



WELCOME

September 27, 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, September 27, 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.	Welcome New BCTDA Board Member a. Lucious Wilson, Wedge Brewing Company	Brenda Durden
9:10 a.m.	Approval of August 30, 2023 Meeting Minutes	Brenda Durden
9:15 a.m.	Financial Reports a. Welcome New BCTDA Fiscal Agent i. Melissa Moore, Buncombe County Finance Director b. August 2023 Financial Reports c. BCTDA Finance Committee Update i. Investment Services Recommendation	Buncombe County Finance Department HP Patel, BCTDA Nonprofit Treasurer/Finance Committee Chair
9:25 a.m.	Legacy Investment from Tourism (LIFT) Fund Update a. LIFT Committee Nominations	Tiffany Thacker, Brenda Durden
9:30 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Marketing Update	Maria Tambellini
10:00 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:05 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:10 a.m.	Miscellaneous Business	Brenda Durden
10:15 a.m.	Comments from the General Public	Brenda Durden
10:20 a.m.	Adjournment	Brenda Durden

The next joint BCTDA monthly meeting is **Wednesday, October 25, 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

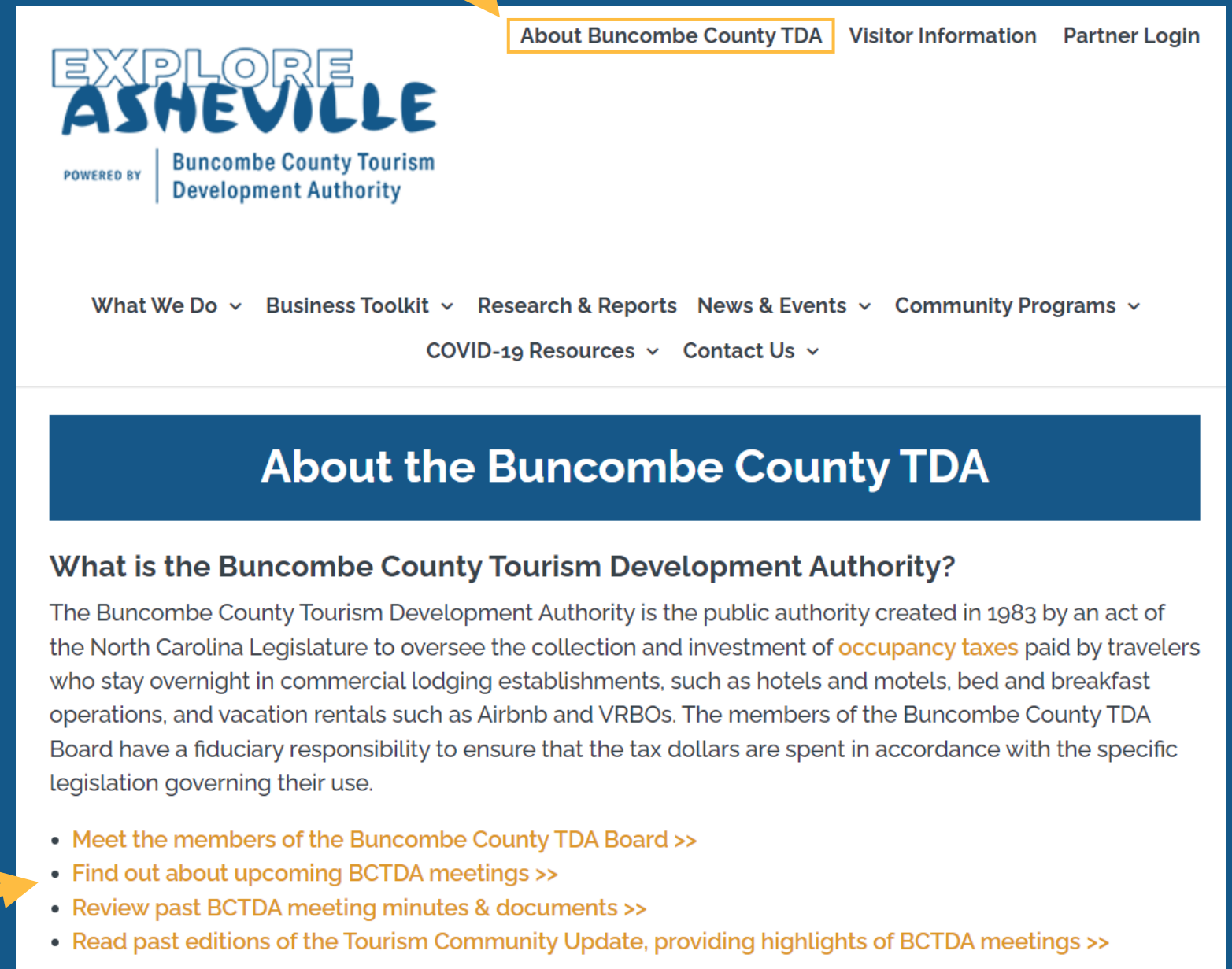
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

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 header. An orange arrow points to the 'About Buncombe County TDA' link in the top navigation bar. Below the header, a dark blue banner reads 'About the Buncombe County TDA'. The main content area is titled 'What is the Buncombe County Tourism Development Authority?' and contains a paragraph about the authority's role. Below this, a list of links is provided, with an orange arrow pointing to the 'Find out about upcoming BCTDA meetings' link.

EXPLORE ASHEVILLE
POWERED BY | Buncombe County Tourism Development Authority

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

[What We Do](#) [Business Toolkit](#) [Research & Reports](#) [News & Events](#) [Community Programs](#)
[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**



WELCOME, LUCIOUS!

New city-appointed BCTDA Board Member

- Lucious Wilson is replacing Andrew Celwyn on the BCTDA
- Lucious is General Manager and partial owner of Wedge Brewing Company, which has three locations in the city
- Lucious was appointed by Asheville City Council on June 13
- He represents an owner of a restaurant, brewery, distillery, or winery open for tours/tasting, or executive director of ticketed arts organization
- His first 3-year term runs through August 31, 2026; he will be eligible for reappointment to a second 3-year term
- Thanks, Lucious, for volunteering your service to the board!



AUGUST 30 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the August 30, 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
The North Carolina Arboretum – 100 Frederick Law Olmsted Way

Board Meeting Minutes
Wednesday, August 30, 2023

Present (Voting):	Brenda Durden, Chair; Matthew Lehman, Vice Chair; Kathleen Mosher, HP Patel, Michael Lusick, Larry Crosby, Andrew Celwyn, Elizabeth Putnam
Absent (Voting):	Scott Patel
Present (Ex-Officio):	Buncombe County Commissioner Terri Wells
Absent (Ex-Officio):	Asheville Vice Mayor Sandra Kilgore
Staff:	Vic Isley, Jennifer Kass-Green, Julia Simpson, Ashley Greenstein, Josh Jones, Marla Tambellini, Michael Kryzanek, Penelope Whitman
BC Finance:	Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
In-Person Attendees:	Drake Fowler, The North Carolina Arboretum Glenn Murray, Matt Evans; Buncombe County Rick Bell, Asheville Buncombe Hotel Association Randy Claybrook, Asheville Bed & Breakfast Association Chris Hardy, Robert Sponder; Parks Hospitality Chris Smith, Asheville Buncombe Regional Sports Commission John Ellis, Prior TDA Board Member Lucious Wilson, Wedge Brewing Ken Floyd, Monte Vista Hotel Chase Davis, Mountain Xpress Olivia Ward, OnWard Digital Media Will Hofmann, Asheville Citizen Times Jason Burk, Black Mountain-Swannanoa Chamber of Commerce Ben Williamson, Tourism Taxes for Affordable Housing
Online Attendees:	Mickey Poandl, Kimberly Puryear, Charlie Reed, Emily Crosby, Sha'Linda Pruitt, Anna Harris, McKenzie Provost, Tiffany Thacker; Explore Asheville Timothy Love, Buncombe County Jaime Matthews, City of Asheville Tina Kinsey, Asheville Regional Airport Madison Davis, Asheville Buncombe Regional Sports Commission Jim Muth, TPDF Committee Chip Craig, Greybeard Realty Zach Wallace, Asheville Area Chamber of Commerce Meghan Rogers, Asheville Independent Restaurant Association (AIR) Diane Rogers, Pinecrest Bed & Breakfast Lacy Cross, Movement Bank Chelsea Hett, Love the Green Andrew Jones, Asheville Watchdog





FINANCIAL REPORTS

Matt Evans
Buncombe County Finance

HP Patel
BCTDA | Nonprofit Treasurer, Finance Committee Chair

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Development Authority

WELCOME, MELISSA!

New BCTDA Fiscal Agent

- Melissa Moore started as Buncombe County Finance Director on September 18, 2023
- The Buncombe County Finance Director serves as the BCTDA Fiscal Agent
- Melissa was the Finance Director of Pflugerville, Texas, and brings more than 20 years of fiscal experience to the county
- Thanks to Mason Scott for his leadership as the interim during the transition period following Don Warn's departure



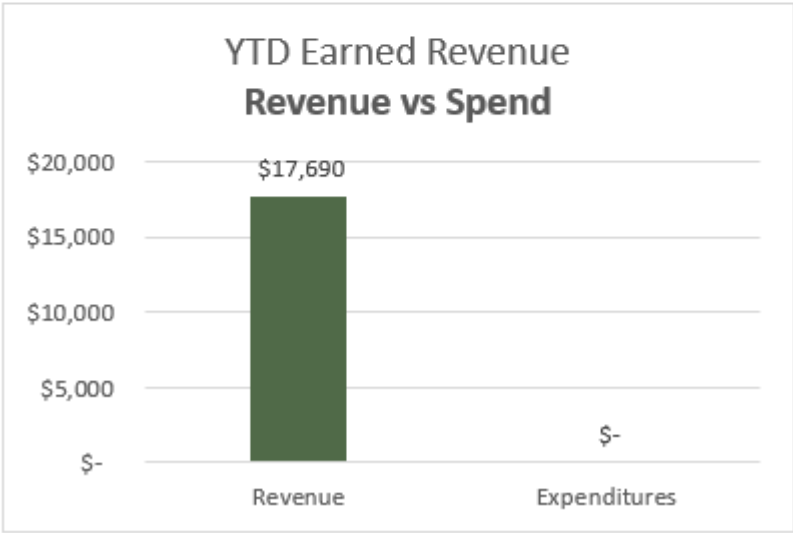
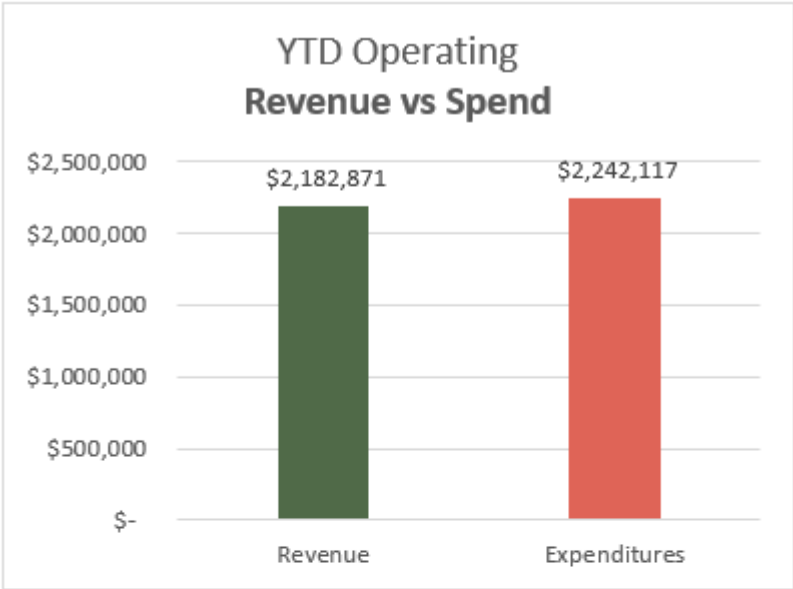


AUGUST 2023 FINANCIAL REPORTS

Buncombe County Finance Department

OPERATING AND EARNED REVENUE FUNDS

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



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

PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, August 2023

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 26,483,770	\$ 228,335	\$ 34,464.655	>100%
Total expenditures		\$ 6,314	\$ 2,335,577	8.8%
Active projects		16		
Funding available for future grants		\$ 7,980,884		

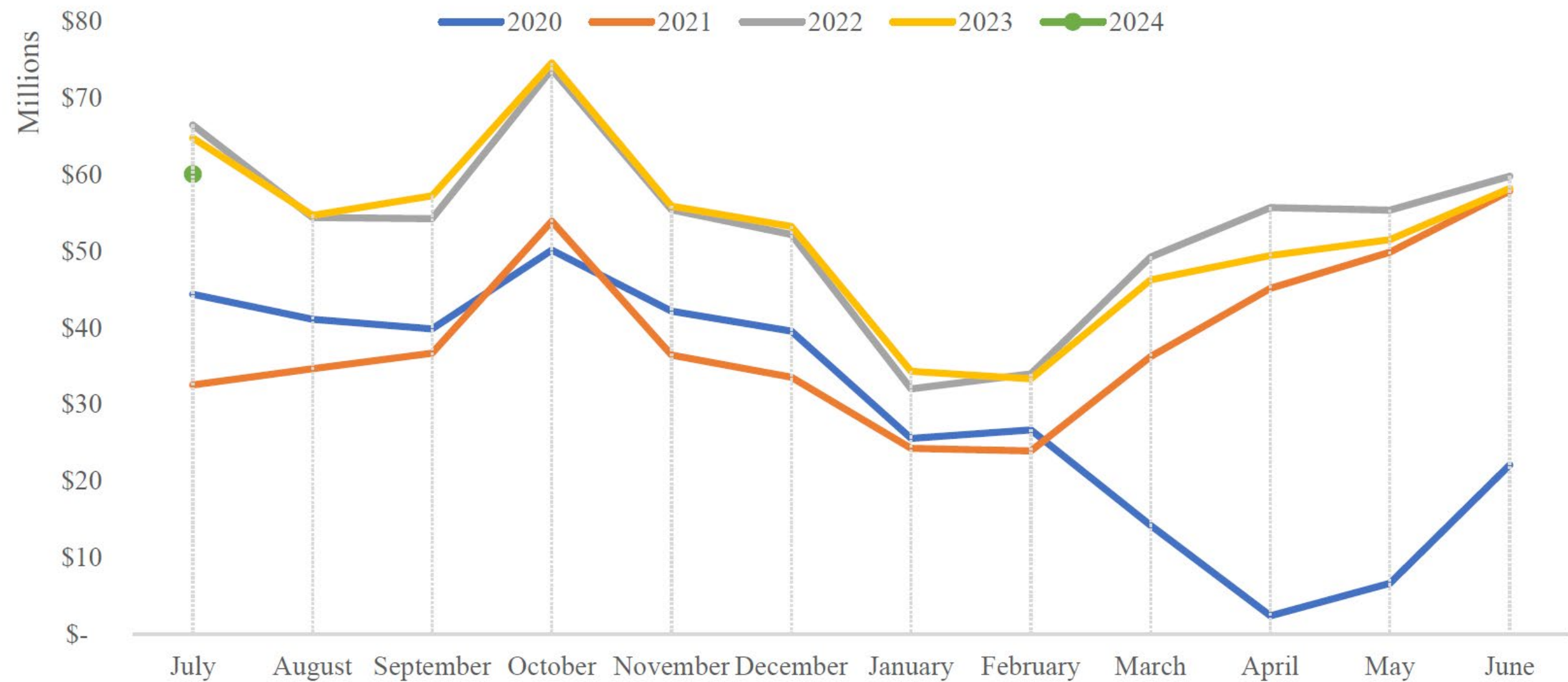
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 339,560	\$ (8,699)	\$ 6,712,903	>100%
Total expenditures		\$ 0	\$ 98,618	29%
Active projects		0		
Funding available for future grants		\$ 6,373,343		

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



LODGING SALES

Shown by Month of Sales, Year-to-Date (5 years), August 2023

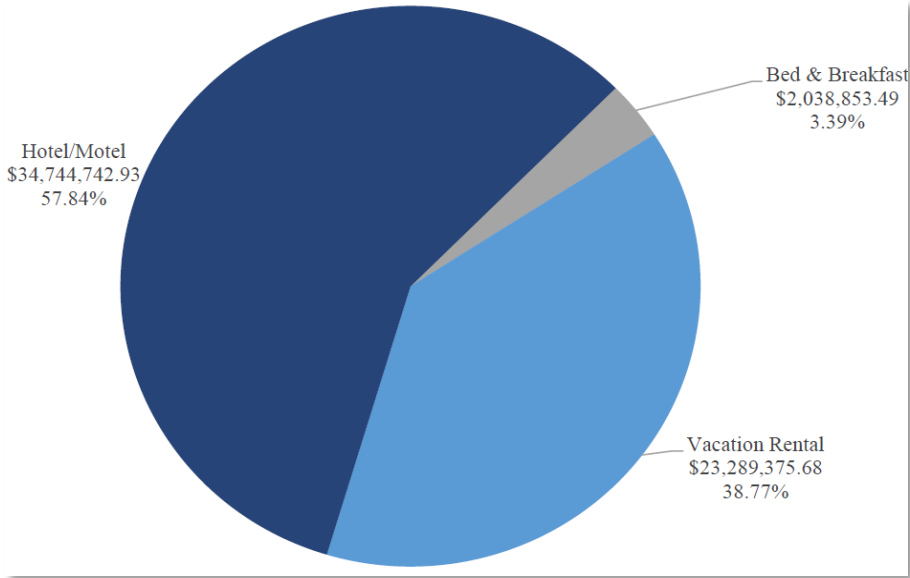
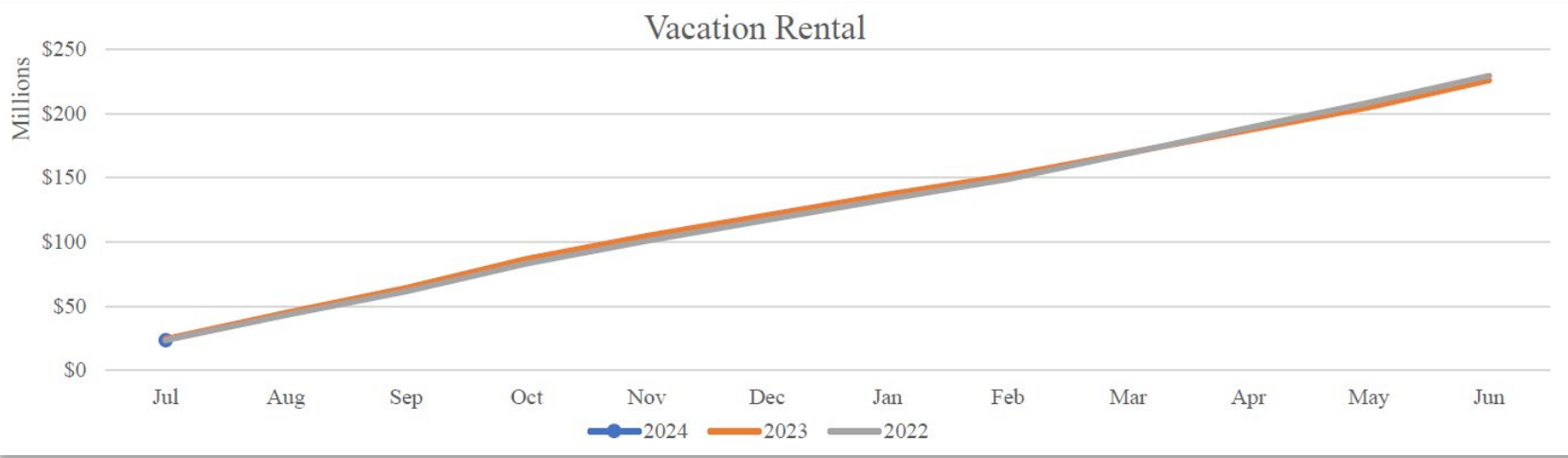
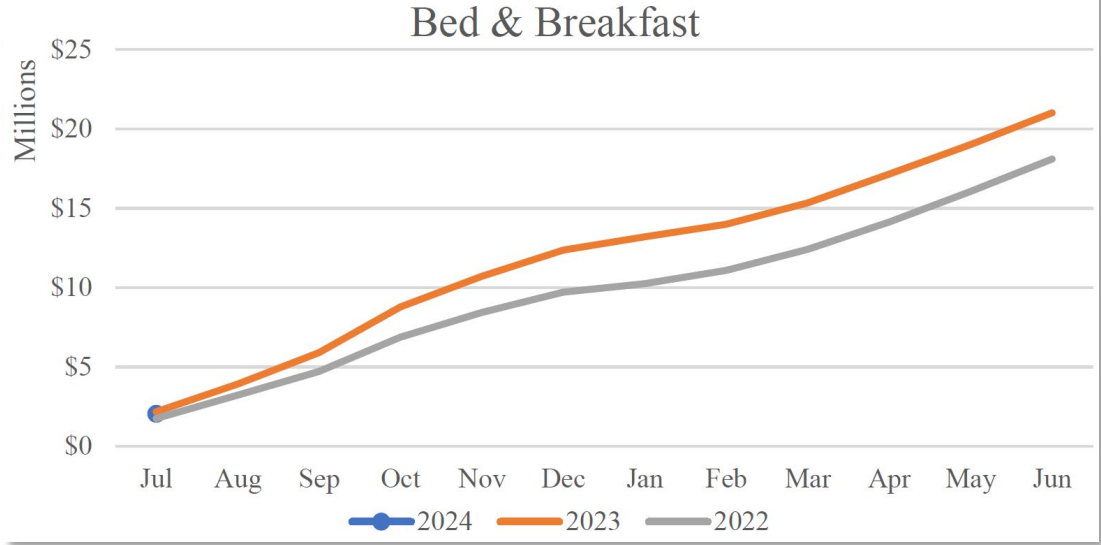


For more information, see financial and sales statements pages 8



LODGING SALES

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



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

AUGUST 2023 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the August 2023 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





FINANCE COMMITTEE UPDATE

HP Patel

BCTDA | Nonprofit Treasurer, Finance Committee Chair

FINANCE COMMITTEE REPORT

HP Patel, Finance Committee Chair

COMMITTEE MEMBERS

HP Patel | BCA Hotels

Finance Committee Chair & BCTDA (Nonprofit) Treasurer

Matthew Lehman | Grand Bohemian Hotel Asheville

Finance Committee Member & BCTDA Board Member

Chip Craig | GreyBeard Realty

Finance Committee Member & Former BCTDA Member

Brenda Durden | Asheville Hotel Group

Finance Committee Ex-Officio Member & BCTDA Board Chair



FINANCE COMMITTEE REPORT

Investment Strategy Background

What are we talking about and why?

- TDA commits significant investments to approved tourism-related capital projects through the Tourism Product Development Fund every year, while actual cash *payments* may be on extended timeline
- Finance committee looking for opportunities to maximize benefits of idle cash – i.e., create additional revenue while waiting to pay project reimbursements and expand overall project capacity
- TDA's cash is currently managed through the same "standard" accounts as County – checking account and State-sponsored money market trust fund
- Finance committee exploring investment options; considering investment plan similar to Buncombe County since governed by same laws
- Note: Tax dollars that are collected for a specific purpose must be used for that specific purpose, including investment income derived from those dollars

INVESTMENT MANAGEMENT SERVICES RECOMMENDATION

Overview, RFP timeline and responses

Background

- Prior to Don Warn's departure, Vic and Don discussed ways that the BCTDA could earn more investments in TPDF project funds prior to disbursement to generate more revenue to invest in more community projects. For example, in this month's financials there is \$38 million available in TPDF and LIFT Funds combined.
- Based on BCTDA needs and recent county experience, BCTDA Finance Committee and interim fiscal agent recommended:
 1. Joining established investment pool (NCIP created in 2021; Buncombe County and Wake County are founding trustees; positive competition with state-sponsored money market trust fund)
 - The board approved a resolution to join the NCIP in its May meeting
 2. Engaging a dedicated investment advisor (maximize returns through proactive management; TDA may have more risk interest than County)
 - Finance Committee and Explore Asheville staff worked Buncombe County Finance to issue an RFP to select an investment advisor

RFP Process

- RFP for investment management services was issued on June 28, 2023; the submission deadline was July 21, 2023
- Two firms responded with proposals: Sterling Capital Management and Chandler Asset Management
- Finance Committee, staff and Buncombe County Finance reviewed proposals, discussed, and requested clarifying information from both respondents

Recommendation

- **The BCTDA Finance Committee recommends selecting Chandler Asset Management as the investment advisor. Chandler is currently engaged in investments for Buncombe County, works primarily with public funds, and reported zero losses for clients.**



FINANCE COMMITTEE RECOMMENDATION

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve Chandler Asset Management as recommended by the BCTDA Finance Committee.

Motion Second

Additional Discussion

Vote





LEGACY INVESTMENT FROM TOURISM (LIFT) FUND UPDATE

Tiffany Thacker
Explore Asheville | Director of Grants

Brenda Durden
BCTDA | Chair

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Development Authority

LIFT FUND | COMMITTEE STRUCTURE

LIFT Committee Structure (Similar to TPDF Committee):

- Consists of 9 members
 - Five members must be persons who are owners or operators of hotels, motels, or bed and breakfasts
 - Remainder of the committee shall be made up of representatives with tourism, legal, financial, economic development, architecture, or engineering expertise
- All members shall serve 3-year terms, with no more than 2 consecutive terms
- **RECOMMENDED CHANGE:** TDA Board Liaison position to transition to an ex-officio position for TPDF & LIFT
 - Due to TDA Board member terms not aligning with Committee terms, TDA liaisons currently change mid-grant cycle. To maintain connectivity between the TDA Board and Committees, we are updating the TDA Committee position to an ex-officio position.

Application Review Update:

- Application opened on May 15, and closed on July 26
- Received 24 applications
- Nominating Committee thoughtfully reviewed all applications and determined their recommendations for the inaugural Committee for the Board to consider

LIFT FUND | COMMITTEE NOMINATIONS



Laura Webb
Founder & President
Webb Investment Services



Dr. Joseph Fox
Founder & Owner
Fox Management Consulting Enterprises



Barbara Benisch
Non-Profit Management &
Community Development
Consultant



Mike McCarty
Restaurant Owner
The Lobster Trap



HP Patel
BCA Hotels
*TDA Ex-Officio Liaison,
Treasurer of the nonprofit*



Himanshu Karvir
President & CEO
Virtelle Hospitality
Lodging Appointment



Kyle Highberg
Sr. Director of Operations
Biltmore Farms
Lodging Appointment



Amy Kelly
Managing Principal
Hatteras Sky
Lodging Appointment



Kathleen Mosher
VP of Communications
Biltmore
Lodging Appointment



Shelton Steele
Co-Owner
Wrong Way River Lodge & Cabins
Lodging Appointment

LIFT FUND COMMITTEE APPOINTMENTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the LIFT Fund Committee as recommended by the LIFT Fund Nominating Committee.

Motion Second

Additional Discussion

Vote





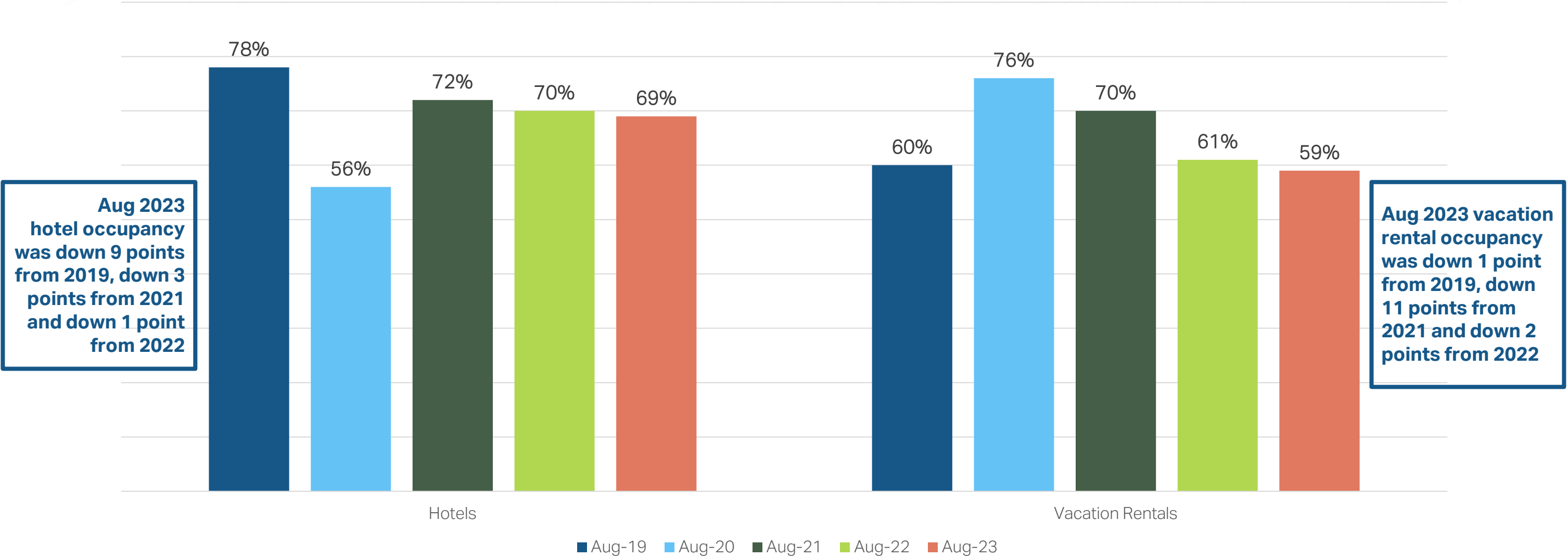
PRESIDENT & CEO REPORT

Vic Isley

Explore Asheville | President & CEO

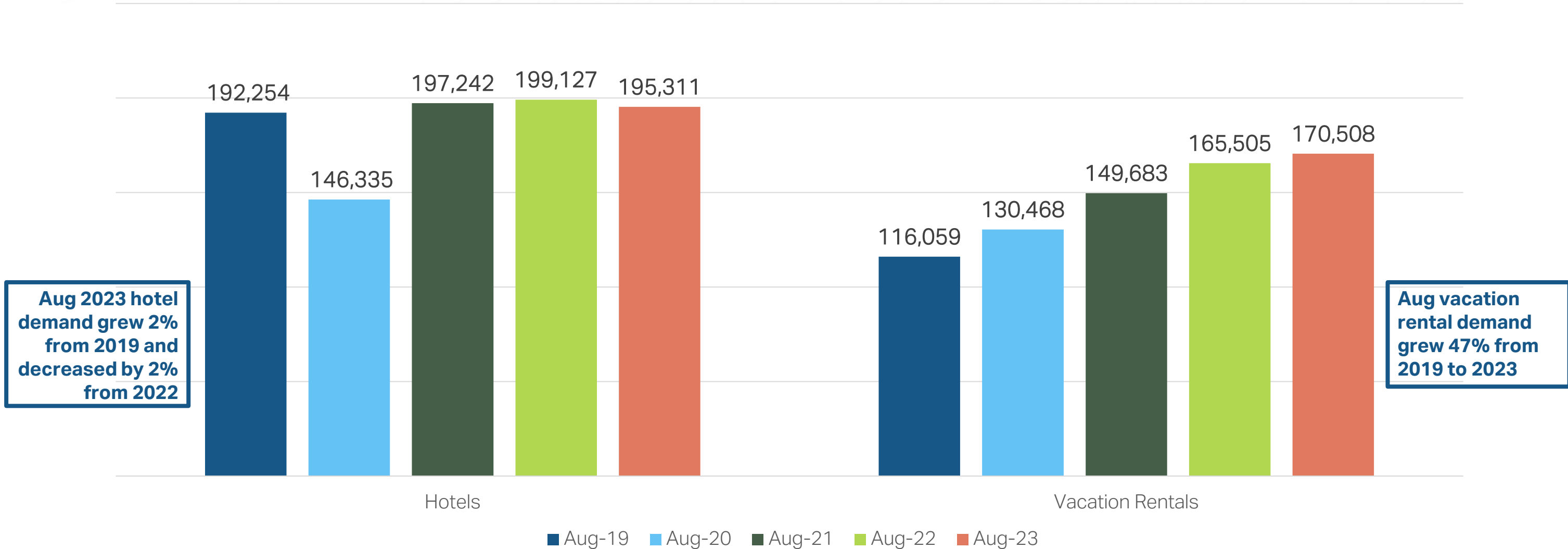
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AUGUST LODGING OCCUPANCY



Source: Smith Travel Research, AirDNA

AUGUST LODGING DEMAND



Source: Smith Travel Research, AirDNA



40 YEARS OF IMPACT

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BCTDA ANNUAL MEETING RECAP

On September 19, we celebrated 40 years with 250+ partners at Wortham Center for the Performing Arts

- Richard Florida gave a thought-provoking presentation about the future of city centers
- We reflected on four decades of the BCTDA investing in and building community
- Mayor Manheimer received a check to mark the significant TPDF investment in McCormick Field
- Matthew Bacoate Jr. was recognized as the 2023 William A.V. Cecil Tourism Leadership Award recipient
- Stewart/Owen Dance opened the event with a moving performance of Memory Affair
- F&B partners provided tasty bites and beverages during the reception
- Attendees were sent home with a copy of the FY23 Annual Report and a silver dollar in Matthew's honor
- Thanks to all of those who participated!




FY23 BCTDA ANNUAL REPORT

Major accomplishments of the organization captured

BCTDA Annual Report

FISCAL YEAR 2022-2023



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Buncombe County Tourism
Development Authority

Organizational Productivity



\$71M
DIRECT SPEND
BY GROUPS &
MEETINGS

65,123
GROUP ROOMS
BOOKED

5,342,110
WEBSITE USERS
Up 1.25% from FY22

12
TRADE SHOWS
ATTENDED

7,169,277
WEBSITE SESSIONS

f

FACEBOOK
14.7% organic engagement rate
774K organic post clicks
1.1M organic impressions
+324K followers

ig

INSTAGRAM
63M organic impressions
1% organic engagement rate
+574K organic engagements
+139K followers

yt

YOUTUBE
+137K views
+578K impressions
4,427 subscribers

SIGNIFICANT MEDIA COVERAGE

EATER: Where to Eat in 2023
MEN'S JOURNAL: What's Behind Asheville Success as a Craft Beer Hub? You'll Have to Visit
THE WASHINGTON POST: The Lab is Nestled in the Blue Ridge Mountains
THE NEW YORK TIMES: 36 Hours in Things to Do and See

THE VIRTUOUS VISITOR CYCLE

The 31 percent of visitor spending that occurs within Buncombe County lodging accommodations fuels our virtuous cycle, generating revenues that are reinvested to inspire additional spending. Ad and booking sales from ExploreAsheville.com earn additional revenue, further contributing to destination investments.

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

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

Lodging Tax from Bed & Breakfasts \$1.2M 3%

Earned Revenue \$228K 1%

\$39.5M
BCTDA REVENUE FY23

Lodging Tax from Vacation Rentals \$13.4M 34%

Lodging Tax from Hotels \$24.6M 63%

Engaging & Inviting Diverse Audiences

GOALS

- Extending a genuine invitation to Black travelers and other diverse audiences including LGBTQIA+ visitors — connecting them with local neighborhoods, businesses, and entrepreneurs — creating more opportunities for all to win
- Supporting product development, placemaking, and community connections, enabling new experiences and business opportunities throughout our community

ACHIEVEMENT HIGHLIGHTS

- Established a partnership with Black Enterprise and Essence magazine to share the stories of local Black entrepreneurs and extend an authentic invitation to Black travelers
- Wrote our first Spanish language press release and translated our top Explore Asheville articles to Spanish
- Hosted an Everyone Welcome training for Explore Asheville staff and engaged LGBTQIA+ audiences through PRIDE media and Passport magazine
- Retooled and expanded our partner diversity designations to properly demonstrate the depth of diversity within our destination

Skyview Golf Tournament

Skyview Golf Tournament, one of the nation's oldest African American golf tournaments, hosted its 63rd annual tournament here in Asheville. In addition to granting F&CE support, we provided a print placement in the June issue of African American Gopher's Digest, display banners and video running across Black-owned sites, and brought in stars from Love & Hip Hop: Atlanta as part of a multifaceted approach to engage and invite more diverse audiences and connect them with the community.

Silver Visionary Award 2022
— PREVUE

Best Summer Travel Destination
— USA TODAY, 10 BEST READERS' CHOICE TRAVEL

Platinum Choice Award
— SMART MEETINGS

Celebrating Diverse Asheville Stories

As part of Explore Asheville's partnership with NOMADNESS Travel Tribe, founder Evita Robinson conducted several in-depth interviews with local BIPOC entrepreneurs, artists, and community leaders for a new video series, sharing the rich tapestry of Asheville's Black and Latinx communities.

Bringing AfriLachian Culture to ATL

Explore Asheville teamed up with NOMADNESS Travel Tribe to host an event for the BIPOC travel network's Atlanta-based members. The AfriLachian gathering brought together 60 Black travel writers and influencers for an intimate dinner prepared by James Beard Award finalist and Chef Ashleigh Shanti. This event positioned Asheville as a destination that welcomes diversity, highlighting the outdoors through conversations about Black food traditions and its ties to the land.

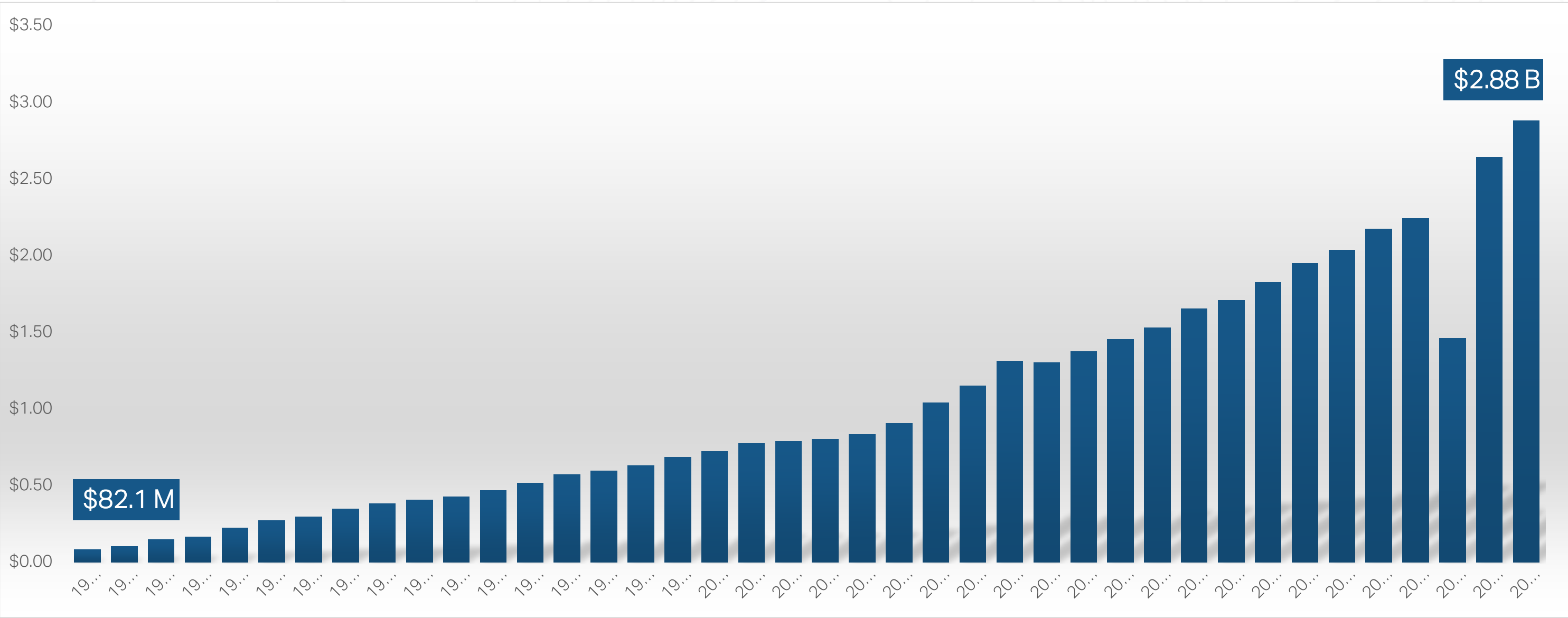
2022 TOFF relaunched

2022
Hotel owners successfully advocated for long-awaited change in occupancy tax legislation, which increased the amount of funds to be invested in community projects and created the Legacy Investment from Tourism (LIFT) Fund



VISITOR CONTRIBUTIONS TO THE LOCAL ECONOMY

Visitor spending 35X greater than 1983



Source: Tourism Economics; Visit NC



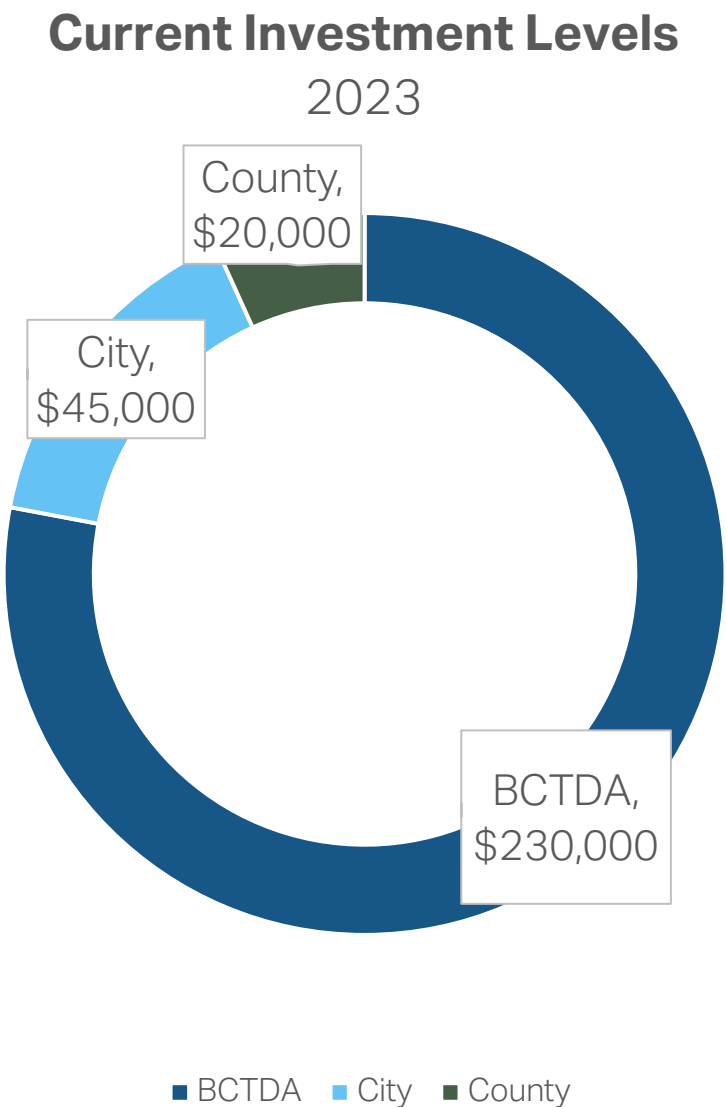
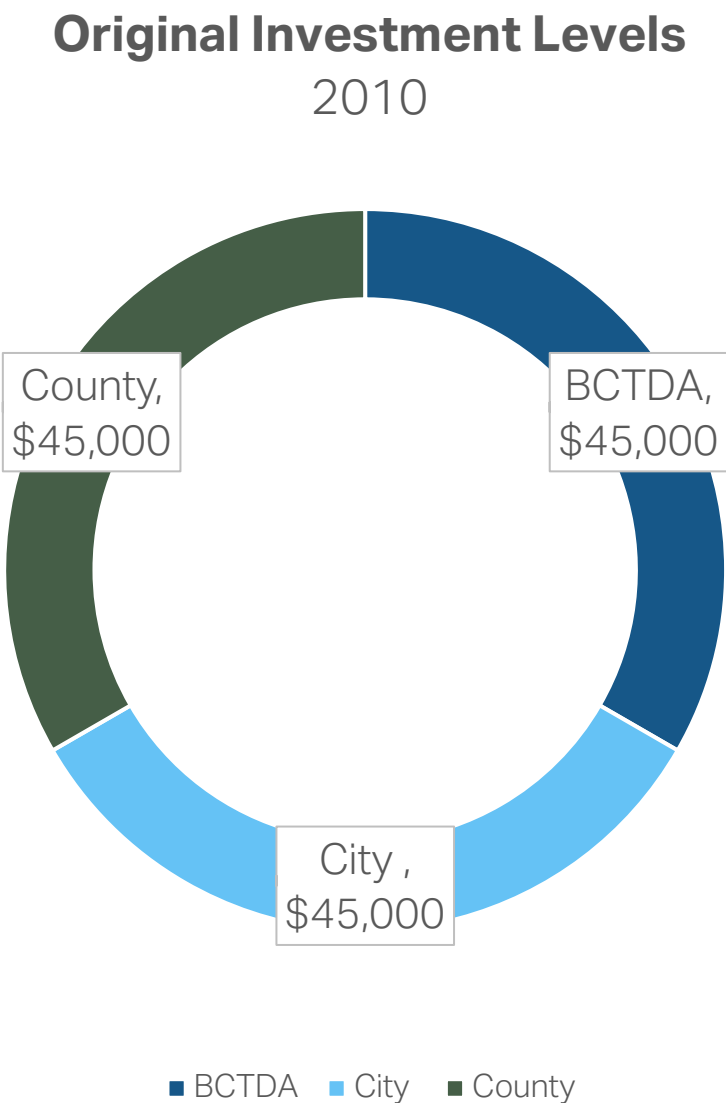


SPORTS COMMISSION UPDATE

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SPORTS COMMISSION INVESTMENT HISTORY

As a founding member, Explore Asheville/BCTDA has legal and financial responsibilities for the sports commission



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

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

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

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

ORGANIZATIONAL ASSESSMENT BACKGROUND

Intended to determine a sustainable way forward to build on the success of sports tourism efforts

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

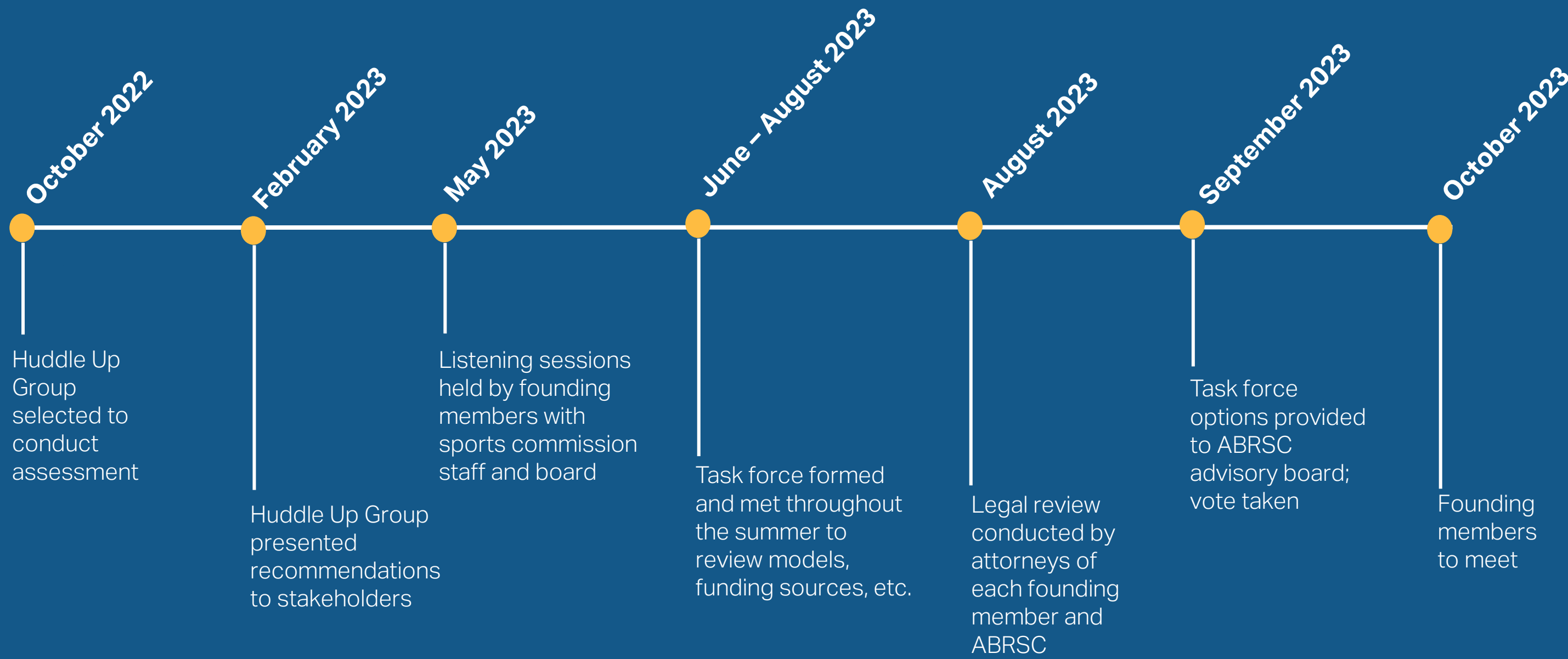
- Assess current structure & bylaws
- Analyze the current funding model
- Optimize board and staff (skills, roles, responsibilities)
- Identify critical relationships for future success

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

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

ORGANIZATIONAL ASSESSMENT TIMELINE

The assessment and subsequent task force evaluation has lasted a year



TASK FORCE RECOMMENDATIONS

Two options were presented to sports commission volunteer leadership on September 18

SPORTS COMMISSION BLENDED MODEL

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Development Authority



SPORTS COMMISSION EVENT OPERATIONS MODEL (MODIFICATION)



ASHEVILLE SPORTS
ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION



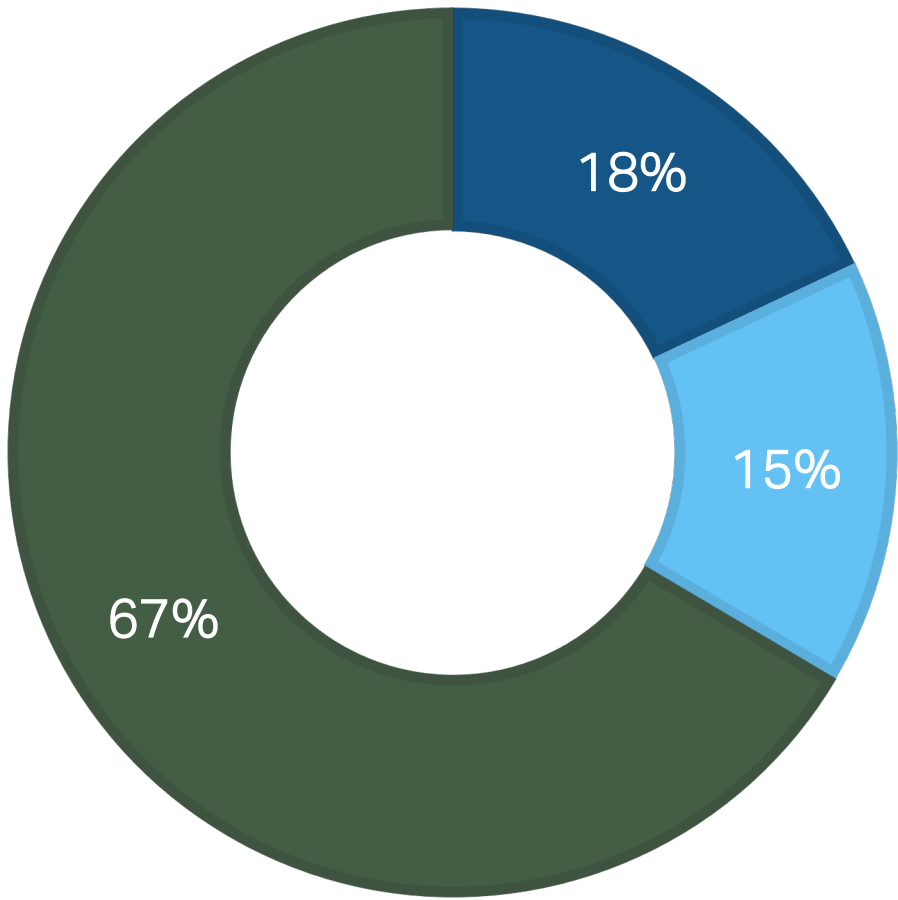
ONGOING COMMITMENTS

RECRUITING AND BOOKING SPORTS EVENTS

Explore Asheville's Business Development Team is dedicated to securing and servicing sports business

GROUP BUSINESS

■ Sports EA Only ■ Sports w/ABRSC ■ Non-Sports Business



While 33% of FY23 booked business was sports, 54% of sports business (18% of total) was booked directly by the Explore Asheville team, and 46% of sports business (15% of total) was booked by the Explore Asheville team in collaboration with ABRSC



SPONSORING TOURNAMENTS AND CHAMPIONSHIPS

Our investment in sports events helps secure or sustain them



**\$105,000 Title Sponsorship
to Rights Holder**



**\$30,000 Sponsorship
to ABRSC**



**SKYVIEW GOLF
ASSOCIATION**

**\$10,000 Sponsorship
to Skyview**



**\$1,000 Sponsorship
to Asheville Tennis
Association**



INVESTING IN COMMUNITY SPORTS FACILITIES

The BCTDA has committed nearly \$52 million in TPDF grants to sports facilities in the county

- **City of Asheville Civic Center ExploreAsheville.com Arena:** \$5.675 million

NOTE: The BCTDA committing \$2 million in TPDF investment for civic center facility upgrades and participating in the bid presentation was pivotal in securing the return of Southern Conference (SoCon) Basketball Tournament to Asheville in 2010

- **John B Lewis Soccer Fields:** \$2.4 million
- **Enka Recreation Destination:** \$6.75 million
- **Enka Ballfields:** \$2 million
- **Woodfin Greenway Blueway:** \$8.14 million
- **Montreat College Pulliam Stadium:** \$350,000
- **UNC Asheville Lighting:** \$500,000
- **McCormick Field:** \$22.9 million
- **UNC Asheville Karl Straus Track:** \$1.5 million

MORE OPPORTUNITIES ARE ON THE HORIZON

Recent reopening of the UNC Asheville Karl Straus Track

- The latest sports-related TPDF project was officially dedicated last Friday on the UNC Asheville campus
- The Karl Straus Track officially reopened on September 22
- The BCTDA got a sneak peek of the upgrades after our June meeting
- Explore Asheville's team is meeting with UNC Asheville staff soon to discuss event recruitment for this state-of-the-art facility



NEXT STEPS

Explore Asheville/BCTDA will participate in final decision making as a founding member

- The founding members will meet on October 3 to discuss the vote of the ABSRC advisory board members and determine next steps.
- In light of the vote from the Sports Commission advisory board, it is my current intention to support their strong desire for the Sports Commission employees to remain staff of the 501C3 with funding from the BCTDA more in line with the funding from the other Founding Members.
- The Founding Members will also be looking at some bylaws revisions in the future that will reduce the role of the Founding Members, including the BCTDA, in the governance of the Sports Commission.
- Explore Asheville and the BCTDA will continue investing in sports tourism and the area's facilities alongside partners.



BOARD DISCUSSION

COMMENTS





OTHER UPDATES

LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

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
- Sow & Grow Fest
- Downtown After 5
- 2023 Annual Eliada Fall Festival and Corn Maze

October Events

- Beer City Comic Con
- Krafthaus: Forest of the New Trees
- CiderFest NC

The Festival & Cultural Event Support Fund was designed to provide financial support to local nonprofits for events that serve both the residents of Buncombe County and the visitors who travel to the Asheville area.

We opened applications for the 2024 grant program on Tuesday, September 26. The deadline for application submissions is Friday, October 27, 2023.

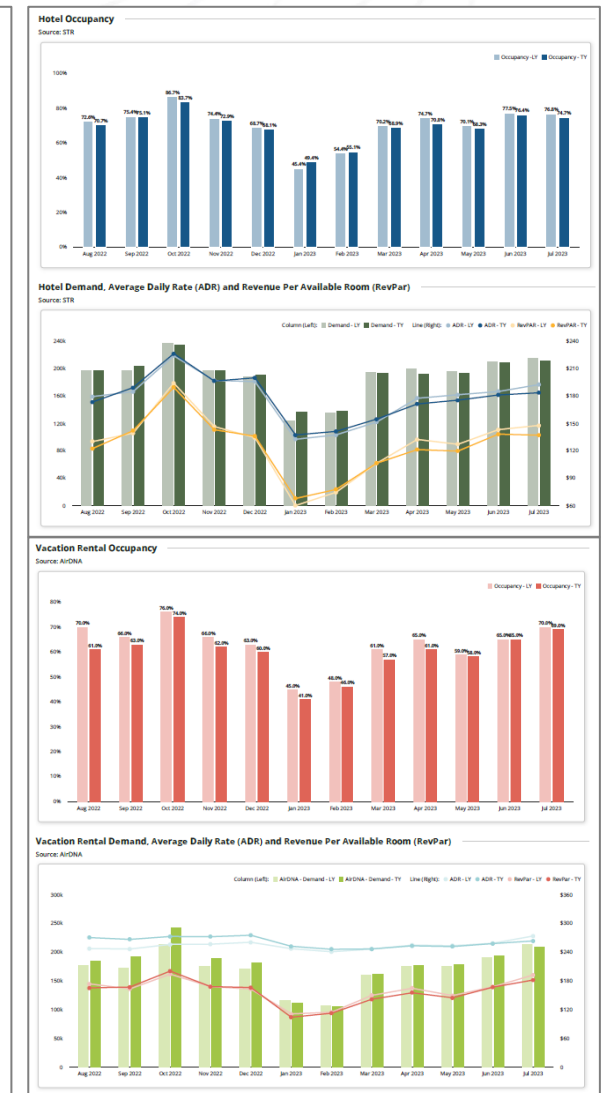
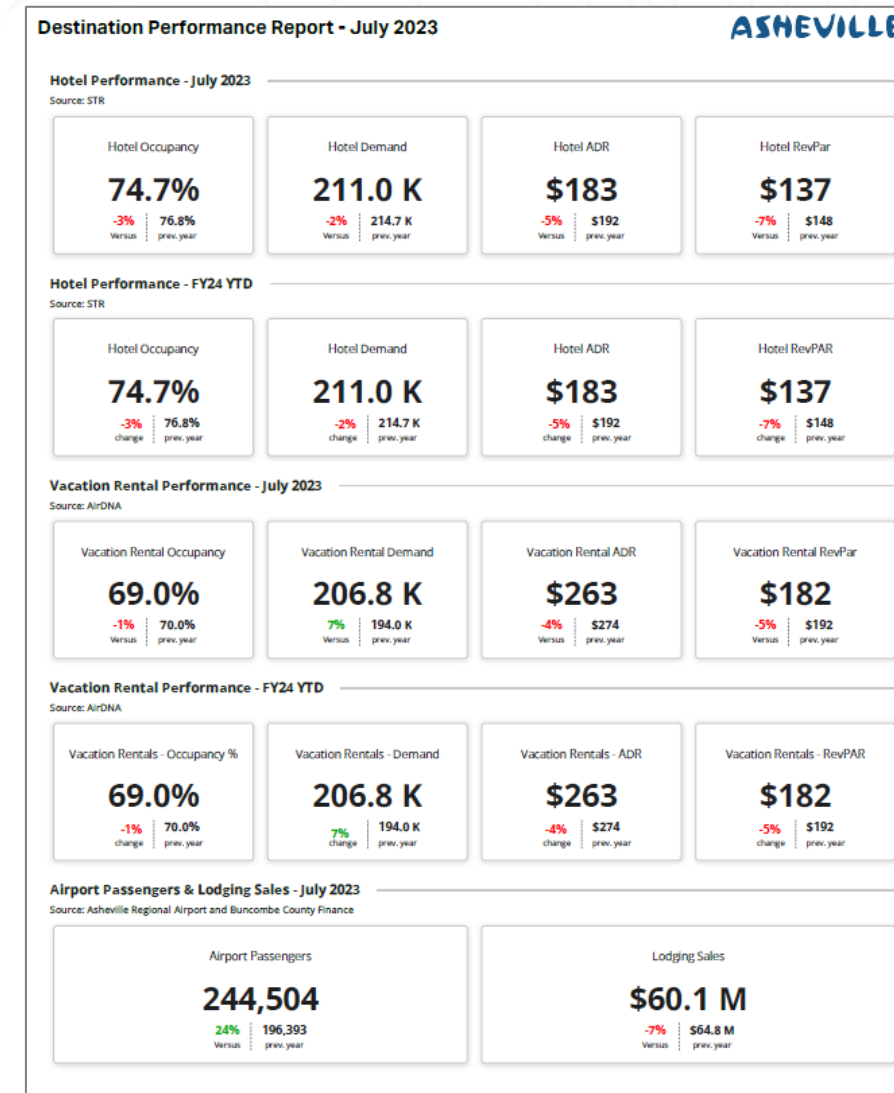
More information is available at AshevilleCVB.com



UPDATED DASHBOARD

Condensed report focuses on lodging performance

- The monthly Destination Performance Report provides snapshot of hotel and vacation rental performance
- The report includes occupancy, demand, average daily rate (ADR), and revenue per available room (RevPar), as well as airport passenger counts and lodging sales
- Each metric includes a year-over-year comparison; month-over-month trends are also charted
- Data included is from two months ago due to the timing of reporting from the airport and county finance department
- Additional metrics from each of the organization's departments will be included in quarterly reports



DODIE STEPHENS

Vice President of Marketing, effective October 2

- Dodie Stephens spent more than 15 years with Explore Asheville; she was the Director of Communications for eight years
- Dodie contributed to the launch of Asheville as a national hub for culinary craft and a top destination for music-minded travelers
- During her tenure with Explore Asheville, award-winning and business generating initiatives earned national headlines and honors from the U.S. Travel Association, Hospitality Sales & Marketing Association International, and others
- Dodie is a founding board member of Chow Chow Food + Culture Festival and board chair for the Travel & Tourism Section of the Public Relations Society of America
- Most recently, she served as Vice President of Marketing at Allen Tate/Beverly-Hanks REALTORS for the last year and a half
- She will take the helm from Marla Tambellini as she plans to retire early next year; Explore Asheville conducted a nationwide search for the position



BOARD DISCUSSION

QUESTIONS





MARKETING UPDATE

A LOOK AHEAD

Marla Tambellini
Explore Asheville | Senior VP of Marketing





FALL FOLIAGE CAMPAIGN

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

FALL FOLIAGE CAMPAIGN

Positioning Asheville as the Premiere Fall Destination

Fall Foliage Campaign Includes:

- Expanded TV with Weather Sponsorships
- Paid Digital Advertising
- Media Outreach – Seasonal Press Release
- Fall Color Hunter Program
- Weekly Fall Color Reports
- Web Pop-Ups
- Social Media



July through September TV Flight

EXPLORE ASHEVILLE	VISIT NC
Atlanta	Atlanta
Raleigh-Durham	Nashville
Nashville	Orlando
Cincinnati	Washington, D.C.
Washington, D.C.	
Tampa	

EXTENDED TV REACH

Weather Sponsorships

- Running brand messaging (inclusive of the new :15s spot, logo, fall imagery and tagline) across a mass-reach medium through linear weather sponsorships, with networks such as the CW, FOX, NBC, ABC and CBS
- Retargeting audiences exposed to our brand message with CTV and display efforts through November, encouraging them to Book Now
- Estimating over 1 million impressions
- Explore Asheville brand messaging July through mid-September in Atlanta, Cincinnati, DC, Nashville, Raleigh and Tampa resulted in approximately 62 million impressions

					SEPTEMBER					OCTOBER					NOVEMBER				DECEMBER			
MEDIUM	PUBLISHER	MARKETS	START DATE	END DATE	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
Linear TV	Amobee	Greensboro, Charlotte	9/18/2023	10/6/2023																		
Linear TV	Amobee	Knoxville	9/25/2023	12/31/2023																		
Linear TV	Amobee	Raleigh, Jacksonville, Atlanta	ASAP	10/31/2023																		

PLANTING THE IDEA OF FALL TRAVEL

Fall Lodging Promotion and Support

An extension of the fall foliage campaign, the lodging promotion aims to create a sense of urgency for booking with a Limited-Time Offers message.

Tentpoles Include:

- "Limited-time Offers" with landing page, inclusion in weekly fall color reports and web pop-ups
- Lodging advertising co-op program with Sojern
- AFAR storytelling workshop opportunity

ASHEVILLE

ICONIC ASHEVILLE THINGS TO DO TRIP IDEAS EVENT CALENDAR PLACES TO STAY FOOD & DRINK GREAT OUTDOORS PACKAGES & DEALS

Snag These Limited-Time Fall Lodging Offers

Surrounded by the vibrant colors of the Blue Ridge Mountains, our accommodations provide a perfect escape for leaf-peeping enthusiasts and adventure seekers alike. Whether you're planning a romantic escape, a family vacation, or a solo retreat, grab these exclusive rates before they're gone and let the magic of Asheville's most sought after season unfold around you.

View: [Grid](#) [List](#) [Map](#) Sort: [Recommended](#) [Near Me](#) 1 - 12 of 14 >>

20% off at The Scenic Hotel at Biltmore Village
The Scenic Hotel at Biltmore Village Asheville, NC 28803
[Quick View](#)

Asheville Hiking Package
Grand Bohemian Hotel Asheville Asheville, NC 28803
[Quick View](#)

Eggs, Bacon and a View!
DoubleTree by Hilton Asheville Downtown...
[Quick View](#)

Experience Fall Color & Save \$100 Off Your October...
Greybeard Rentals Black Mountain, NC 28711
[Quick View](#)

Fall 2023 Getaway
Asheville Cabins of Willow Winds Asheville, NC 28803
[Quick View](#)

Fall Destination
The Omni Grove Park Inn Asheville, NC 28804
[Quick View](#)

Ghosts, Ghouls, and Grove Park
The Omni Grove Park Inn Asheville, NC 28804, The Omni...
[Quick View](#)

One Free Night in Fall
The Lion and the Rose Bed and Breakfast...
[Quick View](#)

Park & Stay, with a View!
DoubleTree by Hilton Asheville Downtown...
[Quick View](#)

Save \$30 at Any Vacation Rental Near Asheville!
Carolina Mornings Luxury Vacation Rentals...
[Quick View](#)

Save With Yonder
Yonder Luxury Vacation Rentals Asheville, NC 28803
[Quick View](#)

Stay for 4 Nights, Only Pay for 3!
Carolina Mornings Luxury Vacation Rentals...
[Quick View](#)

SEARCH LODGING

Check In: Check Out:

Rooms: Adults: Kids:

[Check Rates](#)

Search [B&Bs](#) or [Cabins & Rentals](#)

ADVERTISER

GREYBEARD RENTALS
Your idyllic Asheville vacation home awaits! View over 200 vacation rentals.
[BOOK NOW](#)

ADVERTISER

BREW-ED BREWERY TOURS
Our expert-led brewery tours take you behind the scenes of Asheville's best breweries. See how it's made and hear the stories behind the pints!
[LEARN MORE](#)

Back to top 1 - 12 of 14 >>



FALL COLOR REPORTS

Weekly email newsletters

Weekly fall color reports feature:

- Fall Color Hunters
- Best autumn hikes
- Fall foliage drives
- Events & travel deals

First report went out on September 20

- 4% increase in opens
- 14% increase in clicks
- 55% decrease in YOY opt-outs



Explore Asheville's Fall Forecast is Here!

Fall in the Blue Ridge Mountains is just around the corner, and our excitement is growing as the vibrant hues of the season are beginning to show! The forecast for leaf color this year is promising, with local experts predicting a strong season of stunning beauty that could extend well into November. Check out the full forecast, find out what's going on in town and get travel tips on how to make the most of Asheville's autumnal bliss!

DISCOVER FALL COLOR



Meet Leafy

"Fall-elujah! My favorite season is here!"

Leafy, our 2023 fall foliage mascot, is looking forward to a long fall (literally and figuratively). Leafy lives on a beautiful maple tree with a great view of downtown Asheville, and will be tracking fall foliage progress from the highest limb.

Fall in Love with Asheville



Top Fall Festivals

Check out our at-a-glance look at Asheville's best fall events to find the fests that



Early Fall Drives

Hop in your car for these scenic drives in late September and early



Best Fall Hikes

These iconic trails can be explored during any season but offer a truly special

2023 FALL COLOR HUNTERS

Local Photographers & Content Creators

Explore Asheville's Fall Color Hunters are a group of talented local photographers and content creators who share updates on when and where to catch the best and brightest fall color in the region.

- **Authentic Asheville** is run by Erin McGrady (she/her) and Caroline Whatley (she/her). They share stories that increase BIPOC and LGBTQ+ representation in the outdoors.
- **Blair Meeks** is an adventurer who is local to Asheville. She enjoys sharing her adventures and encouraging others to spend more time in nature.
- **Rachel Pressley** is an Asheville-based photographer and content creator specializing in outdoor, editorial and wedding photography.
- **Reggie Tidwell** is an award-winning, multi-disciplinary photographer and graphic designer. Reggie chose Asheville because of its endless scenic beauty. He's in his 22nd year of business operating Curve Theory.
- **Ricardo Tejada** is an experienced graphic designer, photographer, printer, and blog writer based in Asheville. He started his company, Show And Tale Creative, in 2021.
- **Katie Collin** is a content creator and travel blogger based in Asheville. She enjoys traveling and hiking and can't wait to chase the fall colors this year!





STORYTELLING PARTNERSHIPS

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

AFAR & EXPLORE ASHEVILLE – “ALWAYS ASHEVILLE”

General Focus

AFAR provides educational opportunities for EA Partners and collaborates with local content creators to create a suite of multimedia content.

In-Market Workshop – 10/2

Half day immersive workshop for Asheville lodging, tourism, attraction, and hospitality Partners to learn demand-generating tactics from AFAR’s team of editors and directors.

Custom Content

- Custom Audio in *Unpacked* Podcast
- 3x Inbook Custom Pages
- 3x Instagram Reels
- 10x Custom Articles
- 6x Custom Itineraries
- Licensable Photography: 100x edited photos

ADVERTISEMENT

Enjoy the Tranquility of Asheville's Spectacular Fall Foliage—If You Know Where to Look

Explore these lesser-known spots for stunning seasonal landscapes and more in this western North Carolina city.

by Jenn Rice

Art deco buildings dot downtown Asheville, part of a rich history that's the backdrop for a thriving food scene, along with the majestic **Blue Ridge Mountains**. It's this heady mix that's continued to draw me back to the area for more than three decades as a native of North Carolina. While the destination is among the top in the Southeast, especially during my favorite time of year when leaves start to change, plenty of off-the-beaten-path outdoor gems mean you can enjoy fewer crowds and reduce your impact to help preserve this gorgeous natural landscape.

With another year of extraordinary autumn color predicted in Asheville, the **Graveyard Fields Loop Trail** off the **Blue Ridge Parkway** is a local favorite for trees in striking hues and waterfalls. My first time on **Trombatore Trail**—an under-the-radar woodland hike that leads to **Blue Ridge Pastures'** grassy summit in the **Hickory Nut Gorge**—I had the impression of a painting of "fall." Residents also recommend **The North Carolina Arboretum** for its pristine trails, plus the upper gardens and secret paths behind the Education Center, in leaf-peeping season. And the **French Broad River** is ideal for early fall fly fishing for smallmouth bass.

I also love to stroll along the **French Broad River Greenway** with the **French Broad Chocolate Factory & Cafe's** drinking chocolate warming my hands. Soak up the autumnal vibes al fresco—by a firepit with a glass of natural wine and the best tartare in town—at **Leo's House of Thirst**. Or feast on pizza with seasonal ingredients at **All Souls Pizza's** outdoor tables for a true sense of place.

Always Asheville

This fall also brings Explore Asheville and AFAR together for a series of stories told by the people who know the city best. Local writers and photographers will celebrate what makes the destination so special—why it's **Always Asheville**—in content designed for savvy travelers like you.

Starting this November, see the Asheville stories at afar.com/AlwaysAsheville.

EXPLORE ASHEVILLE | POWERED BY Buncombe County Tourism Development Authority



ALWAYS ASHEVILLE

PRESENTED BY EXPLORE ASHEVILLE

MONDAY, OCTOBER 2, 2023

8:30 A.M.	Guest Registration and Breakfast
9:00 A.M.	Welcome Remarks - Vic Isley, President and CEO, Explore Asheville
9:10 A.M.	Finding Your Story - Jennifer Flowers, Senior Deputy Editor, AFAR
9:50 A.M.	Building Traveler Engagement Through Content - Tiana Attridge, Social Media Editor, AFAR - Julie Huang, Associate Director of Audience Development, AFAR
10:50 A.M.	Working with Content Creators - Ami Kealoha, Branded Content Director, AFAR
11:30 A.M.	AFAR Panel Q&A
12:00 P.M.	Lunch and Networking (to-go options available)
1:00 P.M.	Event Concludes

EXPLORE ASHEVILLE | POWERED BY Buncombe County Tourism Development Authority

AFAR

Unpacked

by AFAR

The world is complicated. Being an ethical traveler doesn't have to be.

Season 3

Sponsored By ASHEVILLE

Listen Now

How Maps Reveal the Secrets of our World

00:00 00:00



GARDEN & GUN | THE GOOD ROAD (PBS)

Champions of Conservation

- PBS programming
- Garden & Gun editorial and landing page
- Champions Cocktails & Conversation event at Hickory Nut Gap Farm



Gaining Ground

Aaron and Anne Grier of [Gaining Ground Farm](#) and the [Equal Plates Project](#) and chef John Fleer of [Rhubarb](#) restaurant share a farm-to-table discussion.



The Utopian Seed Project

Chris Smith, founder of the [Utopian Seed Project](#), discusses increased agrobiodiversity in the food and farming system with DiBenedetto before taste testing his harvest with dishes prepared by chef Luis Martinez and chef Yunanda Wilson.



Southside Community Farm

In the historically Black Southside neighborhood of Asheville, North Carolina, [Southside Community Farm](#) is growing black agricultural sovereignty through food distribution, environmental education, racial justice, and connection with the land.



OUTSIDE PARTNERSHIP

2024 Summer Gear Guide September Shoot



Outside editors in market in September testing outdoor gear and shooting images for 2024 Summer Gear Guide

Outside

WATCHLEARNPODCASTSMAPSEVENTSSHOPBUYSelloUTSIDE+

GET 60% OFF OUTSIDE+The One Subscription to Fuel All Your Adventures

Outside

GEARADVENTUREHEALTHTRAVELCULTUREFOODLONG READSVIDEOSPODCASTS




HALLMARK PROMOTION

A Biltmore Christmas Movie

A Biltmore Christmas Coming this Holiday Season

[HOME](#) [VIDEO](#) [ABOUT](#) [CAST](#) [CHRISTMAS](#)

ALL NEW



A Biltmore Christmas

Coming Christmas 2023
Starring Bethany Joy Lenz and Kristoffer Polaha

[Find out More >](#)

Premieres Thanksgiving Weekend | Sunday, November 26 at 8 p.m.

HALLMARK CHANNEL
CHRISTMAS
IN JULY
SWEEPSTAKES

Hallmark
CHANNEL

**Time Flies When It's
Christmas in July!**

Enter for a chance to win a trip for two to
Biltmore Estate® in North Carolina and enjoy
the unforgettable grandeur of the holidays.
Experience the magic of the timeless love story,

A Biltmore Christmas

one of our biggest new Countdown to Christmas movies.

ENTER NOW



NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Open to Hallmark Ad Sales clients who are legal residents of the 50 U.S./D.C., age 21+ who receive a direct invitation to participate from a Hallmark Channel Ad Sales contact. Void outside the 50 U.S./D.C. and where prohibited. Sweepstakes starts at 12:00:01 AM ET on 02/10/23, ends at 11:59:59 PM ET on 07/31/23. Total ARV of prizes: \$5,400. Odds of winning will depend on the total number of eligible entries received. For full Official Rules, visit <https://www.hallmarkchannel.com/CJAdSalesSweepstakes>. Sponsor: Hallmark Media United States, LLC, 12700 Ventura Boulevard, Studio City, CA 91604.



A Biltmore Christmas

All New

THIS HOLIDAY SEASON



MONOCLE

The Escapist Print Feature



Explore Asheville × Monocle
Our partnership — *The Escapist* print feature

The perfect weekend in Asheville— an immersive print feature on the best stops in town

We will bring the must-see sights from the ‘Monocle on Asheville’ guide to Monocle’s travel special, *The Escapist*

After establishing Asheville as a facilitator and enabler of better living in the ‘Monocle on Asheville’ book, we will demonstrate how the best haunts of the guide are worth the trip. Bringing back our annual travel magazine, *The Escapist*, our stories will dig deeper on what makes Asheville a special place to visit in a vacation-focused issue.

- **Year-long influence:** Our annual travel special is a must-have for readers looking for the best new getaway spots around the world. Released once a year, it has a lasting reference and newsstand longevity.
- **Real-world impact:** After establishing Asheville as a city that provides the creative opportunity and inspiration from which people can flourish, we will demonstrate how this yields real-world results through character-led stories.
- **Space to innovate:** Given our highlights will play out over 12 places of note, our senior creative team will have room to extrapolate the stories from ‘Monocle on Asheville’ to dive into the rich tourist offerings of the city. Alongside on-the-ground reportage and in-depth Q&As with key protagonists, our stories will include expanded stories, new portraits, and why Asheville is a top U.S. destination for your next holiday.



TRAVEL + LEISURE PARTNERSHIP

Asheville Reader Weekend Activation

TRAVEL+
LEISURE

TRIP IDEAS

DESTINATIONS

WORLD'S BEST

TIPS + PLANNING

CRUISES

ABOUT US



SUBSCRIBE

TRIP IDEAS

How to Plan the Perfect Asheville, North Carolina Getaway

Planning a trip to Asheville, North Carolina? Here's everything you need to know, including the best things to do, when to go, and where to stay.

By [Stacey Leasca](#) | Published on October 8, 2022



IMMERSIVE EXPERIENCE: TRAVEL + LEISURE CURATED READER TRIP

Travel + Leisure Reader Trip Overview

Our readers continue to turn to our brand for travel inspiration and guidance. Asheville is an ideal destination for our readers who crave a touch of everything – a sense of history, arts & culture, stunning landscapes, and a vibrant culinary scene.

In 2024, a group of affluent and passionate travelers will enjoy a luxury experience through a Curated Reader Trip hosted by Explore Asheville and Travel + Leisure.

Curated in partnership with Explore Asheville, this unique reader trip will provide up to twenty (20) Travel + Leisure readers with an unparalleled itinerary that will draw them into the allure of Asheville through the city's creative spirit, leisure appeal, and history and local roots.

With a strategic promotional plan utilizing consistent print placements and digital extensions, Travel + Leisure will educate, build awareness, and drive travel consideration and bookings for this unique and extraordinary experience.





ENCOURAGING GROUP & EVENT BUSINESS

EXPLORE
ASHEVILLE
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Development Authority

BUSINESS DEVELOPMENT

Supporting Group Sales Efforts



[About Us](#) [Venue Comparison \(a\)](#) [Proposal Request \(a\)](#) [My Collection \(a\)](#) [Login/ Sign Up](#)

[FIND EVENT VENUE](#)

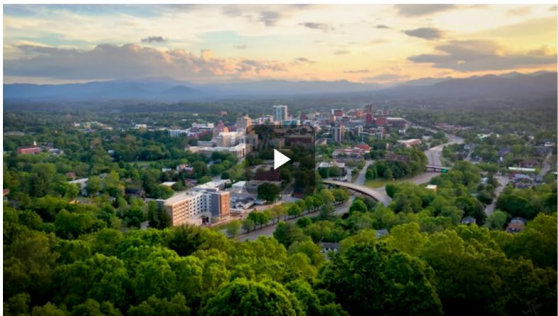
[NEWS](#) [DESTINATION GUIDES](#) [PLANNING TIPS & TRENDS](#) [INCENTIVE](#) [PLANNING TOOLS](#) [EVENTS CALENDAR](#) [CAREER DEVELOPMENT](#) [STELLAS](#)

Supplied Content / Video Spotlight
Sponsored by Explore Asheville

How Asheville's Independent Spirit Energizes Groups

Unique venues and attractions make this North Carolina gem an ideal destination.

July 7, 2022



Asheville, N.C. is a community of creators and innovators, and this inspiration fuels the success of meetings and events held here. This video takes event planners on a tour through some of the city's remarkable venues, properties and activities, with testimonials from those who know them best.

Among the highlights in the video:

- Victoria Isley, president and CEO of Explore Asheville on how the city's hospitality community can serve groups of all sizes.

ADVERTISEMENT

POOLSIDE PARTY PERFECTION.

3NINE & '39 Poolside for exceptional corporate buyouts.

ROSEN PLAZA
ORLANDO

BOOK NOW



The Washington Post

ASHEVILLE

Ultimate Team Building Adventures

Our Blue Ridge Mountain town is full of customizable opportunities to help unify teams, develop leadership skills, and improve internal communication.

LEARN MORE ABOUT ASHEVILLE

ASHEVILLE

Meeting Hotels

Asheville offers an array of hotels, from elegant inns to grand resorts. Discover over 9,200 hotel rooms and conference spaces for group gatherings.

LEARN MORE ABOUT ASHEVILLE



ASHEVILLE CHAMPIONSHIP

#ITALLSTARTSINASHEVILLE

FAN TRAVEL & TICKETS BRACKET NEWS MEDIA



IN
ASHEVILLE

FRIDAY, NOVEMBER 10, 2023
AND
SUNDAY, NOVEMBER 12, 2023



General | 4/11/2023 9:00:00 AM

Clemson, Davidson, Maryland, UAB Announced as 2023 Asheville Championship Field



SIGNIFICANT FY24 INITIATIVES

WEBSITE RE-DESIGN

RFP Update & Timeline

Received 13 responses to RFP;
Vendor to be selected by Oct. 9

SCHEDULE

October 2023 – November 2023
Discovery Phase

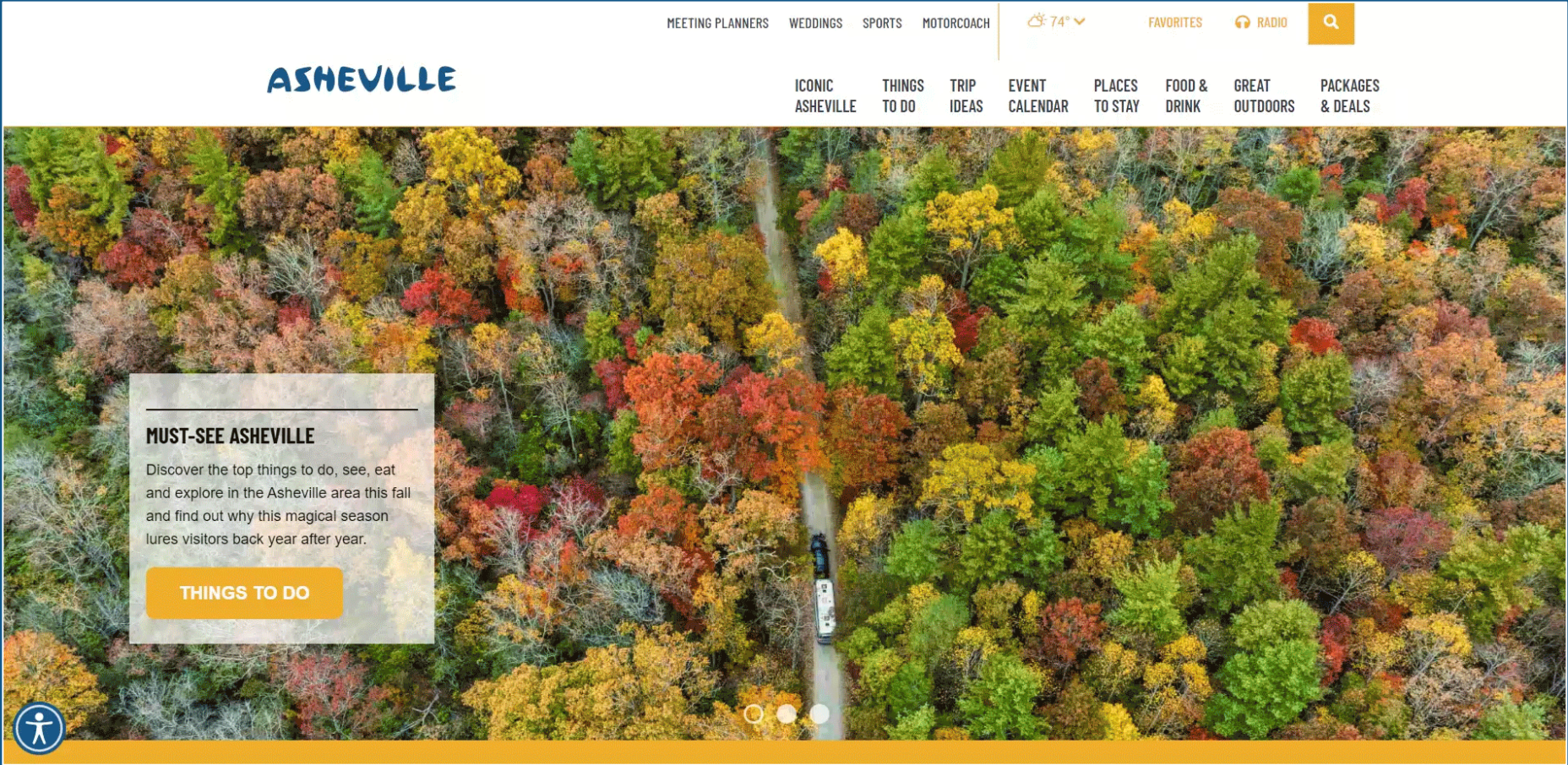
December 2023 – January 2024
Information Architecture Re-structuring

February 2024 – April 2024
Design Phase

May 2024 – July 2024
Implementation / Development Phase

August 2024
QA Phase

September 2024
Website launch



BLACK CULTURAL HERITAGE TRAIL

Expanded Storytelling with Digital Content

The digital portion of the Black Cultural Heritage Trail consists of 20 unique landing pages (accessed by QR codes on the panels) that will link the physical trail to engaging additional content for added depth, music and history.

Digital content will include:

- Several blog posts with additional names, faces and experiences that link to the stories and information on the trail signage
- Recordings from a local voiceover artist narrating the content on the panels
- Video of a local musician singing the “Swannanoa Tunnel Song” that will tie into the dark history of the building of the Swannanoa Tunnel
- A deep dive video on legendary advocate Matthew Bacoate
- An augmented reality (AR) depiction of historic Stephens-Lee High School



BIPOC IN THE OUTDOORS MARKETING INITIATIVE

Objective: Engaging and inviting more diverse audiences by leveraging our unique outdoor resources

Helping make outdoor recreation more accessible and inviting

- Share access points for varying comfort levels and provide countermeasures to valid fears.
- Interview local outdoor organizations and experts to build a real foundation of current barriers and motivators
- Develop resources and tool kits, e.g., web page, blog post, PR one pager.

Educating and inspiring BIPOC audiences

- Engage BIPOC locals embracing the outdoors as ambassadors.
- Pitch relevant BIPOC outdoor stories and media opportunities.
- Prioritize BIPOC representation in new outdoor assets and content.
- Secure BIPOC content creator partnerships to highlight natural and cultural resources in Asheville.



Clockwise from top: Lex Go Hiking; Reggie Tidwell; Authentic Asheville



LGBTQ+ MARKETING EFFORTS

Blue Ridge Pride Festival, Sep. 29

- Journalist Jamie Valentino (Queerty, GayCities, INSIDER, National Geographic) visiting for Blue Ridge Pride and to conduct general research on LGBTQ+ Asheville.

IGLTA 40th Anniversary Global Convention, Oct. 4-7

- PR Manager Mickey Poandl attending in San Juan with 500+ journalists, influencers (including Ravi Roth, who Explore Asheville hosted in July), destination representatives, and travel vendors.



ARTS INITIATIVE EXTENSION


Increasing attendance at Asheville’s performing arts organizations

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

Metrics to Date (June 1– September 24, 2023)

- Sessions: 25,415
- Engaged Session: 14,493
- Users: 18,737
- Engagement Rate: 57.03%


General Focus




Visit Asheville
Sponsored

Discover Asheville's Vibrant Performing Arts Scene.


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




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



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




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



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


Genre-Specific Focus




Visit Asheville
Sponsored

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


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




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



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



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



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



QUESTIONS?

**EXPLORE
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Development Authority



CITY UPDATES

Vice Mayor Sandra Kilgore





COUNTY UPDATES

Commissioner Terri Wells

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Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
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, September 26, 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
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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, October 25, 2023 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority