



WELCOME

August 30, 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.



Board Meeting

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

The North Carolina Arboretum | 100 Frederick Law Olmsted Way | Education Center Library
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.	Approval of July 26, 2023 Meeting Minutes	Brenda Durden
9:10 a.m.	July 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:15 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:25 a.m.	Leisure, Hospitality, and Tourism Workforce Development Discussion	Vic Isley, Jennifer Kass-Green
9:45 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
9:50 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
9:55 a.m.	Miscellaneous Business	Brenda Durden
10:00 a.m.	Comments from the General Public	Brenda Durden
10:05 a.m.	Thanks to Outgoing BCTDA Board Member Andrew Celwyn	Brenda Durden
10:10 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

BCTDA Annual Meeting | September 19, 2023, 2:00 – 7:00 p.m. | The Wortham Center for the Performing Arts

The next joint BCTDA monthly meeting is **Wednesday, September 27, 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 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

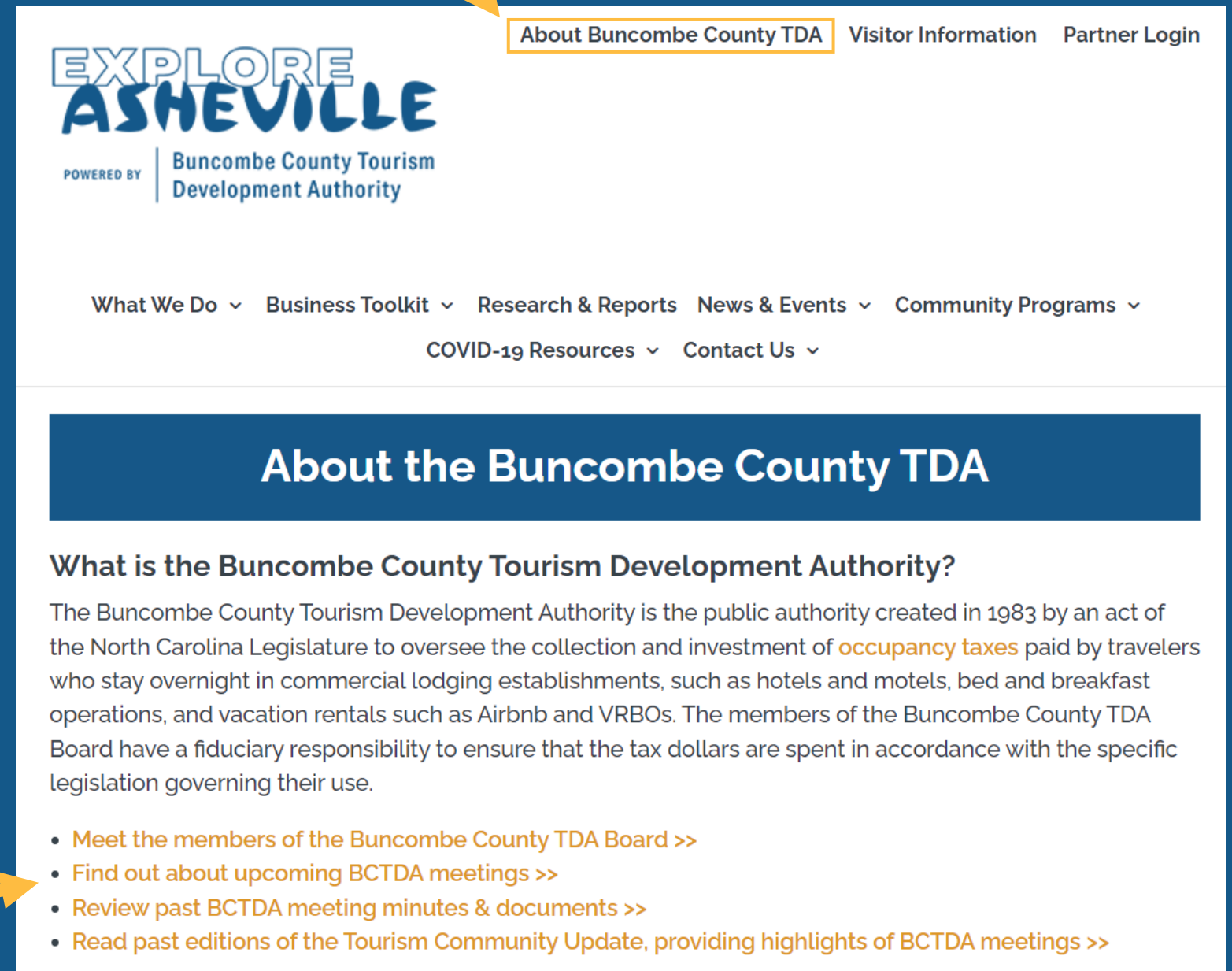
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

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



The screenshot shows the Explore Asheville website. An orange arrow points from the 'About Buncombe County TDA' link in the top navigation bar to the 'About the Buncombe County TDA' section header. Another orange arrow points from the 'Find out about upcoming BCTDA meetings' list item to the corresponding link in the 'What is the Buncombe County Tourism Development Authority?' section.

EXPLORE ASHEVILLE
POWERED BY | Buncombe County Tourism Development Authority

[About Buncombe County TDA](#) [Visitor Information](#) [Partner Login](#)

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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 Brenda Durden

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





 *The* NORTH CAROLINA
ARBORETUM

THANK YOU TO
OUR HOSTS,
THE NC ARBORETUM

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Development Authority

WELCOME BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY BOARD



The NORTH CAROLINA
ARBORETUM

AN AFFILIATE OF THE UNIVERSITY *of* NORTH CAROLINA



**434
Acres**



**72%
Privately
Funded**



**17,000
Household
Members**



**600,000
Annual
Visitors**



**70,000
Children
Served**



**UNC
System
Affiliate**



BONSAI GARDEN



NEW GARDEN LIGHTING AND PARKING



BLOOM WITH A VIEW



BLOOM WITH A VIEW



CONNECTING PEOPLE TO PLACE

JULY 26 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the July 26, 2023, meeting minutes.

Motion Second

Additional Discussion

Vote



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, July 26, 2023

Present (Voting):	Brenda Durden, Chair; Matthew Lehman, Vice Chair; Kathleen Mosher, HP Patel, Larry Crosby, Andrew Celwyn, Elizabeth Putnam, Scott Patel
Absent (Voting):	Michael Lusick
Present (Ex-Officio):	Buncombe County Commissioner Terri Wells, Asheville Vice Mayor Sandra Kilgore
Staff:	Vic Isley, Jennifer Kass-Green, Michael Kryzanek, Carl Adams, Penelope Whitman, Kimberly Puryear, Tiffany Thacker, Julia Simpson, Ashley Greenstein, Josh Jones, Glenn Ramey, Connie Holliday, Shawn Boone, Kathryn Dewey
BC Finance:	Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
In-Person Attendees:	Colleen Swanson, Meetings Database Institute (MDI) Chris Corl, Debra Campbell; City of Asheville Brian DeWine, Asheville Tourists Randy Claybrook, Asheville Bed & Breakfast Association Rick Bell, Asheville Buncombe Hotel Association Sharon Tabor, Jason Burk; Black Mountain-Swannanoa Chamber of Commerce Chris Smith, Asheville Buncombe Regional Sports Commission John Ellis, Prior BCTDA Board Member Rubi Molina, Lacy Cross; Movement Bank Olivia Ward, OnWard Digital Media Dave Nutter, Planner Jason Sanford, Ashevillegas.com Chase Davis, Mountain Xpress Sarah Honosky, Asheville Citizen Times
Online Attendees:	Nick Kepley, Sha'Linda Pruitt, Khal Khoury, Emily Crosby, Tina Porter, Anna Harris, McKenzie Provost, Cass Herrington, Ali Wainright; Explore Asheville Jim Muth, TPDF Committee Scott Kerchner, Element Downtown Tina Kinsey, Asheville Regional Airport Diane Rogers, Pinecrest Bed & Breakfast Chip Craig, Greybeard Rentals Zach Wallace, Asheville Area Chamber of Commerce Madison Davis, Asheville Buncombe Regional Sports Commission Chelsey Hett, Love the Green Andrew Nissley, Niche Core LLC Olivia Terrell, The Indigo Road Hospitality Group





FINANCIAL REPORTS

Mason Scott

Buncombe County | Assistant Finance Director
Interim BCTDA Fiscal Agent

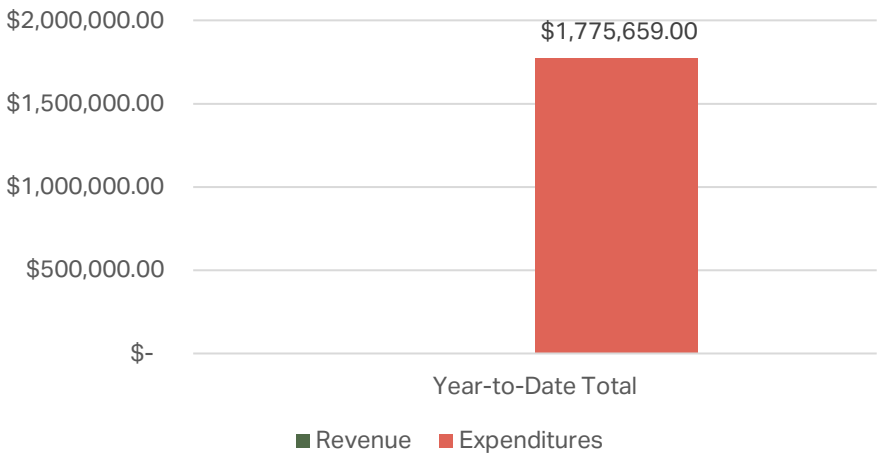
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Development Authority

OPERATING AND EARNED REVENUE FUNDS

Revenues (Current and Prior-year) vs Expenditures (Current year), July 2023



YTD Operating Revenue vs Spend



YTD Earned Revenue Revenue vs Spend



For more information, see financial and sales statements pages 1, 3, and 6



PROJECT FUNDS: TPDF AND LIFT FUND

Monthly Summary of Activities, July 2023

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 26,483,770	\$ 0	\$ 33,942,863	>100%
Total expenditures		\$ 11,343	\$ 2,329,262	8.8%
Active projects		16		
Funding available for future grants		\$ 7,206,752		

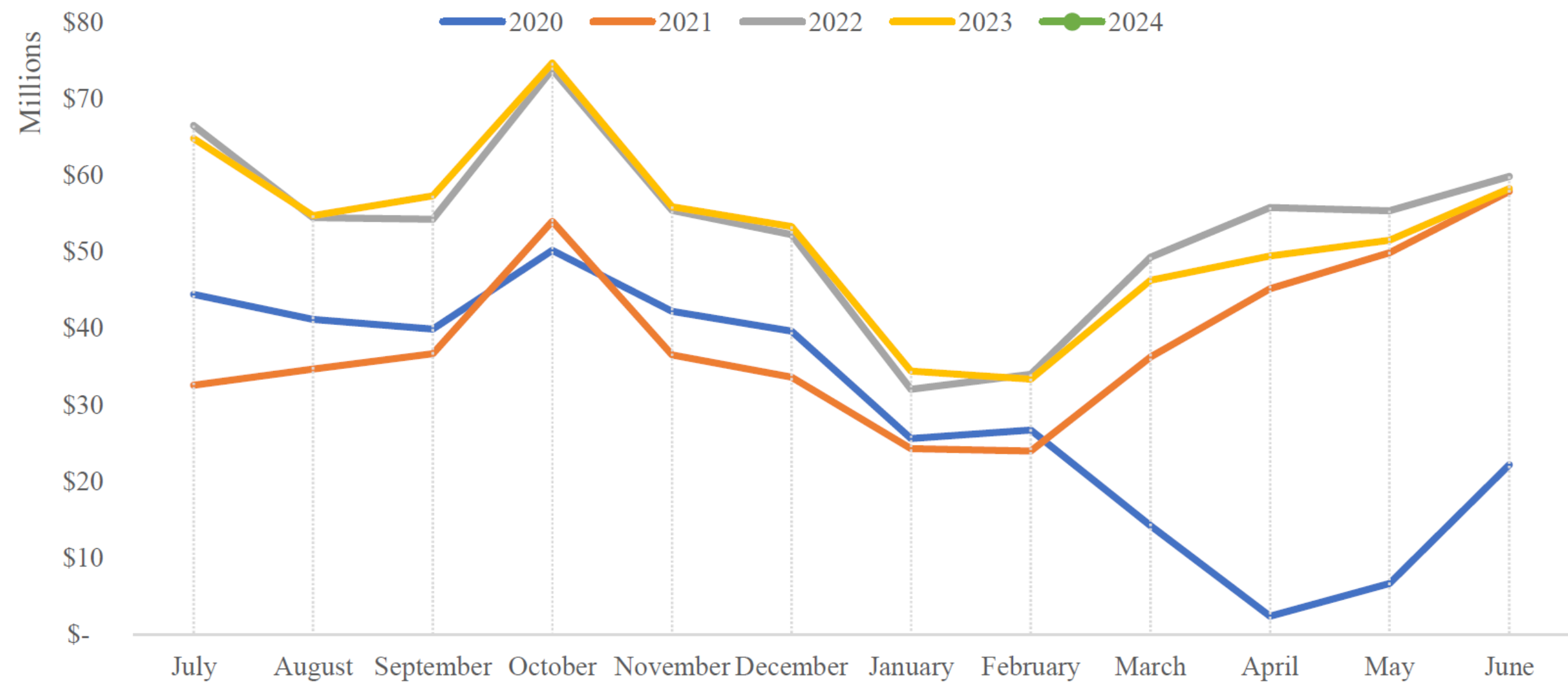
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 339,560	\$ 0	\$ 5,923,593	>100%
Total expenditures		\$ 98,618	\$ 98,618	29%
Active projects		0		
Funding available for future grants		\$ 6,175,869		

For more information, see financial and sales statements pages 3 - 6



LODGING SALES

Shown by Month of Sales, Year-to-Date (3 years), July 2023

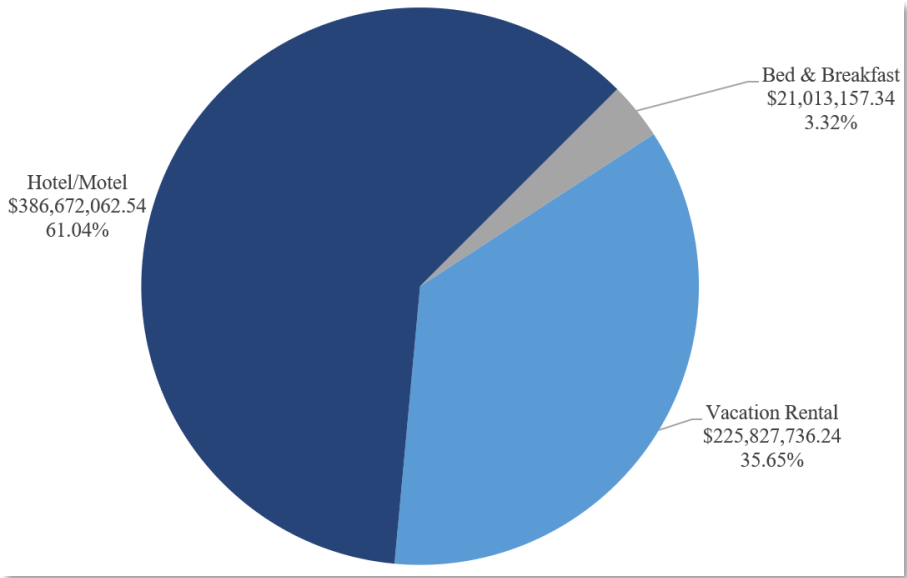
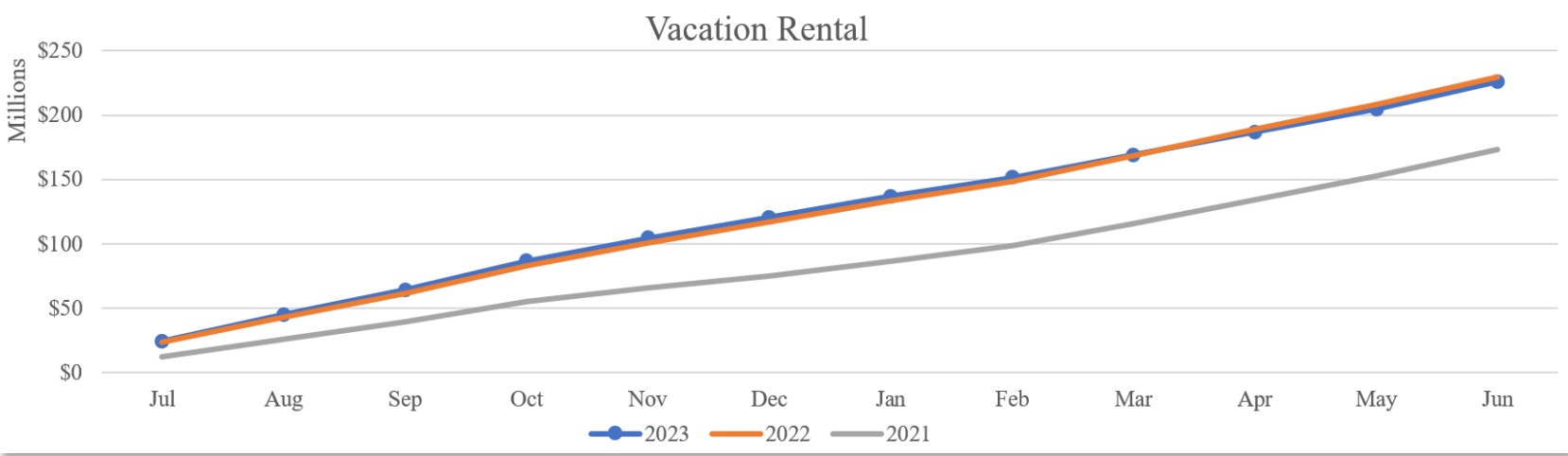
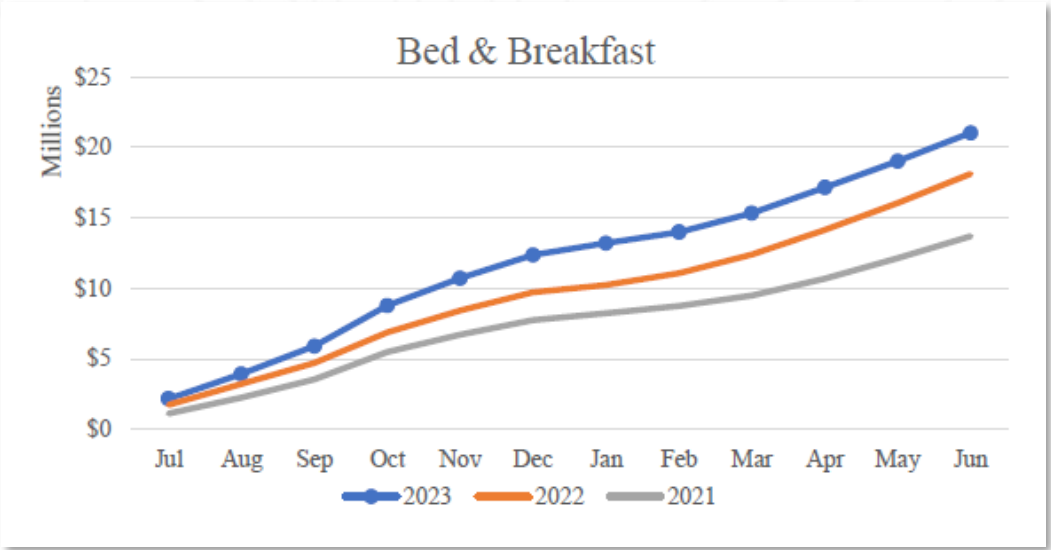
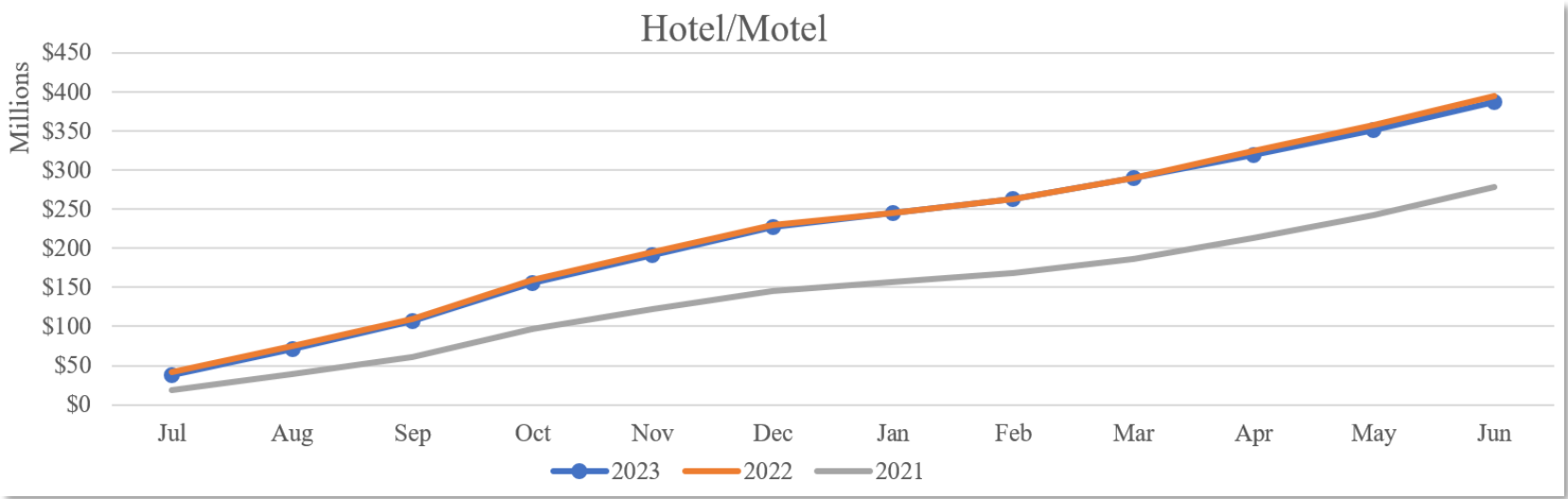


For more information, see financial and sales statements pages 8



LODGING SALES

Activity by type and month, shown for 3 years, July 2023



For more information, see financial and sales statements pages 9 - 10

JULY 2023 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the July 2023 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





PRESIDENT & CEO REPORT

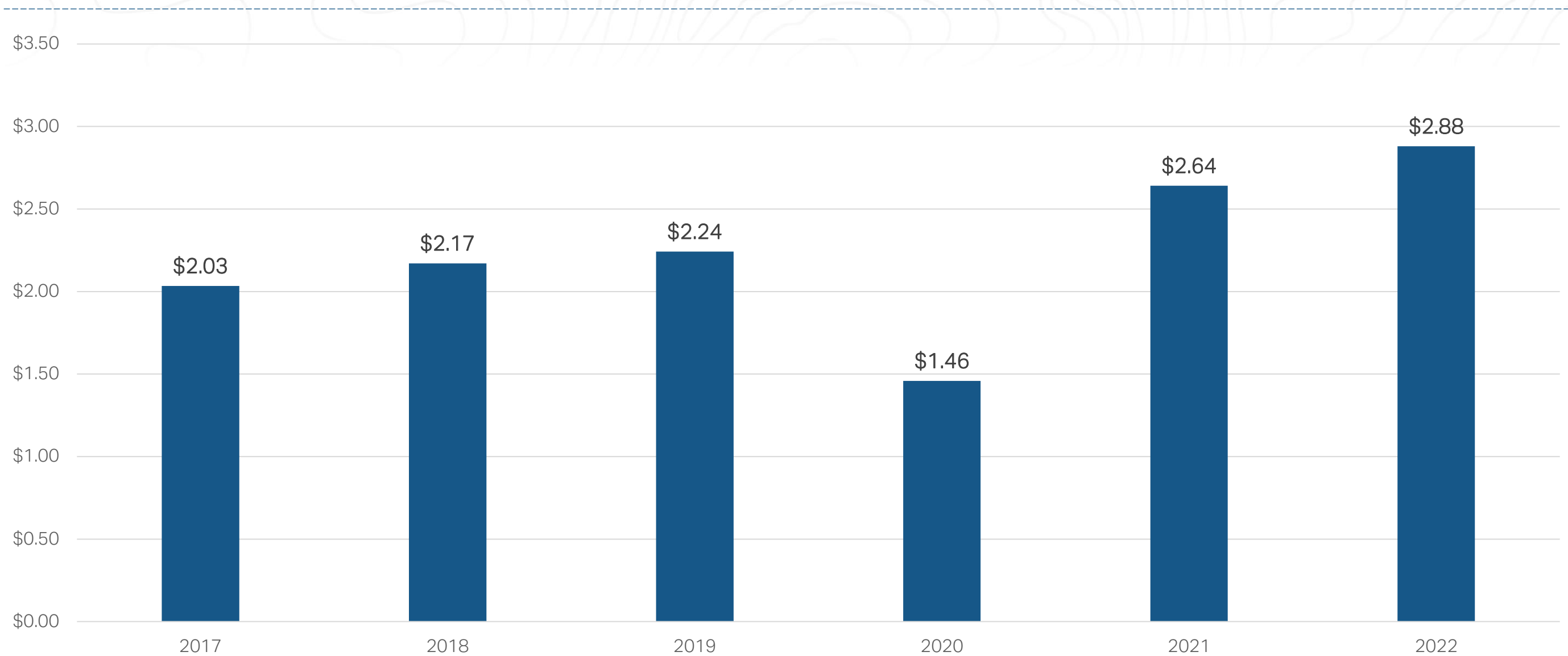
Vic Isley

Explore Asheville | President & CEO

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Development Authority

VISITOR CONTRIBUTIONS TO THE LOCAL ECONOMY

Spending in Billions



Source: Tourism Economics; Visit NC



VISITORS BENEFIT A WIDE VARIETY OF LOCAL, INDEPENDENT BUSINESSES

\$2.88 Billion in Total Visitor Spending in 2022; 69% outside of lodging businesses



LODGING
\$902M
31%



FOOD & BEVERAGE
\$744M
26%



REC / ENT
\$335M
12%



RETAIL
\$534M
19%

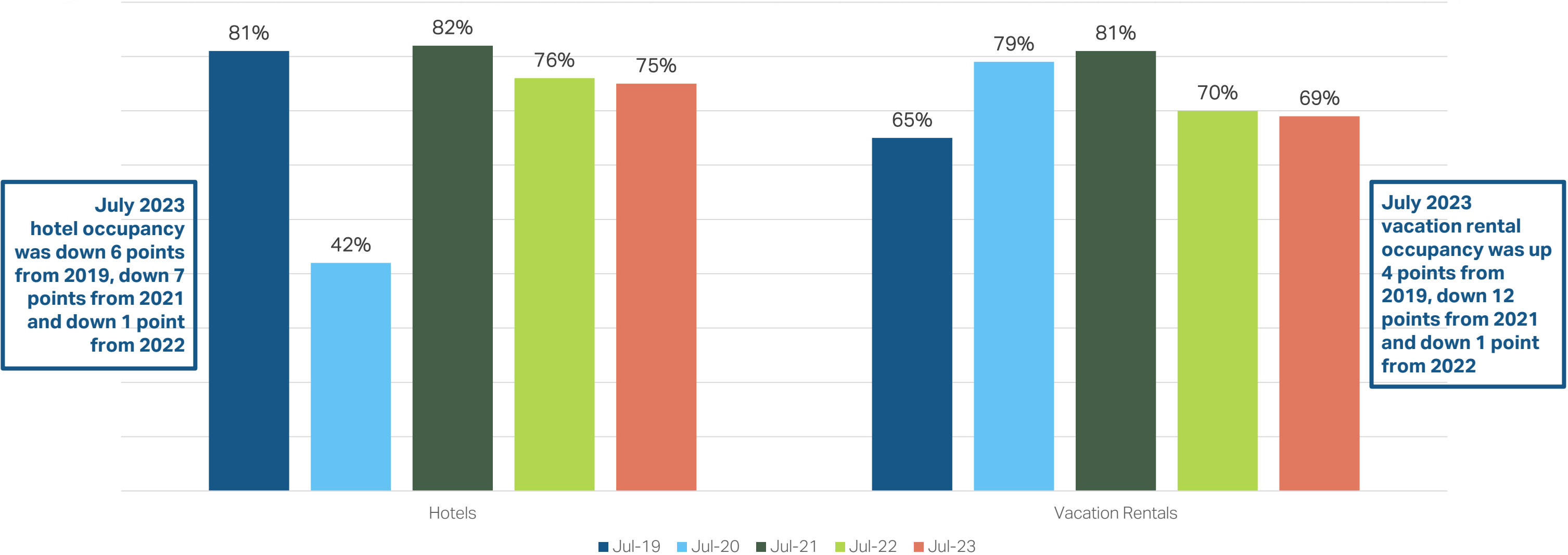


TRANSPORT
\$364M
12%

Source: Tourism Economics; Visit NC

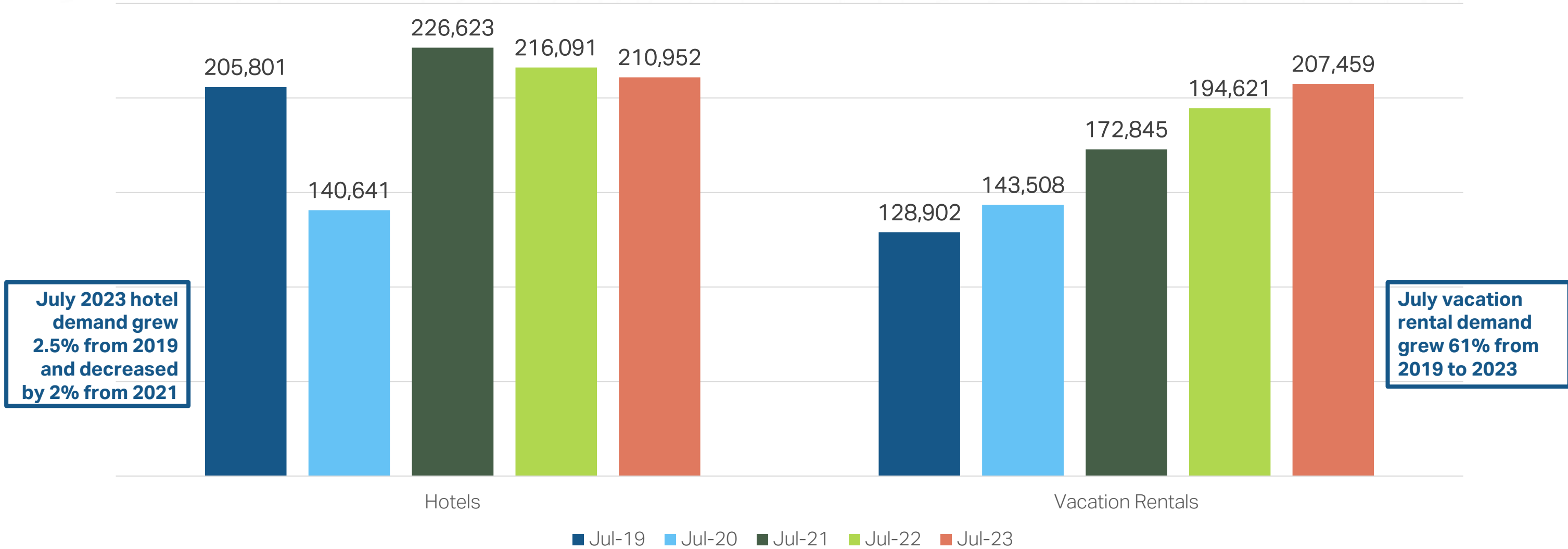


JULY LODGING OCCUPANCY



Source: Smith Travel Research, AirDNA

JULY LODGING DEMAND



Source: Smith Travel Research, AirDNA

KAREN CRAGNOLIN PARK & GREENWAY

TPDF supported project opened August 26

- A missing link in a ribbon of parks, river access sites, greenways and concessions, this 5.33-acre park now connects Amboy Road River Park and Carrier Park.
- Phase I included, a paved path connecting to the adjacent parks, educational signage throughout, and functional stormwater amenities.
- \$300,000 investment approved by BCTDA in October 2022.



LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

August Events

- AVL Fest
- Mountain Dance & Folk Festival
- Black Mountain's Sourwood Festival
- Come To Leicester Artists Studio Tour
- ArtsAVL 2023-24 Event Series
- Asheville FM - 4th Annual Asheville FM Record Fair
- East End/Valley Street Community Heritage Festival
- Asheville Symphony Orchestra - Symphony in the Park

September Events

- Asheville Art Museum - Community Day: The Art of Food
- Chow Chow Festival
- Appalachian Sustainable Agriculture Project (ASAP) Farm Tour
- Asheville Quilt Show
- Blue Ridge Pride Festival
- Organic Growers School - Sow & Grow Fest



SEE YOU AT THE BALL PARK!

Tonight is Travel & Hospitality Night at McCormick Field



Explore Asheville, the Buncombe County Tourism Development Authority, and the Asheville Tourists are serving up a special ticket offer to all travel and hospitality industry professionals in Asheville and Buncombe County (along with their family and friends!) for the Asheville Tourists baseball game against the Bowling Green Hot Rods at McCormick Field.

This special offer recognizing the contributions of travel and hospitality professionals to our community is made possible through an established partnership with the baseball club as part of the McCormick Field Major Works Tourism Development Product Fund (TPDF) investment.

We hope you'll join us for a night of shared camaraderie and connection as we all experience a game integral to our community's history and pride.

YOU'RE INVITED TO THE BCTDA ANNUAL MEETING

On September 19, we will celebrate 40 years of investing in and building community



Richard Florida

State of Place: From Central Business District to Central Connectivity District

Richard Florida will lead a thought-provoking discussion on reimagining city and town centers, cultivating community relationships, and understanding the vital roles of residents, workers, and visitors in bringing cities to life.

Richard Florida is the world's leading urbanist and international best-selling author of *Rise of the Creative Class*. He is a pioneering researcher and Professor at University of Toronto. He is co-founder of *The Atlantic's*, and now Bloomberg's *CityLab*, the leading publication devoted to cities and urbanism. He is founder of the Creative Class Group, advising companies such as BMW, Audi, Starwood Hotels, Facebook, Instagram, Converse, Microsoft, and several others. Florida serves as a board member with many of the leading real estate, urban innovation and venture capital firms across the globe.

QUESTIONS INPUT COMMENTS



LEISURE, HOSPITALITY, & TOURISM WORKFORCE DEVELOPMENT DISCUSSION

Vic Isley
Explore Asheville | President & CEO

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Development Authority



BACKGROUND INFORMATION

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BACKGROUND INFORMATION

Explore Asheville aims to support workforce development within our visitor sector

- Workforce development is one of the challenges for the visitor sector in Buncombe County, as with much of the country
- A thriving workforce is essential for our community's livelihood; in 2022, 31,600 people were employed in the county's LHT industry
- Due to the July 2022 legislation change, festivals and cultural events grants and sponsorships can be funded through the operating budget; with the \$250,000 Earned Revenue Fund, Explore Asheville aims to support workforce development within our industry
- Tourism Economics supported with preliminary data gathering about the Leisure, Hospitality, & Tourism (LHT) workforce
- Staff workshopped the findings with a group of industry partners; today, we'll review some of the insights
- The benchmarking analysis and additional exploration will inform what strategies are ultimately put into action

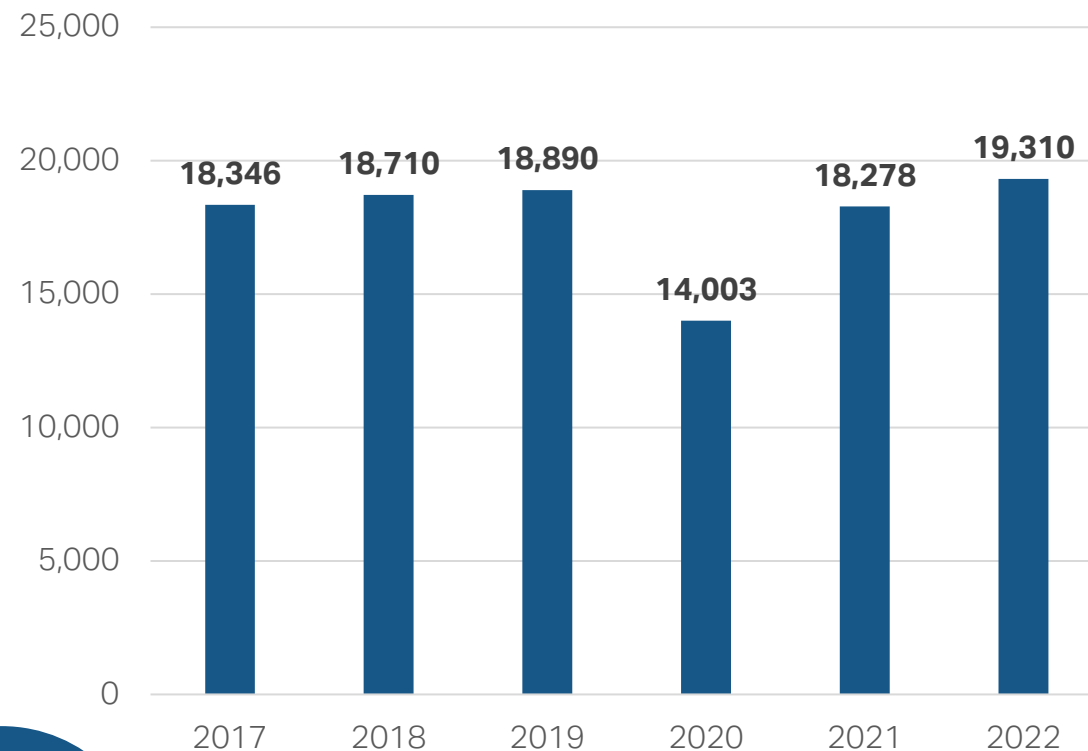


VISITOR SUPPORTED & TOTAL LEISURE, HOSPITALITY & TOURISM JOBS

Inclusive of Full and Part Time Jobs

Visitor supported employment in Buncombe County

Amounts in numbers of jobs

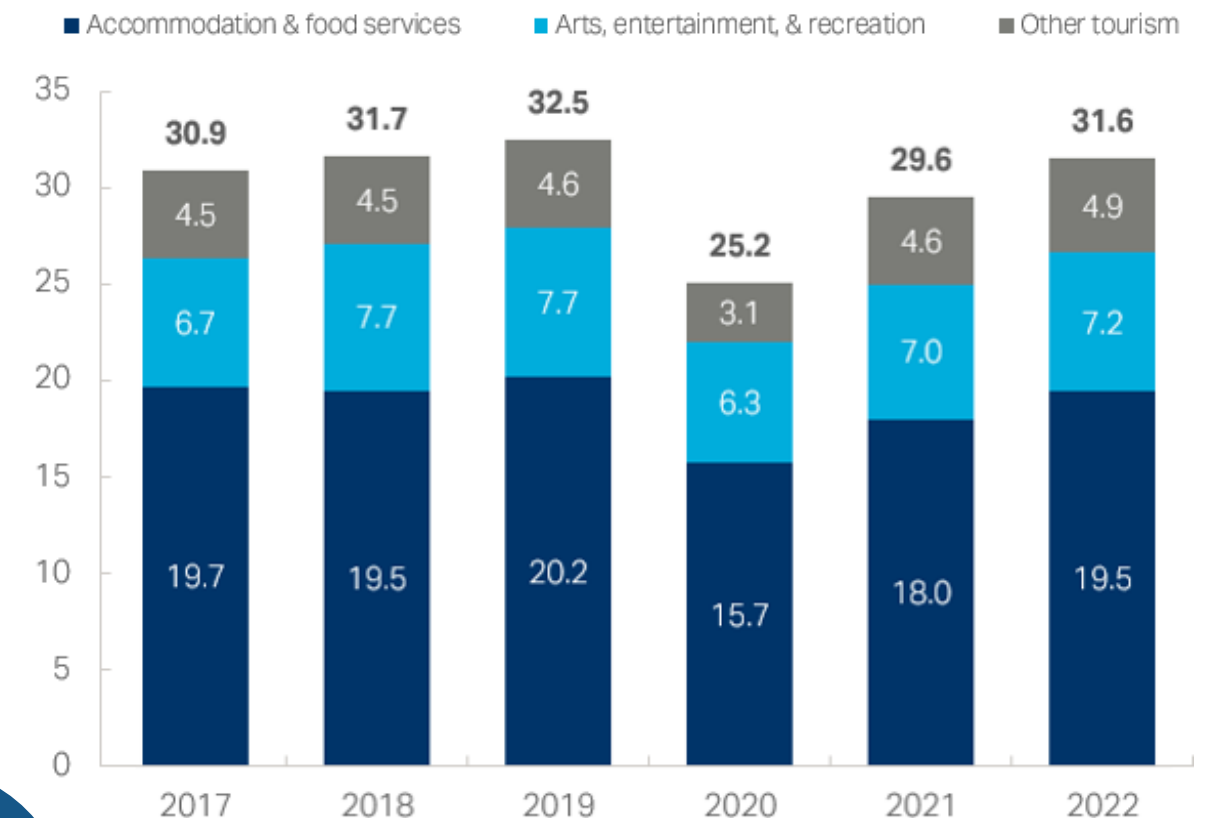


19,310
jobs

Bi-annual economic impact reports focus on **jobs supported by visitors** to Buncombe County

LHT Employment

Thousands of jobs



31,600
jobs

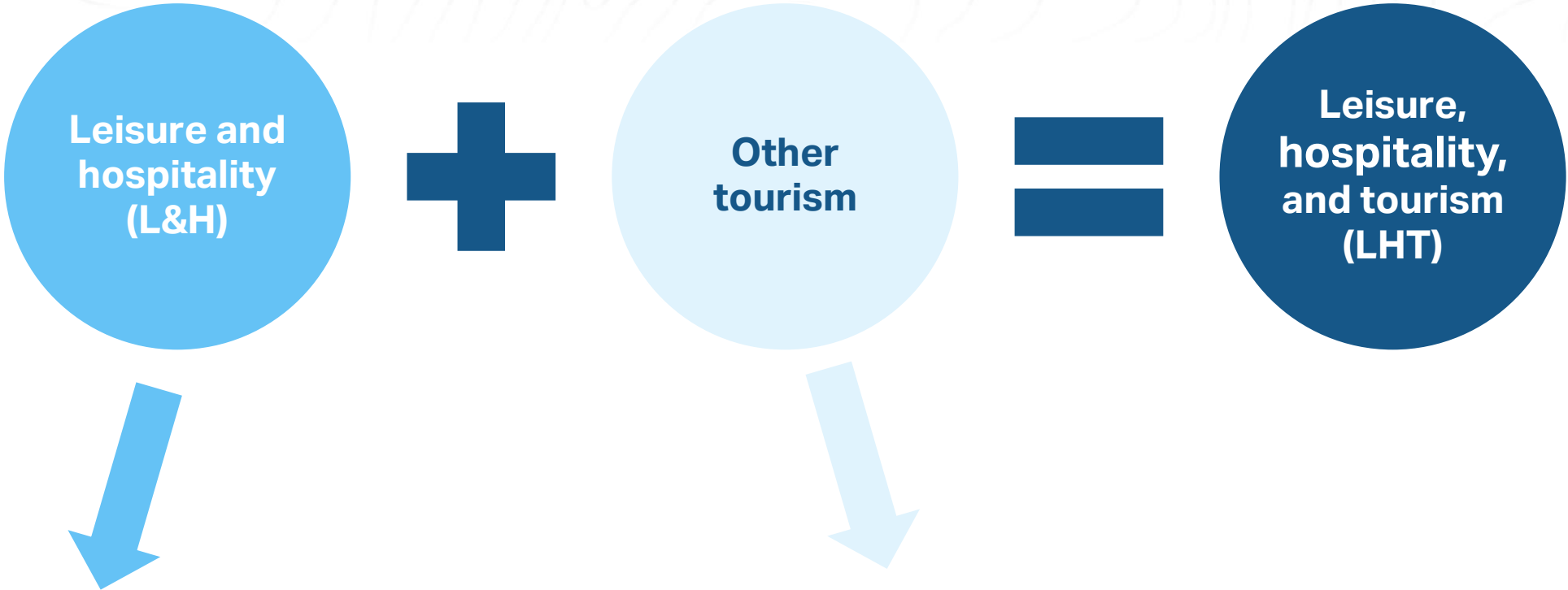
For purposes of workforce development, data comprises **all leisure, hospitality and tourism jobs** in Buncombe County

Source: Tourism Economics



LEISURE, HOSPITALITY, & TOURISM INDUSTRY COMPOSITION

Includes full and part time jobs in accommodations, food services, arts, entertainment, recreation, and other tourism



NAICS	Description
71	Arts, entertainment and recreation
711, 712	Arts, museums, sports and parks
713	Amusements, gambling and recreation
72	Accommodation and food services
721	Accommodation
722	Food services and drinking places
722511	Full-service restaurants
722511	Limited-service restaurants
722515	Snack and nonalcoholic beverage bars
7223, 7224, 722514	Drinking places and special food services

- 1. Retail trade
- 2. Finance, insurance, and real estate
- 3. Other transport
- 4. Gasoline stations
- 5. Air transport

*Note: Other tourism jobs are jobs not already in NAICS 71 and 72.
Brewery employment is in manufacturing NAISC code.*

Source: Tourism Economics



INDUSTRY OVERVIEW

LEISURE, HOSPITALITY, & TOURISM INDUSTRY SUB-SECTORS

Inclusive of Full and Part Time Jobs

In 2022, 31,600 people were employed in Buncombe County's LHT industry, of which 62% were in the accommodation and food services sub-sectors.



31,600 jobs

LHT employment in the County represented 18.2% of private nonfarm County jobs and 4.8% of North Carolina LHT jobs

18%



14,500 jobs

Food and beverage employment is the largest LHT sub-sector, accounting for 46% of total



7,200 jobs

Arts, entertainment and recreation jobs grew fastest at an average rate of 5.7% (CAGR) between 2013 and 2019



4,900 jobs

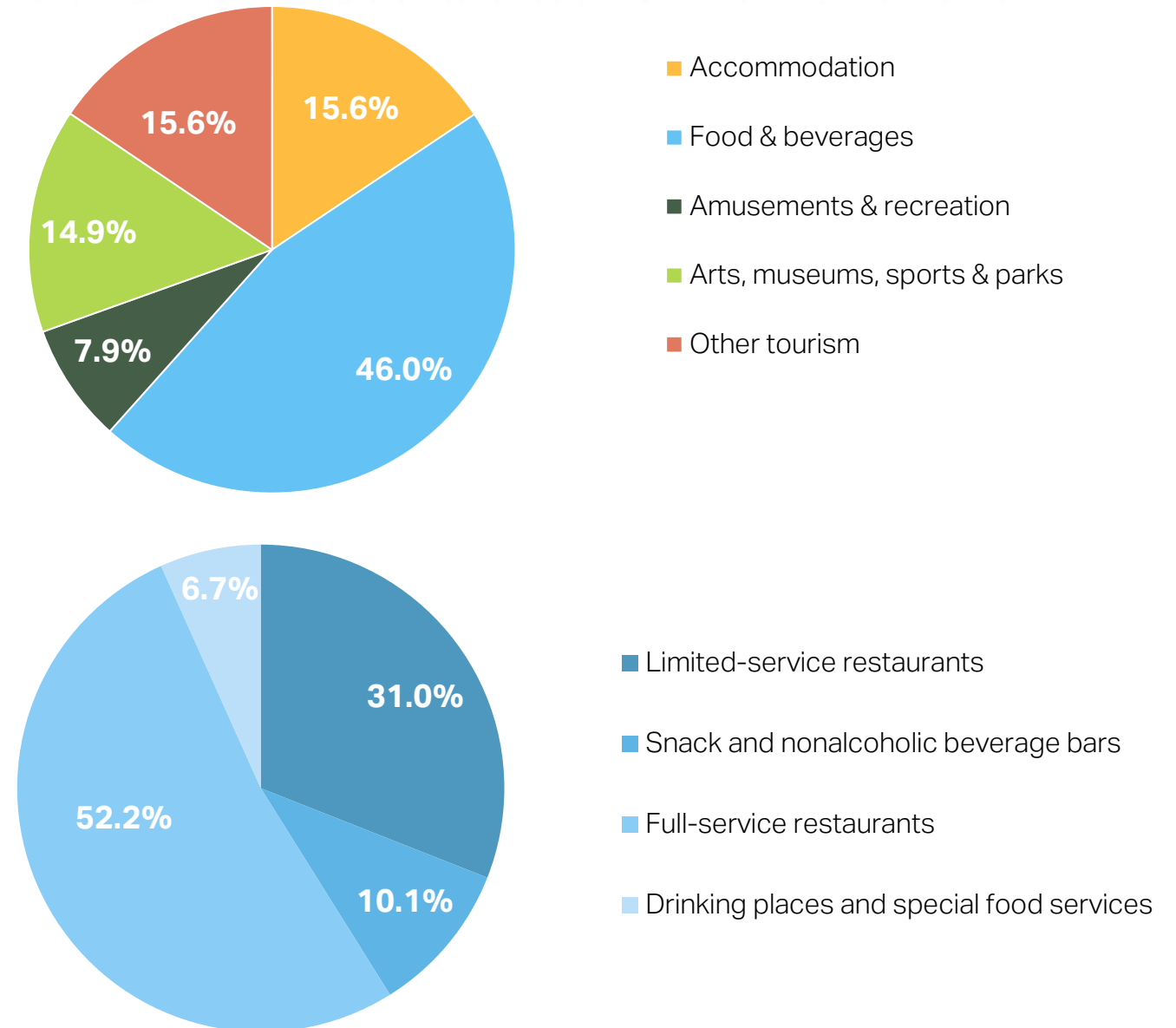
Accommodation employment fully recovered by 2022 at 1.5% above 2019 levels



4,900 jobs

Other tourism jobs estimated from Asheville economic impact report

Sub-sector share of LHT employment in 2022, %



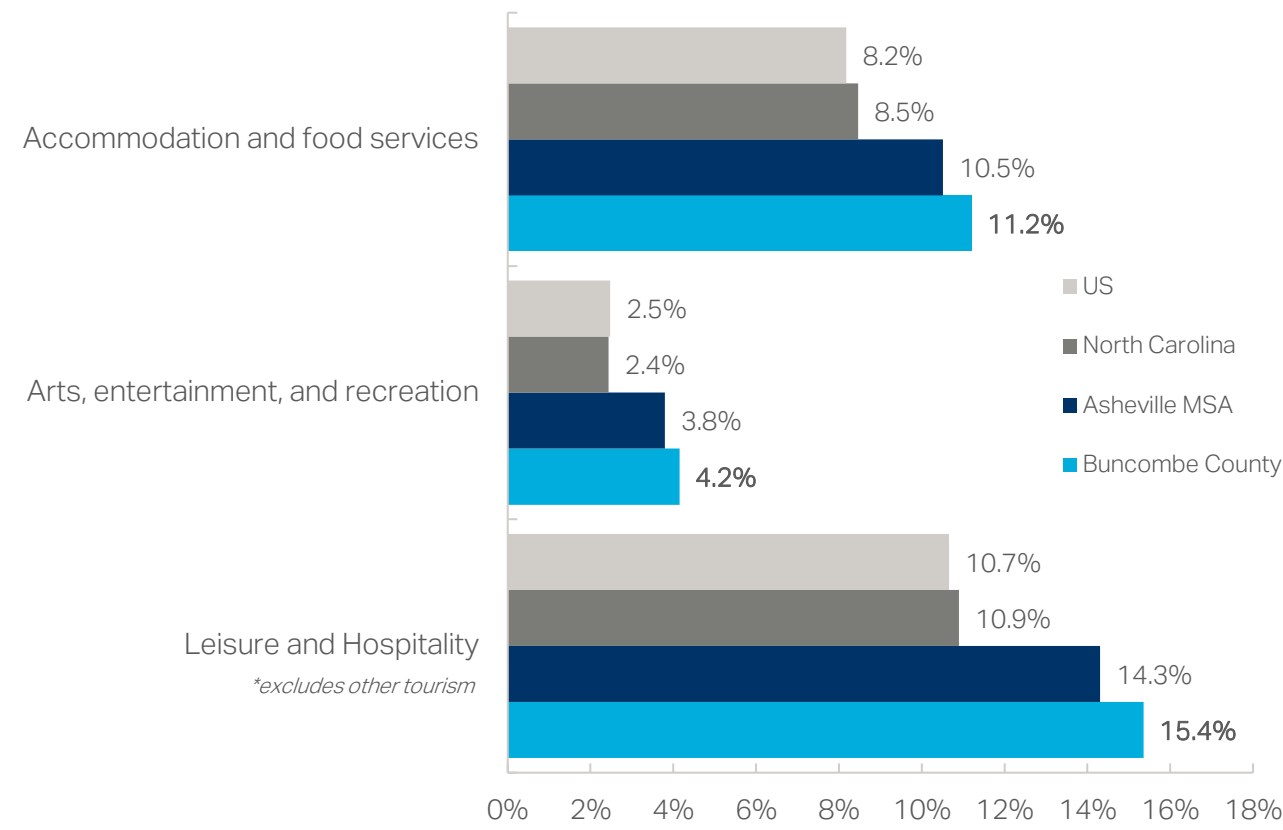
L&H EMPLOYMENT IN CONTEXT

In Buncombe County, the percentage of jobs in leisure and hospitality and the wages exceed the state

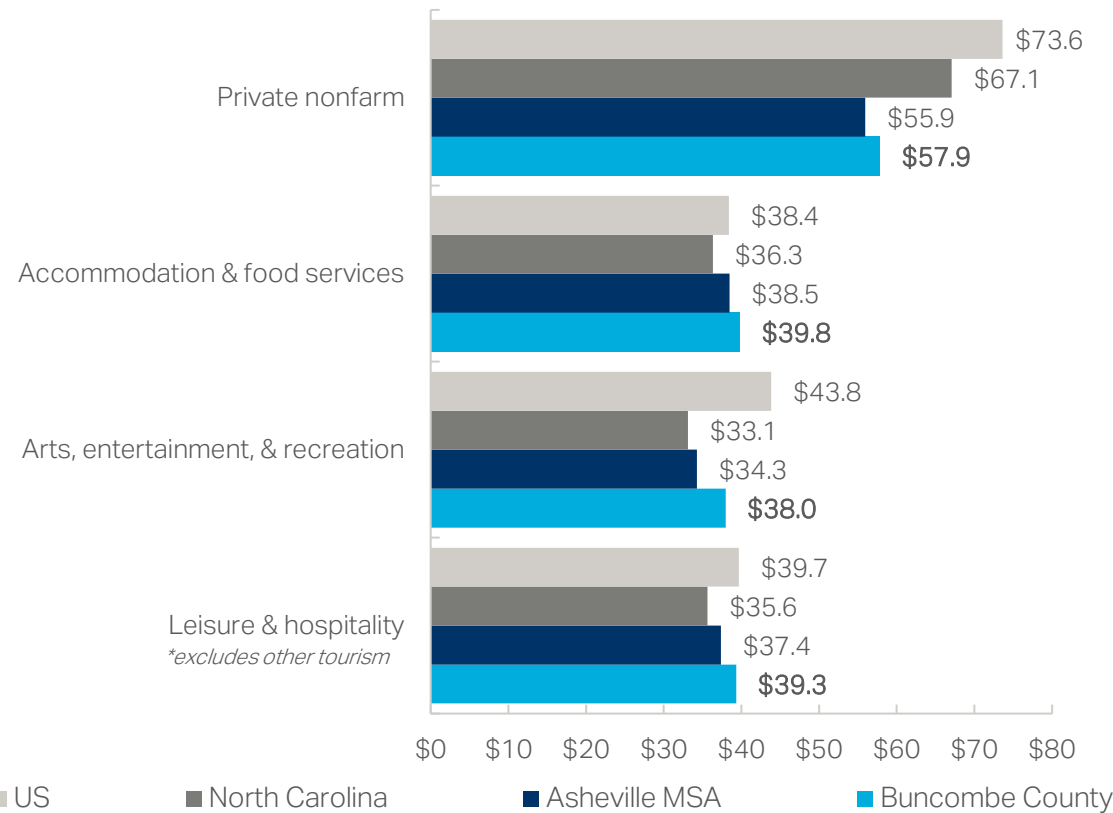
L&H jobs are more important to Asheville MSA and Buncombe County than North Carolina and the United States. Both Asheville MSA and Buncombe County had higher percentages of private nonfarm jobs in leisure and hospitality and in the L&H sub-sectors of accommodations and food services and arts, entertainment, and recreation than state and nation in 2022.

L&H workers wages in Buncombe County lagged the private nonfarm average of \$57,900 in 2022, a trend seen nationally. But real L&H wages (excluding other tourism) in Buncombe County have grown faster than the Asheville MSA, state, and nation since 2013, paying more than the state average, yet less than the national average.

% of private nonfarm jobs in 2022



Real wage, \$ thousands (2022)

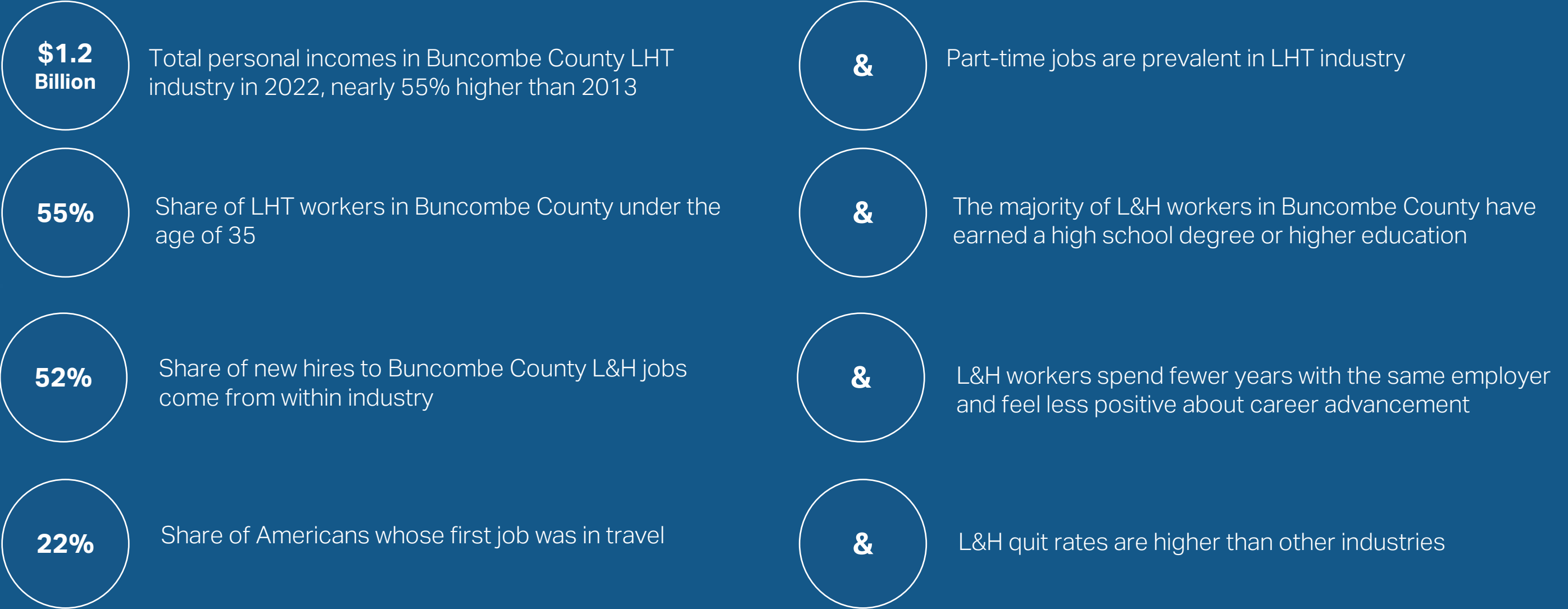




REALITIES & OPPORTUNITIES

INDUSTRY REALITIES

Local and national trends impact the LHT workforce



JOB FLOWS ARE INDUSTRY INDICATORS

Opportunity to evaluate flows to and from leisure and hospitality jobs

48%

Share of hires in Buncombe County that come from another industry

49%

Share of new hires that come from outside of Asheville MSA (of those, 22% from Charlotte, 20% from non-metro NC)

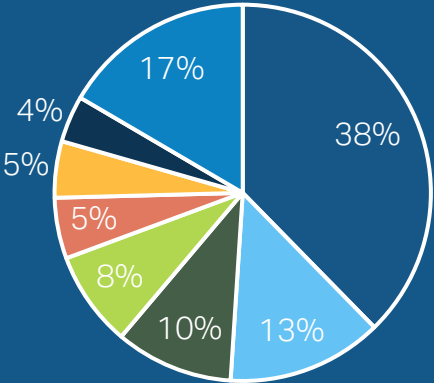
38%

Share of jobs that come leisure & hospitality from retail trade

30%

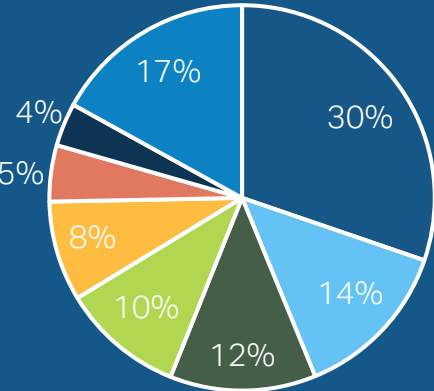
Share of jobs that leave leisure & hospitality for retail trade

% of hires from old industry



- Retail trade
- Administrative & waste management services
- Health care & social assistance
- Manufacturing
- Transportation & warehousing
- Other Services (except public administration)
- Educational Services
- Other

% of separations in new industry

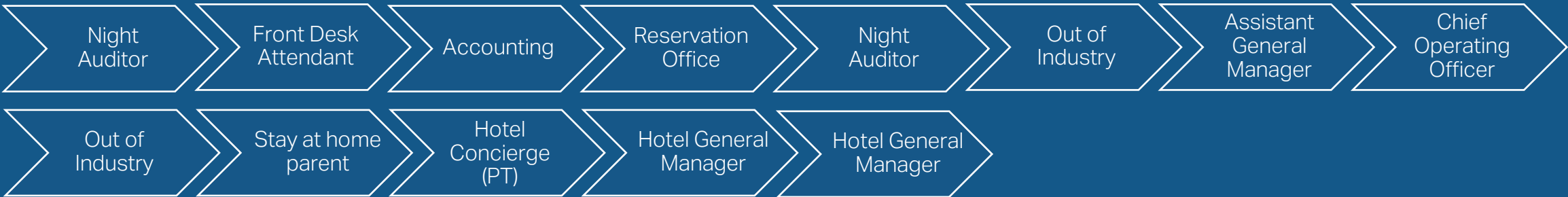


- Retail trade
- Administrative & waste management services
- Health care & social assistance
- Manufacturing
- Other services (except public administration)
- Transportation & warehousing
- Professional, Scientific, & Technical Services
- Other

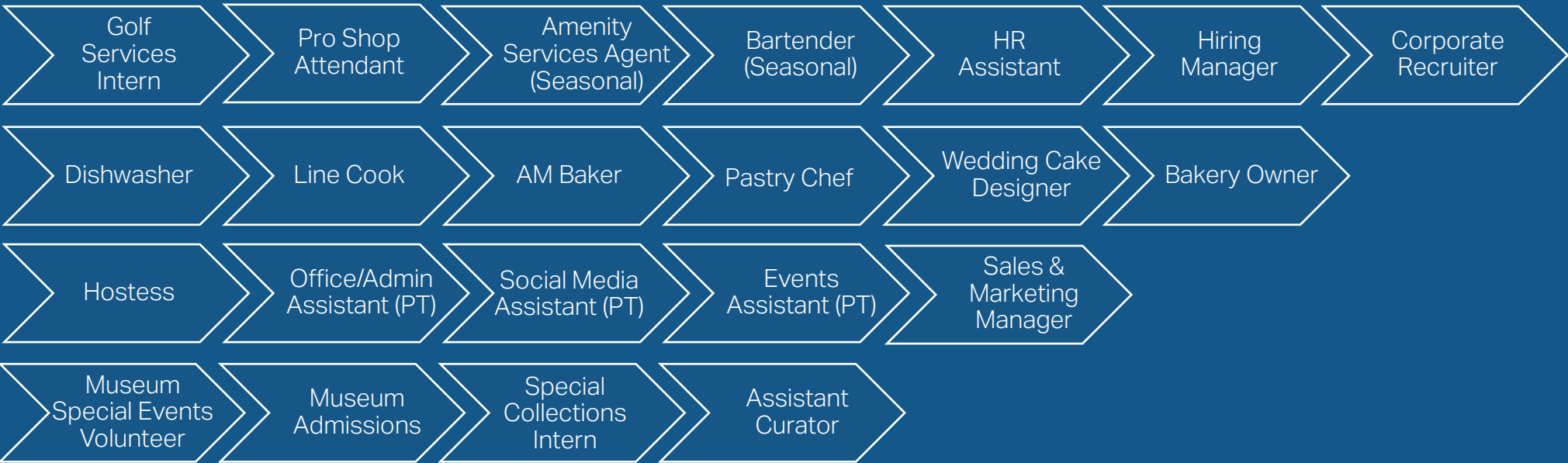
VARIED CAREER PATHS IS A STRENGTH WORTH HIGHLIGHTING

Opportunity to emphasize the flexibility and upward mobility within LHT industry

UPWARD MOBILITY IS POSSIBLE DESPITE LOW A BARRIER TO ENTRY (OR RE-ENTRY)



LHT OFFERS FLEXIBILITY & ADAPTABILITY – JOBS ARE SUITED FOR VARIOUS LIFE STAGES AND INTERESTS



TAKEAWAYS: IMPROVEMENTS CAN BE MADE

Opportunities exist to better attract, advance, and retain LHT workers

CONSIDERATIONS FOR ATTRACTING WORKERS

- Foster greater awareness of the industry's integration with the broader economy to help jobseekers of various educational backgrounds and interests seek a career within LHT
- Promote and highlight various career paths within the LHT industry to younger audiences through internship opportunities, career workshops, webinars, panels, or information sessions that enhance knowledge about careers in LHT

CONSIDERATIONS FOR ADVANCING WORKERS

- Promote and improve access to skills building opportunities for employees seeking career mobility and higher pay
- Provide workers with clear pathways and goals for career advancement to help them plan for a longer career within the industry
- Help employees in LHT find meaning in their careers to enhance motivation and performance
- Establish avenues through which LHT workers can remain in the industry when changing roles

CONSIDERATIONS FOR RETAINING WORKERS

- Improve measures that boost employee satisfaction, which may help retain workers for longer
- Pay attention to the needs and aspirations of different age groups and tailor LHT job pathways to retain workers.
- Workers are increasingly demanding more benefits in addition to wage compensation; furthermore, flexible work schedules are increasingly desirable and an important consideration for employees when choosing future jobs



PROGRAM DEVELOPMENT

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POWERED BY | Buncombe County Tourism
Development Authority

PROPOSED PROGRAM GOALS & PATHWAYS

Explore Asheville is committed to understanding our role as an organization

INSPIRE

Increasing Awareness and Aspirations

- Exposure to Partner Experiences
- Real World Industry Networking

TRAIN

Developing Skills and Confidence

- Hands-on Learning Opportunities
- Apprenticeships / Internships

EDUCATE

Fostering Growth and Advancement

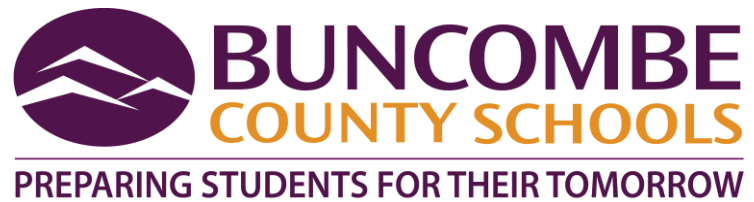
- Scholarship Funds
- Job / Career Connections



PARTNERSHIP OPPORTUNITIES

Planning to explore existing community programs that offer education, awareness, and training

POTENTIAL HIGH SCHOOL PARTNERS



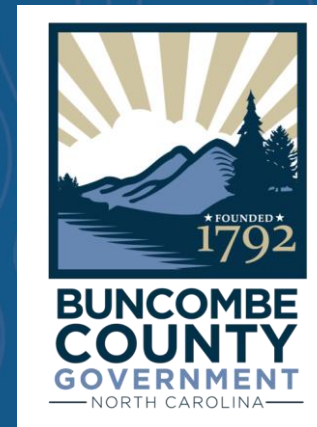
POTENTIAL TRAINING & HIGHER EDUCATION PARTNERS



BOARD DISCUSSION

QUESTIONS
INPUT
COMMENTS





COUNTY UPDATES

Commissioner Terri Wells

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Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
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Development Authority



PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

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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 Tuesday, August 29, 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.



THANK YOU, ANDREW!

We appreciate you volunteering your service to the BCTDA

- Andrew Celwyn's final board meeting is today; his term has ended
- Andrew was appointed in September 2017 by the City of Asheville to represent a tourism-related business
- Andrew served two complete terms (a total of six years) on the BCTDA board





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





THANK YOU

The next BCTDA meeting will be

Wednesday, September 27, 2023 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority



DON'T FORGET TO RSVP!

The BCTDA Annual Meeting will be
Tuesday, September 19, 2023 | 3:00 p.m. - 6:00 p.m.
Wortham Center for the Performing Arts

Visit AshevilleCVB.com for more info.

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