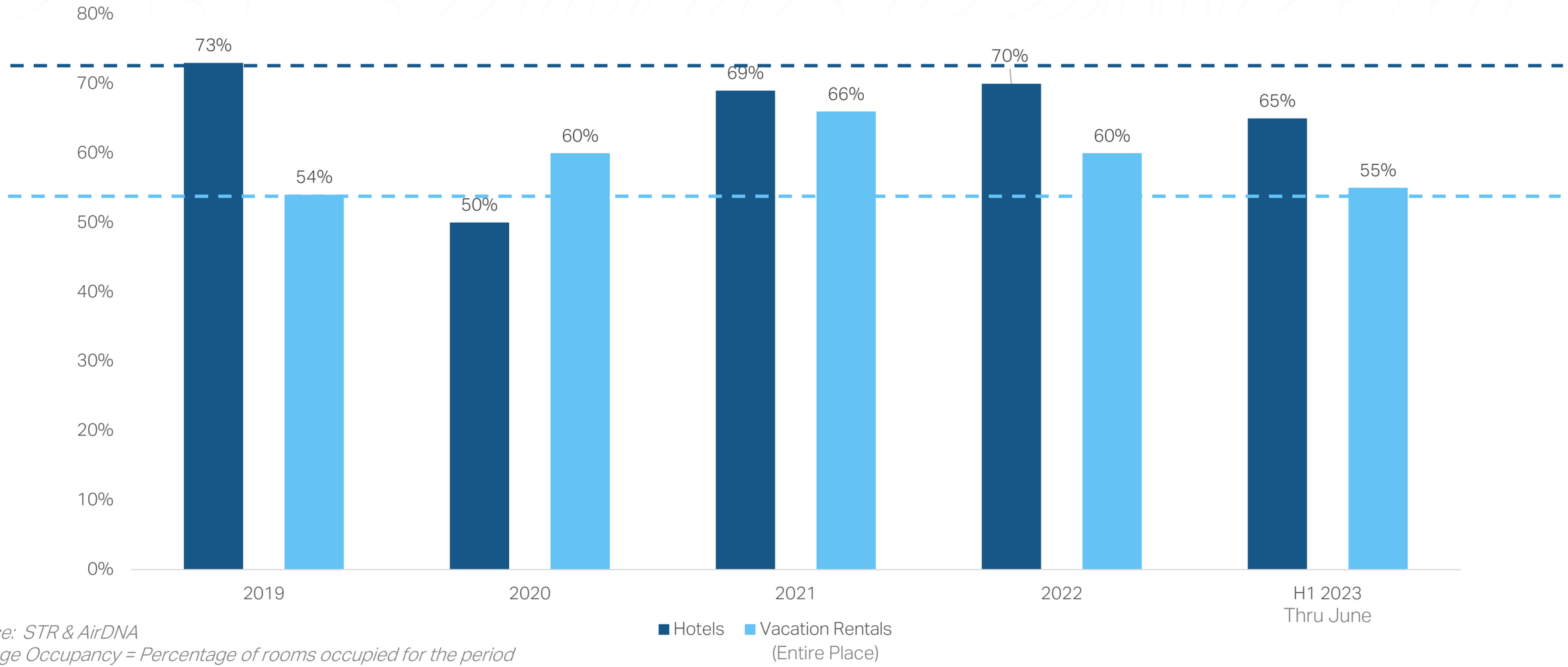
Source: STR; AirDNA; BCTDA
Room Supply = Total number of hotel rooms or vacation rental rooms (Airbnb or VRBO/HomeAway) available for sale for the period.
(For example, a hotel with 100 rooms would have 3,000 rooms for sale in a 30-day month. A vacation rental with 3 BRs would have 90 rooms for rent in the same month if it were shown available for rent all 30 days.)

ROOM DEMAND
BY LODGING TYPE, 2019 – H1 2023



Source: STR; AirDNA
Room Demand = Total number of hotel rooms or entire place vacation rental rooms (Airbnb or VRBO/HomeAway) sold or rented (excludes complimentary rooms).
(For example, a hotel with 100 rooms that sells 50 rooms each night in a 30-day month would have demand of 1,500 rooms. A 3 BR vacation rental shown available for rent all 30 days but rented only 15 days in the month would have demand of 45 rooms.)

AVERAGE OCCUPANCY BY LODGING TYPE, 2019 – H1 2023



Source: STR & AirDNA
Average Occupancy = Percentage of rooms occupied for the period

WHY LODGING OCCUPANCY MATTERS

While overnight visitors make up 37% of visitation, they contribute 73% of total visitor spending, equaling $1.9 billion in 2021

The majority of visitor spending, nearly 70%, takes place in local businesses like restaurants, shops, tour providers, art galleries, attractions, etc. (not inside lodging facilities)

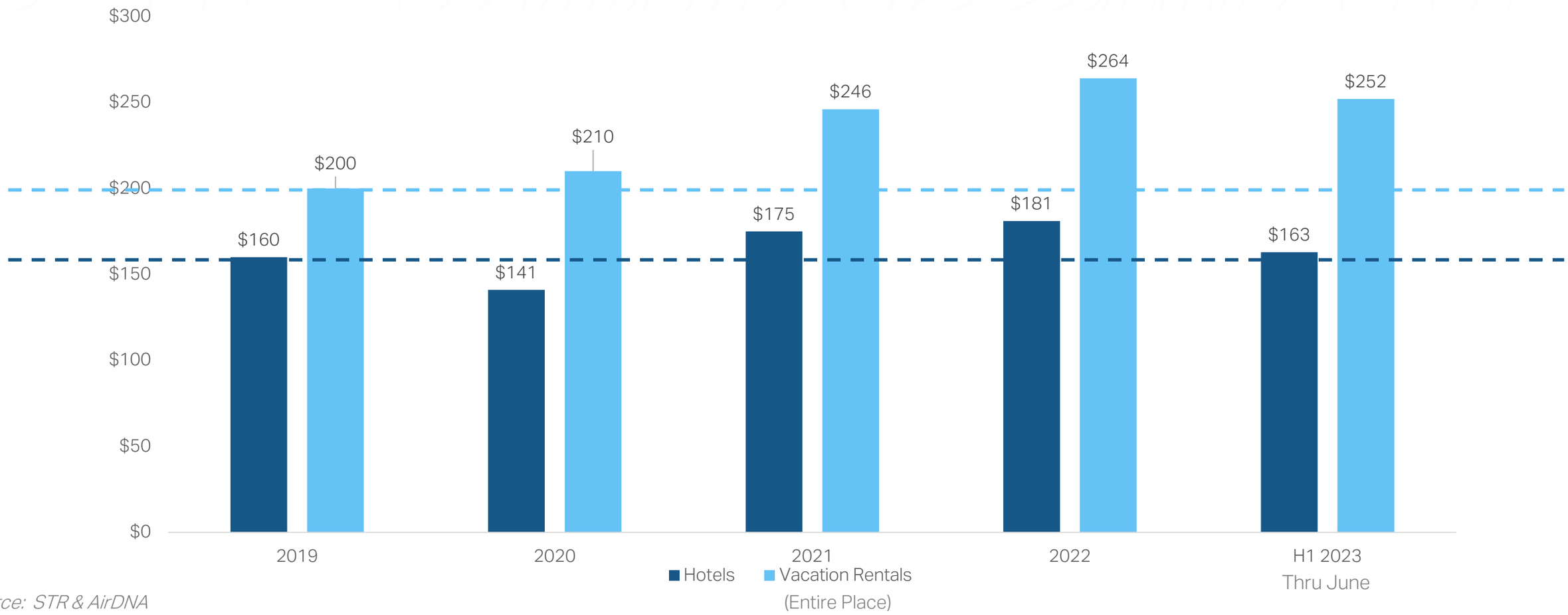
70%

2022 hotel occupancy

60%

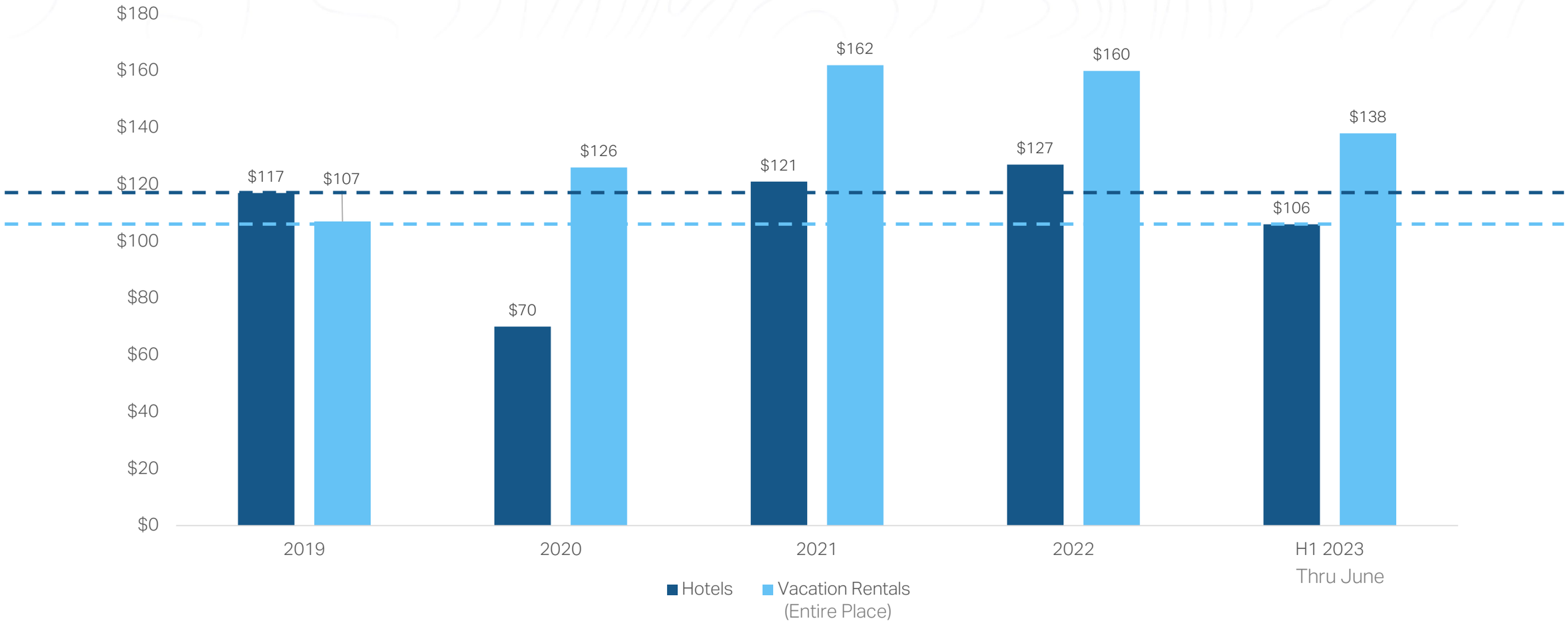
2022 vacation rental occupancy

AVERAGE DAILY RATE BY LODGING TYPE, 2019 – H1 2023



Source: STR & AirDNA
ADR = Room revenue divided by rooms sold, displayed as the average rental rate per room
For vacation rentals = average daily rate charged per booked entire place listing. ADR includes cleaning fees but not other service fees or taxes

REVENUE PER AVAILABLE ROOM (REVPAR) BY LODGING TYPE, 2019 – H1 2023



Source: STR & AirDNA
*RevPAR = Room revenue divided by rooms available. For vacation rentals = entire place ADR * occupancy.*

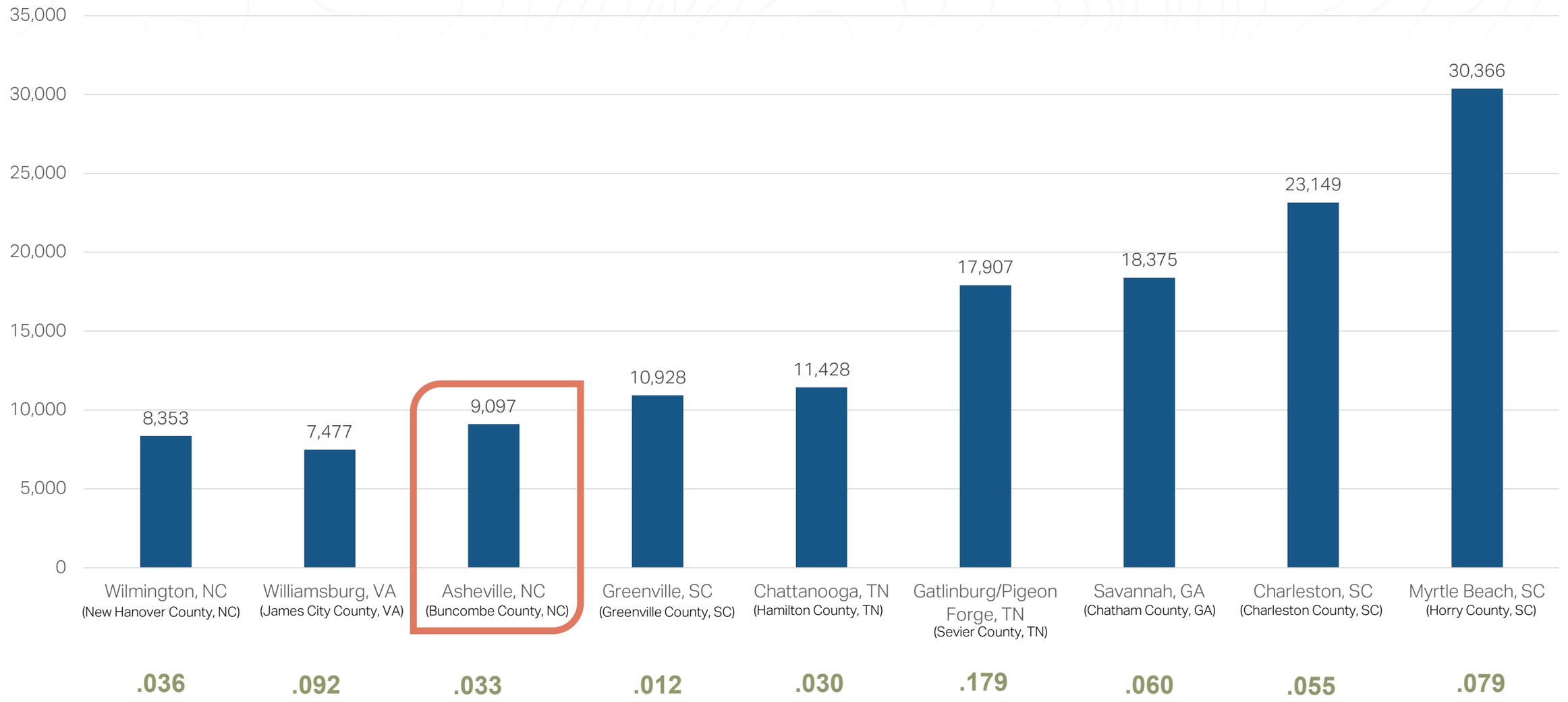
HOTEL PERFORMANCE BY COMPARATIVE MARKETS

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

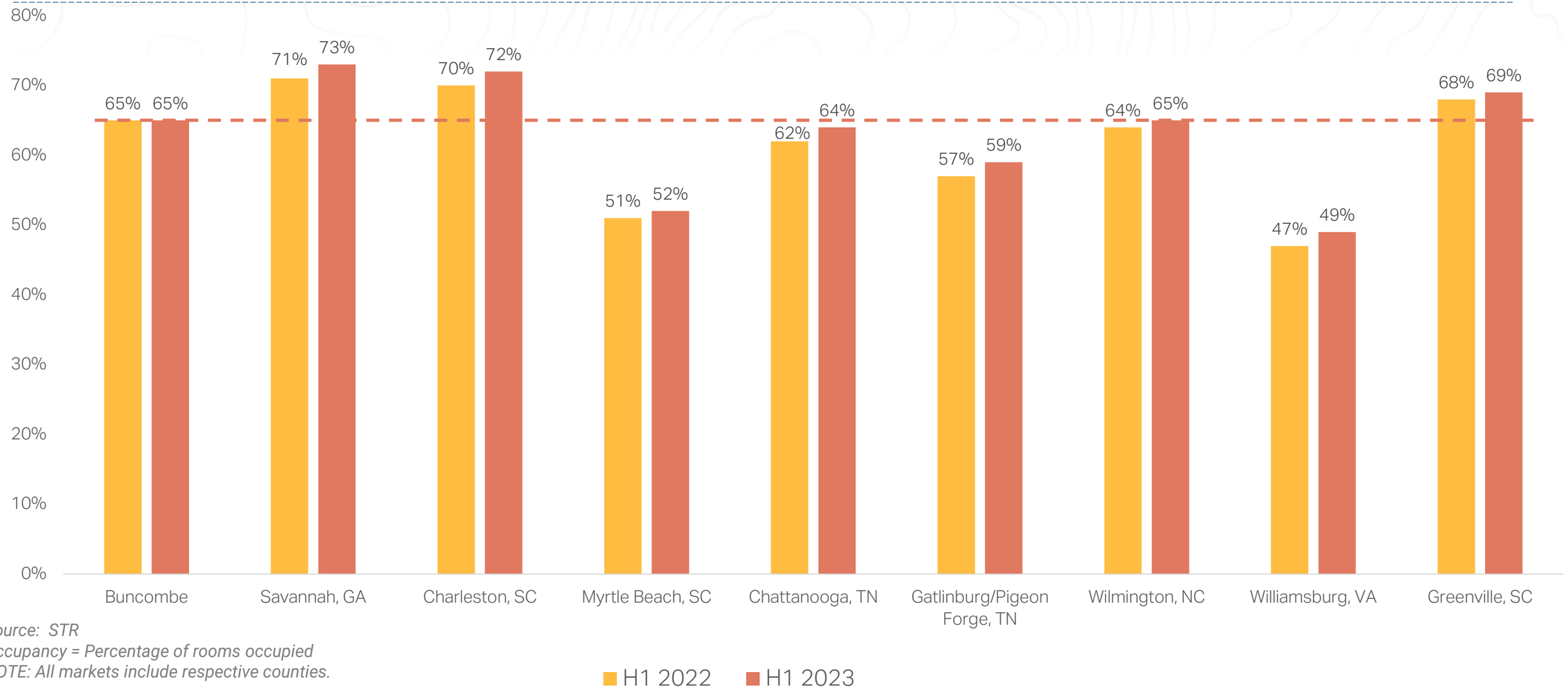
HOTEL ROOMS BY MARKET

Hotel rooms per capita

Source: STR June 2023

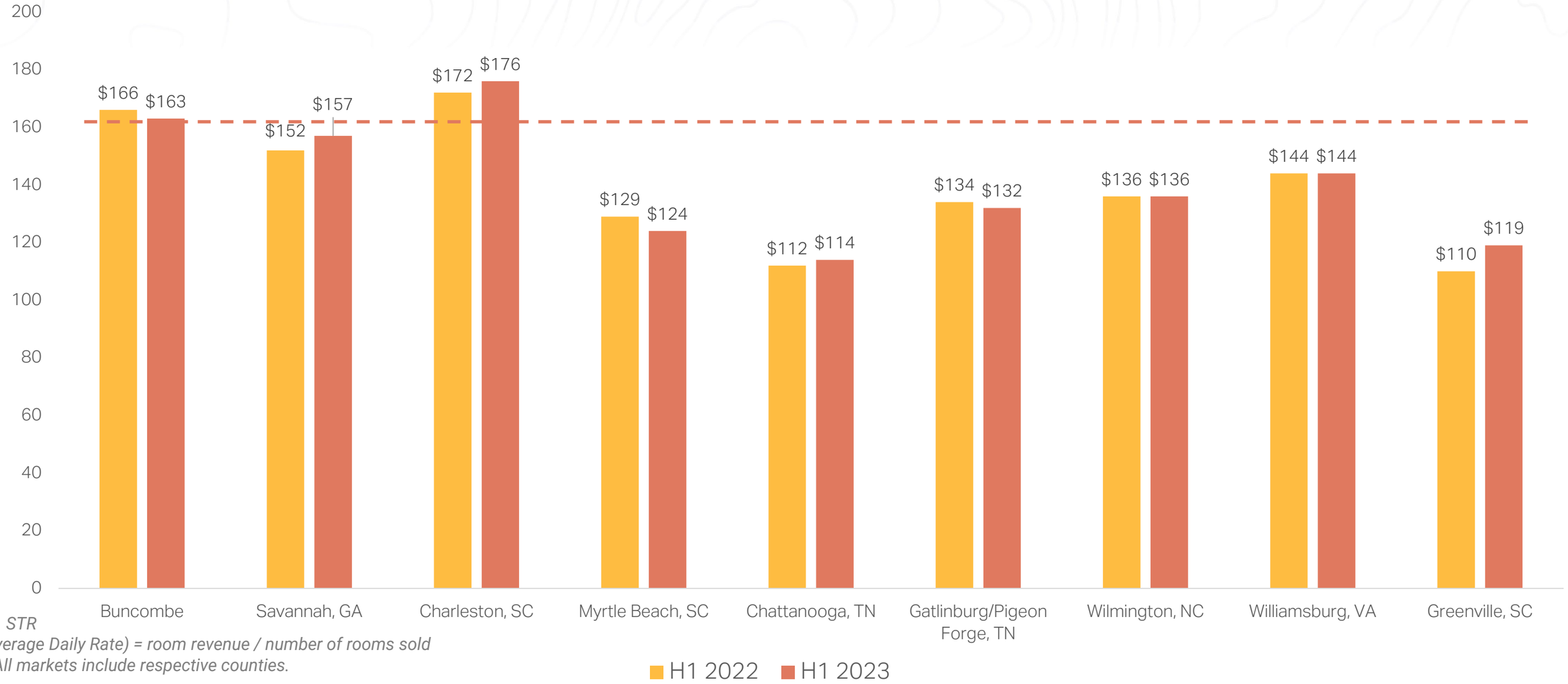


HOTEL OCCUPANCY BY MARKET, H1 2022 VS H1 2023



Source: STR
Occupancy = Percentage of rooms occupied
NOTE: All markets include respective counties.

HOTEL ADR
BY MARKET, H1 2022 VS H1 2023



Source: STR
ADR (Average Daily Rate) = room revenue / number of rooms sold
NOTE: All markets include respective counties.

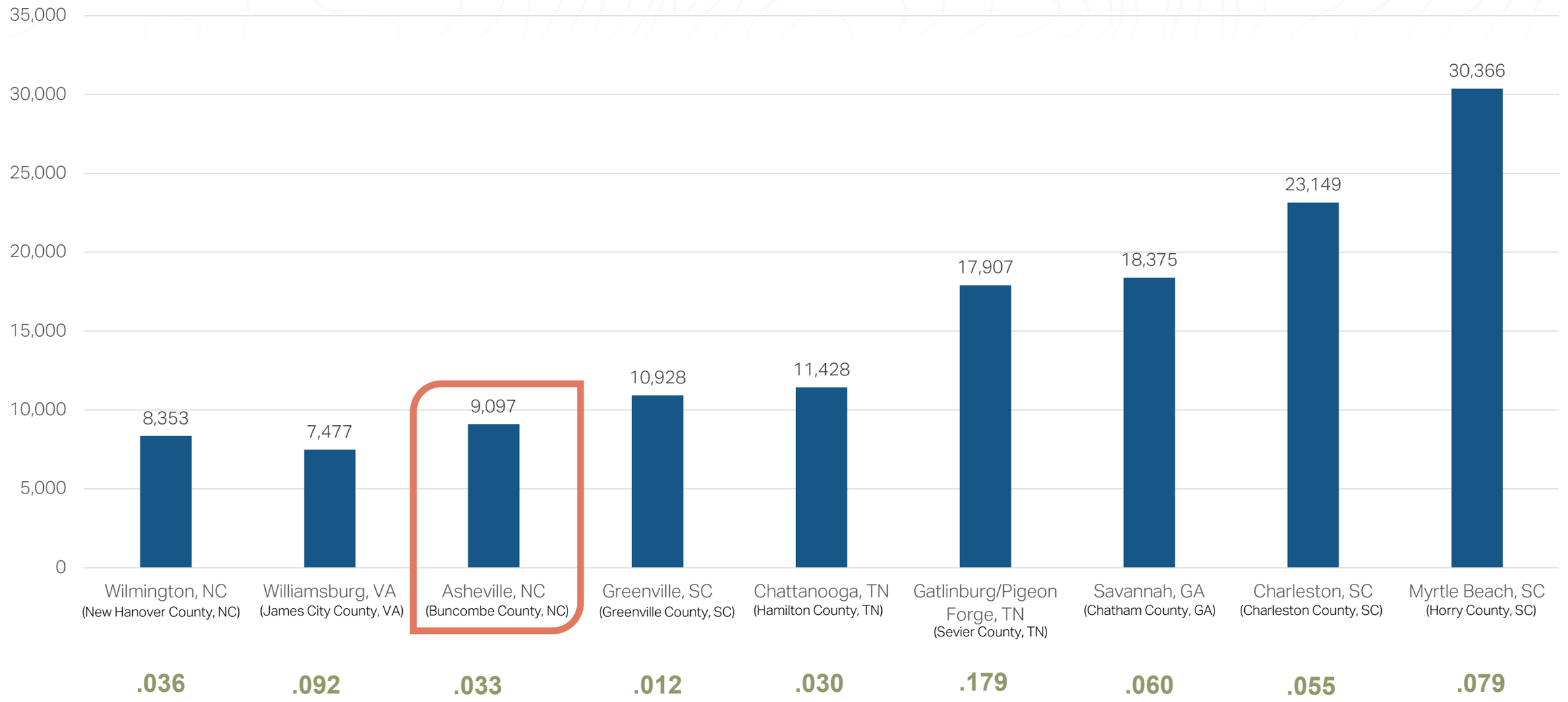
HOTEL REVPAR
BY MARKET, H1 2022 VS H1 2023

Source: STR
RevPAR (Revenue per available room) = room revenue / number of rooms available
NOTE: All markets include respective counties.

HOTEL ROOMS BY MARKET

Hotel rooms per capita

Source: STR June 2023



HOTEL PIPELINE

PROPERTIES SLATED TO OPEN IN 2023	ROOMS	PROJECTED OPENING
Hyatt Place Asheville Airport	108	Fall 2023
Zelda Dearest	20	Fall 2023
The Radical	70	Fall 2023
The Flat Iron Hotel	71	Fall 2023
Total	**269**	

PROPERTIES SLATED TO OPEN IN 2024	ROOMS	PROJECTED OPENING
Embassy Suites	185	Under Construction Early 2024
Moxy	115	Under Construction Summer 2024
Adventure Mountain Resort	16	Spring 2024
Spring Hill Suites	120	Fall 2024
Total	**436**	

KEY TAKEAWAYS: IT'S CHOPPY

Through the first half of the calendar year

- Air passengers through AVL are up 21% through May, indicating visitation from drive markets is lagging.
- National economic and travel trends plus some localized issues are creating headwinds for local businesses – including retail shops, arts & culture institutions, restaurants & breweries, and lodging partners.
- Lodging occupancy is a leading indicator for what other local business categories will experience.
- During the City Council's hotel moratorium from September 2019 – October 2021 and Covid, vacation rentals grew exponentially in both supply and demand compared to hotels.
- While Asheville/Buncombe County was the market leader of comparative markets for 2022 year-end performance in hotel occupancy, average rate and RevPAR, six months into 2023 we are lagging behind Savannah, Charleston and Greenville in occupancy, and behind Savannah and Charleston in RevPAR.
- It's important to note that July and October are traditionally the highest performing months for Asheville/Buncombe County, so we will be closely monitoring progress for the back half of 2023.

Always,
ASHEVILLE
ExploreAsheville.com

BOARD DISCUSSION

QUESTIONS
INPUT
COMMENTS

TPDF COMMITTEE RECOMMENDATION: MCCORMICK FIELD

Brenda Durden
BCTDA | Board Chair

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

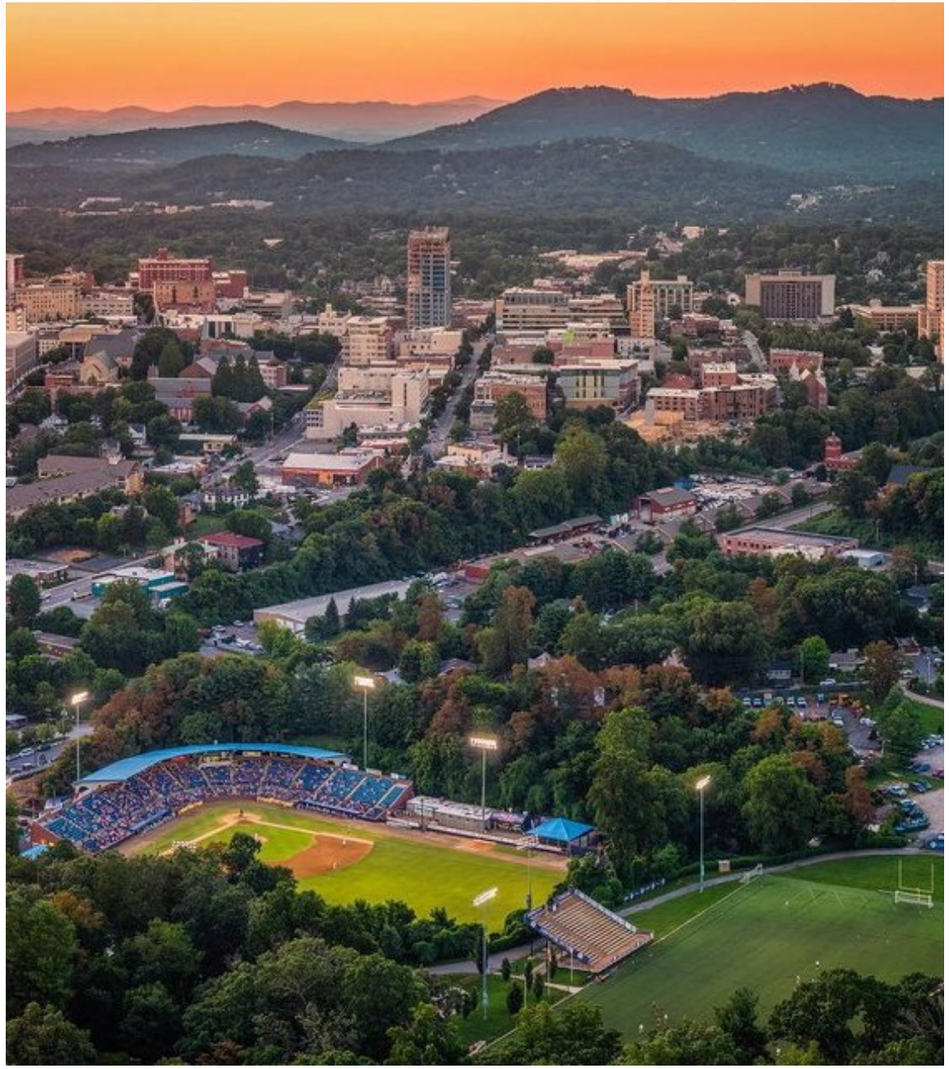
TPDF COMMITTEE'S RECOMMENDATION

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, which were reviewed in the June meeting.



MONUMENTAL INVESTMENT

Chair Brenda Durden

- McCormick Field would be **the single largest project investment in the 20-year history** of the Tourism Product Development Fund
- McCormick Field would be **the first debt service project investment** for the Tourism Development Authority
- **$80 million** would be invested in tourism-related capital projects with government and non-profit community partners over two decades
- **$41.6 million, or 52% of the Fund would be invested in City-owned or operated amenities** over the life of the Tourism Product Development Fund

TPDF MAJOR WORKS INVESTMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the investment for the McCormick Field Major Works project as recommend by the Product Development Committee

Motion Second

Additional Discussion

Vote

BUSINESS DEVELOPMENT PERFORMANCE & MARKETING UPDATE

Michael Kryzanek, CHME
Explore Asheville | VP of Business Development

Carli Adams
Explore Asheville | Group Marketing Manager

Colleen Swanson
Meetings Database Institute (MDI) | Executive Vice President

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

BUSINESS DEVELOPMENT OVERVIEW

Michael Kryzanek, CHME
Explore Asheville | VP of Business Development

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

GUIDING PRINCIPLES FOR BUSINESS DEVELOPMENT

To be additive, balanced, and aligned in our efforts

1

ADDITIVE

Focusing on new business and the quality of the visit.

2

BALANCED

Pursuing and booking off-peak business throughout the year focusing on specific need periods.

3

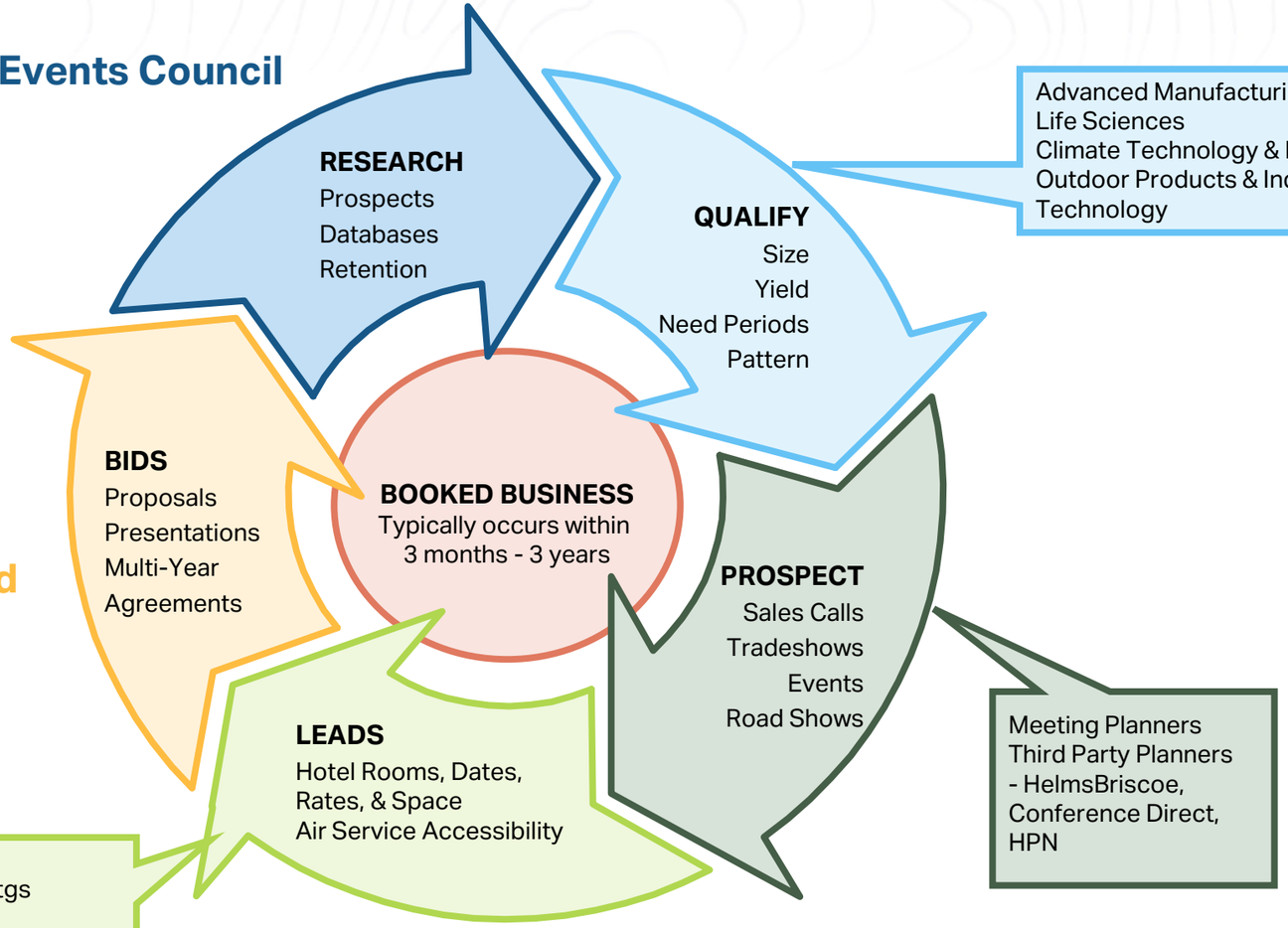
ALIGNED

Attracting business aligned with our strategic pillars, economic development sectors, and community assets.

BUSINESS DEVELOPMENT CYCLE

The process of securing group business for our destination

Asheville Business Events Council



Advanced Manufacturing
Life Sciences
Climate Technology & Environment
Outdoor Products & Industries
Technology

Meetings Development Fund

Meeting Planners
Third Party Planners
- HelmsBriscoe,
Conference Direct,
HPN

Quarterly DOS Mtgs
Bi-Annual Hotel Sector Mtgs
Weekly Internal Mtgs
Civic Center Commission
Sports Commission

48-Hour FAMs
(August, November, March)

BUSINESS DEVELOPMENT TEAM

Michael Kryzanek
VP of Business Development

- Oversees, leads and coaches team
- Asheville Business Events Council and reputation-building events
- Finance and budget planning; contract management

Connie Nuckolls Holliday
Director of Sales

- Directs day-to-day group sales efforts
- Manages third-party partnerships
- Fosters hotel, venue and service relationships
- Oversees Meetings Development Fund

Shawn Boone
Senior Sales Manager

Nationwide Markets:
- Technology
- Manufacturing
- Food and Beverage
- Diversity, Equity and Inclusion

Assigned states: AL, AR, FL, GA, IN, KY, LA, MI, MS, MO, OH, SC, TN

Tina Porter
Senior Sales Manager

Nationwide Markets:
- Sports
- Health & Wellness
- Outdoor Products and Industries

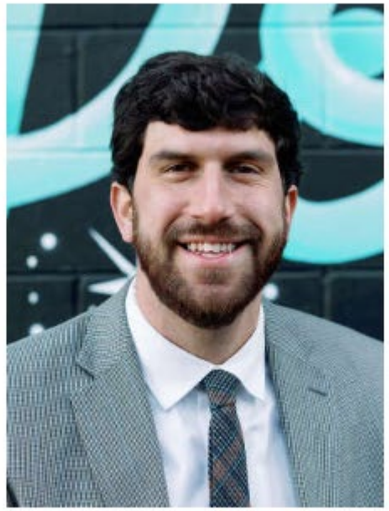
Assigned states: AZ, CA, CO, IA, IL, ID, KS, MN, MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WI, WY

BUSINESS DEVELOPMENT TEAM

Kathryn Dewey
Sales Manager

Nationwide Markets:
- Life Sciences, Medical, Pharma, Health
- Climate & Environmental

Assigned states:
AL, AR, FL, GA, IN, KY, LA, MI, MS, MO, OH, SC, TN



Khal Khoury
Sales Manager

Nationwide Markets:
- Adventure Travel
- Weddings
- Group Tour
- Reunions
- SMERF (Social, Military, Education, Religious, and Fraternal Groups)

Emily Crosby
Group Service Manager

- Manages exclusive service program for conferences and events once booked
- Plans and coordinates 48-hour FAM trips

John Dawson
Group Service Coordinator

- In-market service delivery for groups and 48-hour FAM coordination
- Meetings Development Fund admin
- Administrative support

BUSINESS DEVELOPMENT TEAM

Ali Wainright
Group Sales Coordinator

- Site inspection, tradeshow and travel support
- CRM and economic impact calculator
- Administrative support

Mia Brown
Sales & Marketing Assistant

- CRM administration
- Visitor guide fulfillment
- Administrative support

FY23 PERFORMANCE

Michael Kryzanek, CHME
Explore Asheville | VP of Business Development

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

FY23 GOAL

Annual room night goal set for the Business Development Team

75,000+ room nights distributed via **500+ definite leads** to our **90+ lodging partners**

Generates $71 million in direct community spending from nearly 400 events

YEAR-OVER-YEAR PERFORMANCE

Fiscal Year 2023 vs. Fiscal Year 2022

2023 Benchmarked Room Night Goal: 75,000+

	FY23	FY22	% Difference
Room Nights (Raw/Unbenchmarked)	63,964	65,123	-1.8%
Direct Spend	$70.78 M	$72.82 M	-2.8%
Events Booked	394	458	-14.0%
Average Size (room night)	162	142	+14.8%
Leads Issued to Hotel Partners	1,047	944	+10.9%
Room Nights (Benchmarked)	**75,817**	**73,259**	**+3.5%**

BENCHMARKING EXPLAINED

Emphasis is placed on booking new business and room nights in specific need periods

OFF-PEAK GROUPS
JANUARY – MARCH

1.5 room nights
for every room night booked

WEEKNIGHT GROUPS
SUNDAY – WEDNESDAY

1.5 room nights
for every room night booked

REPEAT GROUPS

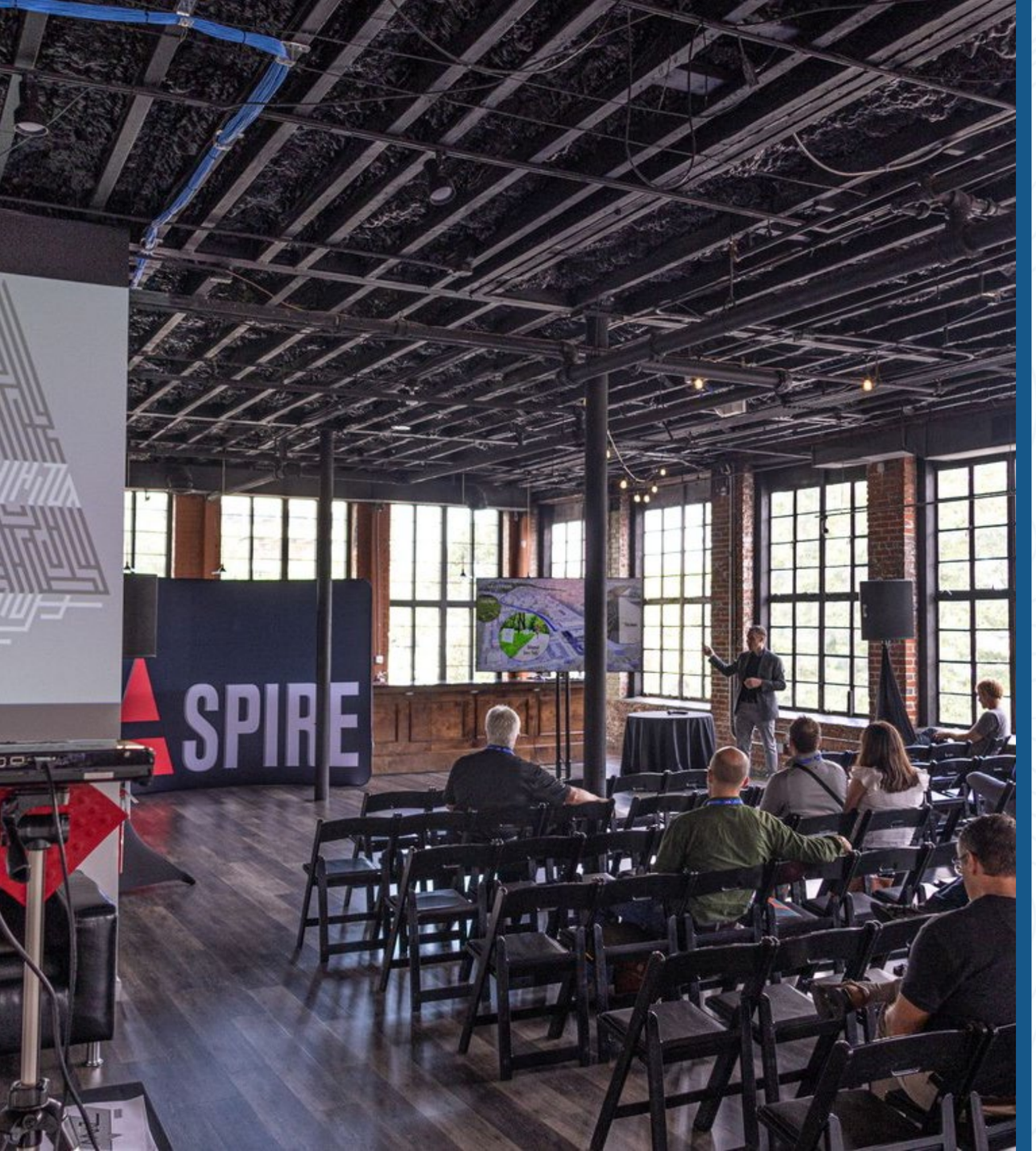
0.5 room nights
for every room night booked

COMPETITIVE MARKETS FOR ASHEVILLE GROUP BUSINESS

2022 Calendar Year-End Data

Market	Occupancy	ADR	RevPAR	RevPAR % Difference
Buncombe County, NC	70.0%	$181.37	$126.95	-
Charleston, SC	69.4%	$170.66	$118.59	-6.6%
Savannah, GA	70.7%	$149.35	$105.59	-16.8%
Wilmington, NC	65.2%	$141.26	$92.06	-27.5%
Chattanooga, TN	63.1%	$112.17	$70.84	-44.2%
Greenville, SC	68.3%	$111.10	$75.88	-40.2%

(source: STR, LLC)



IMPACT EVENT RECRUITMENT

Michael Kryzanek, CHME
Explore Asheville | VP of Business Development

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

ASHEVILLE BUSINESS EVENTS COUNCIL (ABEC)

An ongoing partnership with the Economic Development Coalition of Asheville-Buncombe County

ABEC provides opportunities for collaboration on destination promotional efforts and is targeted at attracting groups in the following strategic business sectors, which the EDC has identified as growth opportunities:

Advanced Manufacturing

Life Sciences

Climate Technology and Environment

Outdoor Products and Industries

Technology

Hosting meetings, conferences, and events associated with these business sectors can strengthen industry-specific supplier/customer relationships for local businesses, attract EDC prospects, and provide exposure for Asheville and Buncombe County to business decision makers

ABEC members, representing target sectors, are asked to provide access and/or referrals to organizations, associations, and boards with business potential for Asheville in exchange for access to data/statistics and networking/promotional opportunities

ADVENTURE ELEVATE 2024

Impact event secured for June 2024

EVENT SNAPSHOT:

- MediaConnect session and Marketplace
- Multiple networking opportunities
- Concurrent sessions and accelerator workshops
- Day of Adventure

WHAT TO EXPECT:

- Collaborative learning and keynote speakers
- Regionally-focused content
- Networking coffee breaks and lunches
- Connecting with media and the adventure travel community

AGENDA OVERVIEW:

Tuesday, 11 June

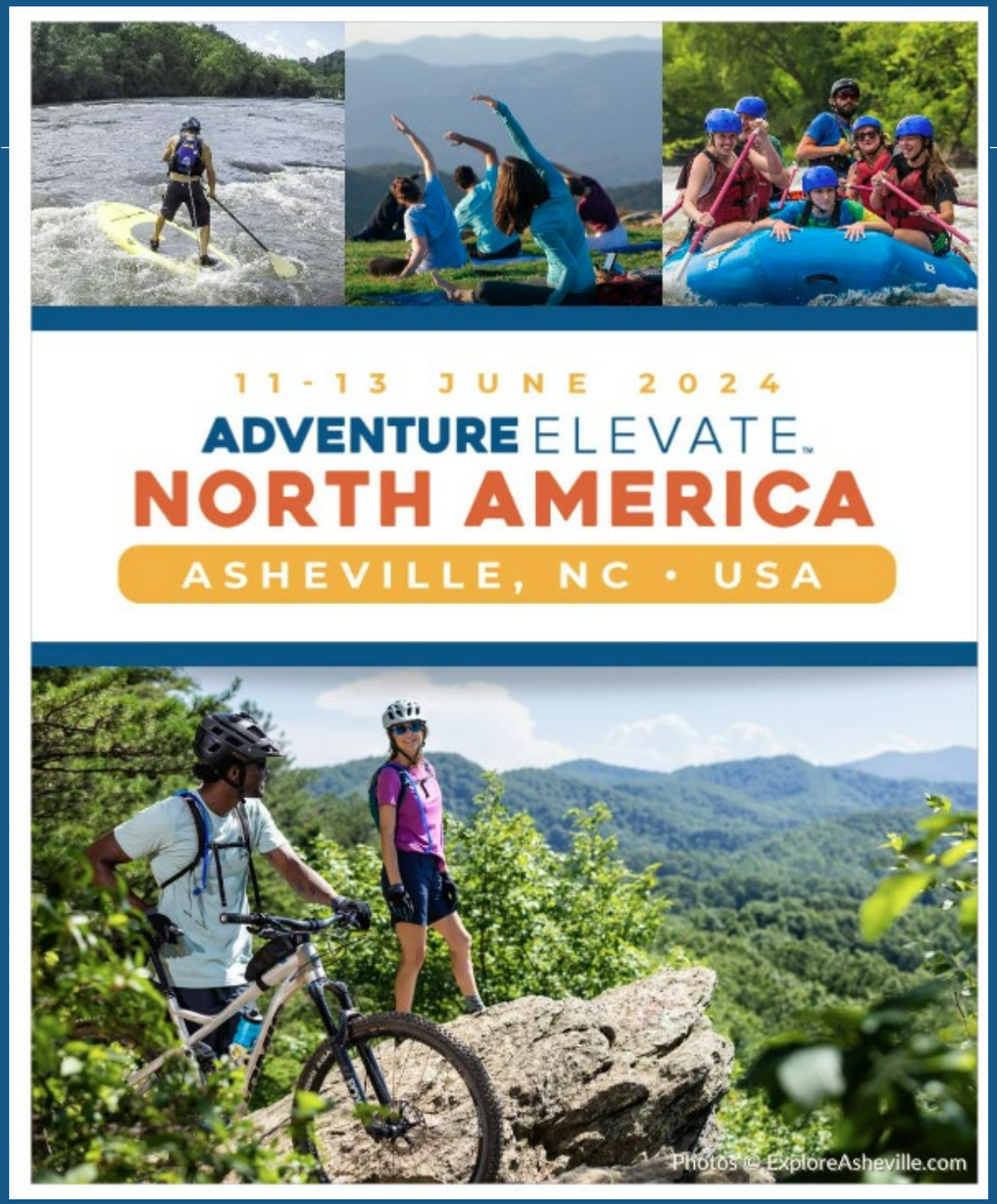
Day of Adventure, Opening Reception

Wednesday, 12 June

Opening Keynote, Concurrent Sessions, MediaConnect Session, Disruptive Networking Adventure (DNA) Happy Hour

Thursday, 13 June

Marketplace, Concurrent Sessions, Closing Sessions, Closing Keynote, Closing Reception



BOARD DISCUSSION

QUESTIONS

INPUT

COMMENTS

GROUP WELLNESS
Sound Healing experience in The Foundry Hotel ballroom

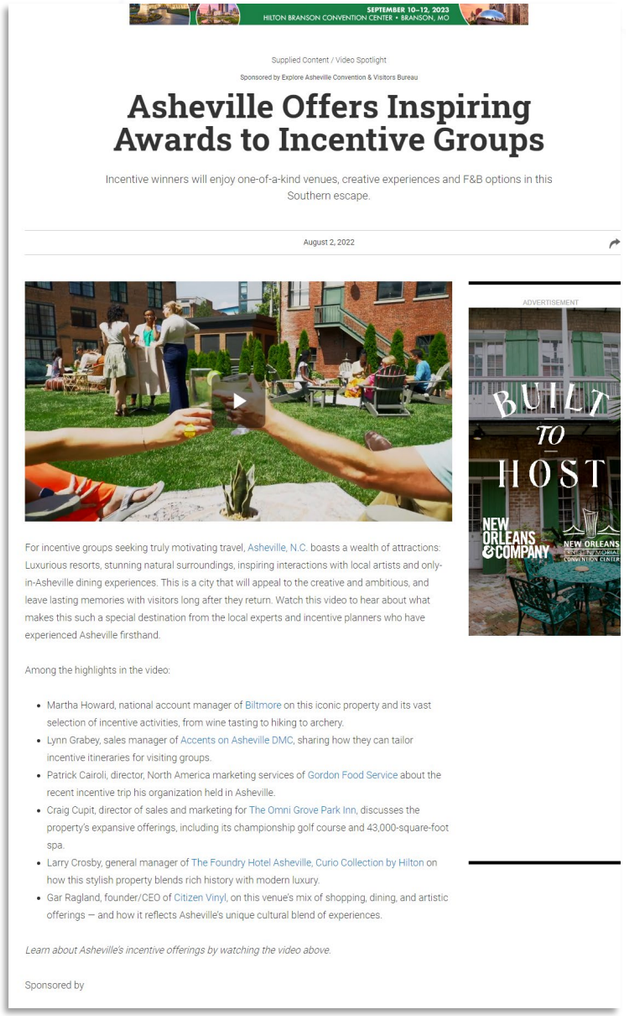
GROUP MARKETING

Carli Adams
Explore Asheville | Group Marketing Manager

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

GROUP MARKETING

Supporting group sales efforts



SEPTEMBER 10–12, 2023
HILTON BRANSON CONVENTION CENTER • BRANSON, MO

Supplied Content / Video Spotlight

Sponsored by Explore Asheville Convention & Visitors Bureau

Asheville Offers Inspiring Awards to Incentive Groups

Incentive winners will enjoy one-of-a-kind venues, creative experiences and F&B options in this Southern escape.

August 2, 2022

For incentive groups seeking truly motivating travel, Asheville, N.C. boasts a wealth of attractions: Luxurious resorts, stunning natural surroundings, inspiring interactions with local artists and only-in-Asheville dining experiences. This is a city that will appeal to the creative and ambitious, and leave lasting memories with visitors long after they return. Watch this video to hear about what makes this such a special destination from the local experts and incentive planners who have experienced Asheville firsthand.

Among the highlights in the video:

- Martha Howard, national account manager of Biltmore on this iconic property and its vast selection of incentive activities, from wine tasting to hiking to archery.
- Lynn Grabey, sales manager of Accents on Asheville DMC, sharing how they can tailor incentive itineraries for visiting groups.
- Patrick Cairoli, director, North America marketing services of Gordon Food Service about the recent incentive trip his organization held in Asheville.
- Craig Cupit, director of sales and marketing for The Omni Grove Park Inn, discusses the property's expansive offerings, including its championship golf course and 43,000-square-foot spa.
- Larry Crosby, general manager of The Foundry Hotel Asheville, Curio Collection by Hilton on how this stylish property blends rich history with modern luxury.
- Gar Ragland, founder/CEO of Citizen Vinyl, on this venue's mix of shopping, dining, and artistic offerings — and how it reflects Asheville's unique cultural blend of experiences.

Learn about Asheville's incentive offerings by watching the video above.

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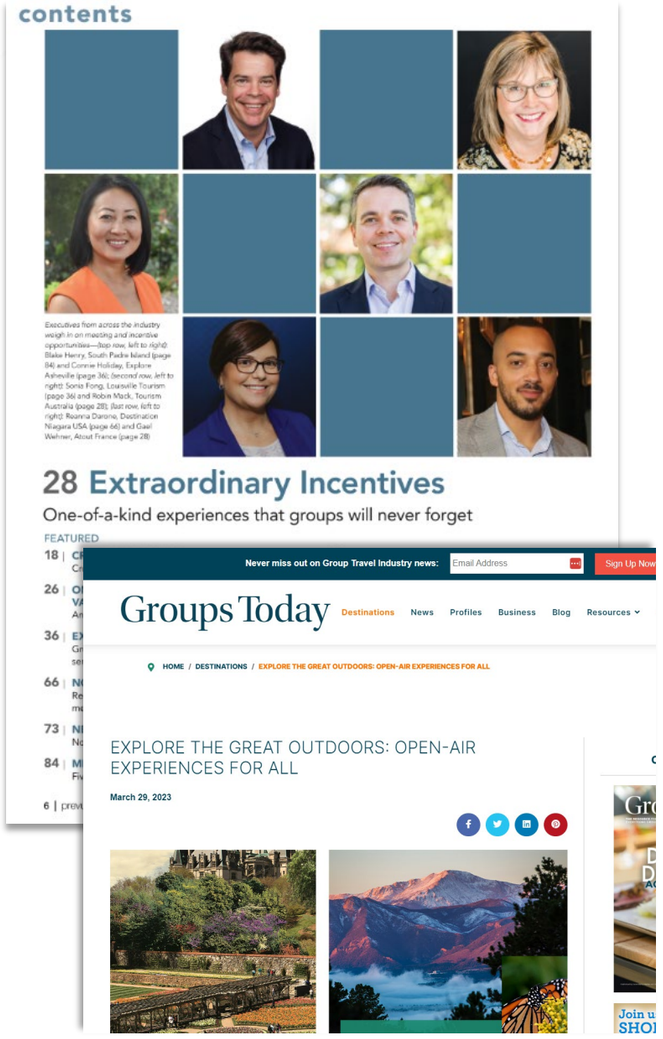

contents

Executives from across the industry weigh in on meeting and incentive opportunities—top row, left to right: Blake Henry, South Padre Island (page 84) and Connie Holliday, Explore Asheville (page 36); (second row, left to right) Sonia Fong, Louisville Tourism (page 36) and Robin Mack, Tourism Australia (page 28); (last row, left to right) Reanna Danone, Destination Niagara USA (page 66) and Gael Wehner, Atout France (page 28)

28 Extraordinary Incentives

One-of-a-kind experiences that groups will never forget

FEATURED

18 | C

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66 | N

73 | N

84 | M

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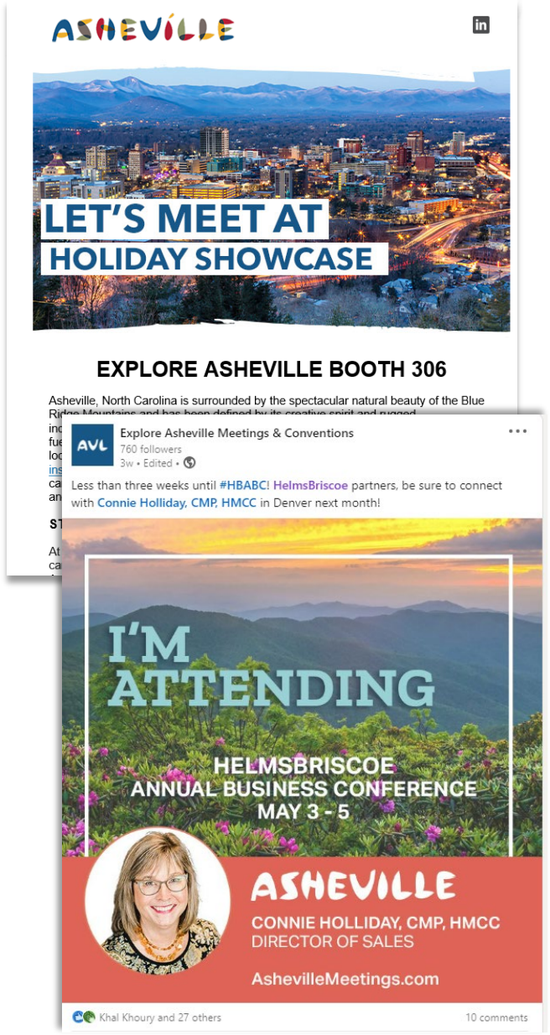
EXPLORE THE GREAT OUTDOORS: OPEN-AIR EXPERIENCES FOR ALL

March 29, 2023



ASHEVILLE

LET'S MEET AT HOLIDAY SHOWCASE

EXPLORE ASHEVILLE BOOTH 306

Asheville, North Carolina is surrounded by the spectacular natural beauty of the Blue Ridge Mountains and has been defined by its creative spirit and rugged

Explore Asheville Meetings & Conventions
760 followers
3w • Edited •

Less than three weeks until #HBABC! HelmsBriscoe partners, be sure to connect with Connie Holliday, CMP, HMCC in Denver next month!

I'M ATTENDING

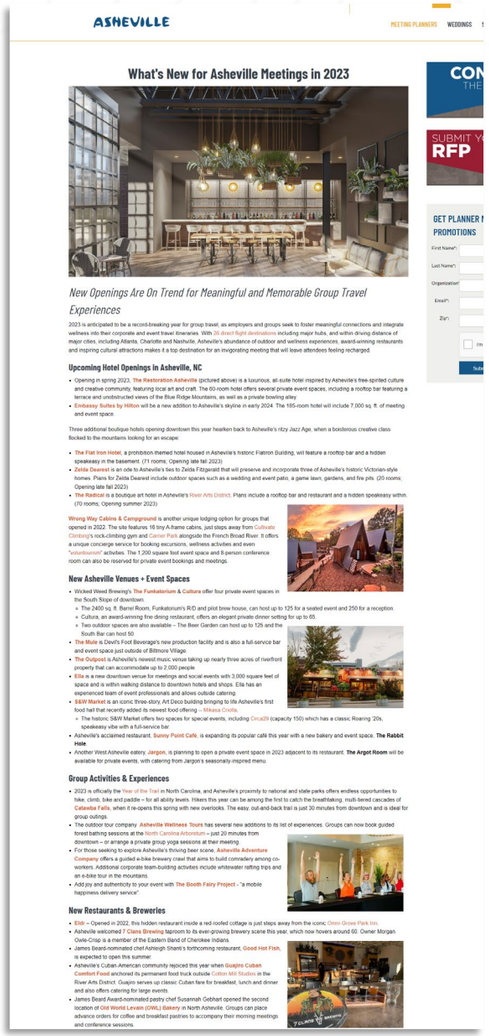
HELMSBRISCOE ANNUAL BUSINESS CONFERENCE MAY 3 - 5

ASHEVILLE

CONNIE HOLLIDAY, CMP, HMCC
DIRECTOR OF SALES

AshevilleMeetings.com

Khal Khoury and 27 others 10 comments



ASHEVILLE

MEETING PLANNERS WEDDINGS

What's New for Asheville Meetings in 2023

New Openings Are On Trend for Meaningful and Memorable Group Travel Experiences

2023 is anticipated to be a record-breaking year for group travel, as employers and groups seek to foster meaningful connections and integrate wellness into their corporate and event travel itineraries. With 25 direct flight destinations including major hubs, and within driving distance of major cities, including Atlanta, Charlotte and Nashville, Asheville's abundance of outdoor and wellness experiences, award-winning restaurants and inspiring culture attractions makes it a top destination for an invigorating meeting that will leave attendees feeling recharged.

Upcoming Hotel Openings in Asheville, NC

- Opening in spring 2023, The Restoration Asheville (pictured above) is a luxurious, all-suite hotel inspired by Asheville's free-spirited culture and creative community, featuring local art and craft. The 60-room hotel offers several private event spaces, including a rooftop bar featuring a terrace and unobstructed views of the Blue Ridge Mountains, as well as a private bowling alley.
- Embassy Suites by Hilton will be a new addition to Asheville's skyline in early 2024. The 185-room hotel will include 7,000 sq. ft. of meeting and event space.

Three additional boutique hotels opening downtown this year hearken back to Asheville's ritzy Jazz Age, when a boisterous creative class flocked to the mountains looking for an escape:

- The Flat Iron Hotel, a prohibition-themed hotel housed in Asheville's historic Flatiron Building, will feature a rooftop bar and a hidden speakeasy in the basement. (71 rooms; Opening late fall 2023)
- Zelda Dearest is an ode to Asheville's ties to Zelda Fitzgerald that will preserve and incorporate three of Asheville's historic Victorian-style homes. Plans for Zelda Dearest include outdoor spaces such as a wedding and event patio, a game lawn, gardens, and fire pits. (20 rooms; Opening late fall 2023)
- The Radical is a boutique art hotel in Asheville's River Arts District. Plans include a rooftop bar and restaurant and a hidden speakeasy within. (70 rooms; Opening summer 2023)

Wrong Way Cabins & Campground is another unique lodging option for groups that opened in 2022. The site features 16 tiny A-frame cabins, just steps away from Cultivate Climbing's rock-climbing gym and Carrier Park alongside the French Broad River. It offers a unique concierge service for booking excursions, wellness activities and even "extraterrestrial" activities. The 1,200 square foot event space and 8-person conference room can also be reserved for private event bookings and meetings.

New Asheville Venues + Event Spaces

- Wicked Weed Brewing's The Funkatorium & Cultura offer four private event spaces in the South Slope of downtown.
  - The 2400 sq. ft. Barrel Room, Funkatorium's R/D and pilot brew house, can host up to 125 for a seated event and 250 for a reception.
  - Cultura, an award-winning fine dining restaurant, offers an elegant private dinner setting for up to 65.
  - Two outdoor spaces are also available – The Beer Garden can host up to 125 and the South Bar can host 50.
- The Mule is Devil's Foot Beverage's new production facility and is also a full-service bar and event space just outside of Biltmore Village.
- The Outpost is Asheville's newest music venue taking up nearly three acres of riverfront property that can accommodate up to 2,000 people.
- Ella is a new downtown venue for meetings and social events with 3,000 square feet of space and is within walking distance to downtown hotels and shops. Ella has an experienced team of event professionals and allows outside catering.
- S&W Market is an iconic three-story, Art Deco building bringing to life Asheville's first food hall that recently added its newest food offering – Mikasa Crolla.
  - The historic S&W Market offers two spaces for special events, including Circa29 (capacity 150) which has a classic Roaring '20s, speakeasy vibe with a full-service bar.
- Asheville's acclaimed restaurant, Sunny Point Cafe, is expanding its popular café this year with a new bakery and event space. **The Rabbit Hole**.
- Another West Asheville eatery, Jargon, is planning to open a private event space in 2023 adjacent to its restaurant. **The Argot Room** will be available for private events, with catering from Jargon's seasonally-inspired menu.

Group Activities & Experiences

- 2023 is officially the Year of the Trail in North Carolina, and Asheville's proximity to national and state parks offers endless opportunities to hike, climb, bike and paddle – for all ability levels. Hikers this year can be among the first to catch the breathtaking, multi-tiered cascades of Catawba Falls, when it re-opens this spring with new overlooks. The easy, out-and-back trail is just 30 minutes from downtown and is ideal for group outings.
- The outdoor tour company Asheville Wellness Tours has several new additions to its list of experiences. Groups can now book guided forest bathing sessions at the North Carolina Arboretum – just 20 minutes from downtown – or arrange a private group yoga sessions at their meeting.
- For those seeking to explore Asheville's thriving beer scene, Asheville Adventure Company offers a guided e-bike brewery crawl that aims to build comradery among co-workers. Additional corporate team-building activities include whitewater rafting trips and an e-bike tour in the mountains.
- Add joy and authenticity to your event with The Booth Fairy Project – "a mobile happiness delivery service".

New Restaurants & Breweries

- Eldr – Opened in 2022, this hidden restaurant inside a red-roofed cottage is just steps away from the iconic Omni Grove Park Inn.
- Asheville welcomed 7 Clans Brewing taproom to its ever-growing brewery scene this year, which now hovers around 60. Owner Morgan Ovide-Crisp is a member of the Eastern Band of Cherokee Indians.
- James Beard-nominated chef Ashleigh Shanti's forthcoming restaurant, Good Hot Fish, is expected to open this summer.
- Asheville's Cuban-American community rejoiced this year when Guajiro Cuban Comfort Food anchored its permanent food truck outside Cotton Mill Studios in the River Arts District. Guajiro serves up classic Cuban fare for breakfast, lunch and dinner and also offers catering for large events.
- James Beard Award-nominated pastry chef Susannah Gebhart opened the second location of Old World Levain (OWL) Bakery in North Asheville. Groups can place advance orders for coffee and breakfast pastries to accompany their morning meetings and conference sessions.

MEETINGS + CONVENTIONS PAID MEDIA FY23 RECAP

Supporting group sales efforts

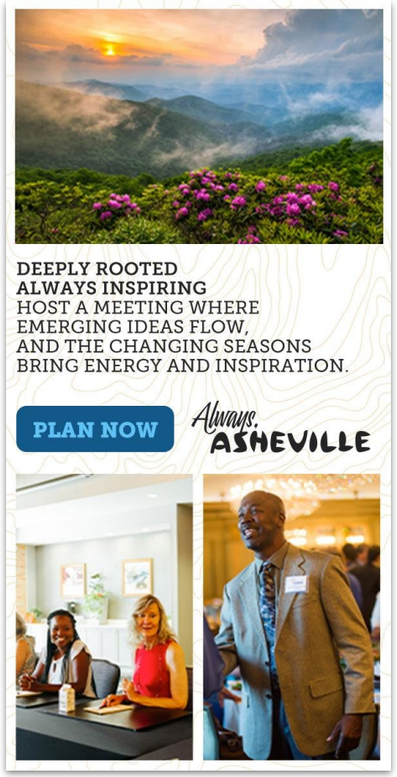
Total Estimated Impressions:
15.6M

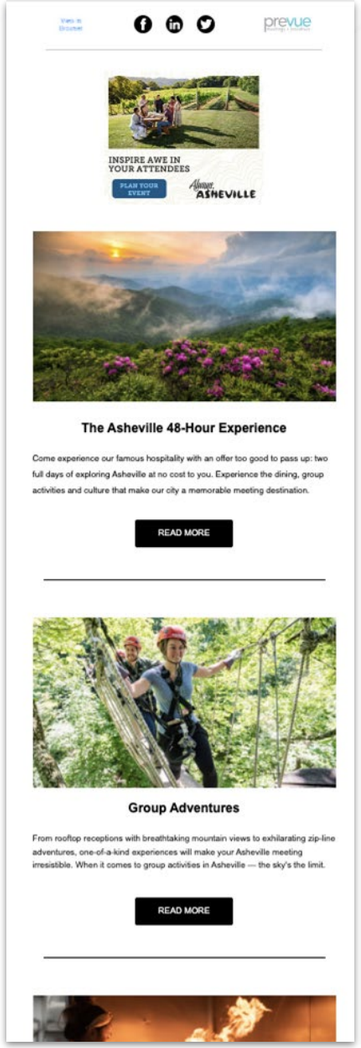
M&C pages – user total up 167% YOY

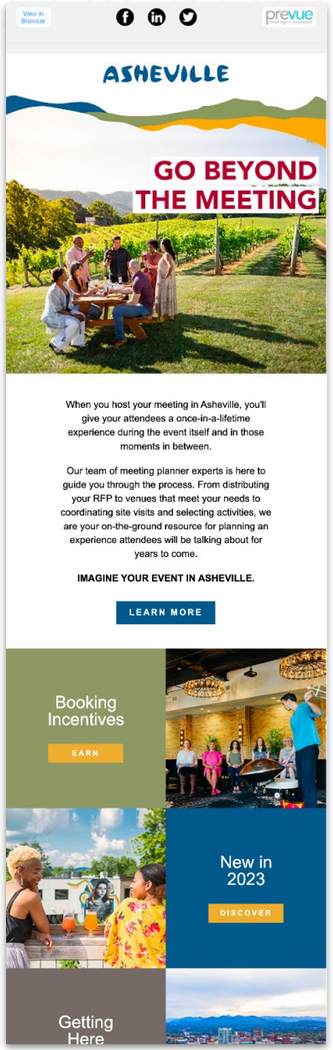
- 81,870 users in FY23 vs. 30,625 users in FY22
- Organic users increased 25% YOY (20,590 users)

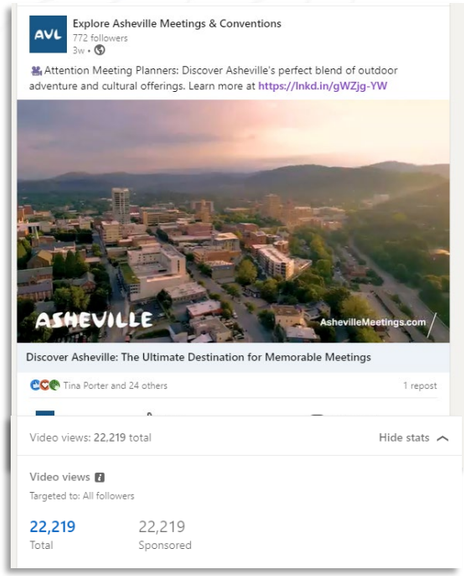
RFPs from Website FY23

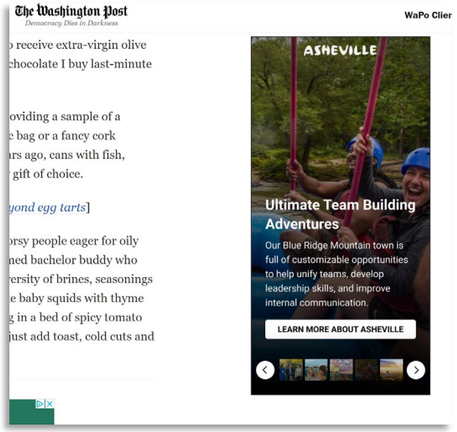
- 74 RFPs
- 21,553 requested rooms
- 1,334 contracted rooms
- 13,291 tentative





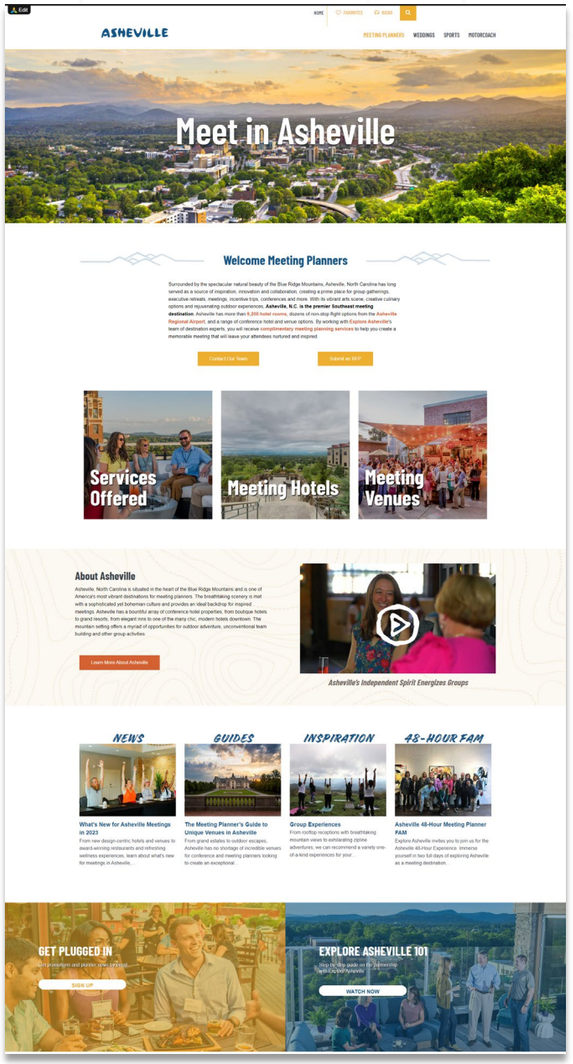


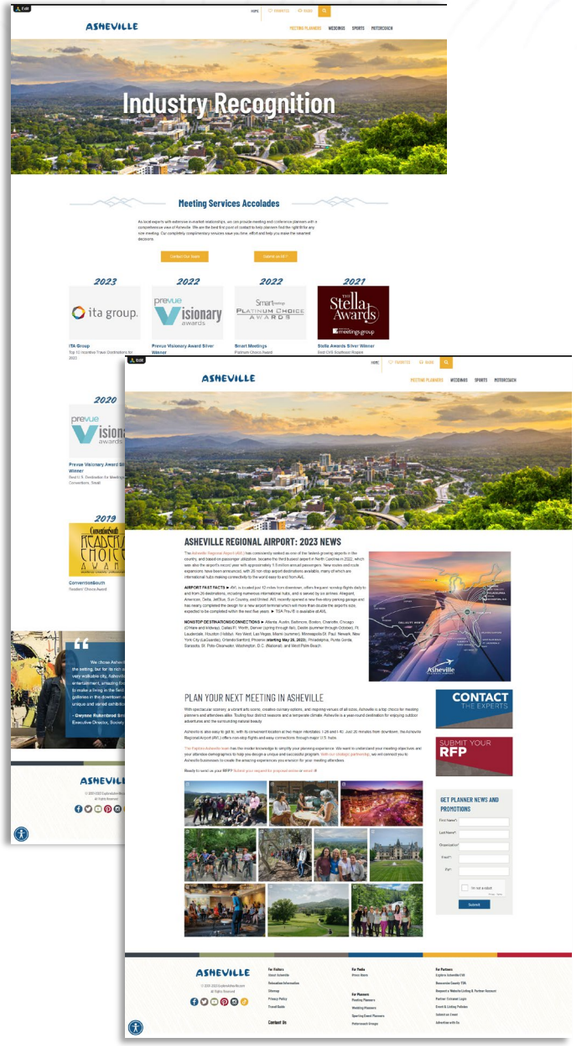


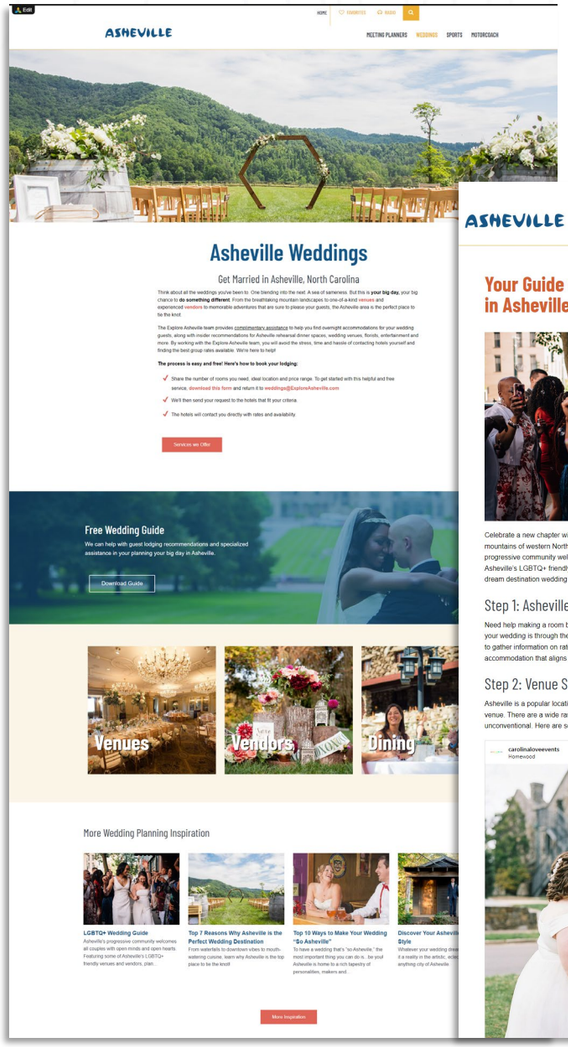


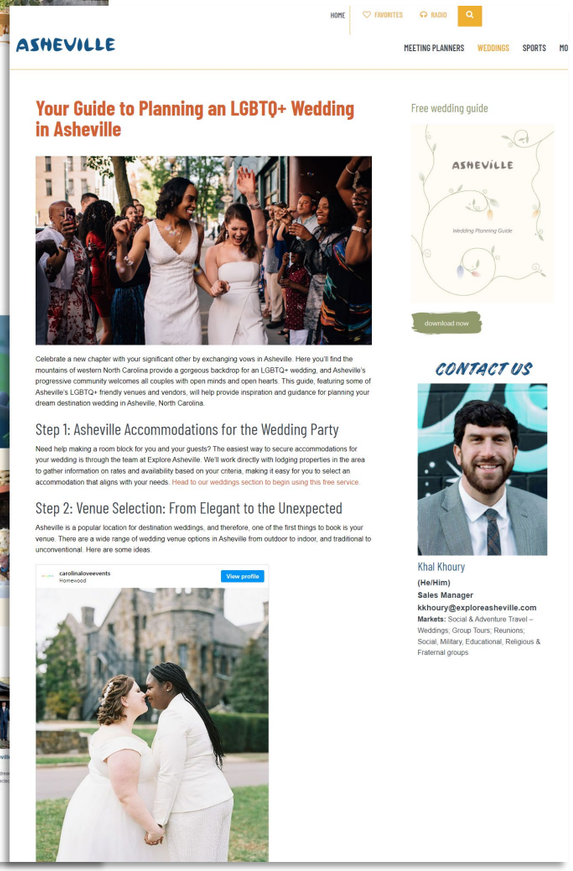
MEETINGS + CONVENTIONS & WEDDINGS WEB PAGES

Supporting group sales efforts









DIGIDECK

Cloud-based presentation builder

Applications

- Sales Presentations
- Custom Bid/Proposal Presentations

Benefits

- Consistent and positive brand experience
- Effective and quick presentation creation
- Efficient prospecting and accelerated sales efforts
- Real-time analytics and email notifications

And More

- Digideck Live
- Custom business sector and market segment presentations

CLIMATE MEETINGS SALES PRESENTATION

Business sector prospecting

- **WHY ASHEVILLE**
- **CLIMATE MEETING TESTIMONIALS**
- **SUPPORT & SERVICES**

"Asheville has the great potential to becoming the center stage for the climate enterprise that leads a pathway towards the sustainable future for the society."

D. Rao
NCICS

"Brilliant! I wish I weren't working remotely so you could have seen my face as I witnessed this for the first time! I am so grateful for this project and its future. "

E. Cox
NCICS Engagement Support

MEETINGS DATABASE INSTITUTE ANALYSIS

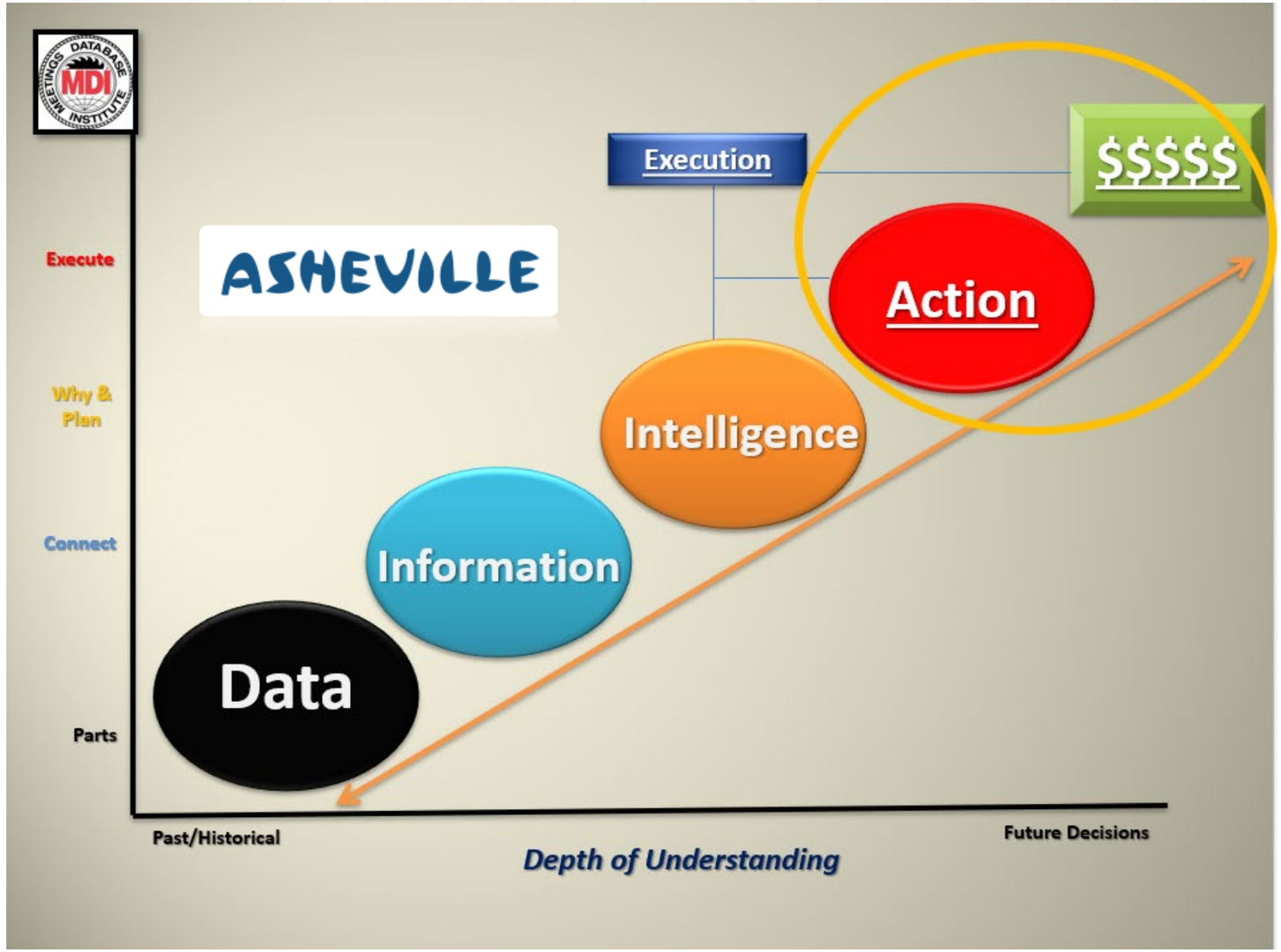
Colleen Swanson
Meetings Database Institute (MDI) | Executive Vice President

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

MEETINGS DATABASE INSTITUTE (MDI)

- Founded in 1994
- A *strategic* data management and solutions firm, specializing in the hospitality and meetings marketplace.
- Integrity, Intelligence and Impact
- Analyzed and Managed over 4 Million Accounts
  - $35+ Billion Room Revenue
  - 200 Million+ Roomnights
- Provide a clear roadmap of actionable database intelligence in order to increase revenue and impact.

DATA PATH TO SUCCESS



FY24 ARRIVALS
(JULY 2023-JUNE 2024)

DEFINITES
(CONTRACTED BUSINESS)

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

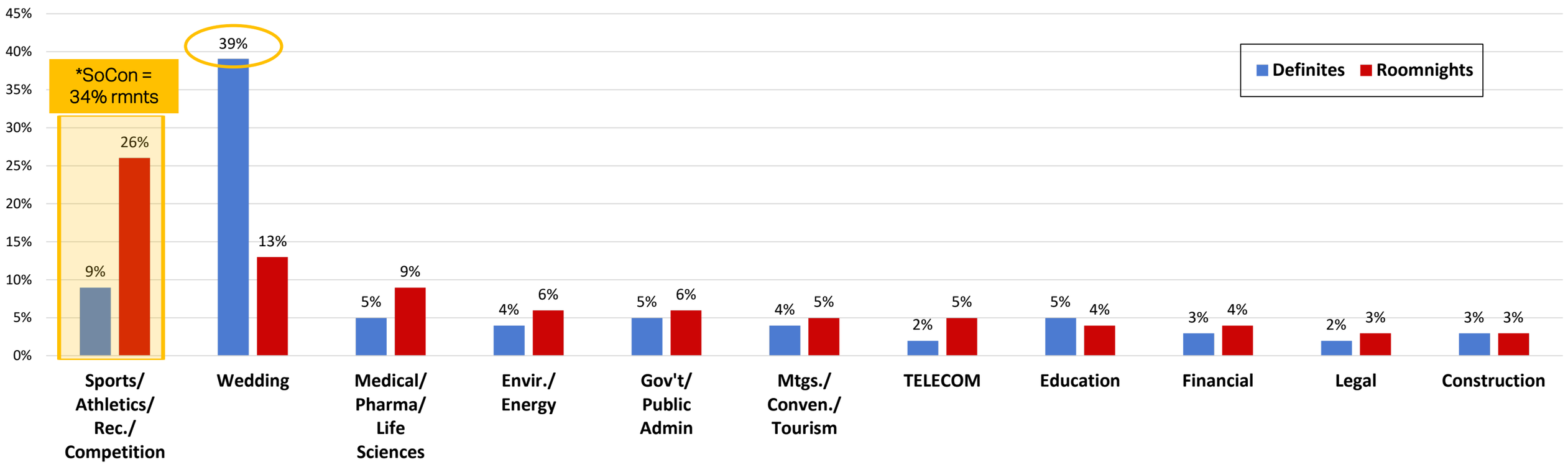
KEY PERFORMANCE INDICATORS (KPIS)

FY 2024 Arrival
Definites (Contracted)

- Market Segments
- Feeder States
- Sizes - Peak Rooms
- New vs. Repeat
- Time of Year - Arrival Months
- Lead-Times: (Created to Arrival)
- Weekday/Weekend - Day of Week

MARKET SEGMENTS

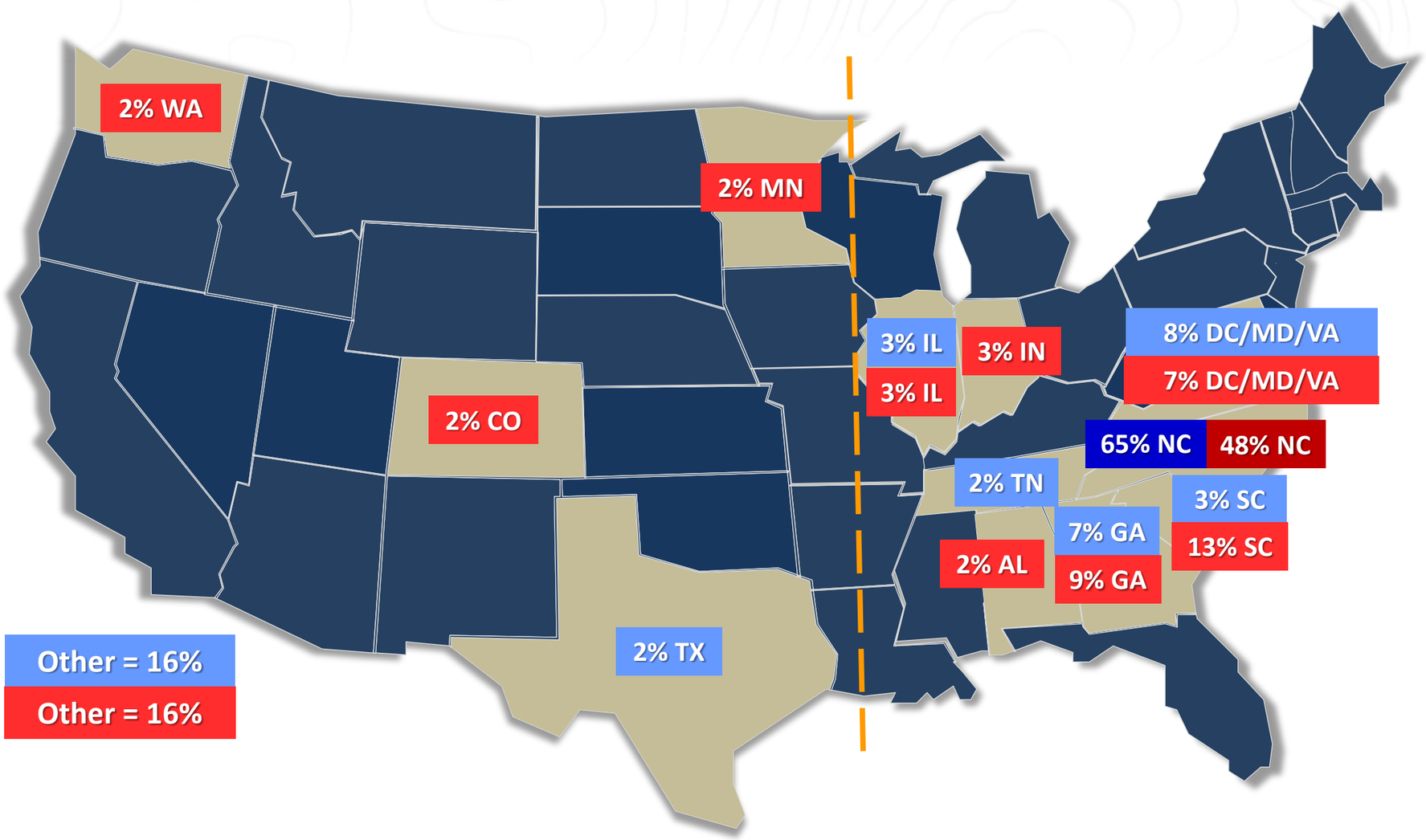
FY 2024 Arrivals
Definites (Contracted)



Sports continues to be a key definite roomnight driver followed by Weddings, which shows to be our key *quantity* of definites driver.
Medical/Pharma/Life Science is a consistently growing segment and one of our key sectors.
Energy/Environmental is also one of our key sectors and showing strong growth as well.
Government/Public Administration rounds out our top 5 producing market segments

ACCOUNT FEEDERS

FY 2024 Arrivals
Definites (Contracted)



Definites
Roomnights

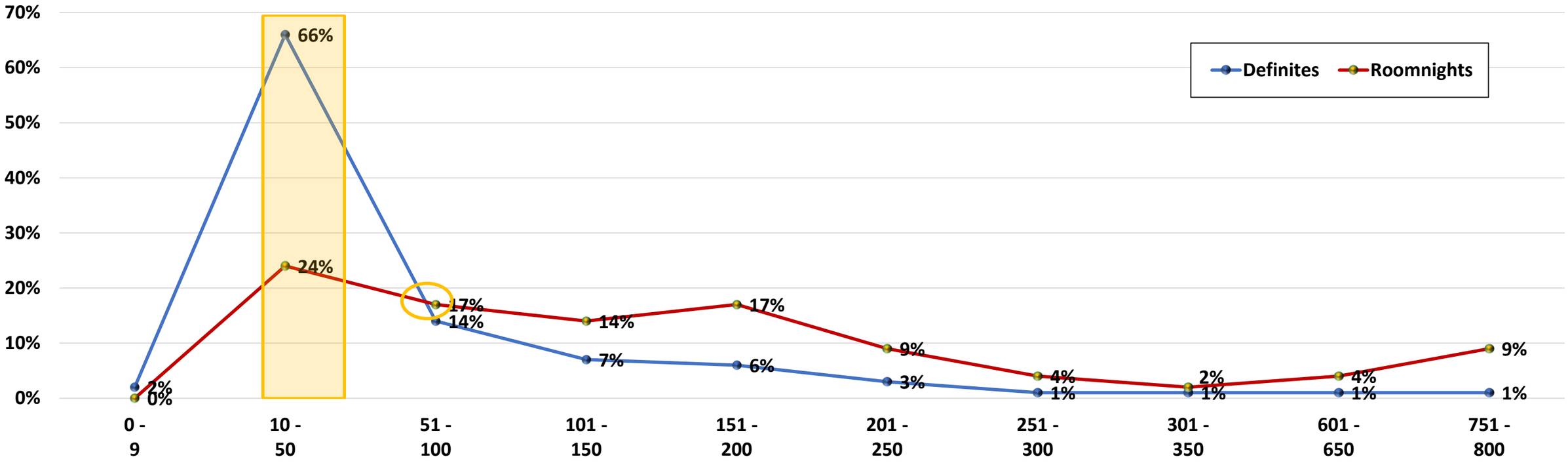
Regional impact with significant impact from groups located in the state of North Carolina.

Mid-Atlantic area (DC-VA-MD) driving roomnights along with the state of Georgia.

South Carolina = Southern Conference large sports group driving majority of roomights (68%) from SC.

PEAK ROOMS

FY 2024 Arrivals
Definites (Contracted)

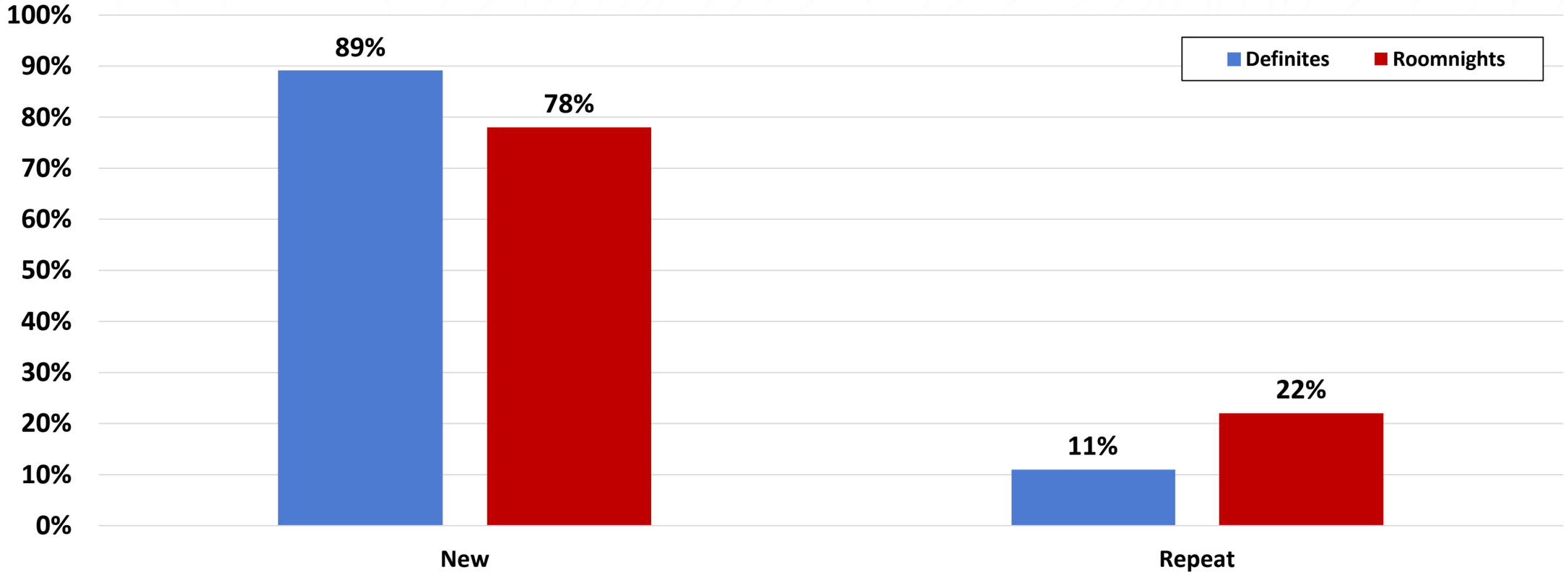


Peak Rooms showing a significant amount of business in the 50 peak or under rooms categories. These categories drive 68% of the definite transactions and 26% of the roomnights contracted to arrive in Asheville during FY 2024.

There is a healthy mix of business across various other peak room sizes as you consider the deployment of the remaining business that has been contracted for arrival in FY2024.

NEW VS. REPEAT

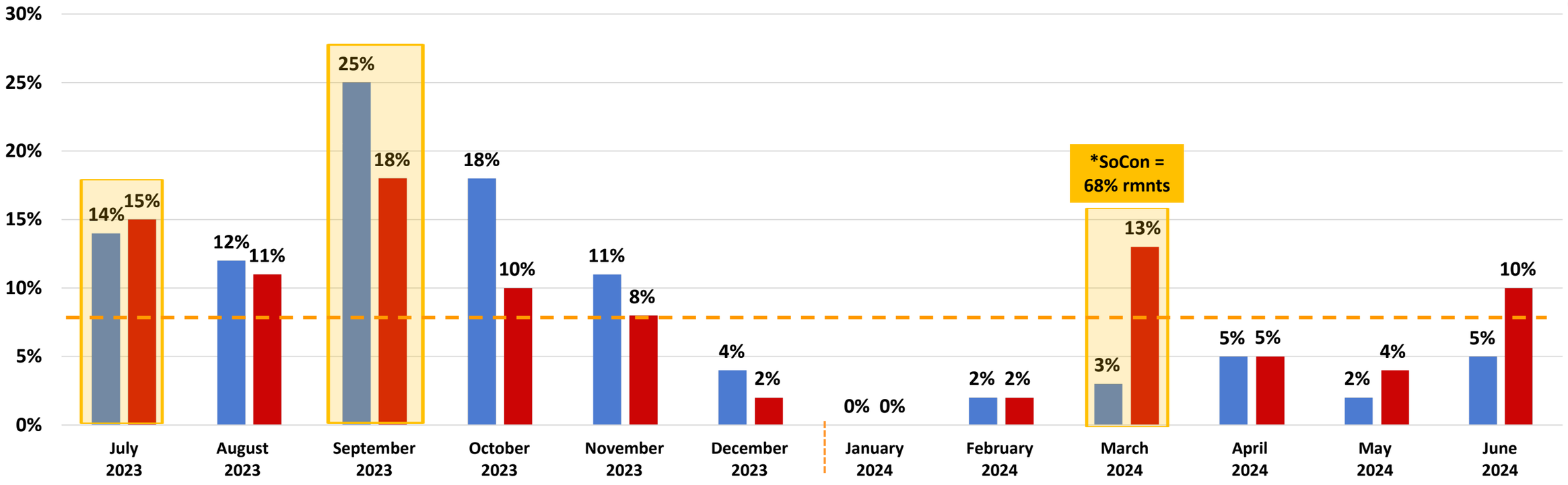
FY 2024 Arrivals
Definites (Contracted)



Vast amount of New Business coming into the destination in FY2024. We see this New vs. Repeat comparison continue to trend strongly towards a shift in business mix to more New Business coming into the destination vs. Repeat Business.

ARRIVAL MONTH

FY 2024 Arrivals
Definites (Contracted)

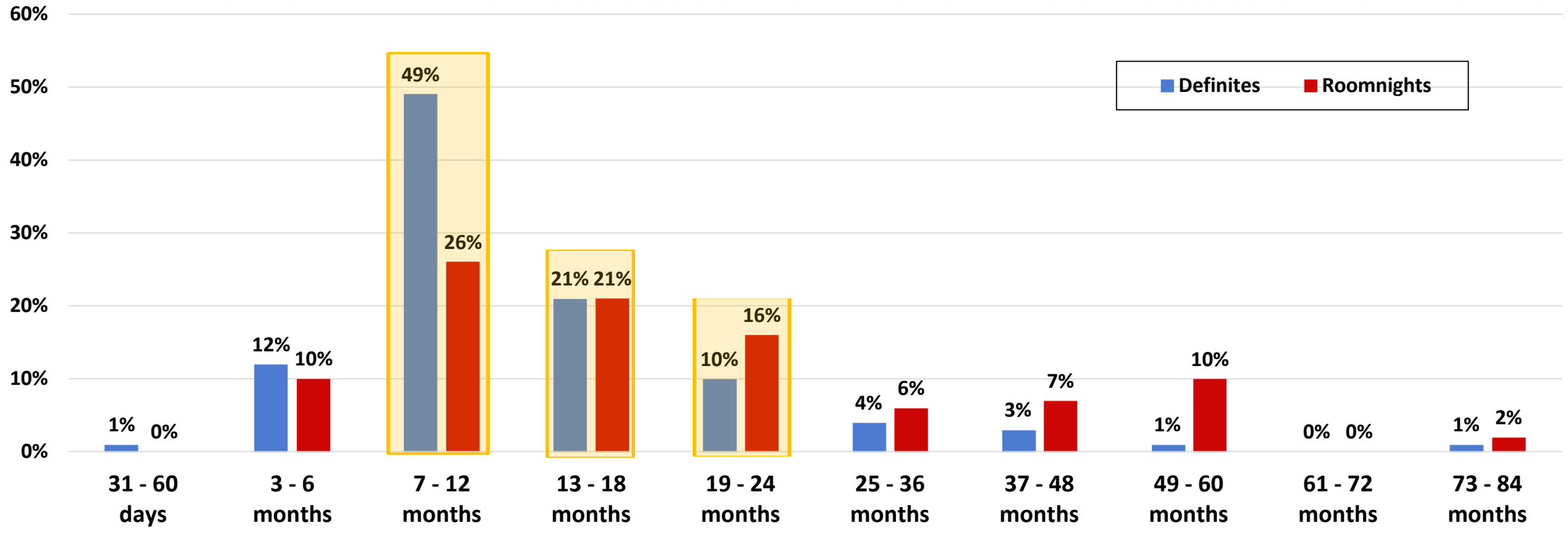


Arrival Months are weighted to heavy first-half of FY2024 due to lead-time booking cycles (lead created to arrive date). Peak arrival months are showing to be July, September and March. Good volume of *quantity of groups* for October and November.

As we progress through FY2024 more business will be contracted with arrival dates in the second half of fy2024 (Jan-June 2024). *Historically we have realized about 70% of business for January and February within a lead-time of 6 months or less.

LEAD-TIME: CREATED TO ARRIVAL DATE

FY 2024 Arrivals
Definites (Contracted)

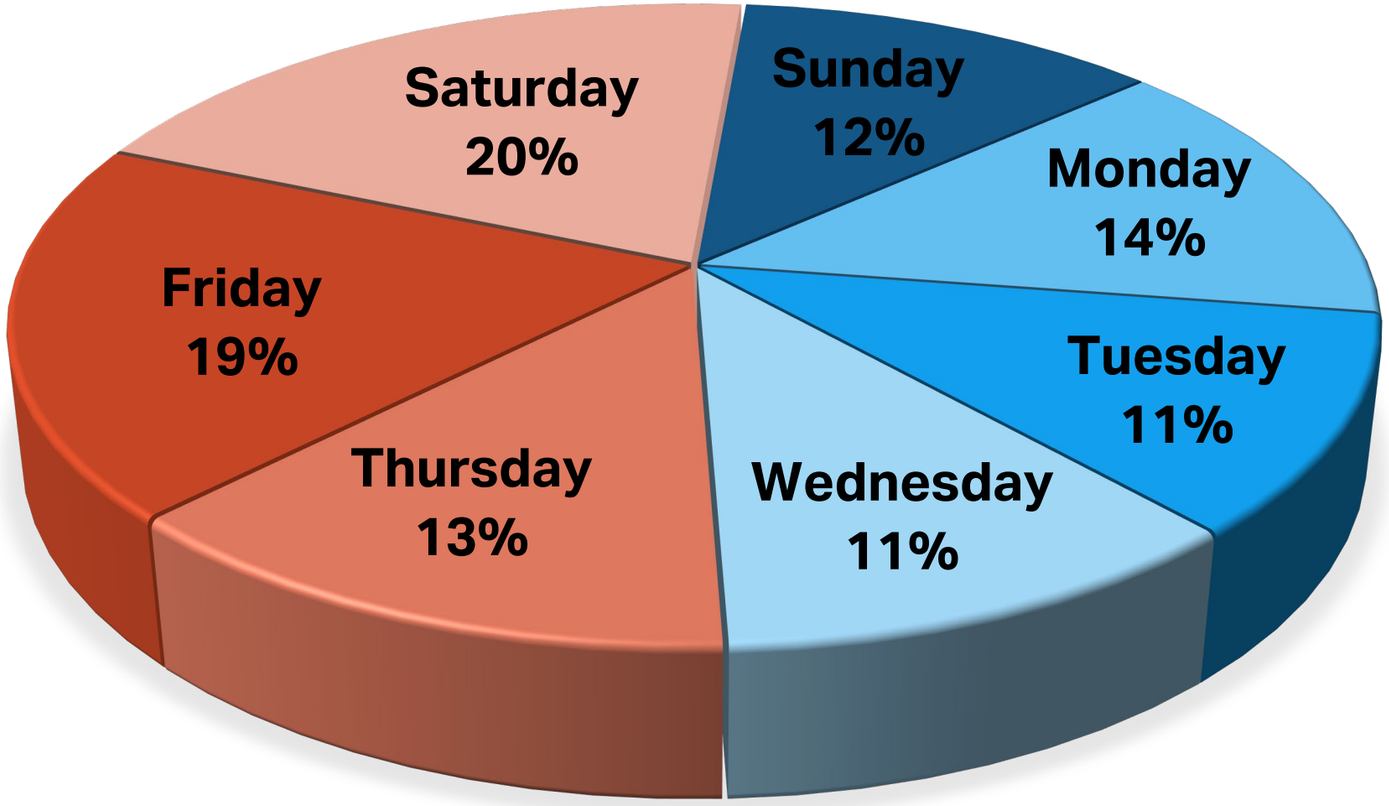


As we move into FY2024 we see 7months-24 months lead-times (lead created date to arrival date) are most prevalent. This directly correlates to laying a base of business from groups that have longer lead-times.

As we move into the FY2024 sales cycle we will see the shorter lead-times increase in percentage of business mix.

WEEKDAY VS. WEEKEND - DAY OF WEEK

FY 2024 Arrivals
Definites (Contracted)



Great spread of roomnights for all days of the week with double-digit percentage of roomnights contracted for each day of the week.

Looking deeper into the group business that was turned definite (contracted) in FY2023, compared to what turned definite (contracted) in FY2022, we see a 2% increase in % of weekday business.

KEY SUMMARY POINTS

FY 2024 Arrivals

- Sports/Athletics/Recreation/Competition - strong segment booked directly through Explore Asheville or in collaboration with Sports Commission. Impacting January-March. Larger in size. *Southern Conference accounting for 34% of Sports roomnights. Medical/Pharma/Life Sciences and Envir./Energy are key producing focus sectors.
- North Carolina strongest feeder state. South Carolina impact through Southern Conference which represents 68% of the contracted roomnights from SC. Mid-Atlantic (DC-VA-MD) and GA also showing significant roomnights impact.
- Many smaller meetings (under 50 rooms peak) coming into the market in FY2024. Healthy spread of groups across many peak room sizes up to 250 rooms peak. Few groups over 250 peak, but driving impressive number of roomnights.
- Longer lead-times impacting roomnights realized in first half of FY2024 (July-December 2023). Shorter lead-time groups will continue to have impact throughout FY2024, especially the back half (Jan-June).
- All days of week significantly impacted with roomnights for FY2024. Seeing year over year turned definite shift in business mix from weekend to weekday (FY2023 vs. FY2022).

THANK YOU

Turning Data into Intelligence and Intelligence into Action

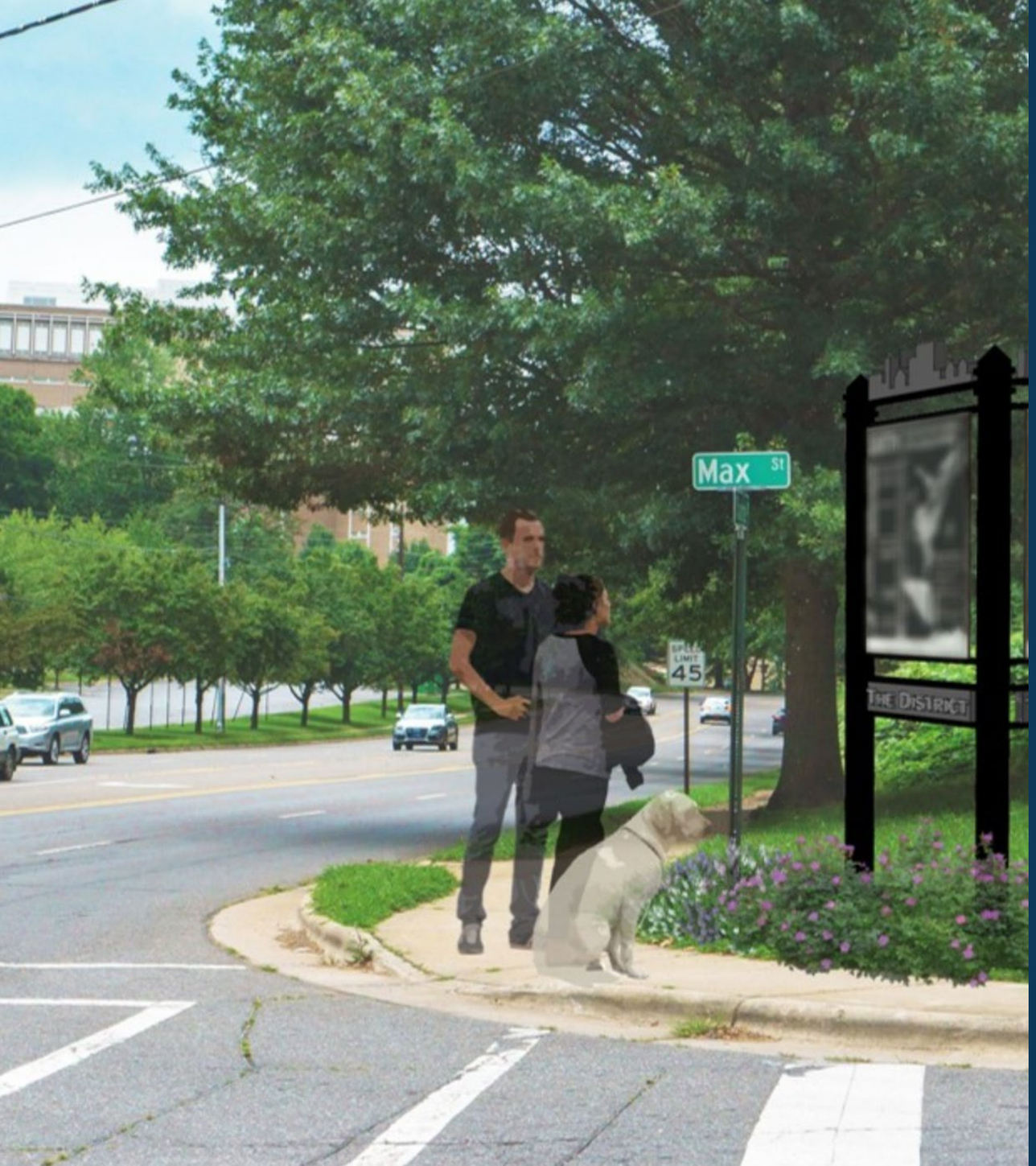
Meetings Database Institute
2800 S. River Road, Chicago, IL. 60018
(847) 803-6341

BOARD DISCUSSION

QUESTIONS

INPUT

COMMENTS



ASHEVILLE BLACK CULTURAL HERITAGE TRAIL UPDATE

Penelope Whitman
Explore Asheville | VP of Partnership & Destination Management

Kimberly Puryear
Explore Asheville | Destination Project Manager

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

BLACK CULTURAL HERITAGE TRAIL

Background

In 2018 an African American Heritage Walking Trail was proposed to the BCTDA through the Tourism Product Development Fund grant program by a local non-profit organization, River Front Development Group:

Result:

- BCTDA committed to providing dedicated staff and $500,000 to River Front Development Group for the development of a Black Cultural Heritage Trail. Explore Asheville agreed to maintain the trail in perpetuity as part of the Wayfinding Signage Program.

BLACK CULTURAL HERITAGE TRAIL

Timeline & Progress

Phase I: Community Engagement
Completed

Throughout 2019 and 2020, community engagement consultants Kimberly Hunter and Dina Bailey, PGAV Consulting Firm, and staff from Explore Asheville conducted Listening Session group calls and workshops.

Phase II: Interpretive Planning
Completed

Trail Committee was selected and began to meet.

Throughout 2021 and 2022, UNC Asheville student, Flo Jacques researched and wrote stories based on four identified interpretive themes (Accomplishments and Contributions; The Good; Agency; Combating Misconceptions).

Phase III: Concept Design
Completed

Design firm MERJE created interpretive wayfinding signage for the trail and shared the templates with the trail committee in fall 2022.

Phase IV: Project Implementation
In Progress

Detailed Design Documentation and Implementation

- May 2023
  - River Front Development Group identified desired trail stop locations
  - Design Intent Package delivered from MERJE
  - Advisory Committee and new staff meet and greet
- June 2023
  - Historian edit and review
  - Explore Asheville staff walked potential stops with City of Asheville
  - Local designer Reggie Tidwell with Curve Theory is developing a logo, branding guideline, and color scheme

BLACK CULTURAL HERITAGE TRAIL

Advisory Committee

Shana Adams

Matthew Bacoate

Andrea Clark

Anne Chesky Smith

Claude Coleman, Jr.

Katie Cornell

Clifford W. Cotton II

Tiffany DeBellott

Debra Flack-Weaver

Dr. Joseph Fox

Traci Freeze

Aaron Griffin, Sr.

J Hackett

Alexandria Ravenel

Demetra Roddy-Harris

Georgia M. Shannon

Tarah Singh

Sarah Williams

BLACK CULTURAL HERITAGE TRAIL

The Stories

- Based on four identified interpretive themes (Accomplishments and Contributions; The Good; Agency; Combating Misconceptions) there is a common interpretive theme throughout the trail highlights how Asheville's African American population negotiated landscapes of unequal power to build resilient communities & foster social change.

Examples:

- Reconstruction and Black Political Power – Such as Newton Shepard, the first Black person elected to Asheville's Board of Alderman (now the City Council) in 1882.
- Students Advancing Civil Rights – Such as local legends at The Allen School and Stephens-Lee High School like NASA Aerospace Engineer, Christine Darden.
- Black Entrepreneurs and Community Leaders – Such as E.W. Pearson, the centerpiece of the Burton Street community and founder of the all-Black Asheville Royal Giants baseball team and the Buncombe County and District Colored Agricultural Fair or Pullman Porter, Will C. Burgan who worked for the railroad and boosted the growth of the Southside neighborhood.

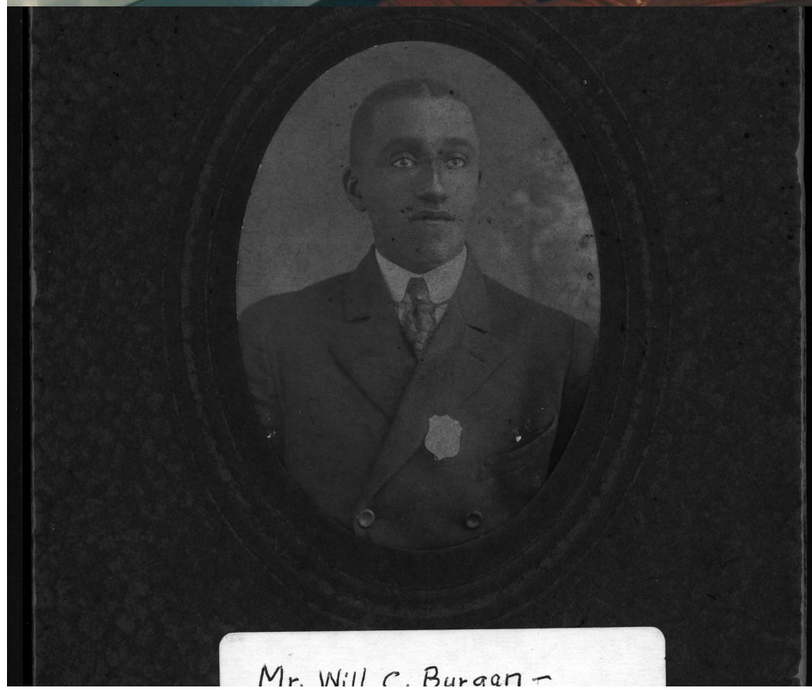
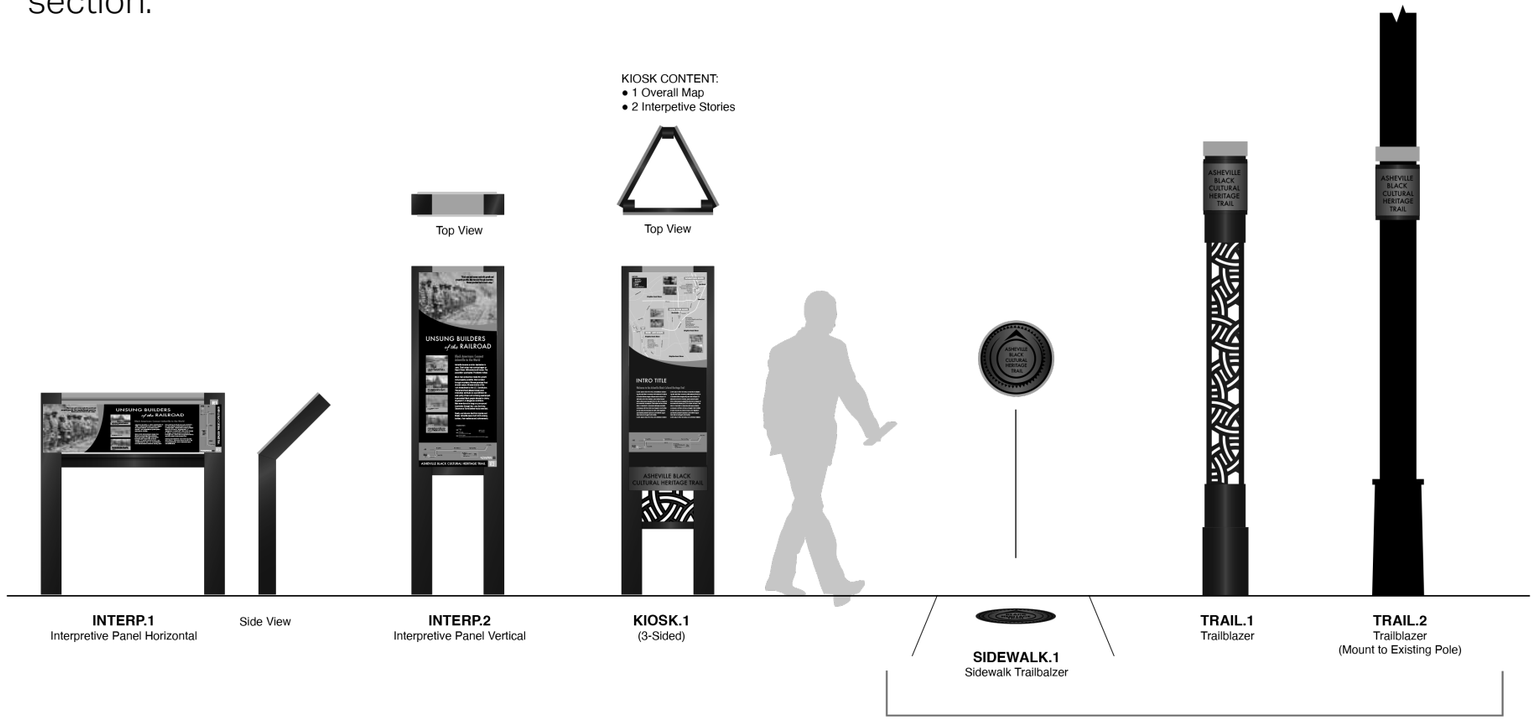


Photo Top: NASA Aerospace Engineer, Christine Darden. Later featured in Hidden Figures.
Photo Bottom: Asheville Pullman Porter William C. Burgan. Ramsey Library

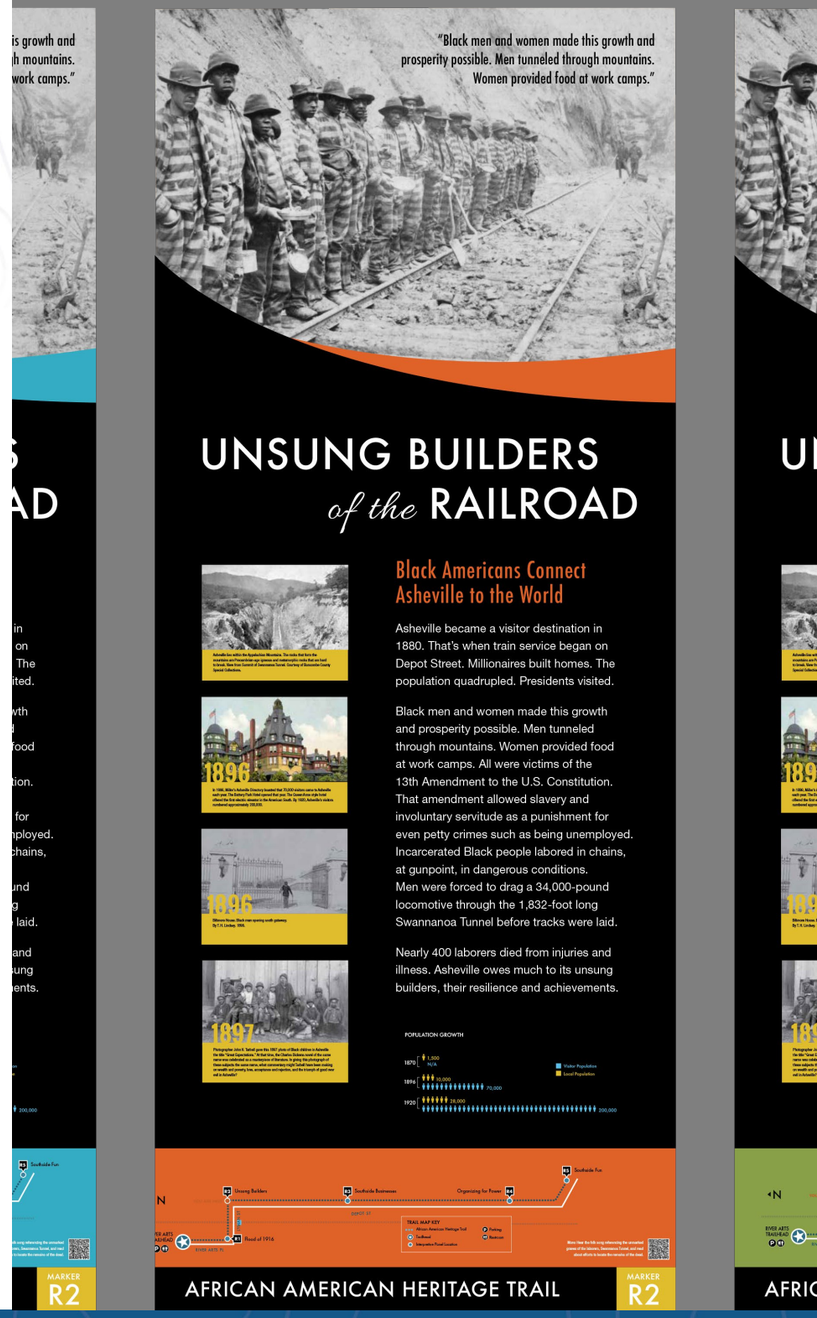
BLACK CULTURAL HERITAGE TRAIL

Panels

- 15 stops with 21 panels divided up among three sections of town (Downtown, Southside, and River Arts District).
- Three color-coded sections to help with wayfinding.
- Three-sided introduction kiosks will be at each section.
- Each panel can stand alone in its content or flow in order from the starting point of each section.



COLOR CODING PER DISTRICT / ROUTE



BLACK CULTURAL HERITAGE TRAIL

Next Steps

July/August 2023: Project Implementation In Progress

Draft text delivered to River Front Development Group and additional historians and content experts for edits.

Explore Asheville staff gathering hundreds of archival photos requested for panels and drafting captions.

Final branding guideline and color logo from Curve Theory.

Draft content delivered to MERJE.

Accompanying digital trail development.

September 2023: Project Implementation In Progress

Infrastructure for panels installed by Appalachian Paving.

Draft panels delivered from MERJE.

Black Cultural Heritage Trail Committee private viewing.

Final edits made and material delivered to MERJE.

Accompanying digital trail continues to be developed.

October 2023: Project Implementation In Progress

MERJE delivers final content to Geograph.

Geograph builds interpretive signs.

Accompanying digital trail continues to be developed.

November 2023: Project Completion

Panels installed and digital trail launches.

Ribbon cutting and celebration!

BOARD DISCUSSION

QUESTIONS

INPUT

COMMENTS

THE CITY OF ASHEVILLE

CITY UPDATES

Vice Mayor Sandra Kilgore

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

COUNTY UPDATES

Commissioner Terri Wells

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

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, July 25, no requests to speak had been received.

IN-PERSON PUBLIC COMMENTS

Chair Brenda Durden

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

Brenda Durden

BCTDA | Chair

EXPLORE ASHEVILLE

POWERED BY Buncombe County Tourism Development Authority

ADJOURNMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote

JOIN US FOR SUMMER SOCIAL!

August 1 at The Restoration Hotel

RSVP at AshevilleCVB.com

THANK YOU

The next BCTDA meeting will be

Wednesday, August 30, 2023 | 9:00 a.m.

The North Carolina Arboretum | 100 Frederick Law Olmstead Way

EXPLORE ASHEVILLE

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