



WELCOME

February 28, 2024

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, February 28, 2024 | 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.	Approval of January 24, 2024 Meeting Minutes	Brenda Durden
9:10 a.m.	Financial Updates <ul style="list-style-type: none">a. January 2024 Financial Reportsb. Finance Committee Appointments	Mason Scott, Buncombe County Brenda Durden
9:20 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. 2023 Annual Lodging Performance Reportc. Other Updates	Vic Isley
9:45 a.m.	Tourism Product Development Fund (TPDF) Updates <ul style="list-style-type: none">a. TPDF Project Usage Reportb. Annual TPDF Projects Update	Katie Stadius, Zartico Tiffany Thacker
10:10 a.m.	Buncombe County Comprehensive Plan	Nathan Pennington, Buncombe County
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

Hospitality Outlook | March 21, 2024

The next joint BCTDA monthly meeting is **Thursday, March 21, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. The BCTDA's Annual Planning Session will be held on **Friday, March 22, 2024**, 10:00 a.m. to 5:00 p.m., in the Barrel Room of Highland Brewing Company, located at 12 Old Charlotte Highway. More information will be posted on AshevilleCVB.com. 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

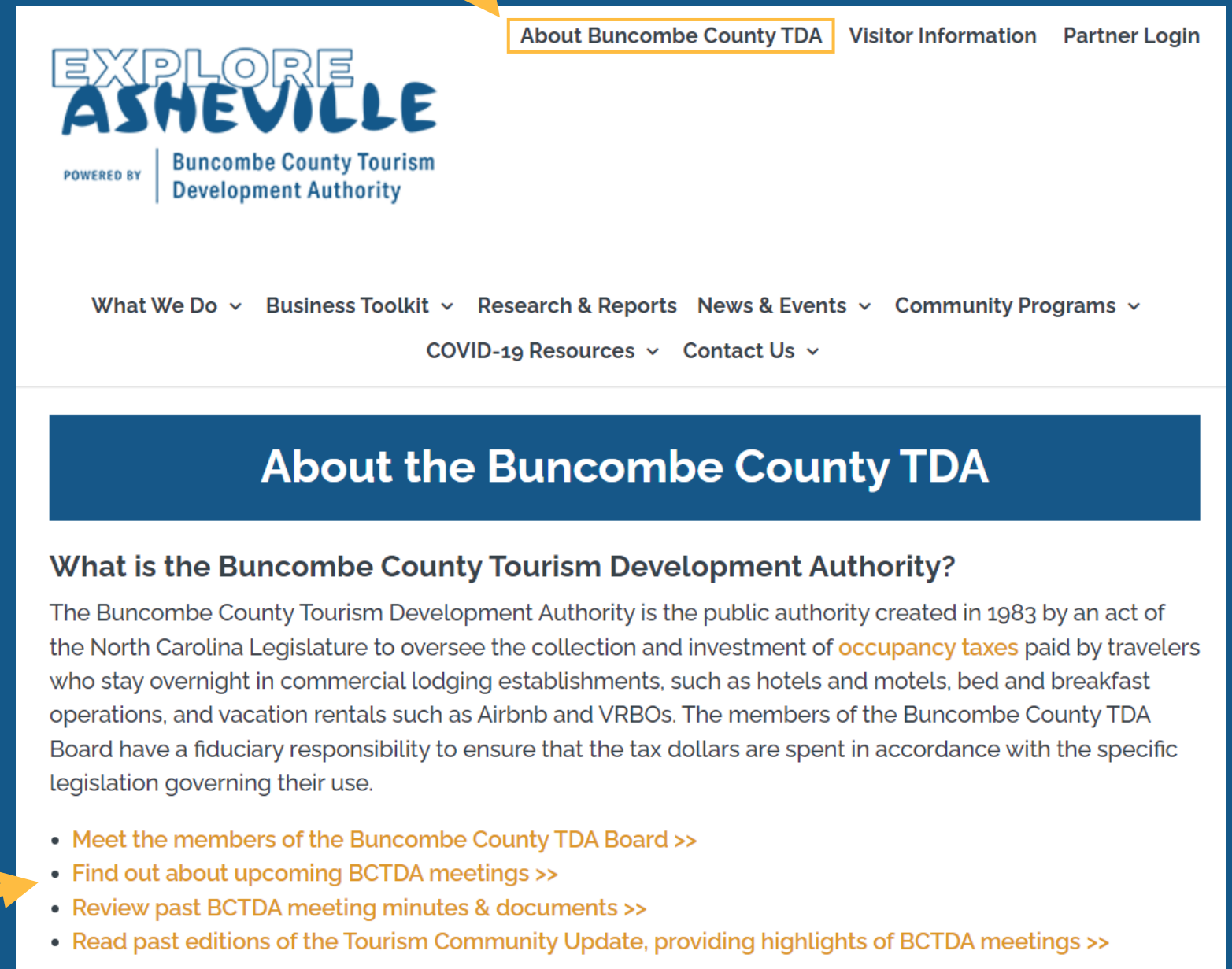
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also 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. At the top, the logo "EXPLORE ASHEVILLE" is displayed, with "POWERED BY Buncombe County Tourism Development Authority" below it. A navigation bar at the top right contains links: "About Buncombe County TDA" (highlighted with an orange box and an orange arrow pointing to it from the left), "Visitor Information", and "Partner Login". Below the navigation bar, a horizontal menu lists: "What We Do", "Business Toolkit", "Research & Reports", "News & Events", "Community Programs", "COVID-19 Resources", and "Contact Us". The main content area features a dark blue header with the text "About the Buncombe County TDA". Below this, the section "What is the Buncombe County Tourism Development Authority?" is followed by a paragraph explaining the authority's role. At the bottom, a list of links is provided, with an orange arrow pointing to it from the left: "Meet the members of the Buncombe County TDA Board >>", "Find out about upcoming BCTDA meetings >>", "Review past BCTDA meeting minutes & documents >>", and "Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>".

EXPLORE ASHEVILLE
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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**



JANUARY 24 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the January 24, 2024, meeting minutes.

Motion Second

Additional Discussion

Vote



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, January 24, 2024

Present (Voting):	Brenda Durden, Chair; Matthew Lehman, Vice Chair; Kathleen Mosher, HP Patel, Michael Lusick, Larry Crosby, Lucious Wilson, Elizabeth Putnam, Scott Patel
Absent (Voting):	None
Present (Ex-Officio):	Buncombe County Commissioner Terri Wells,
Absent (Ex-Officio):	Asheville Vice Mayor Sandra Kilgore
Staff:	Vic Isley, Dodie Stephens, Michael Kryzanek, Penelope Whitman, Jennifer Kass-Green, Julia Simpson, Ashley Greenstein, Josh Jones, Shelby Pearsall, Tina Porter, Tiffany Thacker
BC Finance:	Melissa Moore, Buncombe County/BCTDA Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
In-Person Attendees:	Robert Sponder, Parks Hospitality John Ellis, Prior TDA Board Member Ruth Summers, Grover Arcade Public Market Allen Brasington, Bulldog Marketing Olivia Ward, OnWard Digital Media Chase Davis, Mountain Xpress Megan Rogers, Asheville Independent Restaurants Madison Smith, Cody G; WLOS
Online Attendees:	Colleen Swanson, Meetings Database Institute Carli Adams, Mickey Poandl, McKenzie Provost, Anna Harris, Emilie Soffe, Emily Crosby, Kimberly Puryear, Shawn Boone; Explore Asheville Jim Muth, TPDF Committee Timothy Love, Buncombe County Chris Smith, Madison Davis; Asheville Buncombe Regional Sports Commission Kit Cramer, Zach Wallace; Asheville Chamber Brad Durden, Asheville Hotel Group Stephanie Rogers, Felicia Sonmez; Blue Ridge Public Radio Kevin Beattie, WLOS News 13



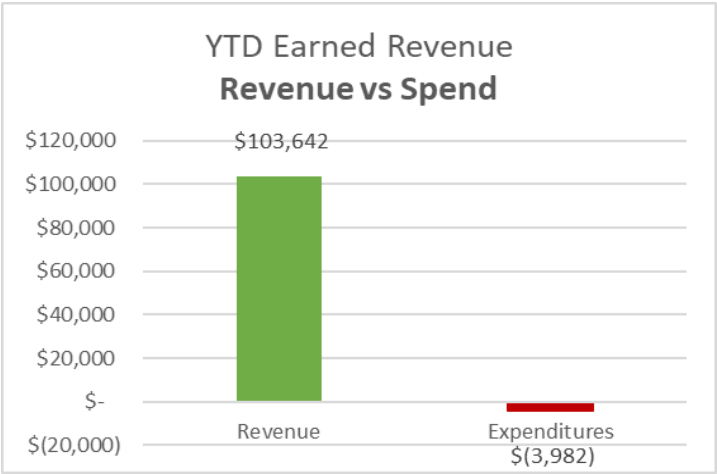
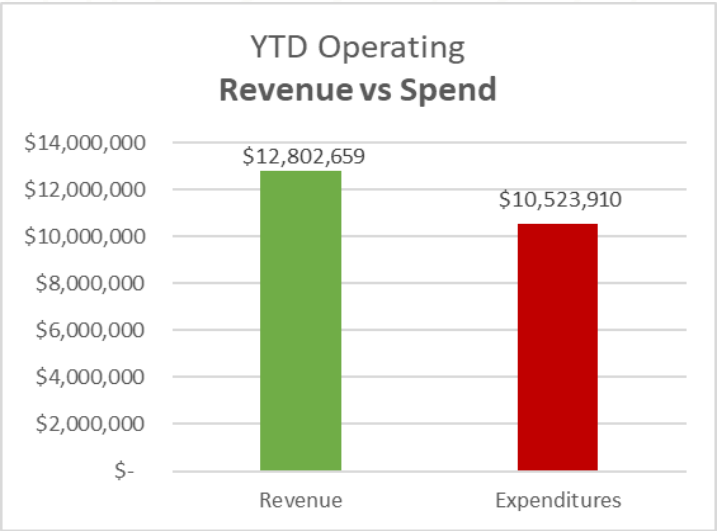
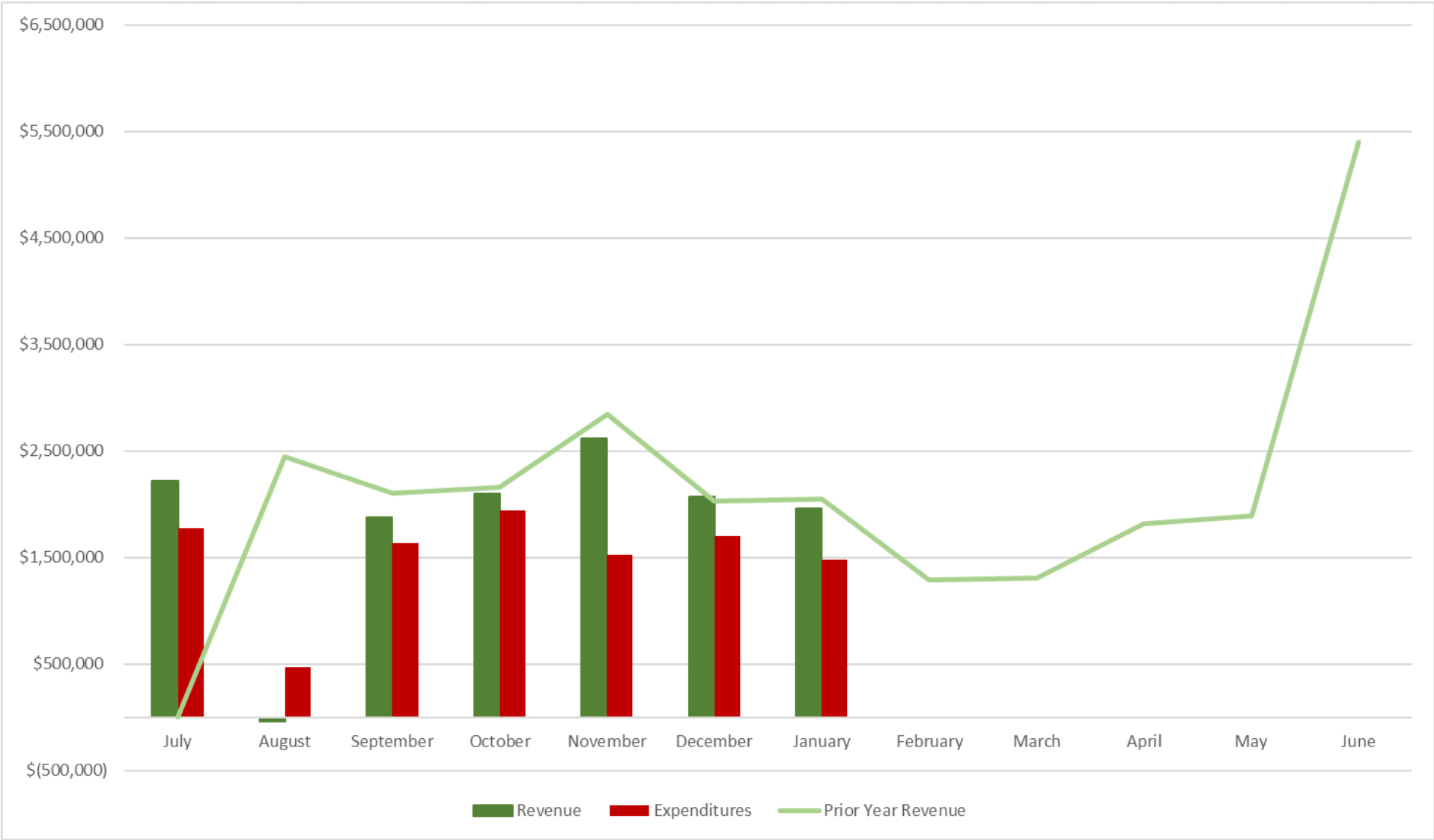
JANUARY 2024 FINANCIAL UPDATES

Mason Scott
Buncombe County Finance Department

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OPERATING AND EARNED REVENUE FUNDS

Revenues (Current and Prior-year) vs Expenditures (current year), January 2024



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



OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, January 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 28,852,000	\$ 1,959,379	\$ 12,802,658	44%
Total expenditures		\$ 1,476,090	\$ 10,523,910	36%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 250,000	\$ 16,897	\$ 103,642	41%
Total expenditures		\$ -	\$ (3,982)	-2%

For more information, see financial and sales statements pages 1-2



PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, January 2024

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 32,624,185	\$ 748,062	\$ 38,330,099	>100%
Total expenditures		\$ 39,933	\$ 4,882,013	15%
Active projects		19		
Funding available for future grants		\$ 5,705,914		

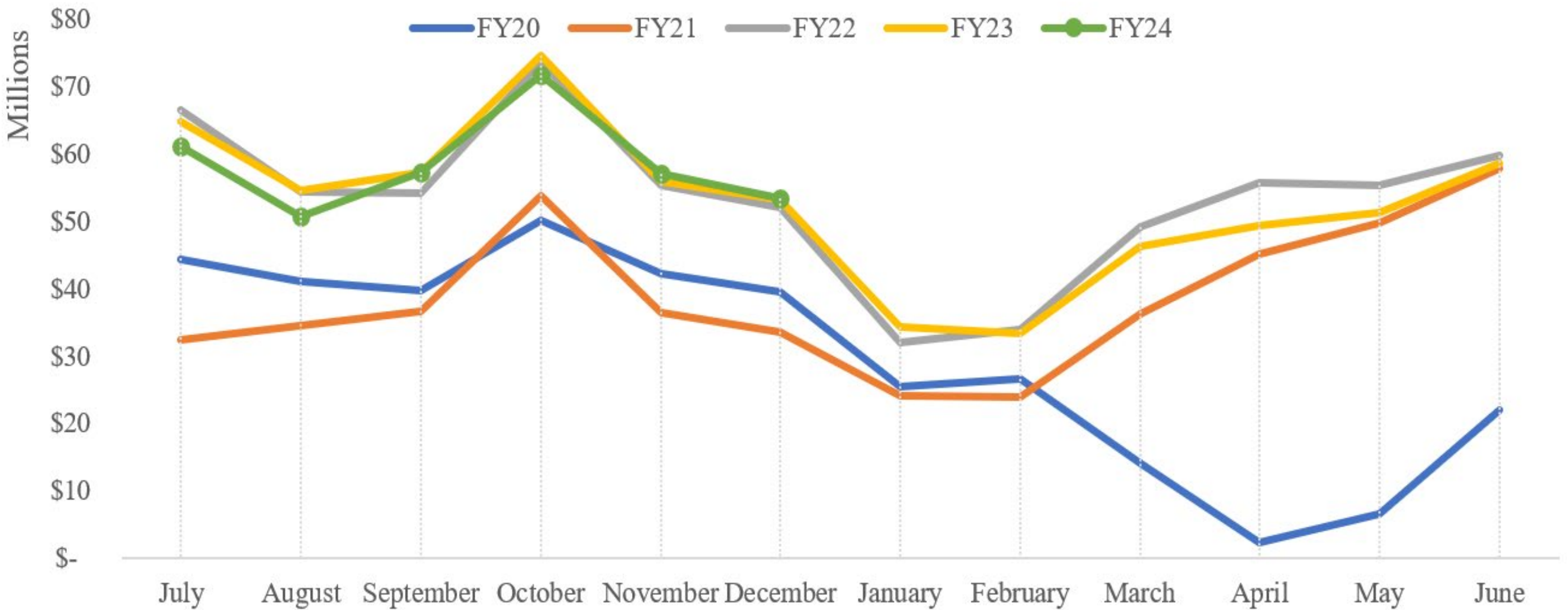
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 339,560	\$ 481,545	\$ 9,320,435	>100%
Total expenditures		\$ 14	\$ 142,120	42%
Active projects		0		
Funding available for future grants		\$ 8,980,875		

For more information, see financial and sales statements pages 3, 5, & 6



LODGING SALES

Shown by Month of Sales, Year-to-Date (5 years), January 2024

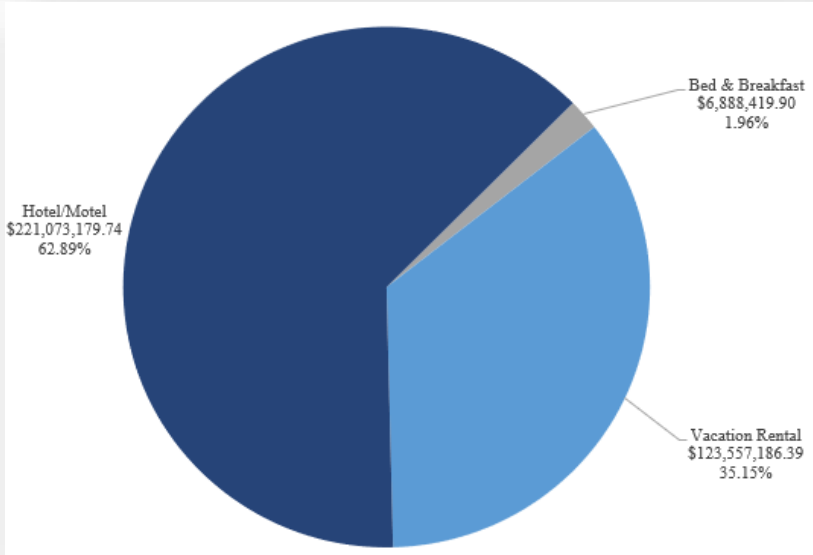
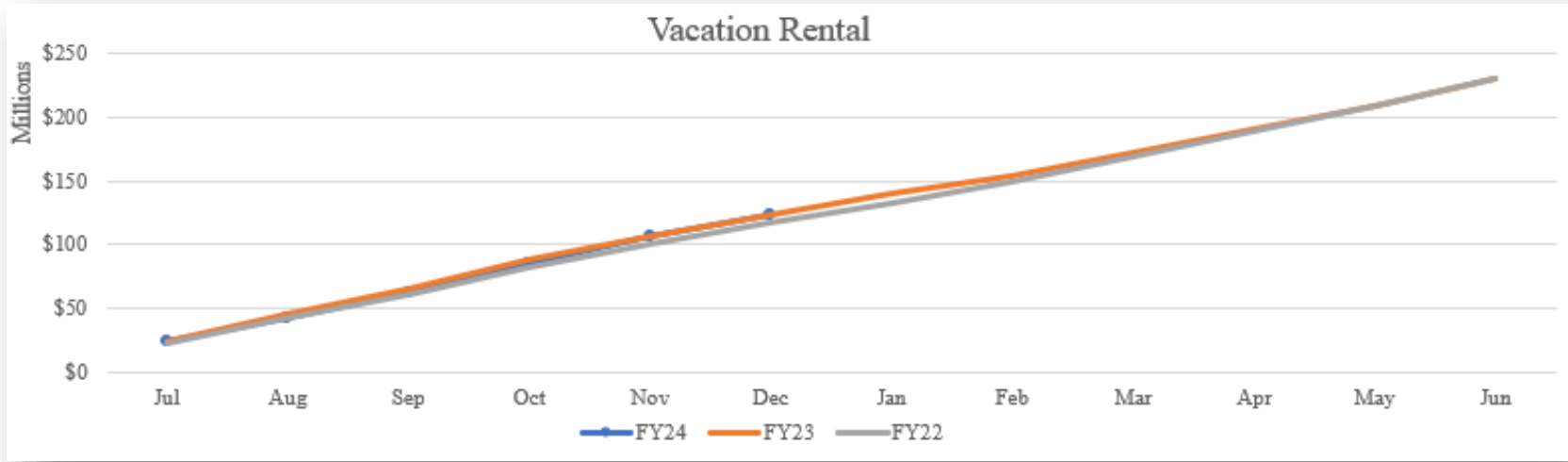
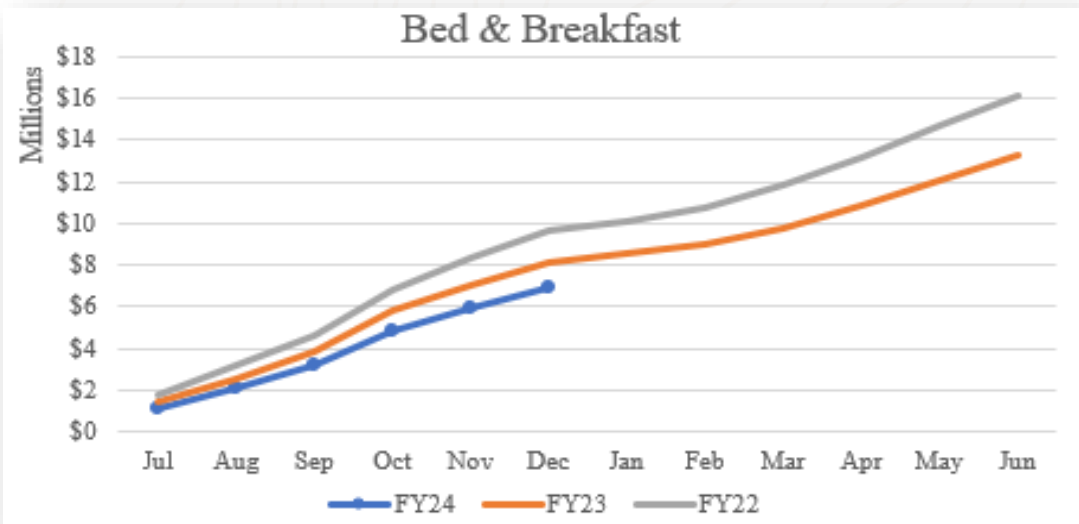
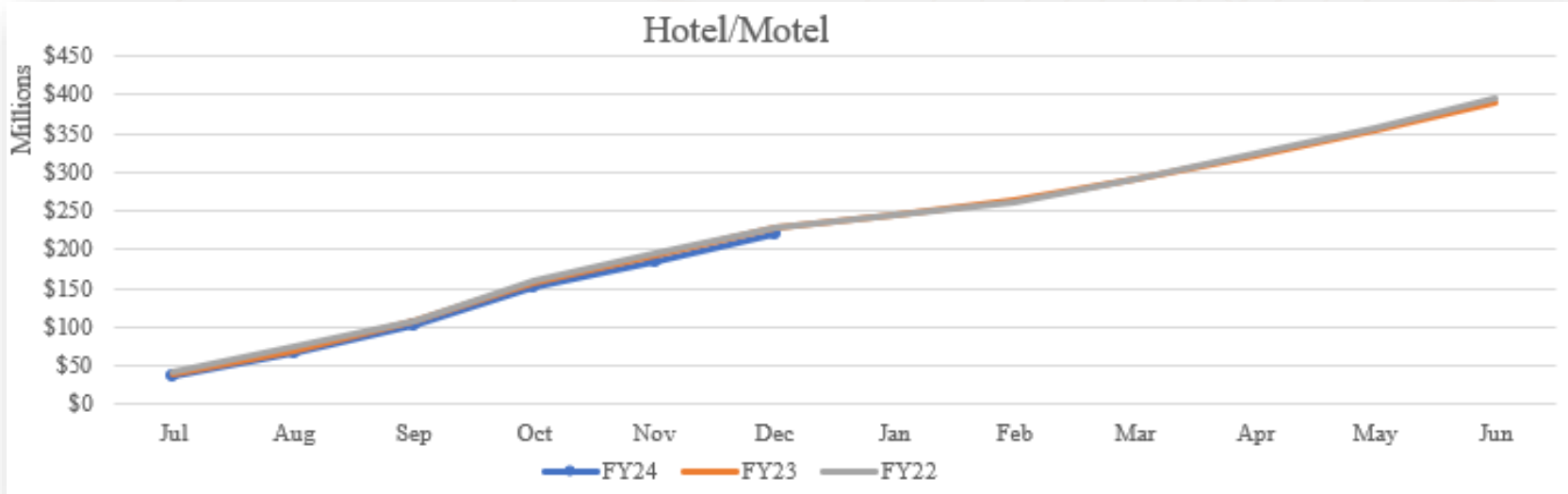


For more information, see financial and sales statements page 9



LODGING SALES

Activity by type and month, shown for 3 years, January 2024



For more information, see financial and sales statements pages 10 - 11

JANUARY 2024 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the January 2024 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





FINANCE COMMITTEE APPOINTMENTS

Brenda Durden
BCTDA | Chair

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FINANCE COMMITTEE

Chair Brenda Durden

The "Finance Committee" shall review financial matters as needed including audits, contracts pertaining to the budget and other financial documents.

FINANCE COMMITTEE APPOINTMENTS:

HP Patel | BCTDA Nonprofit Treasurer
(Finance Committee Chair)

Brenda Durden | BCTDA Board Chair

Matthew Lehman | BCTDA Board Vice Chair

Chris Cavanaugh | Magellan Strategy Group

Chip Craig | GreyBeard Realty



FINANCE COMMITTEE APPOINTMENTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the BCTDA Finance Committee appointments as presented.

Motion Second

Additional Discussion

Vote





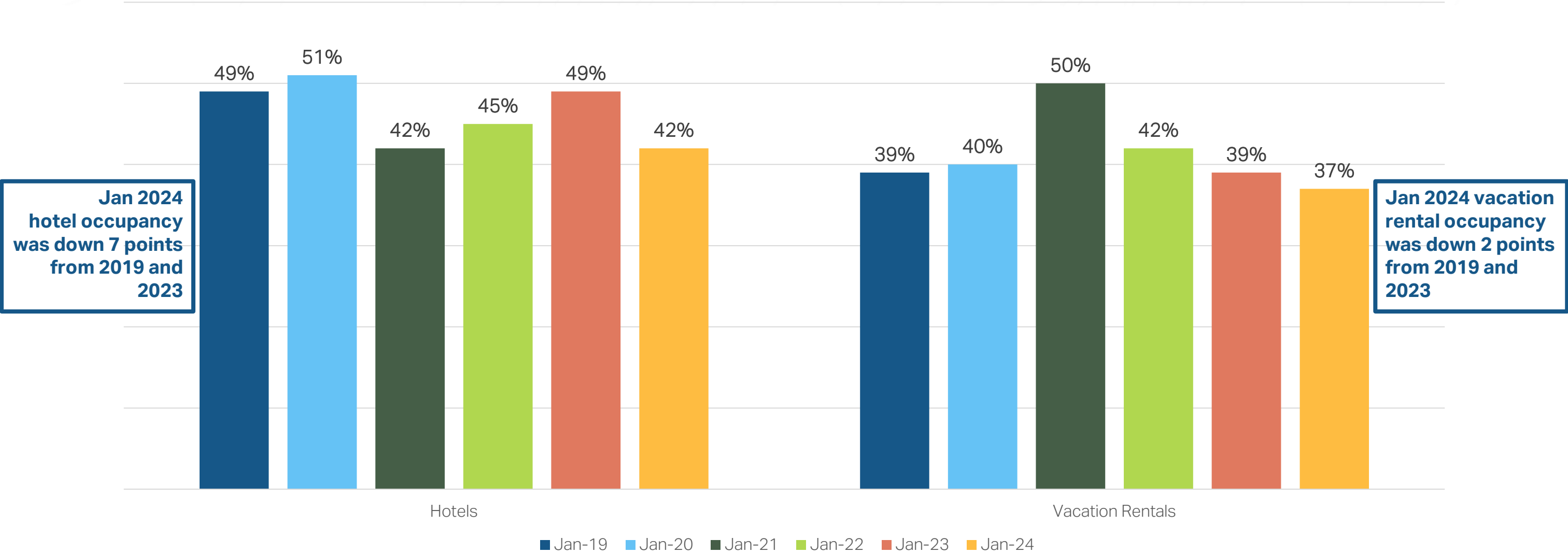
PRESIDENT & CEO REPORT

Vic Isley

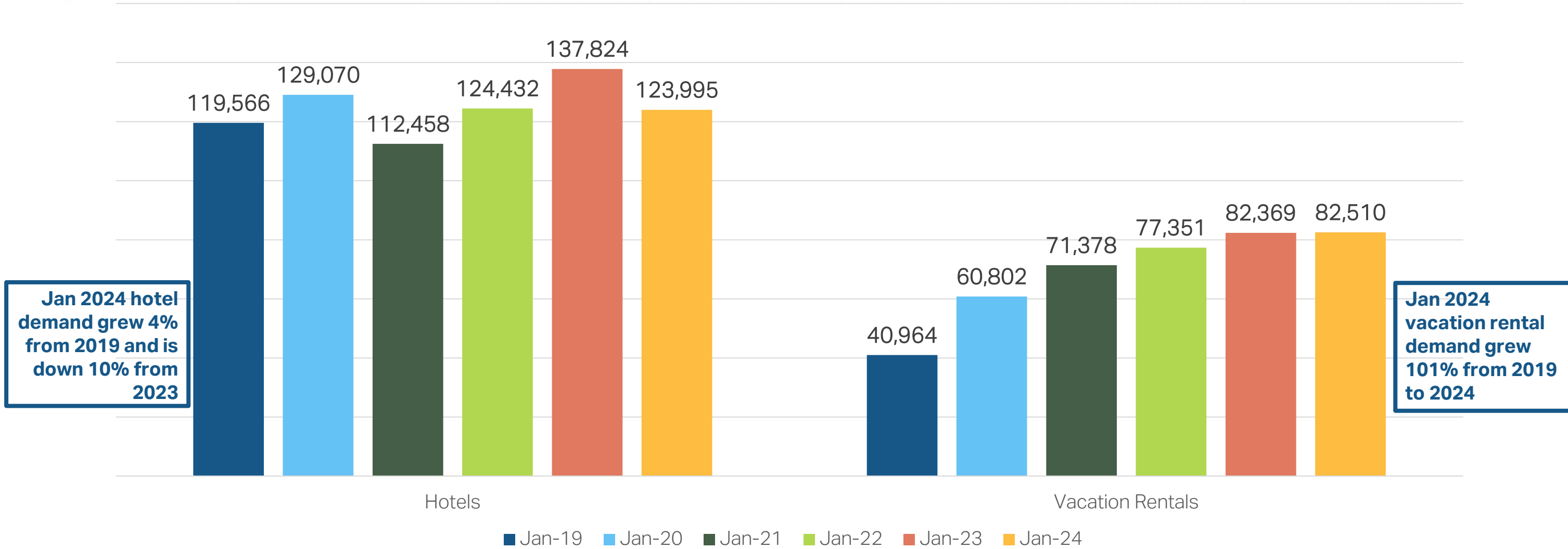
Explore Asheville | President & CEO

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JANUARY LODGING OCCUPANCY



JANUARY LODGING DEMAND

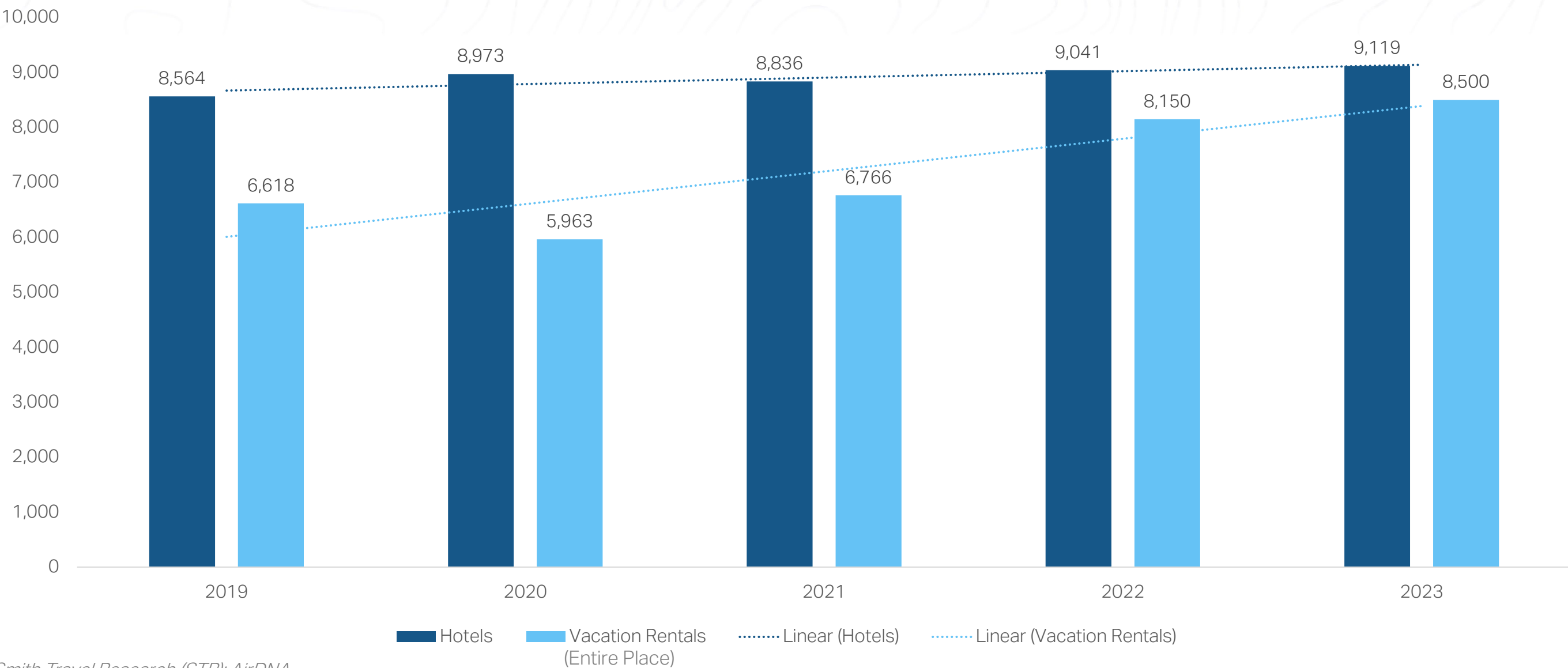




2023 ANNUAL LODGING PERFORMANCE REPORT

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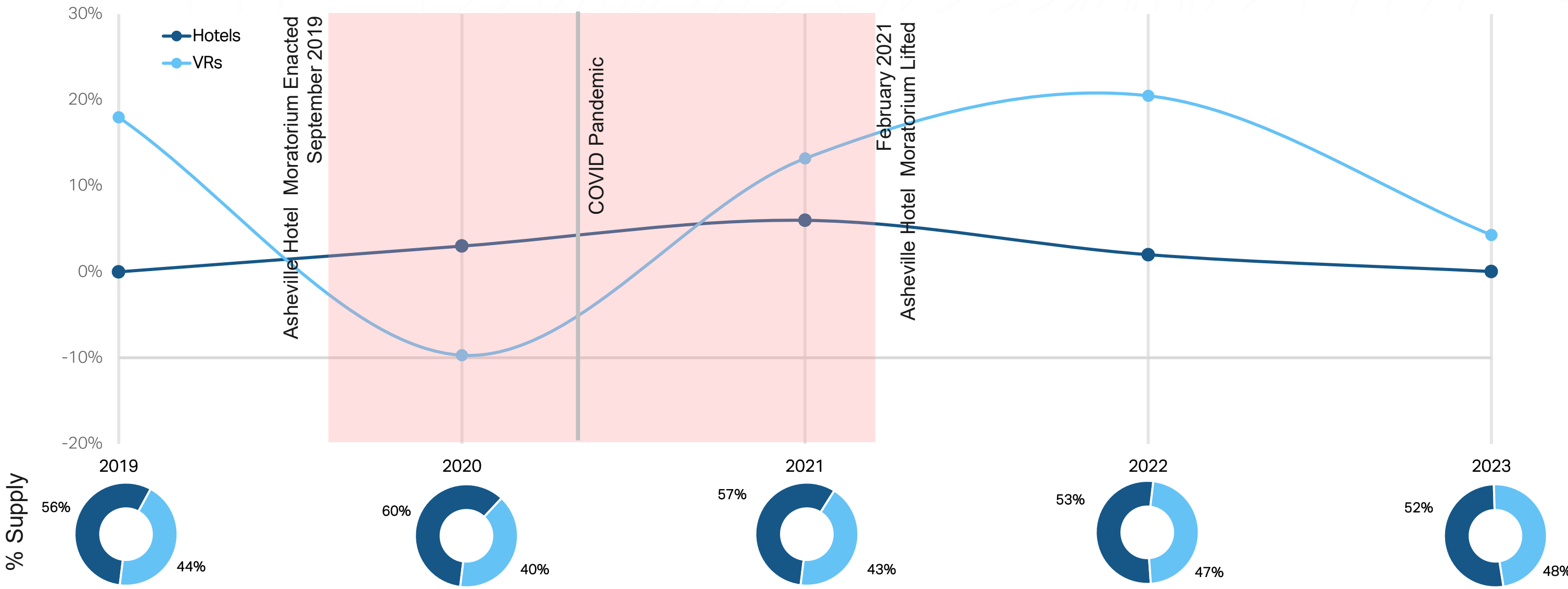
AVERAGE ROOMS AVAILABLE PER NIGHT BY LODGING TYPE, 2019 – 2023



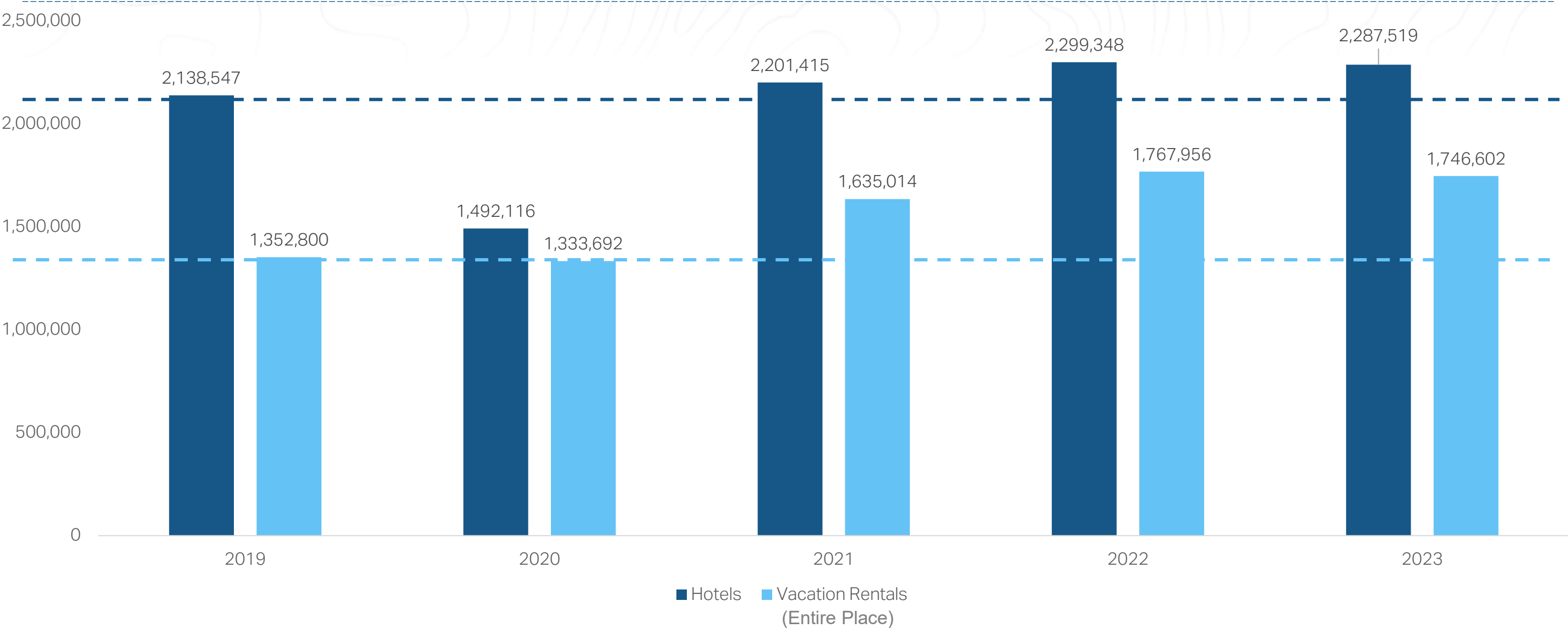
Source: Smith Travel Research (STR); AirDNA
Supply = Average number of rooms available per month/ number of nights in period

LODGING SUPPLY GROWTH

Year Over Year % Change in Supply of Hotel and Vacation Rental Rooms

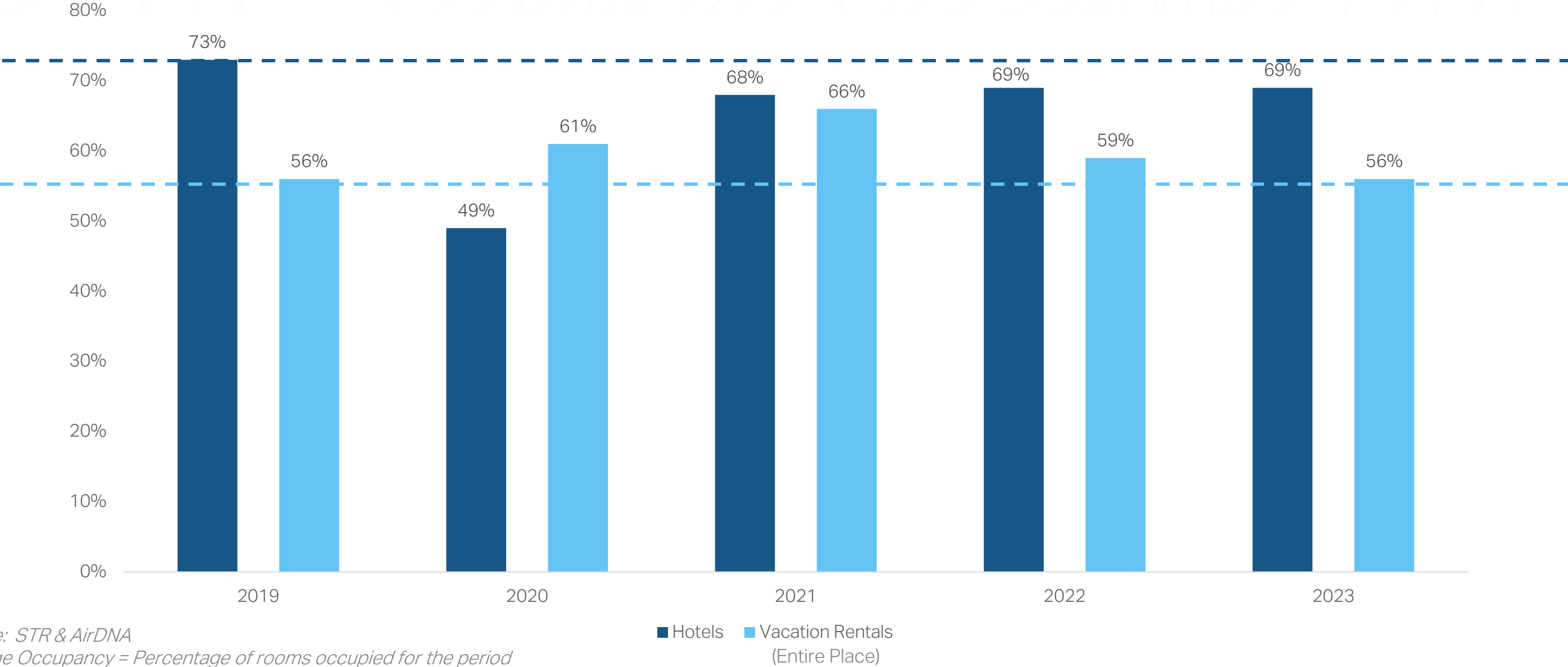


ROOM DEMAND BY LODGING TYPE, 2019 – 2023



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 – 2023



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)

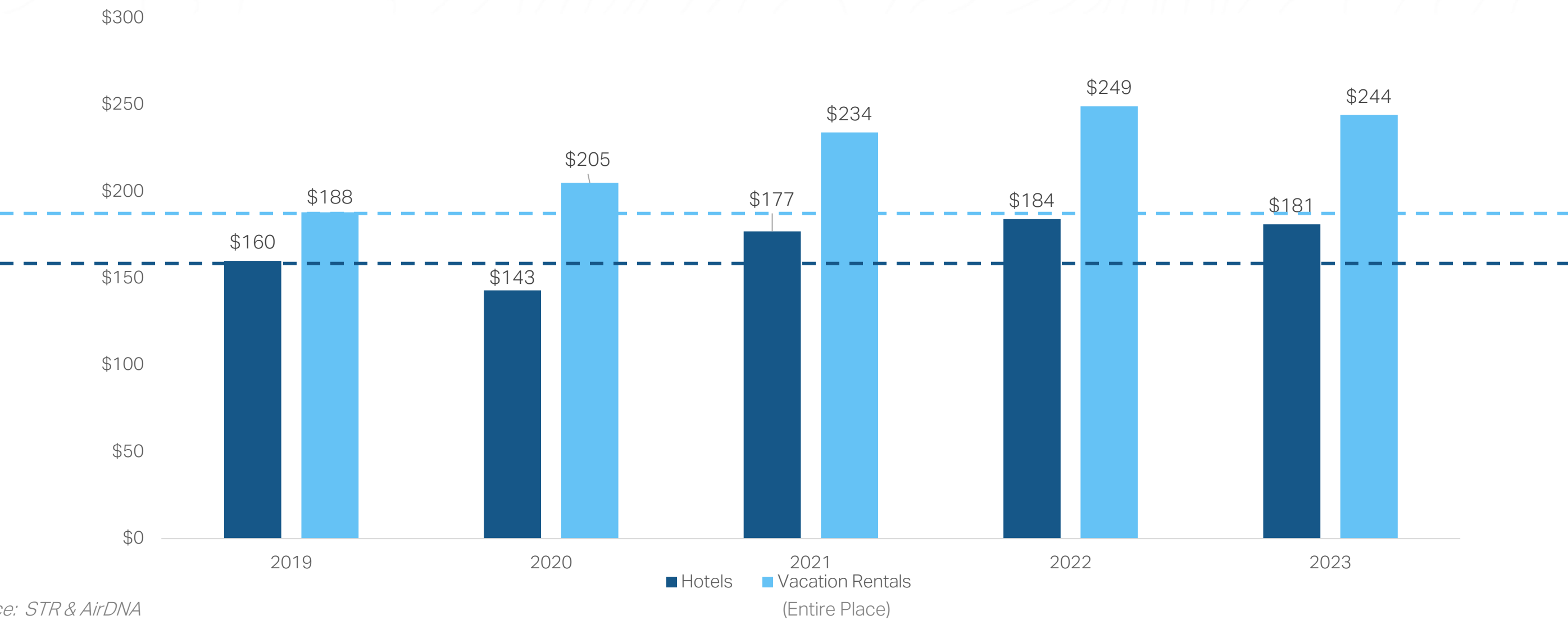
69%

2023 hotel occupancy

56%

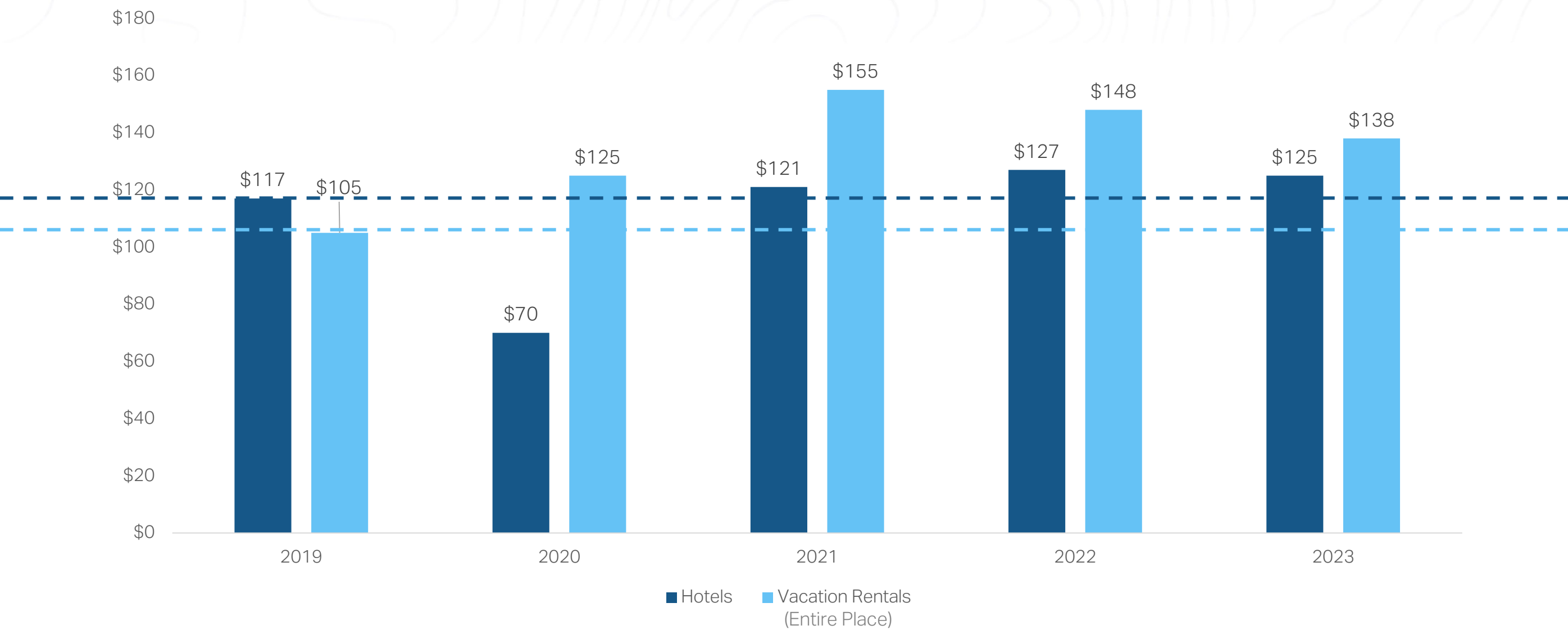
2023 vacation rental occupancy

AVERAGE DAILY RATE (ADR) BY LODGING TYPE, 2019 – 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 – 2023



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

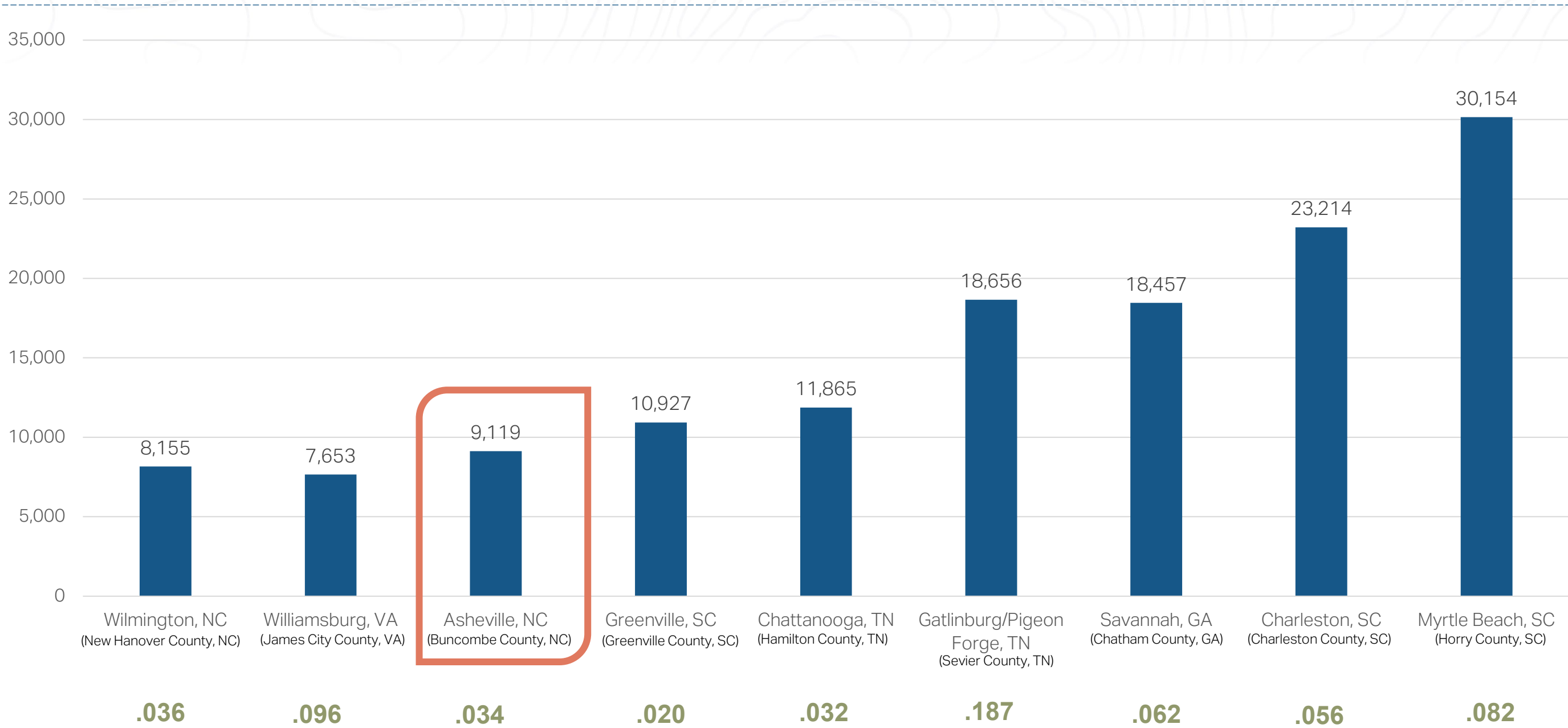


HOTEL PERFORMANCE BY COMPARATIVE MARKETS

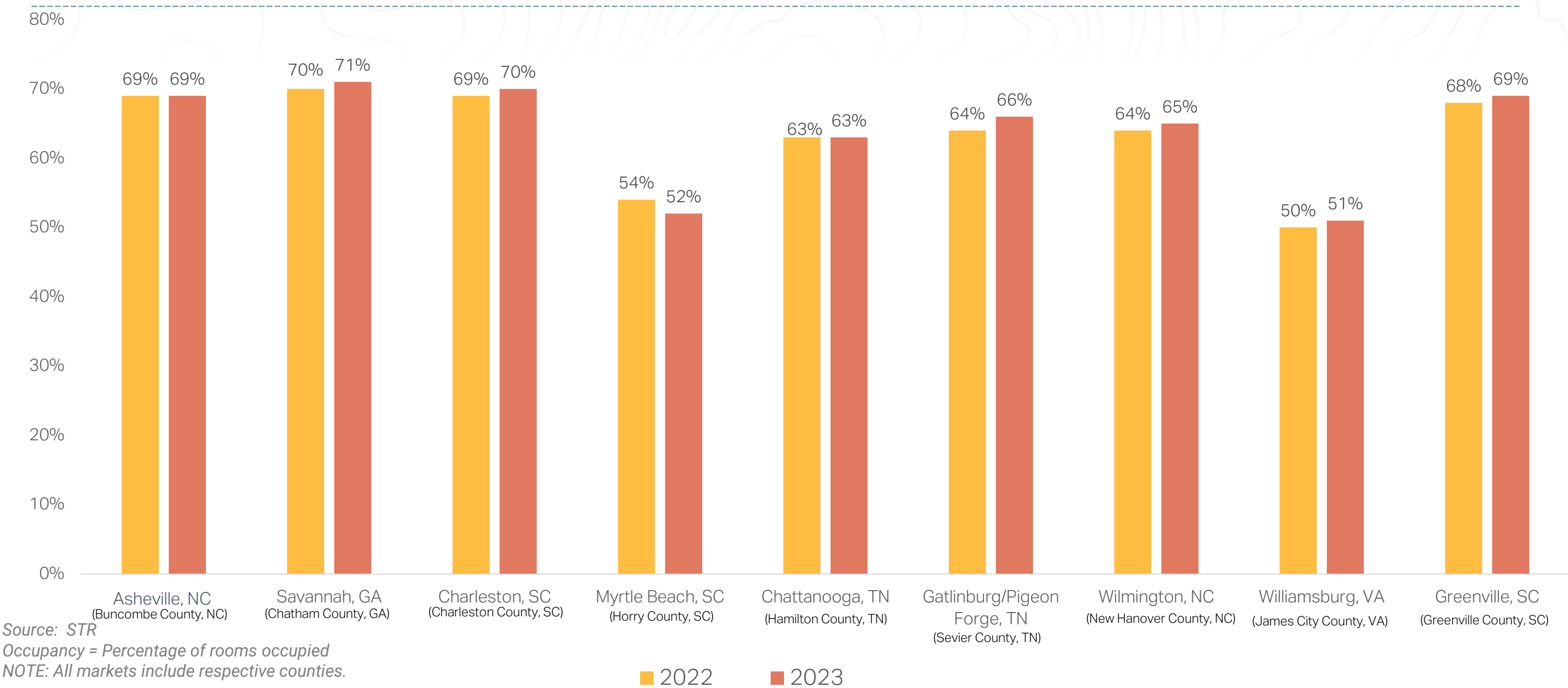
HOTEL ROOMS BY MARKET

+ Hotel rooms per capita

Source: STR Dec 2023
NOTE: All markets include respective counties.



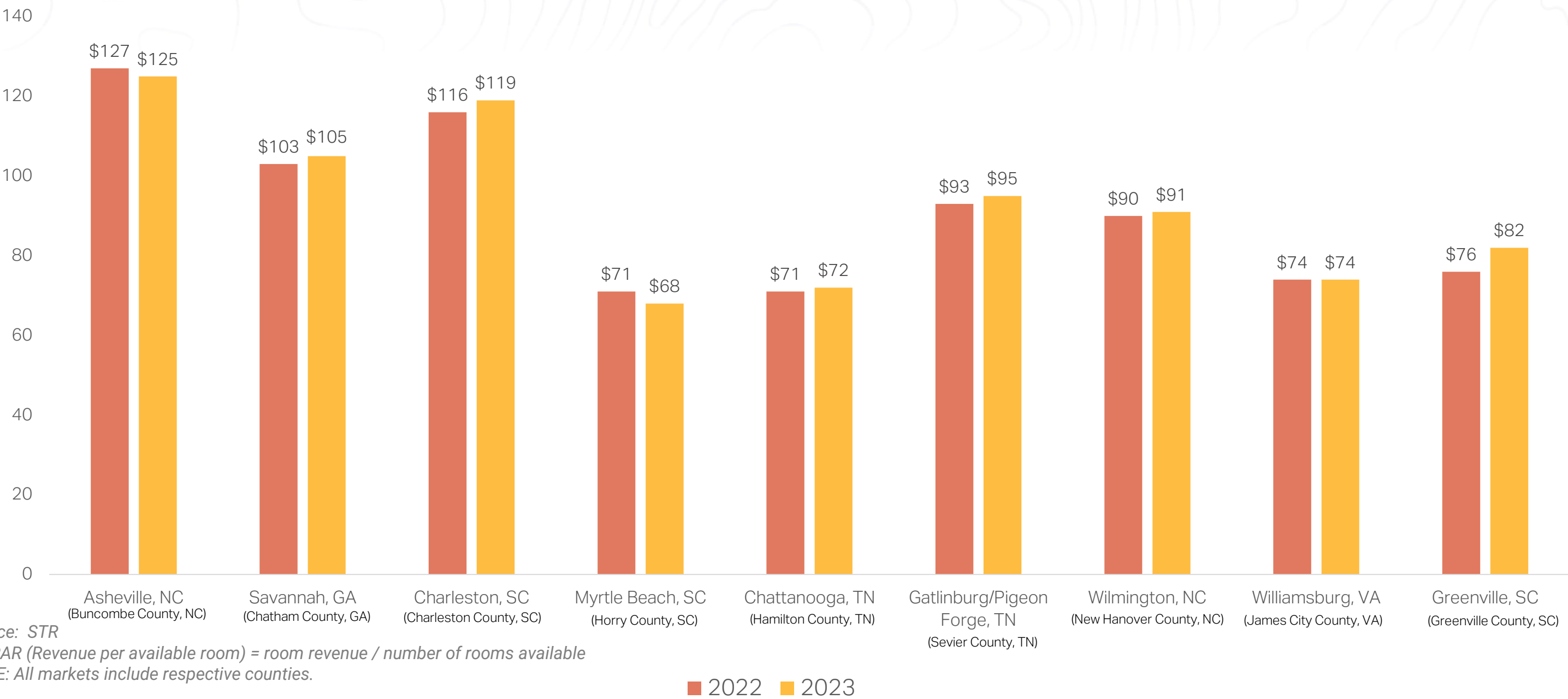
HOTEL OCCUPANCY BY MARKET, 2022 VS 2023



HOTEL ADR BY MARKET, 2022 VS 2023



HOTEL REVPAR BY MARKET, 2022 VS 2023

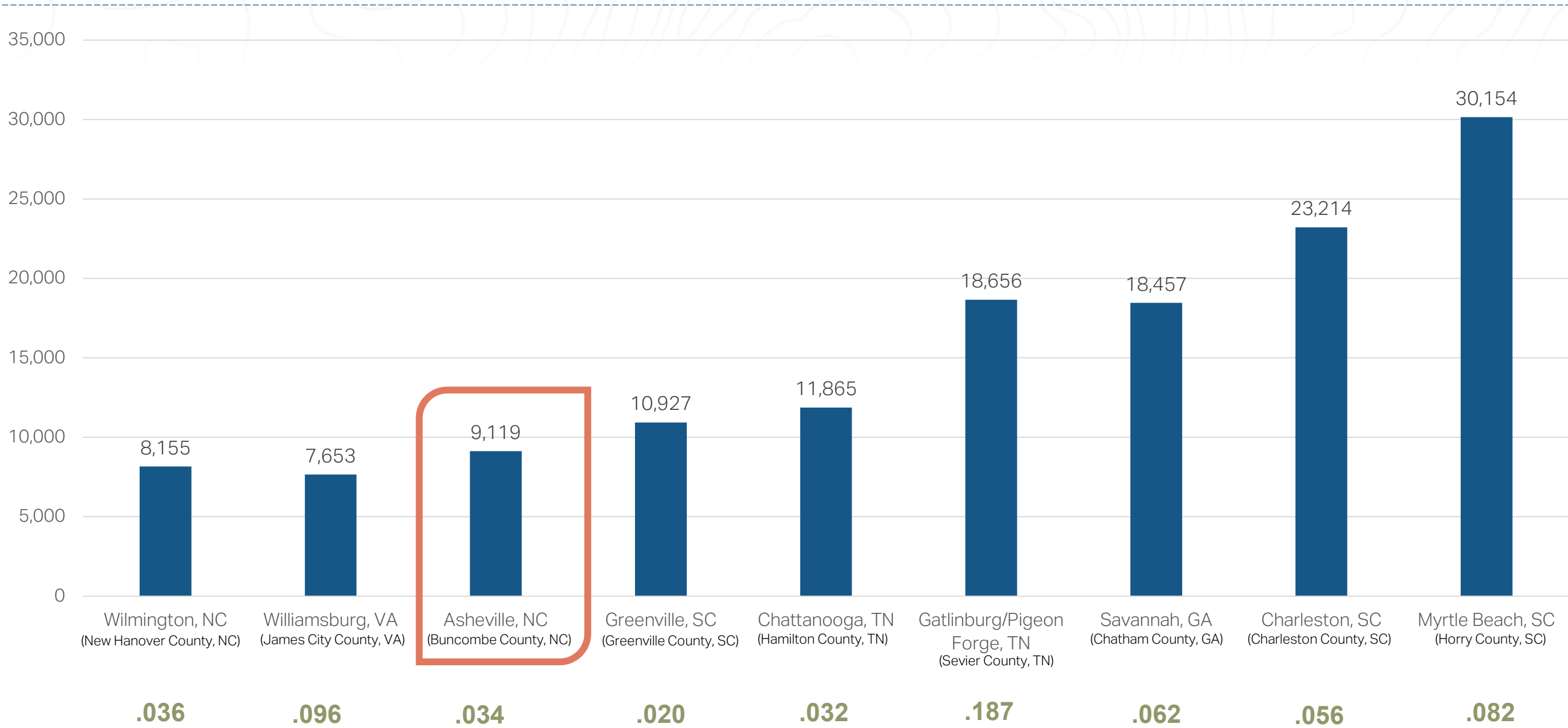


Source: STR
RevPAR (Revenue per available room) = room revenue / number of rooms available
NOTE: All markets include respective counties.

HOTEL ROOMS BY MARKET

+ Hotel rooms per capita

Source: STR Dec 2023
NOTE: All markets include respective counties.



HOTEL PIPELINE

Estimated 5% growth in hotel room inventory

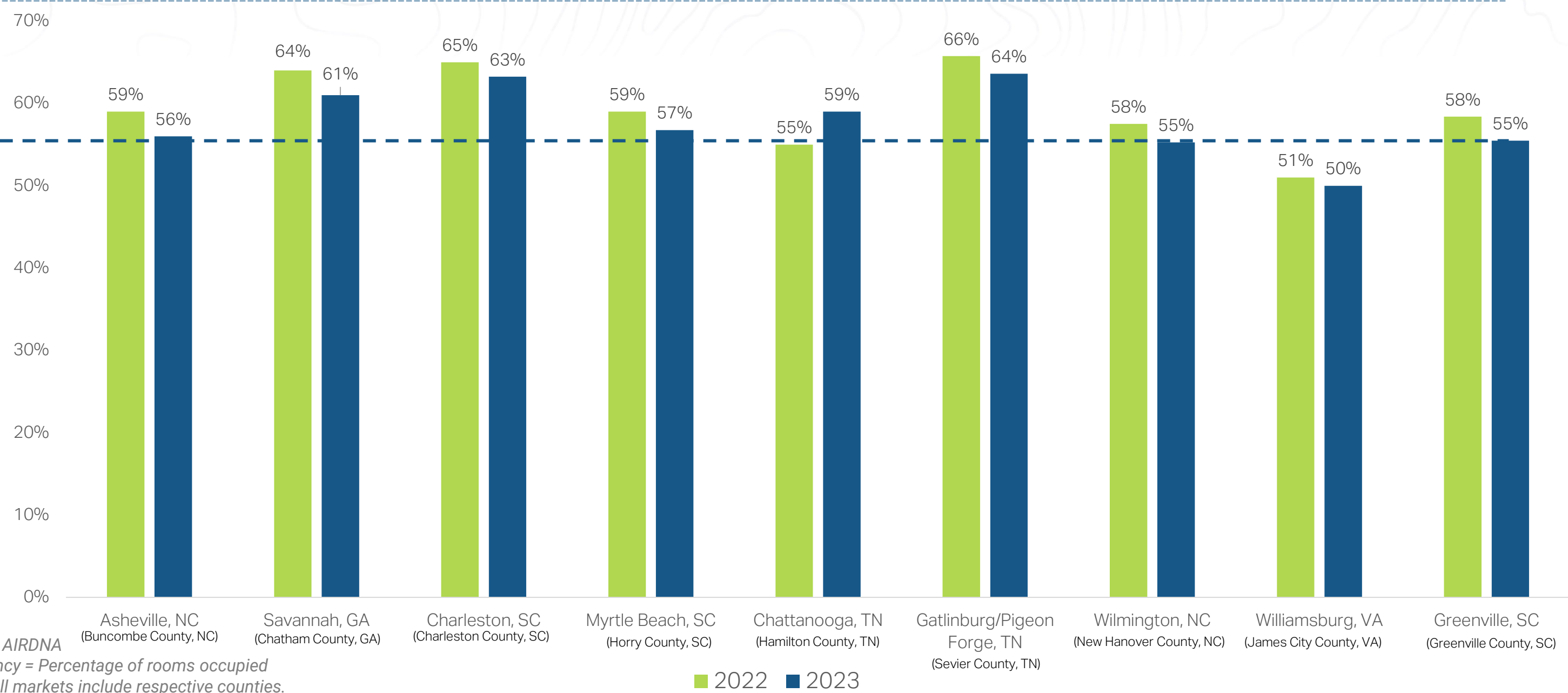
PROPERTIES SLATED TO OPEN IN 2024	ROOMS	PROJECTED OPENING
Embassy Suites	188	Open
The Flat Iron Hotel	71	Spring 2024
Adventure Mountain Resort	16	Spring 2024
Moxy Hotel	115	Summer 2024
Hyatt Place Asheville Airport	108	Summer 2024
Total	498	



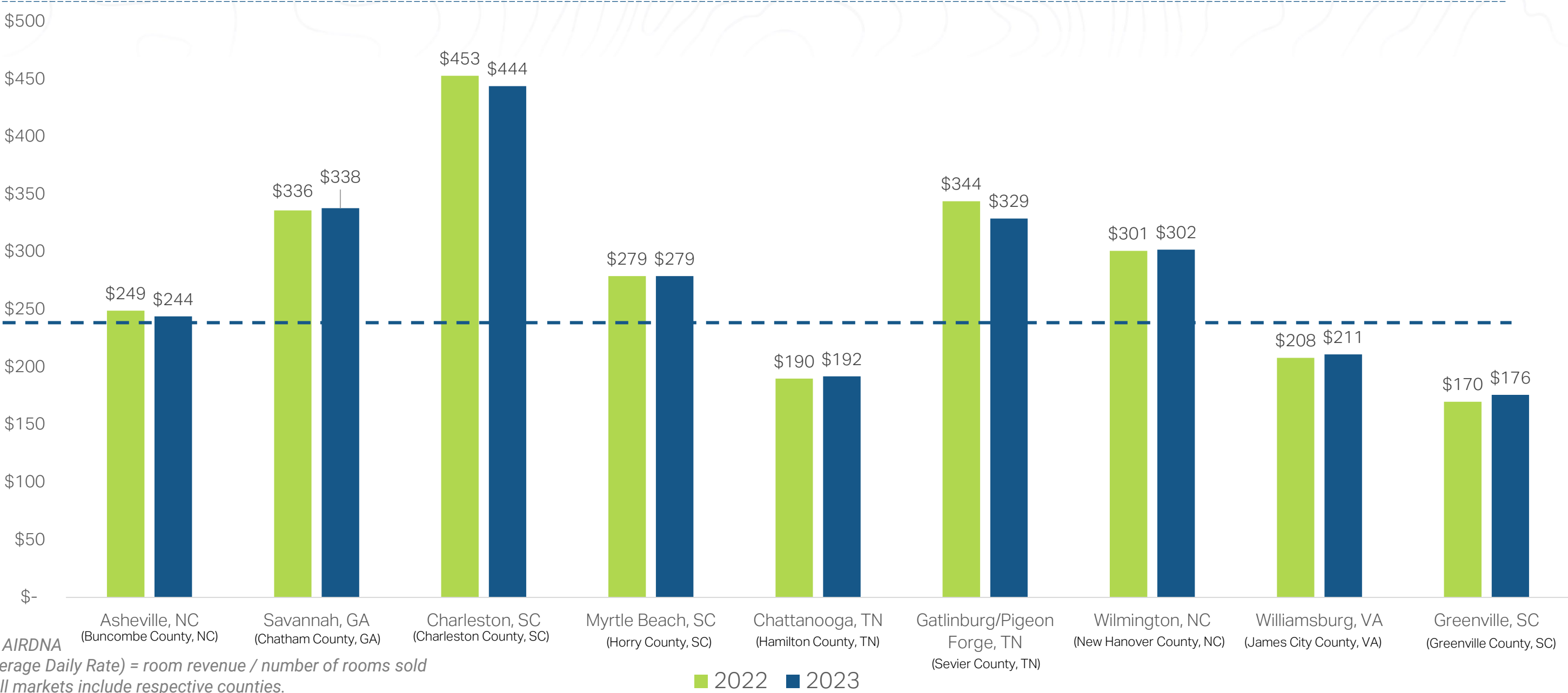


VACATION RENTAL PERFORMANCE BY COMPARATIVE MARKETS

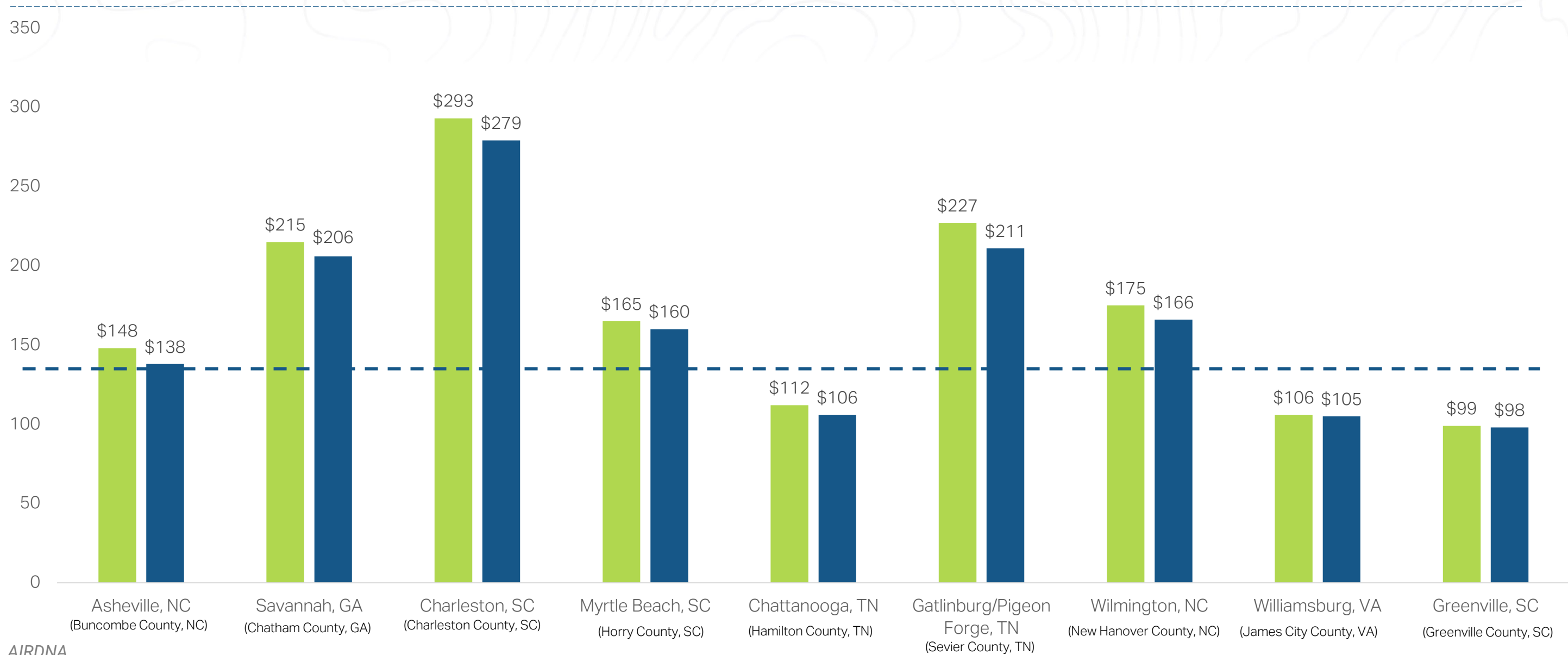
VACATION RENTAL OCCUPANCY BY MARKET, 2022 VS 2023



VACATION RENTAL ADR BY MARKET, 2022 VS 2023



VACATION RENTAL REVPAR BY MARKET, 2022 VS 2023



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

2022 2023



KEY TAKEAWAYS

- **In the last five years (2019-2023), average lodging supply grew by 16% and demand grew by 15%.**
 - Average hotel rooms grew modestly at 6% and demand grew 7%.
 - Average vacation rental rooms grew nearly five times the rate of hotels, up 28% and demand grew by 30%.
 - Vacation rental supply and demand grew faster than hotels through 2023, continuing the trend from City Council's hotel moratorium from September 2019 – October 2021 and Covid travel behaviors.
- **Lodging occupancy is a leading indicator for what other local business categories will experience.** It's also a leading indicator for sales tax collections that ultimately go to help fund City and County government revenues.
 - Asheville/Buncombe County (ABC) hotel occupancy has not recovered to 2019 levels (73%) and is relatively on par (69%) with comparative communities like Savannah, Charleston and Greenville.
 - County-wide vacation rental occupancy settled back to pre-pandemic levels in 2023, finishing at 56%.
- **Hotel average daily rates (ADR) grew 13% and vacation rental ADR grew by 30% in the last five years, while the consumer price index (CPI) grew 25%.** Rate growth is an indicator of price, not profit, as the costs of doing business have increased exponentially.
 - ABC hotels ended 2023 ahead of comparative communities in average daily rate (ADR) and revenue per available room (RevPAR).
 - ABC vacation rentals ranked sixth of the nine comparative markets in ADR and RevPAR, behind Savannah, Charleston, Myrtle Beach, Gatlinburg and Wilmington, NC.

LOOKING AHEAD

Latest forecast from US Travel & Tourism Economics for 2024

93%
of Asheville/BC
visitors are leisure

- **2024 is off to a slow start.** January is historically the slowest month of the year, and 2024 was no exception for hotels and vacation rentals. Total lodging demand for January was down 6% from 2023.
- **Buncombe County hotel supply lags behind comparative markets.** Buncombe County's hotel room supply ranks seventh of the nine comparative markets, even with the 5% increase in hotel rooms planned to open in 2024.
- **Domestic leisure trips have fully recovered but economic headwinds pose challenges in 2024.** Domestic leisure trips officially achieved a full recovery to pre-pandemic levels in 2022. Domestic leisure growth has decelerated through three quarters of 2023, as consumer spending has slowed amidst higher borrowing costs, tighter credit conditions, and the restarting of student loan repayments.
- **Asheville/Buncombe County specific forecast is underway for delivery late March.** Explore Asheville is working with Tourism Economics.



BOARD DISCUSSION

QUESTIONS
INPUT
COMMENTS

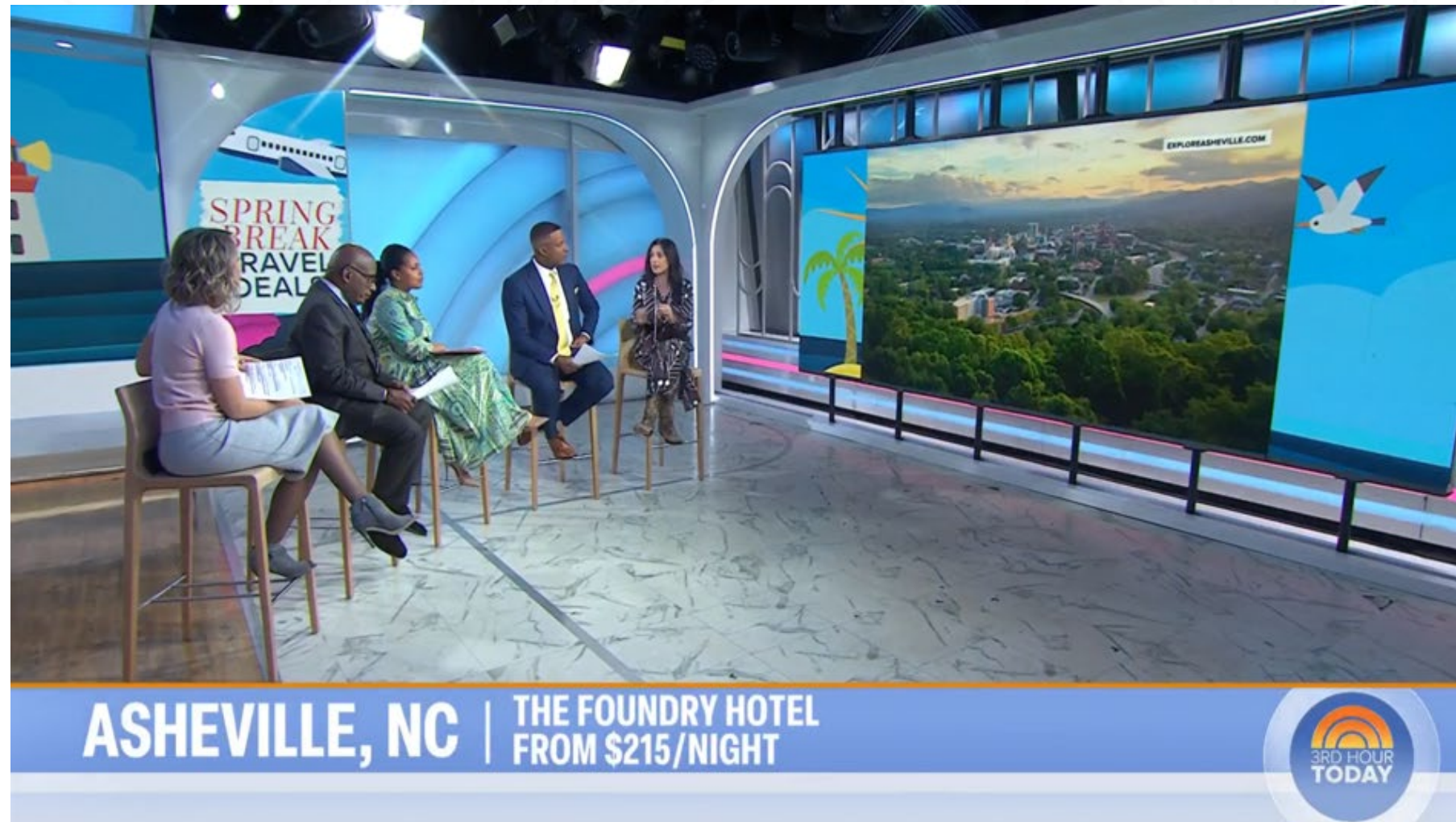




OTHER UPDATES

EARNED MEDIA – NATIONAL SPOTLIGHT

TODAY Show | Creative vacation ideas for a last-minute spring break trip



National Broadcast Audience: **1.7M**
Estimated Online Reach: **21.6M**



BCTDA ANNUAL PLANNING SESSION LOCATION

We'll meet at Highland Brewing's Event Center in the Barrel Room on Friday, March 22



HOSPITALITY OUTLOOK

We hope you can join us the afternoon of March 21



TPDF COMMITTEE

Applications due March 1

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Buncombe County Tourism
Development Authority

Seeking Candidates for the
**TOURISM PRODUCT
DEVELOPMENT FUND**
Committee



LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

February Events

- Taste of Asheville
- Asheville Mardi Gras Parade and Queen's Ball
- Asheville Celtic Festival
- ASAP Business of Farming Conference

March Events

- Zelda Fitzgerald Week
- Asheville Symphony's 2024 Artist Residency: A Celebration of the Violin
- TEDxAsheville

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.

Event sponsorships are also accepted on a rolling basis. More information is available at AshevilleCVB.com.





TOURISM PRODUCT DEVELOPMENT FUND (TPDF) UPDATES

Katie Stadius
Zartico | Strategic Advisor

Tiffany Thacker
Explore Asheville | Director of Grants

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Development Authority



The Buncombe County Tourism Product Development Fund (TPDF) has committed **\$86+M in 41 community projects** across Buncombe County.

Explore Asheville wants to show the **value** of the investment and how the projects **positively** impact both visitors and residents.

We are going to be doing this through stories of the impact of the committed, in-process and completed projects.



Overview

- TPDF Committed Project Insights
- High-Level Takeaways:
 - River Arts District: Impact of Investment
 - Resident and regional visitor benefit of sport facilities
 - Impact of events at TPDF projects on local economy

Methodology

A visitor is defined as:

- A device from outside of Buncombe, Haywood, Madison, Transylvania, Henderson and McDowell counties
- They have been observed in Buncombe County for more than 2 hours
- Have visited one place of impact

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

TPDF Committed Projects: Asheville Community Theater, Asheville Museum of Science, Asheville Visitor Center, Center for Craft, Grove Arcade, Highland Brewing, John B. Lewis Soccer Complex, LEAF Global Arts, North Carolina Arboretum, Pack Square Park, Smoky Mountain Adventure Center, Wortham Center for Performing Arts, Asheville Art Museum, Harrah’s Cherokee Center - Asheville, and Orange Peel



Sample Sizes			
Group	Visitors	5 County	Buncombe (Residents)
TPDF Projects	64,882	16,486	28,532
Asheville	511,958	97,267	353,256

64% of Visits to TPDF Committed Projects Are From Visitors

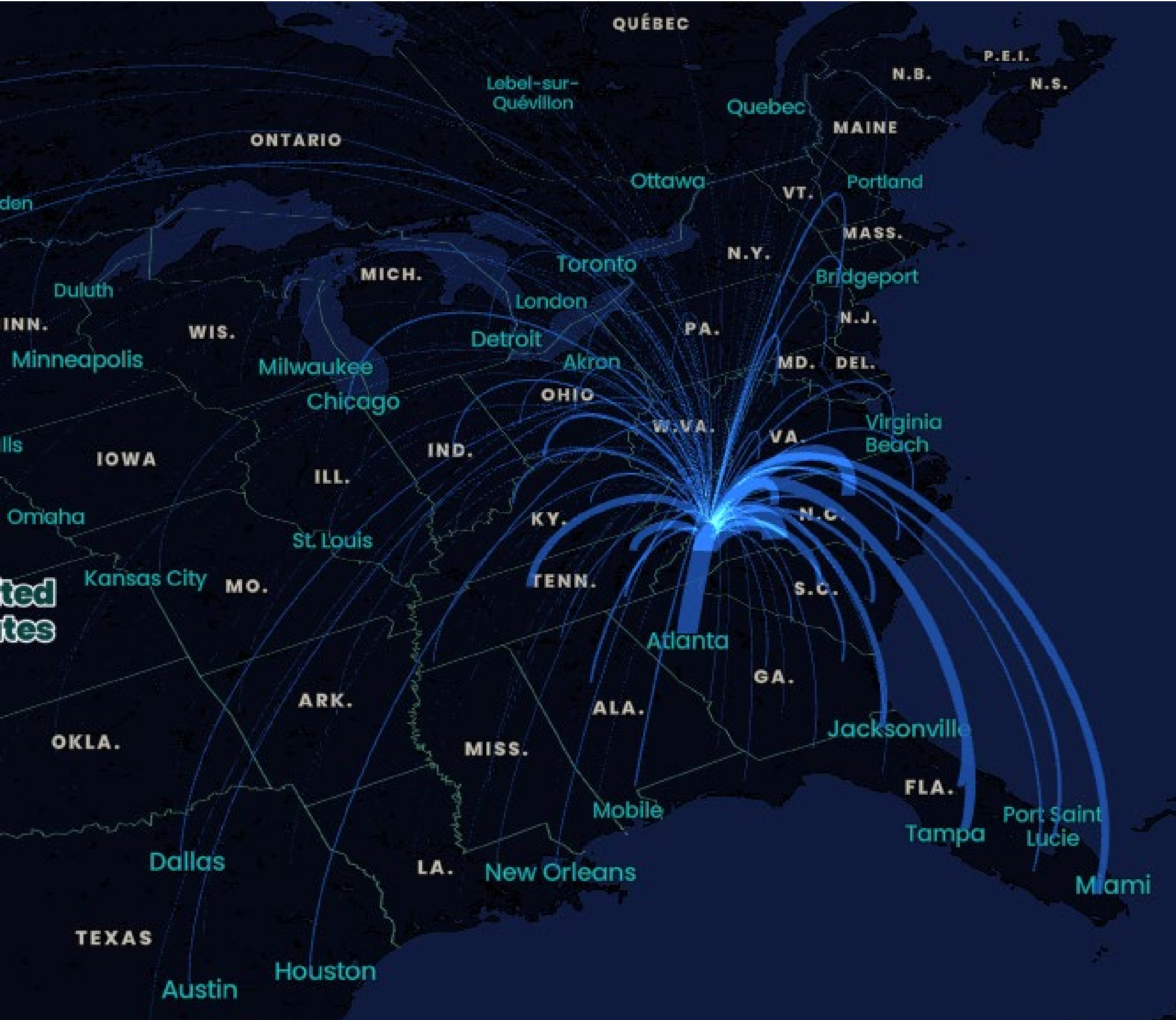


SOURCE: Zartico Location Data, 2023. Based on 17 TPDF Committed Projects

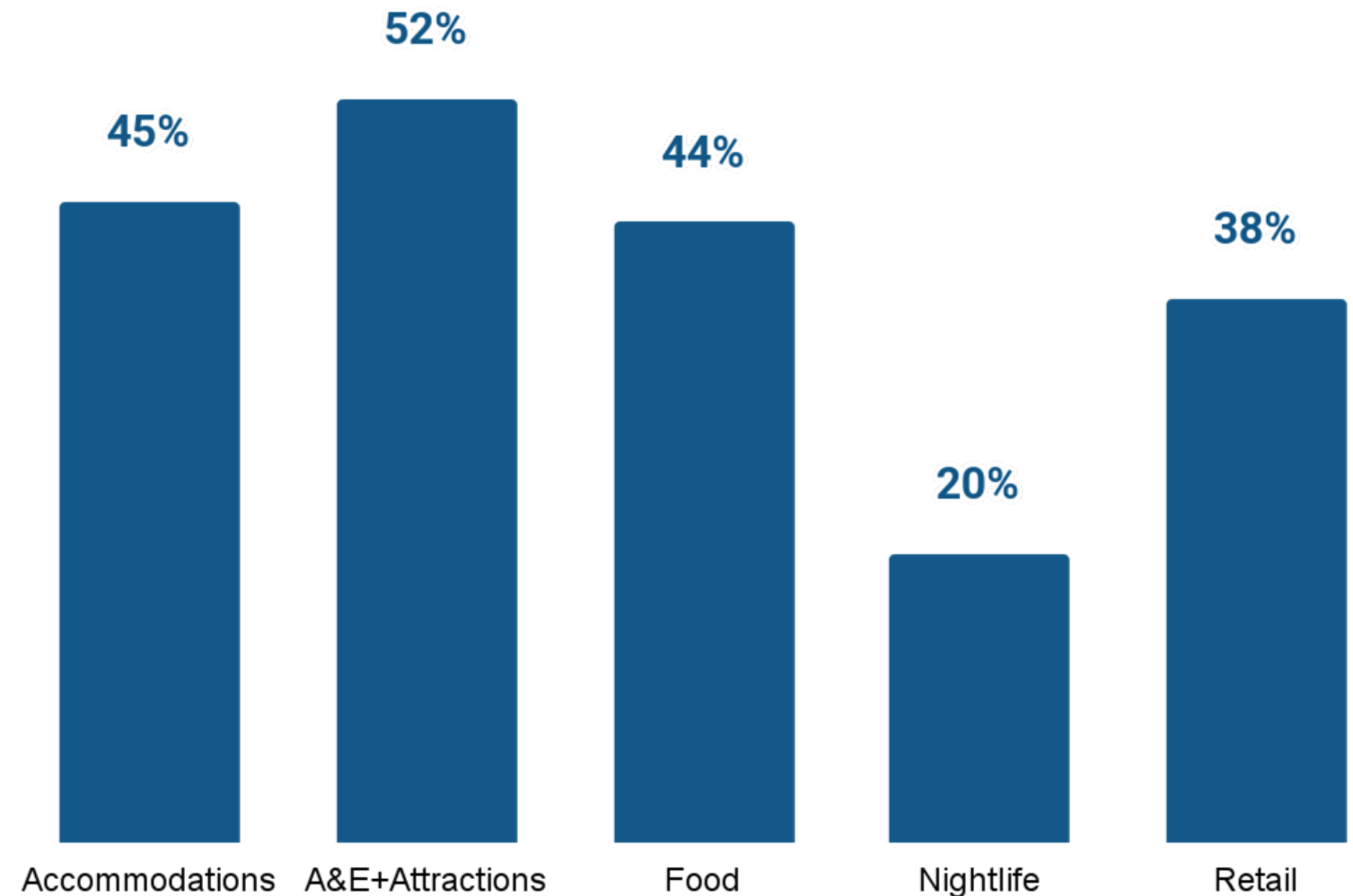
77% of TPDF Visitors Are From Outside North Carolina

Top Origin Markets:

1. Charlotte, NC
2. Atlanta, GA
3. Raleigh-Durham, NC
4. Knoxville, TN
5. Charleston, SC
6. Miami, FL



45%+ of TPDF Visitors Are Also Observed at Hotels, Restaurants or Attractions



SOURCE: Zartico Location Data, 2023.
Based on 17 TPDF Committed Projects

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ZARTICO

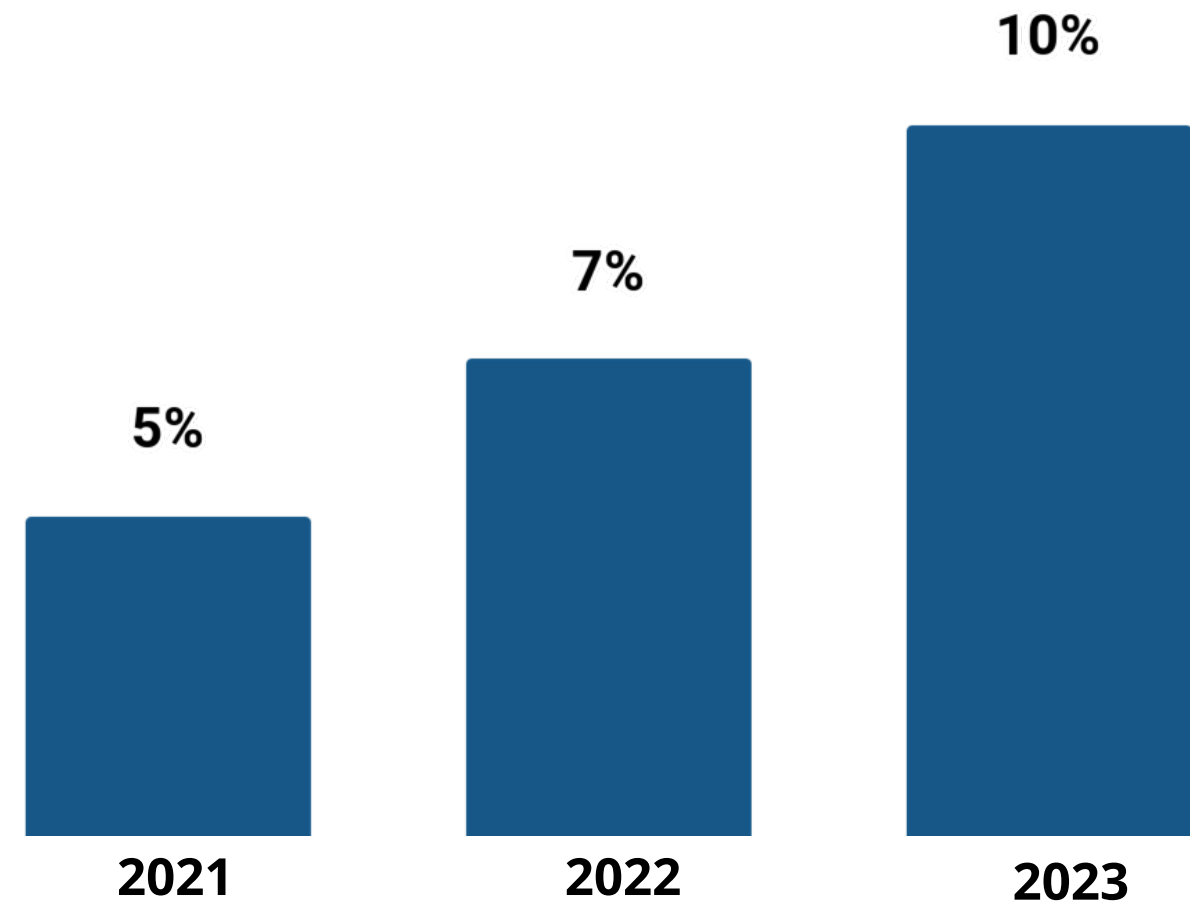
Investment Begets Investment

Investment in the River Arts District greenways and amenities have brought new Buncombe County residents and visitors to the River Arts District, which has spurred outside investment and increased spend to local businesses.





Spend in the River Arts District Is Increasing



SOURCE: Zartico Spend Data, 2021 – 2023. River Arts District merchants

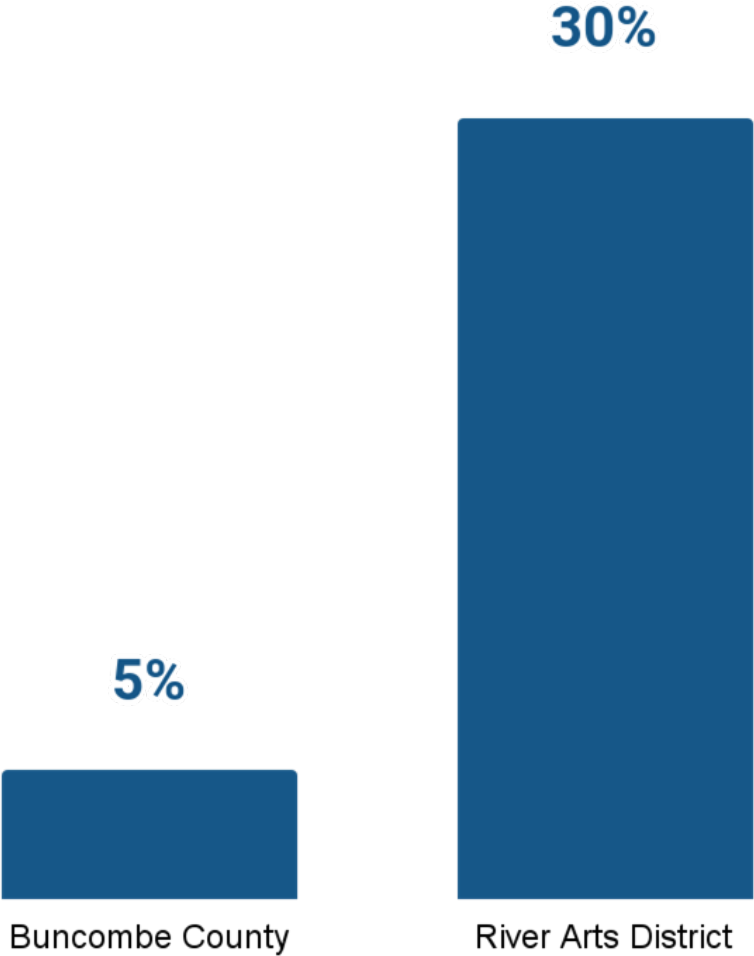
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ZARTICO



Increases in Spend in the River Arts District Outpaced Buncombe County



SOURCE: Zartico Spend Data, 2022 – 2023. Change in spend YoY



What Drove the Huge Jump in Spend Share in 2023?

- New Openings / More Offerings
- Higher Transaction Values
- Increased Visitation



New Businesses in River Arts District Drove Spend and Visitation Growth

- 6% of 2023 spend in River Arts District was from newly opened businesses
- Visitor to Resident ratio in River Arts District grew by 7% in 2023 compared to 2022

Transaction Values Have Increased Since 2021



+3%

*Increase in Local
Transaction Value*



+5%

*Increase in Visitor
Transaction Value*



+18%

*Increase in Restaurant
Transaction Value*



+8%

*Increase in Bar,
Brewery, Distillery
Transaction Value*

SOURCE: Zartico Spend Data, RAD Merchants in 28801. 2021-2023. Transaction Value = Total Spend / Total Transactions

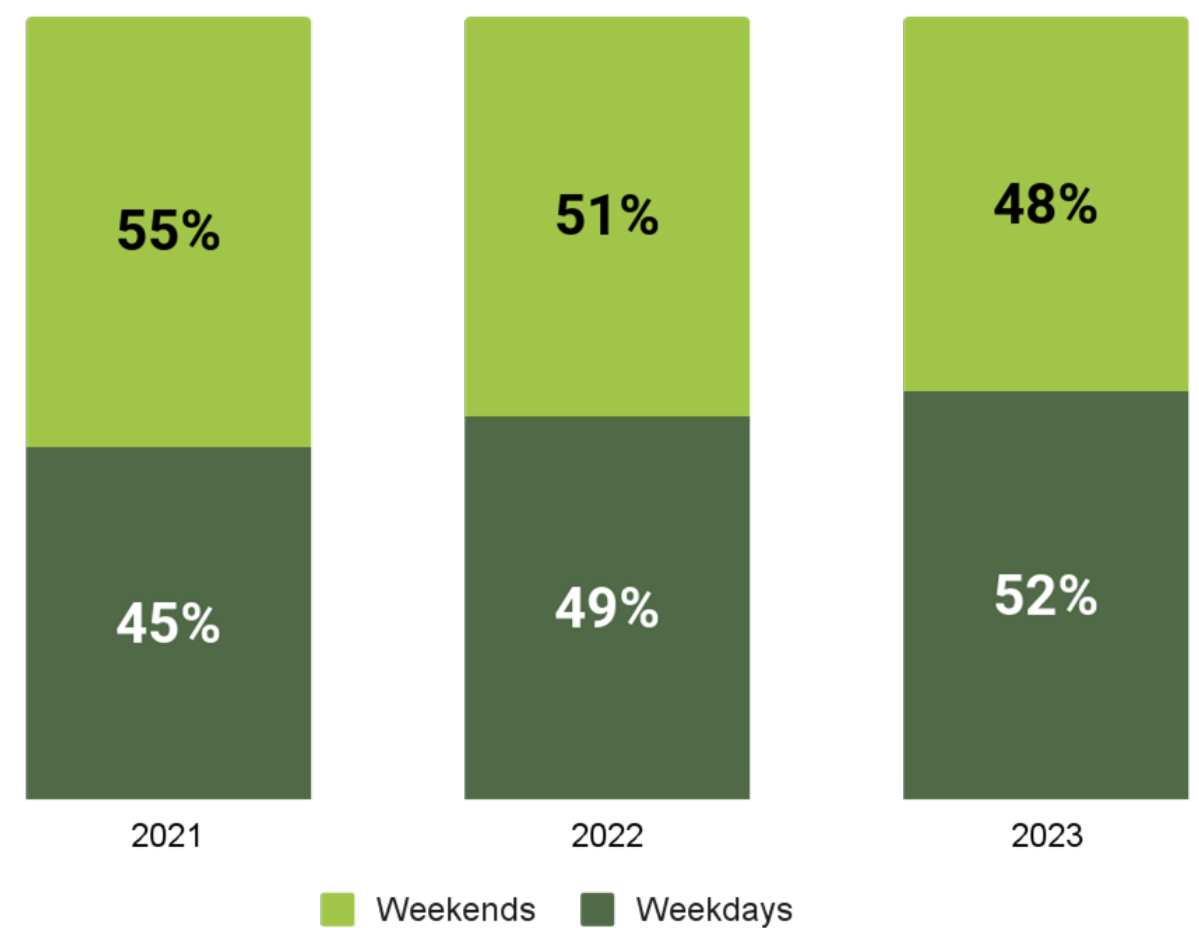
EXPLORE
ASHEVILLE

POWERED BY
Buncombe County Tourism
Development Authority

 ZARTICO

Buncombe County Residents Increased Their River Arts District Visitation on Weekdays

Resident Visits by Year- Weekday vs. Weekends

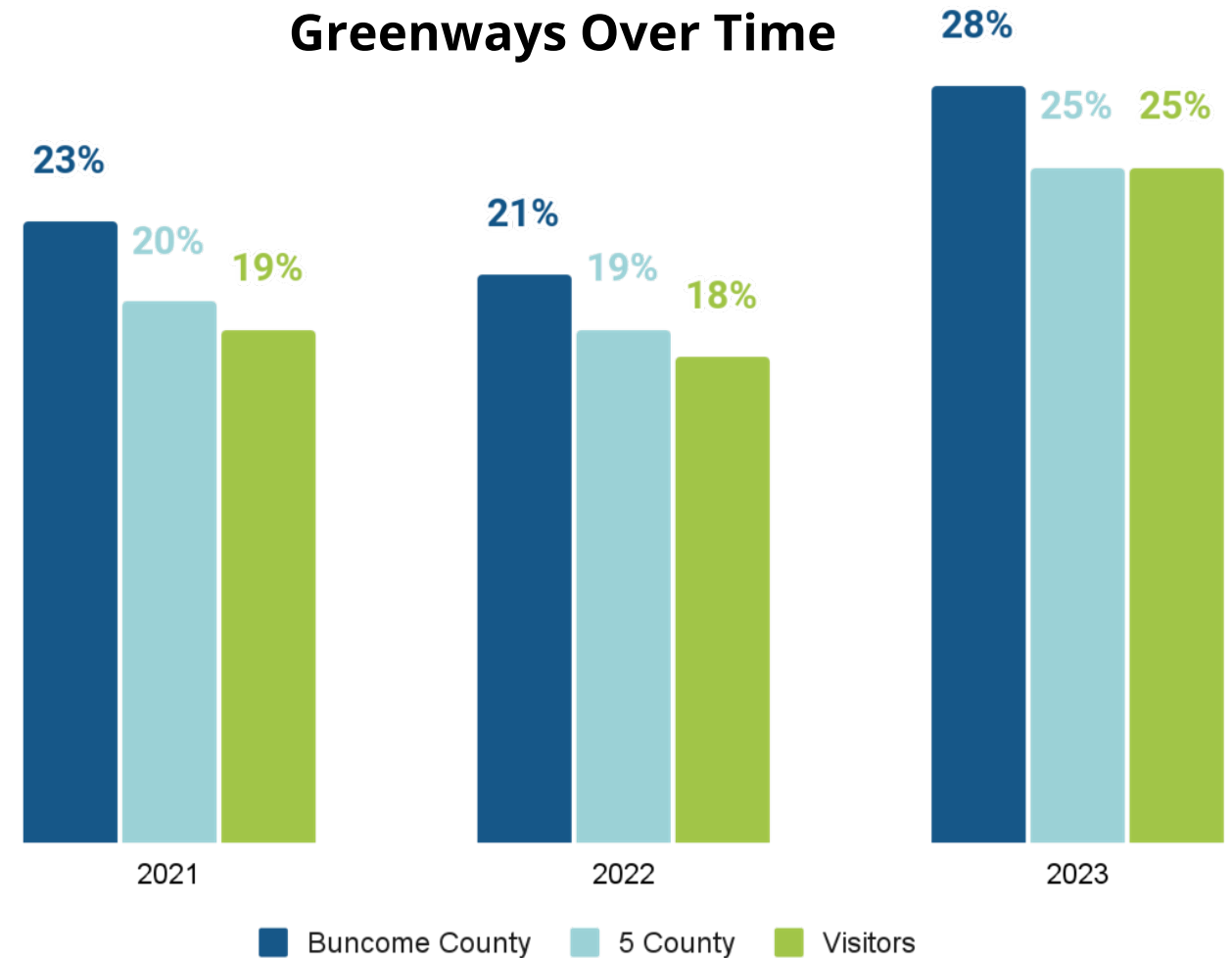


Top Visited Points of Interest by Residents	
Weekdays	Weekends
New Belgium Brewery	New Belgium Brewery
Greenways	Wedge @ Foundation
Riverview Station	Greenways
White Duck Taco Shop	Summit Coffee Company
Hi-Wire Beer Garden	Pleb Urban Winery

SOURCE: Zartico Location Data, 2021 – 2023. River Arts District region. Weekends – Friday – Sunday.

Visitation to the Greenways Has Increased Over Time

Share of River Arts District Observations at the Greenways Over Time



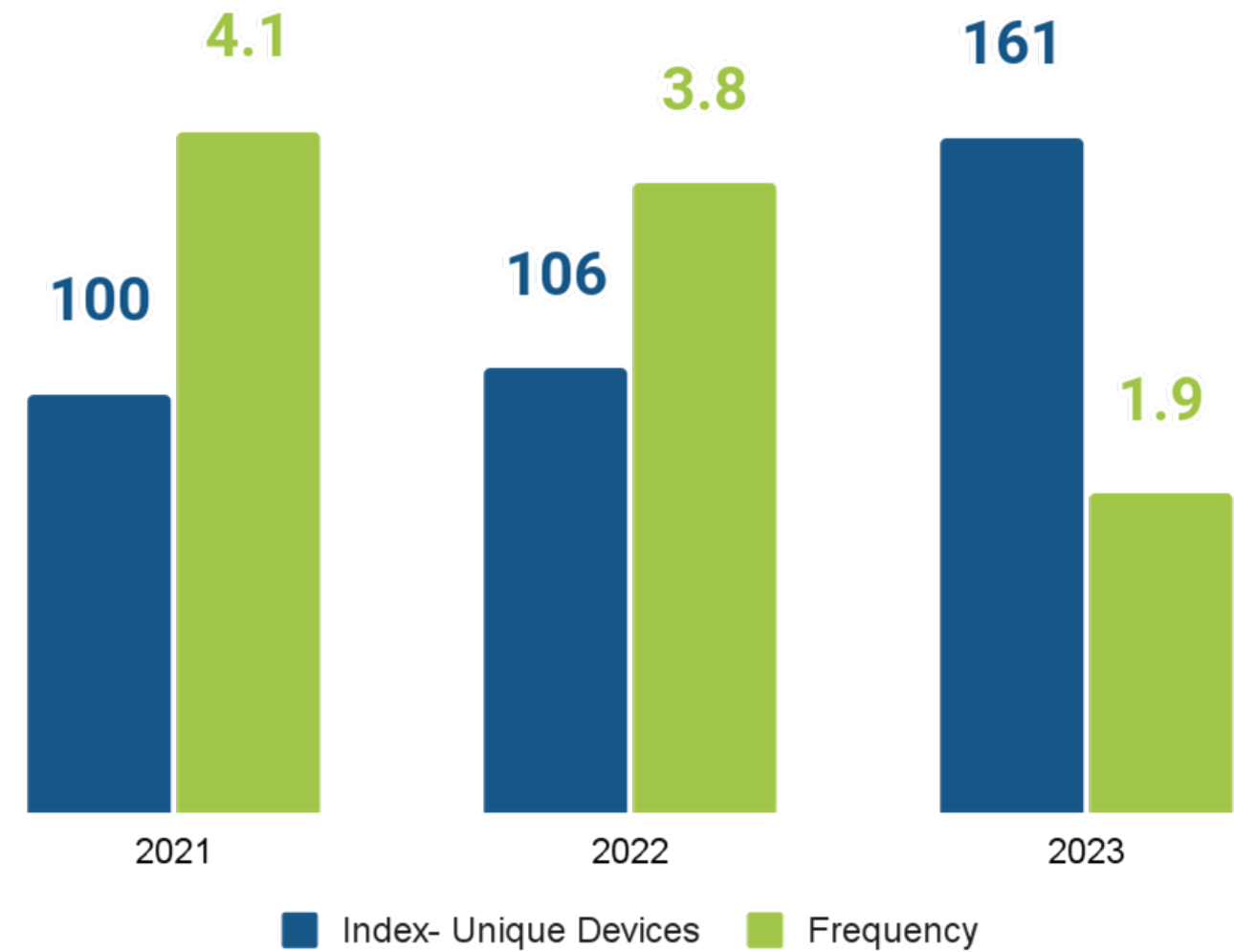
SOURCE: Zartico Location Data, 2021 – 2023. Greenway Observations as a share of total observations in River Arts District

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Development Authority

ZARTICO

Buncombe County Residents Greenway Patterns Have Shifted



SOURCE: Zartico Location Data, 2021 - 2023. Greenway unique devices by year compared to volume of observations by year

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Buncombe County Tourism
Development Authority

ZARTICO

Greenways Are the Center of River Arts District Visitation

- 65% of residents who are observed on the Greenways are also observed at another point of interest in River Arts District
- The Greenways are the second most visited POI in River Arts District for Buncombe County residents and visitors
- The Greenways has a balanced visitation pattern unlike many other points of interest in River Arts District where visitation peaks on weekends



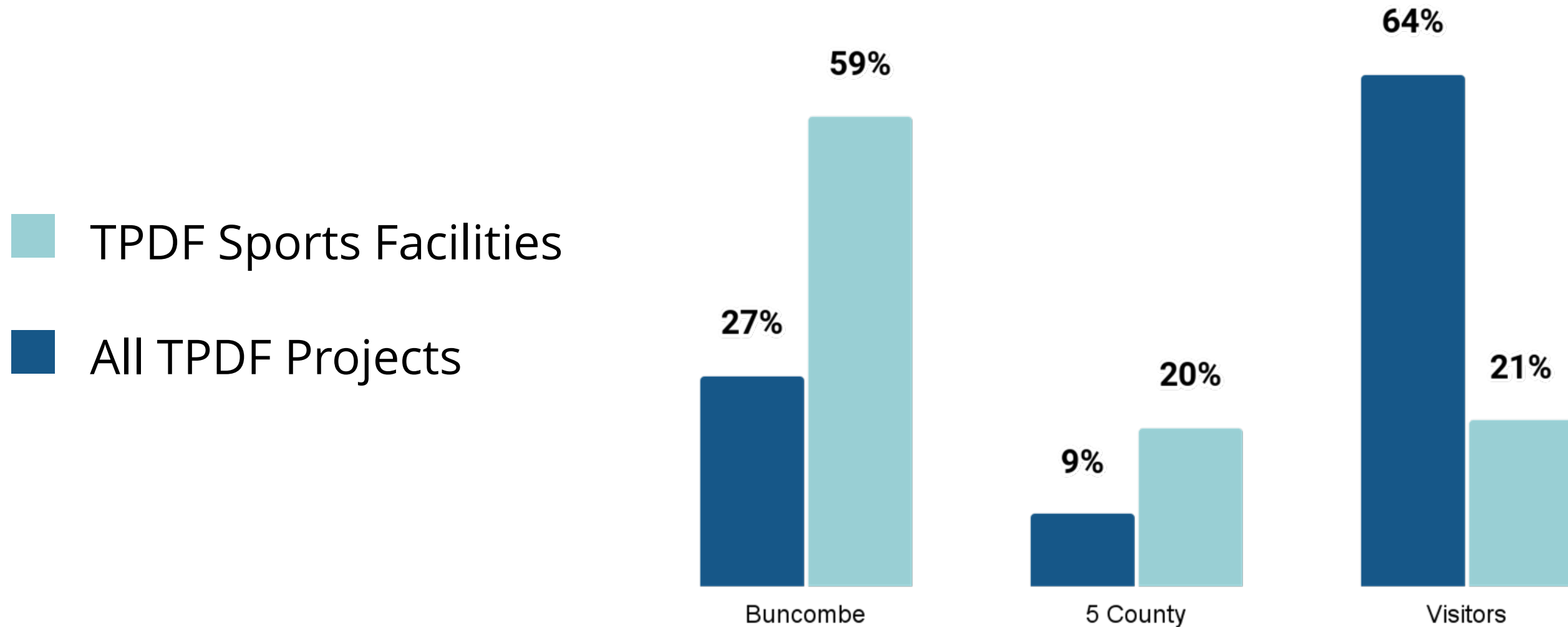
SOURCE: Zartico Location Data, June - August 2023. Cross Visitation from "French Broad River" POI.

Residents and Regional Visitors Benefit From TPDF Investments in Sport Facilities

Buncombe County residents and regional visitors have a higher and more frequently usage of sport facilities compared to visitors.



Sport Facility Visits Are Largely From Buncombe County Residents and Regional Visitors



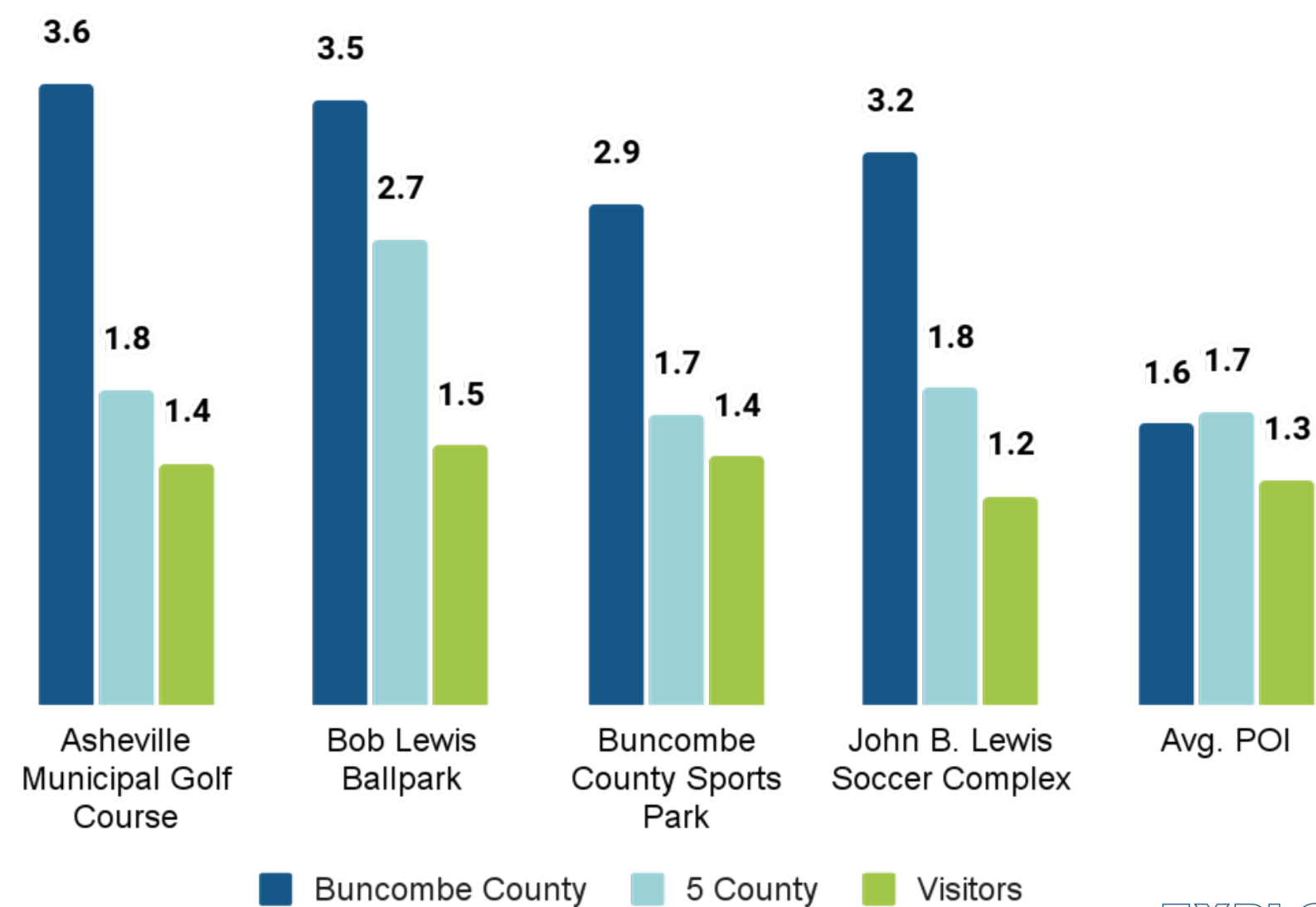
SOURCE: Zartico Location Data, 2023. JBL Soccer Complex, Asheville Municipal Golf Course, Buncombe County Sports Complex & Bob Lewis Ball Fields

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Buncombe County Tourism
Development Authority

ZARTICO

Buncombe County Residents and Regional Visitors Are Repeat Observations at Sport Facilities



SOURCE: Zartico Location Data, 2023.

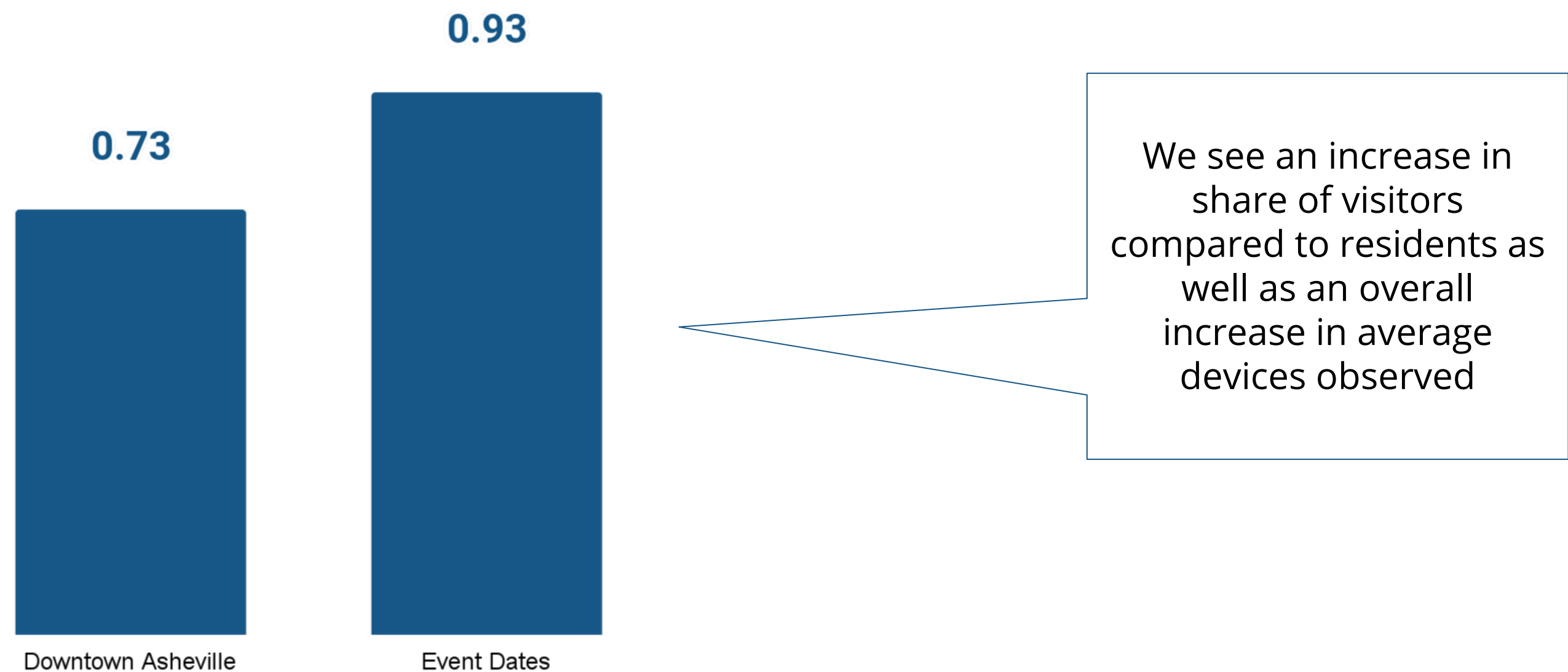
Impact of Events at TPDF Projects on Local Economy

Case Study: Pack Square Park

Events drive visitation by both residents and visitors, increasing spend at local businesses and supporting the local economy.



Visitor to Resident Ratio Increases During Pack Square Park Events



SOURCE: Zartico Location Data, 2023. 16 event dates at Pack Square Park.

Spend Downtown Increased During Events at Pack Square Park

On days events were held at Pack Square Park, spending downtown increased:

- +2% by Buncombe County residents primarily at restaurants (9%) and nightlife businesses (6%)
- +2% by regional visitors primarily at restaurants and retail businesses
- +1% by visitors primarily at hotels and retail businesses



SOURCE: Zartico Spend Data, 2023 select dates. 28801 zip code with a focus on merchants in the Downtown region. Compared to the same time frame the previous four weeks

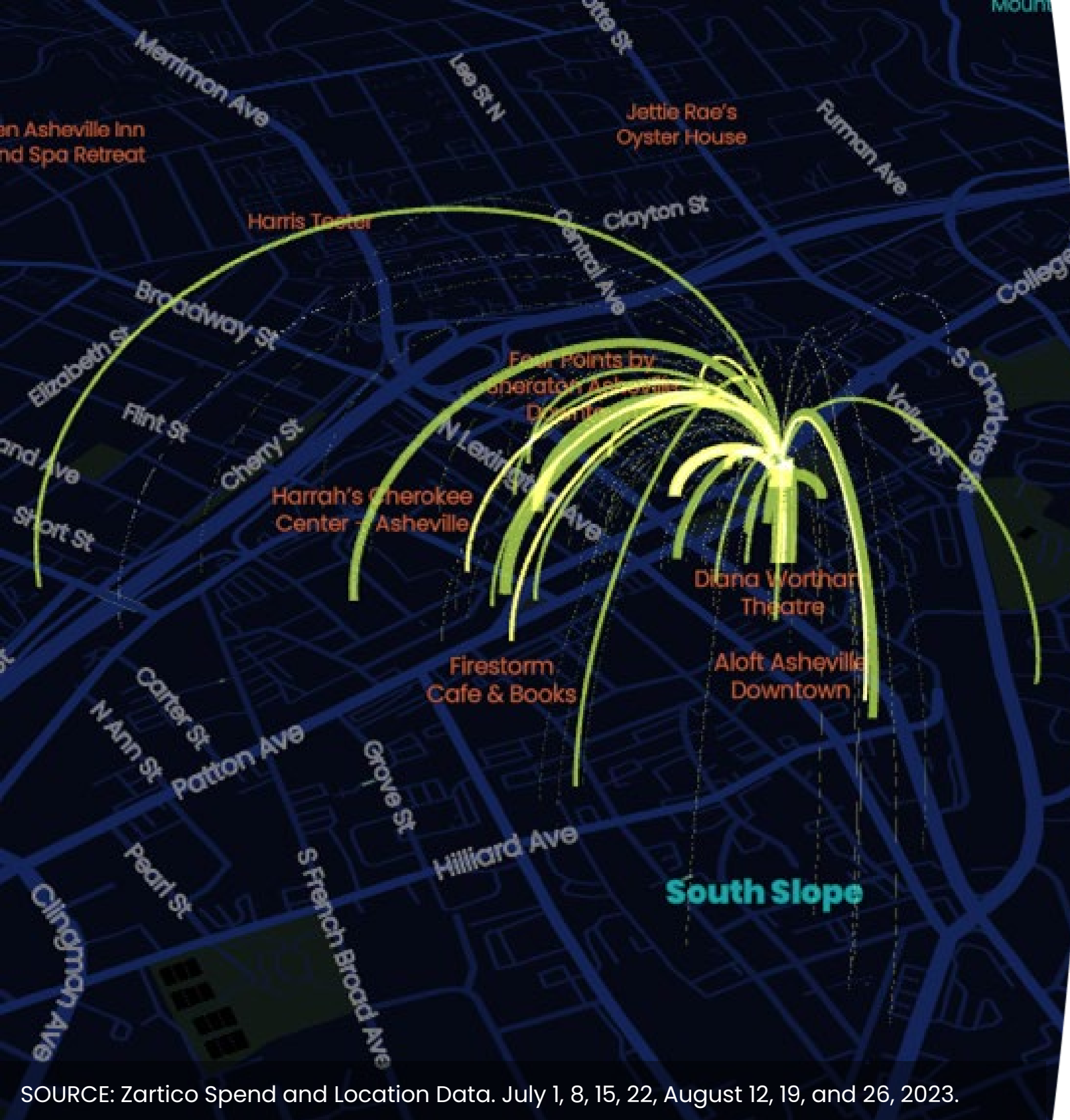
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Shindig on the Green

- **79% of visitors** and **52% of Buncombe County locals** are observed at another point of interest in Downtown Asheville
- **3% lift in downtown spend** during the dates of Shindig on the Green
 - Buncombe County local spend at downtown restaurants increased by 7%
- **Top Cross Visited POIs:** Wicked Weed Brewing, Twisted Laurel Downtown, Grove Arcade, Wortham Theater, Pack's Tavern, White Duck Taco (downtown), Burial Beer Company



SOURCE: Zartico Spend and Location Data. July 1, 8, 15, 22, August 12, 19, and 26, 2023.

EXPLORE
ASHEVILLE

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Development Authority

ZARTICO

Thank you!



TOURISM PRODUCT DEVELOPMENT FUND ANNUAL UPDATE

Tiffany Thacker
Explore Asheville | Director of Grants

TPDF ANNUAL REPORT

Overview & Summary

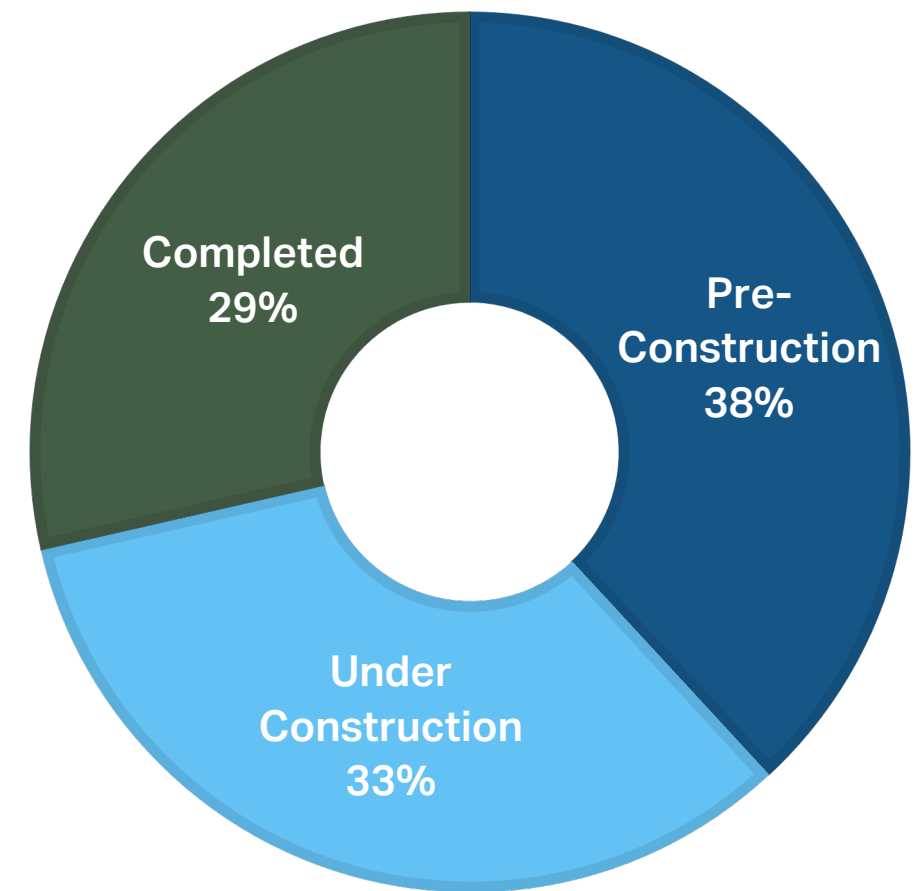
Annual Report Requirement

- All TPDF grantees are required to submit an annual report each January through the term of their contract.
- For projects in development, grantees are asked to provide a progress update on the project, including construction timeline, description of any challenges experienced, and marketing plans.
- For completed projects, grantees are asked to provide total and out-of-market visitation, as well as the tracking methodology.

21 Active Projects

- 8 projects are pre-construction, including 4 projects awarded in the last year
- 7 projects are under construction
- 6 projects are in the post-completion reporting phase (4 newly completed in last year)

TPDF ACTIVE PROJECTS




TPDF ANNUAL REPORT

Project Updates

INVESTED IN FOUR NEW PROJECTS LAST YEAR


In the 2023 calendar year, \$29,090,415 was awarded to four projects. These projects are required to start reporting in January 2025.

City of Asheville
McCormick Field Centennial Restoration
& Capital Improvements Project



First TPDF Debt-Service Project


City of Asheville
Harrah's Cherokee Center – Asheville
Upgrades



Buncombe County
Enka Recreation Destination – Phase II



Western North Carolina Agricultural Center
Equine Facility Modernization



TPDF ANNUAL REPORT

Project Updates

FOUR PROJECTS COMPLETED IN LAST YEAR

Four TPDF projects were completed in the past year, including the Karen Cragolin Park (August 2023), Wortham Center for Performing Arts (December 2023), UNCA Karl Strauss Track (February 2024), and the Asheville Community Theater (February 2024).



TPDF ANNUAL REPORT

Celebrating Milestone Wins

Asheville Community Theater

Asheville Community Theater completed construction of a dedicated education space in February 2024, which includes a classroom, rehearsal/teaching space, along with additional restroom facilities and renovated entrance area. The new space is already being used for youth rehearsals and classes and has allowed ACT to schedule more performances for the upcoming season.



TPDF ANNUAL REPORT

Celebrating Milestone Wins

Buncombe County Hosted Grand Opening Ceremony For New Turf Fields

Buncombe County Parks and Recreation hosted a grand opening of three new turf fields (Fields 1, 2, & 8) at the Buncombe County Sports Park on July 12, 2023. The lighting and the turf fields were part of Buncombe County's Enka Recreation Destination – Phase I project. The full project is expected to be complete by December 2025.



BUNCOMBE COUNTY SPORTS PARK

A Premier Sports Park and Family Destination

TPDF ANNUAL REPORT

Celebrating Milestone Wins

UNCA Karl Strauss Track Already Hosting Events

UNCA held a Grand Re-Opening ceremony for the Karl Strauss Track in September 2023 and have already hosted several events for both visitors and the community, including:

- **All Souls Counseling Mental Health Matters 5K** – September 2023
 - 326 registered attendees
- **Bulldog Youth SportsFest** – October 2023
 - 70+ youth and 50+ student athletes, coaches, and volunteers
- **UNC Asheville Track Black vs Blue Intrasquad Track Meet** – December 2023
 - 67 competitors, 100+ spectators



TPDF ANNUAL REPORT

Celebrating Milestone Wins

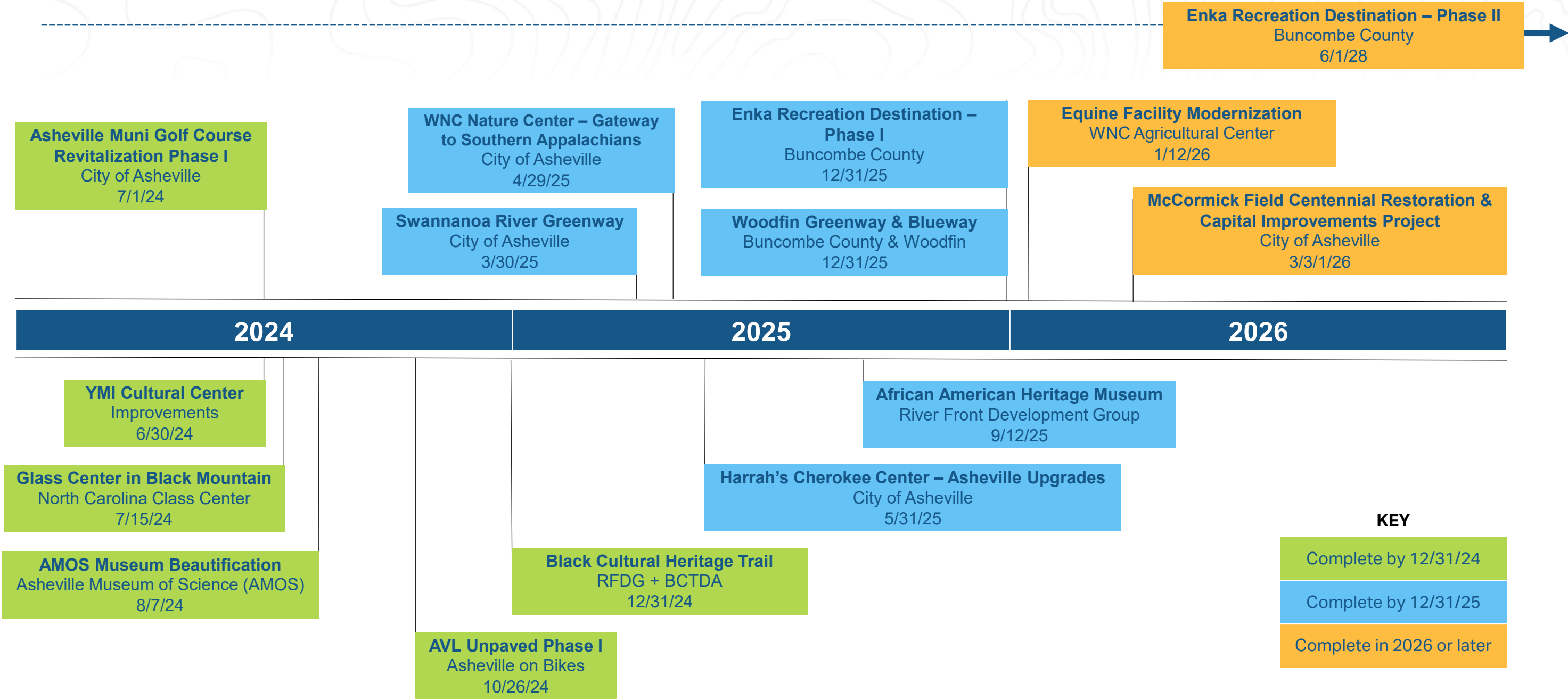
Asheville Black Cultural Heritage Trail Ribbon Cutting

BCTDA and River Front Development Group celebrated the Ribbon Cutting of the Asheville Black Cultural Heritage Trail on December 15, 2023. There are fourteen stops and 20 signs spread throughout three sections of Asheville: Downtown, Southside, and River Area.



TPDF ANNUAL REPORT

Timeline

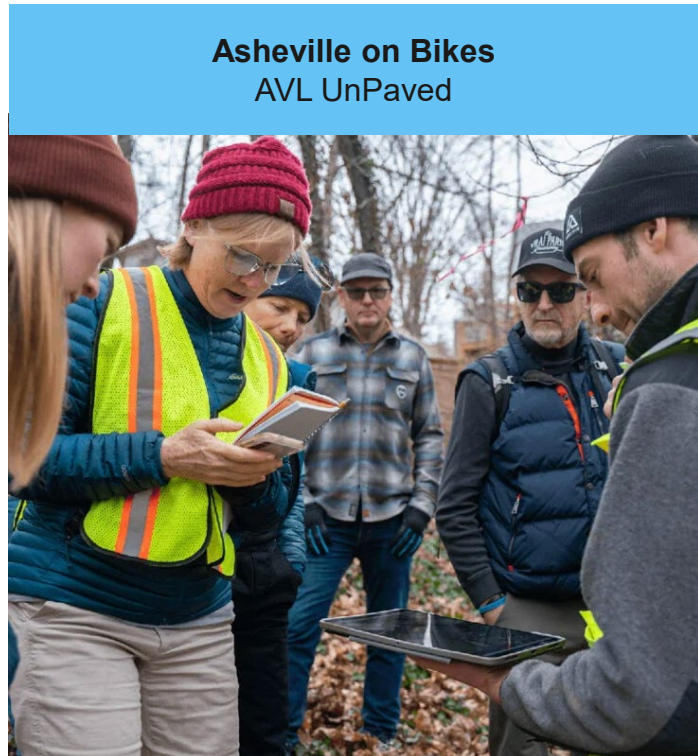
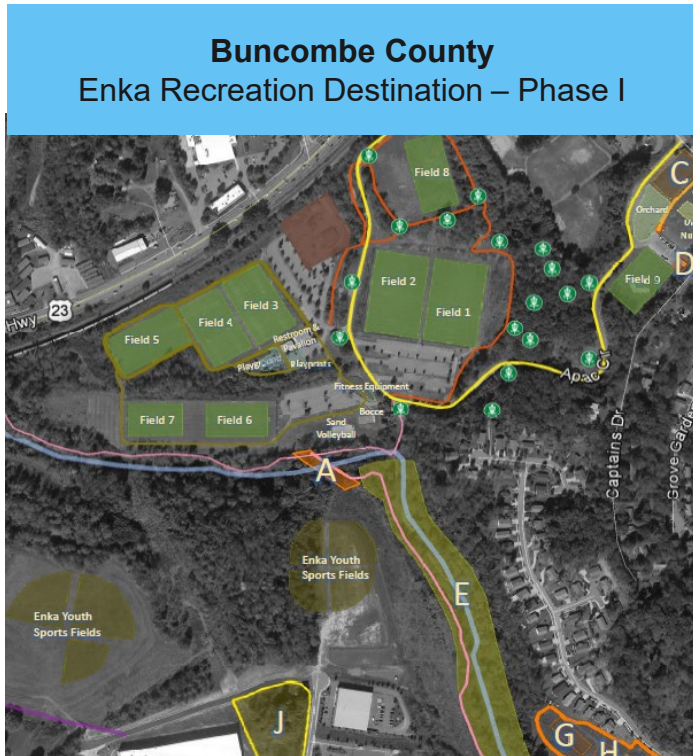
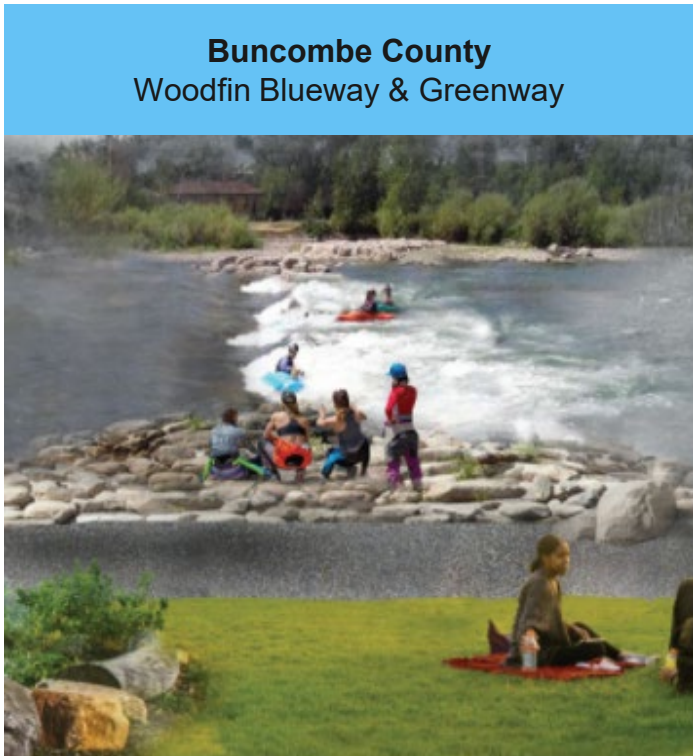
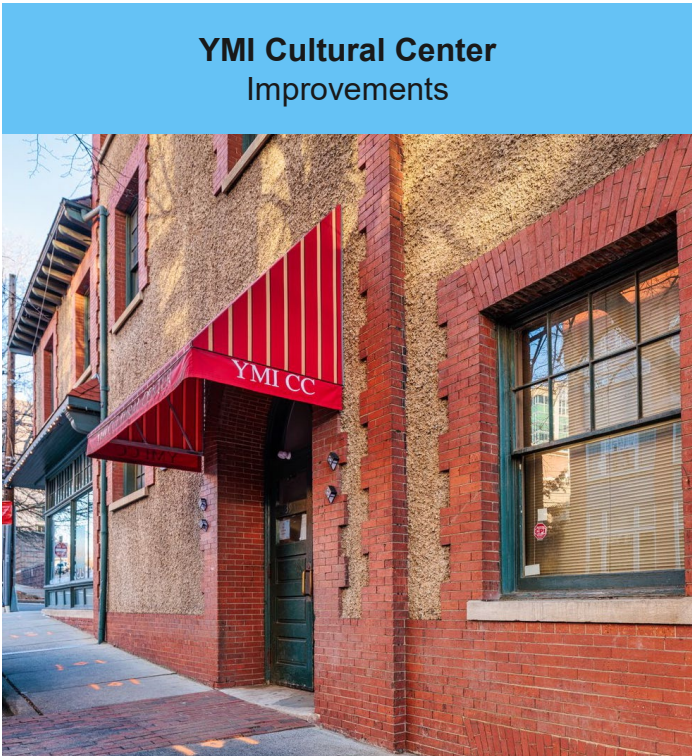


TPDF ANNUAL REPORT

Project Updates

CONSTRUCTION TIMELINE DELAYS

Several projects in development continue to struggle with construction timeline delays, with the most common reasons cited being challenges with vendor scheduling, production and shipping delays for equipment, delays in securing necessary easements, securing necessary permits, and navigating environmental requirements.



TPDF ANNUAL REPORT

Project Updates

EXPLORE ASHEVILLE PROVIDING ASSISTANCE TO STALLED PROJECT

River Front Development Group prioritized the Black Cultural Heritage Trail this past year and pushed efforts for the African-American Heritage Museum to begin in 2024.

Explore Asheville staff met with River Front Development Group in January 2024 to identify next steps to move project forward, including setting up meeting with key stakeholders.



River Front Development Group
African-American Heritage Museum

TPDF ANNUAL REPORT

Project Updates

McCormick Field Centennial Restoration & Capital Improvements Project

- Currently in the design phase of the project, with expectation of having design completed in June 2024.
- Bidding will begin in July 2024, and construction is scheduled to take place from September 2024 to April 2026, with re-opening of facility to take place by Opening Day in 2026.



TPDF ANNUAL REPORT

Project Updates

PACK SQUARE PARK PAVILION RESTROOM UPDATE FROM CITY OF ASHEVILLE

- Restrooms were part of a TPDF investment into the city-owned Pack Square Park back in 2009.
- **Operations:** Restroom is open 7 days a week year-round. Hours vary during daylight savings time.
- **Maintenance:** City of Asheville Parks & Recreation staff regularly clean restrooms and perform modest work in and around pavilion area.



Pack Square Park Pavilion

TPDF ANNUAL REPORT

Financial Summary

- **\$32.05 million** budgeted for active TPDF projects
- **\$4.87 million** has been disbursed to date
- **\$27.18 million** remaining to be disbursed

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Monthly Product Development Fund Summary

January 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 32,624,185	\$ 33,874,505	\$ (1,250,320)	103.8%
Investment Income	-	4,455,594	(4,455,594)	0.0%
Total revenues	32,624,185	38,330,099	(5,705,914)	117.5%
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	2,000,000	4,750,000	29.6%
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-L)	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	257,830	242,170	51.6%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black I	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)	-	-	-	-
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 Enhan	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragolin Park - Greenway Phase)	360,790	360,790	-	100.0%
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation I	1,500,000	1,000,000	500,000	66.7%
2023 Buncombe County Government (Enka Recreation Destination - Phase II)	4,054,415	-	4,054,415	-
2023 City of Asheville (Harrah's Cherokee Center - Asheville Upgrades)	1,586,000	-	1,586,000	-
2023 City of Asheville (McCormick Field Capital Improvements)	1,950,000	-	1,950,000	-
2023 Western NC Agricultural Center (Equine Facility Modernization)	500,000	-	500,000	-
Total product development projects	32,052,985	4,871,483	27,181,502	15.2%
Product development fund administration	571,200	10,530	560,670	1.8%
Total product development fund	\$ 32,624,185	\$ 4,882,013	\$ 27,742,172	15.0%
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 33,448,086		
Less: Liabilities/Outstanding Grants		(27,181,502)		
Less: Unspent Admin Budget (Current Year)		(560,670)		
Current Product Development Amount Available		\$ 5,705,914		



BOARD DISCUSSION

QUESTIONS
INPUT
COMMENTS





Comprehensive Plan Update

Jurisdiction – Unincorporated BC

Presented by

Nathan Pennington, CFM

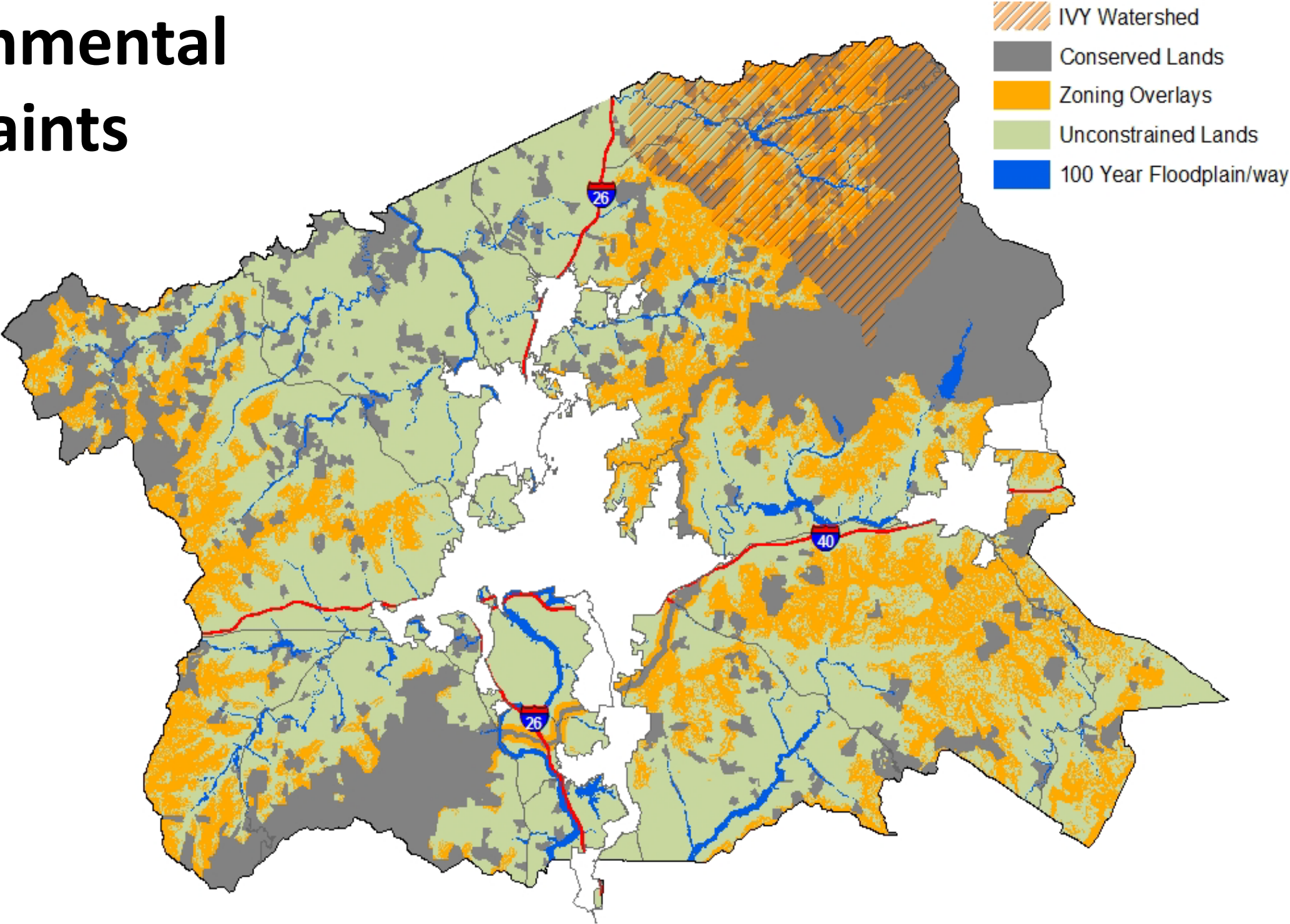
Buncombe County Planning and Development



BUNCOMBE COUNTY

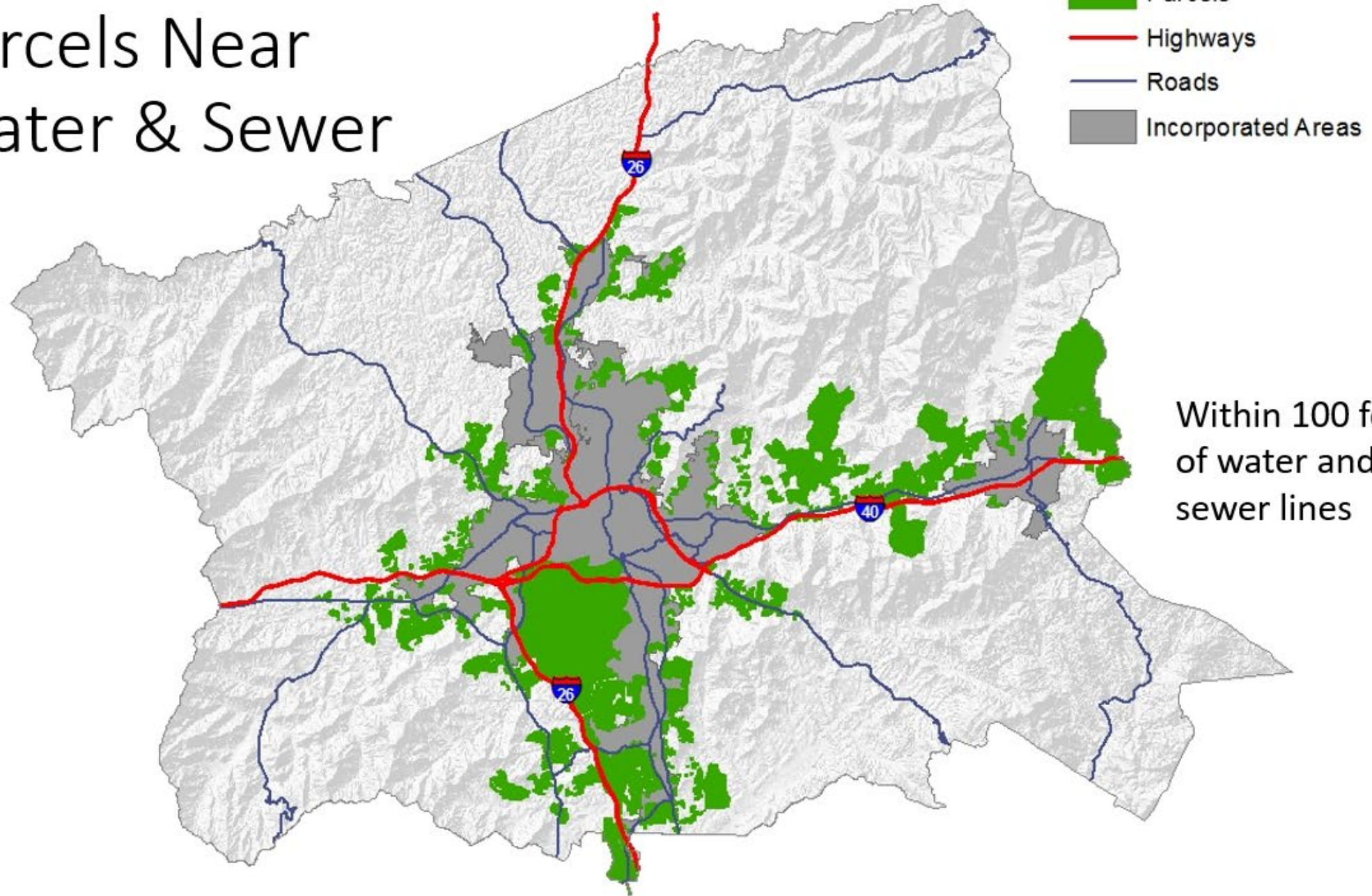


Environmental Constraints

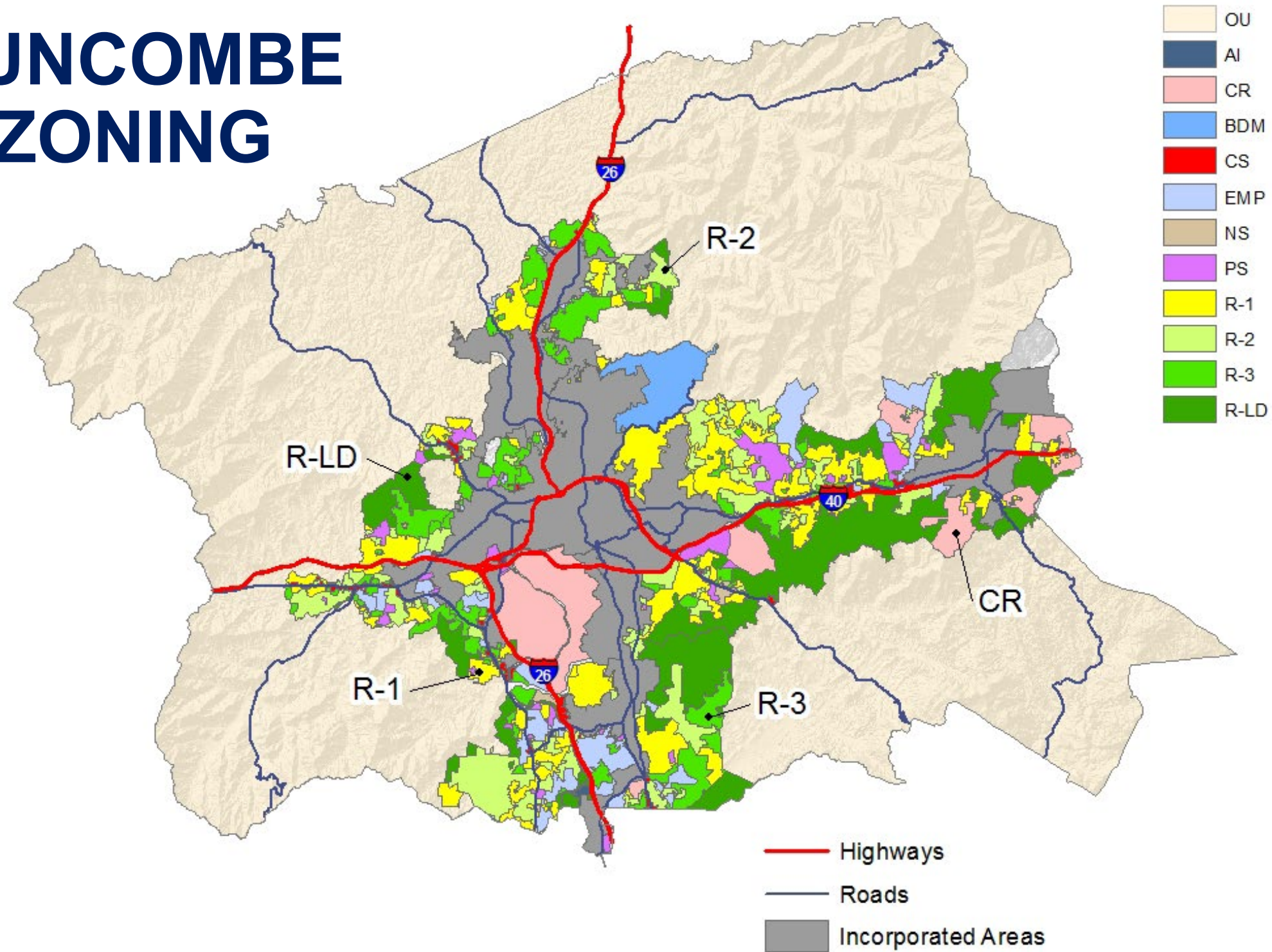




Parcels Near Water & Sewer

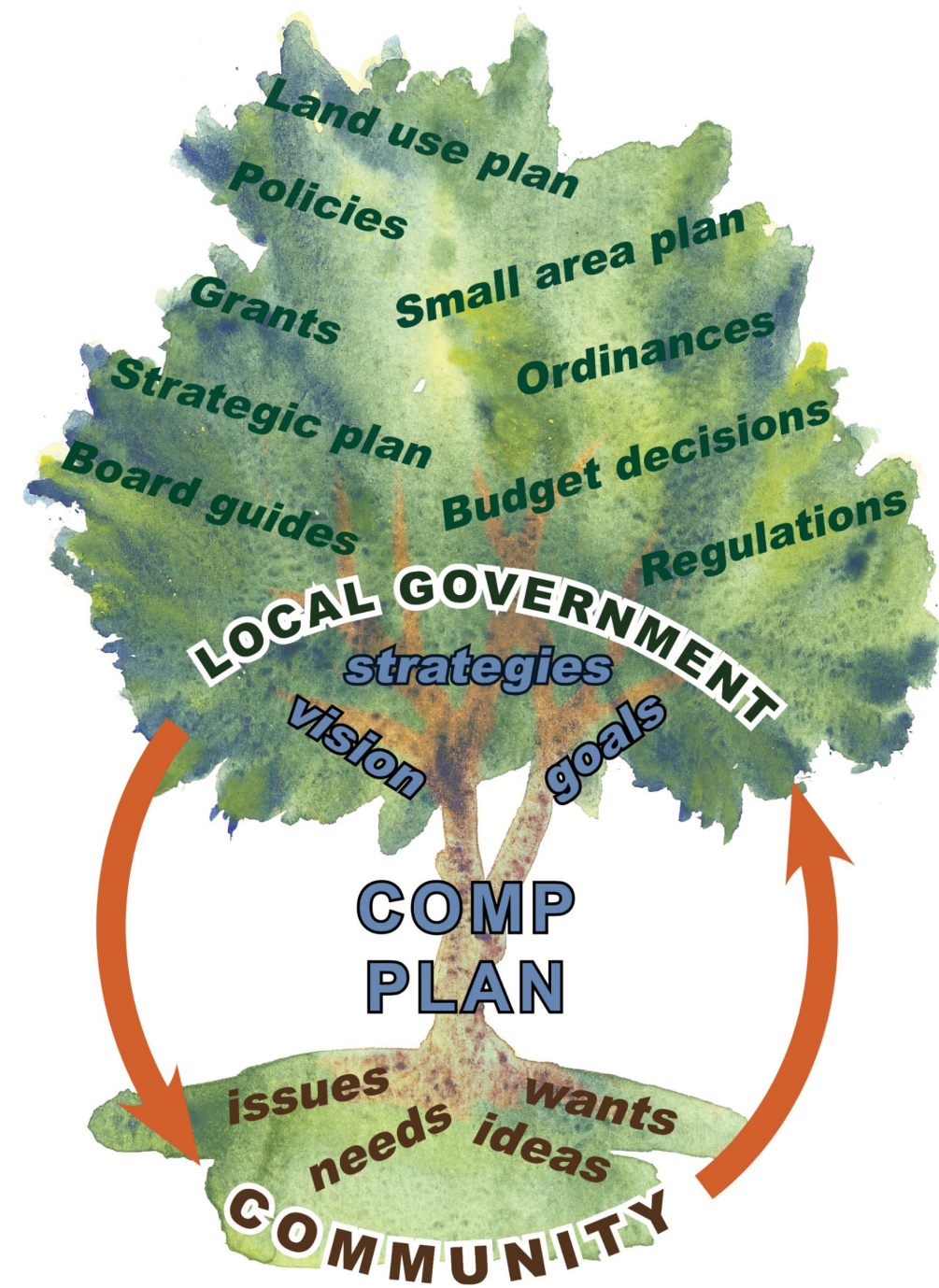


BUNCOMBE ZONING



PURPOSE OF THE PLAN

- ✓ Guide for county decision-making
- ✓ Prioritization of limited resources
- ✓ Basis of future planning efforts
- ✓ Created by the County in partnership with the community
- ✓ Focuses on the physical environment
- ✓ Statutory requirement from the state



A group of students and a teacher are in a classroom. The teacher is standing and pointing at a whiteboard. Students are seated at tables, working on projects. A small chalkboard on the left lists 'Project Ideas'.

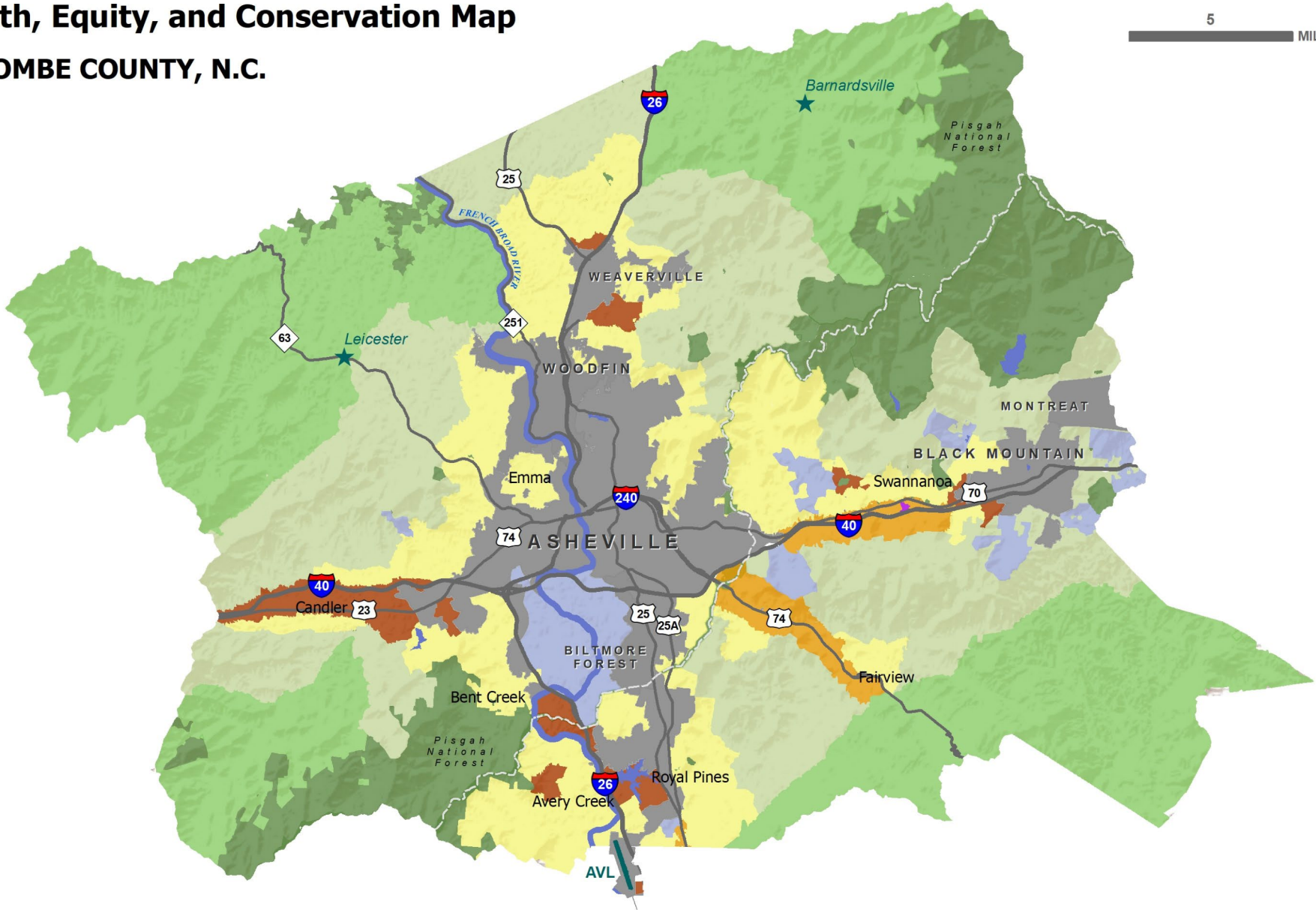
[illegible]

76%

said that housing is not affordable

Growth, Equity, and Conservation Map
BUNCOMBE COUNTY, N.C.

5 MILES



Growth Areas

- Mixed Use Neighborhood
- Mixed Use I
- Mixed Use II
- Walkable Destination Center

Conservation Areas

- Protected Public Lands
- Conservation Working Lands
- Rural Community
- Rural Center

Other Areas

- Municipalities (including Montreat ETJ)
- Institutional

Equity

The Equity Opportunity Areas (EOAs) are the only land use category that is not delineated on the map. EOAs offer an opportunity to examine equity throughout Buncombe County's planning and zoning jurisdiction. For more information, see page 47.



Buncombe County Housing Strategies

- Housing is one of the major issues of concern as evidenced by Comp Plan surveys, Bowen Report and many other sources
- Buncombe County has multiple strategies in play to support increased housing inventory, including, but not limited to:
 - **County-owned Property Analysis:** partnership with DFI to examine downtown infill properties and the Ferry Road Community (650+ units – 55% affordable)
 - **Affordable Housing Services Program:** since 2005, this program has provided financial support to local affordable housing projects – upwards of \$38 million since ca. 2005.
 - **Improved Regulation:** examples include manufactured home construction, Community-oriented development (e.g., density bonuses)
 - **Preservation of Existing Housing:** home repair program, septic repair program, homeowner grant program
- Considering our housing shortage (estimated 6000 units), much work is needed and innovation is key to the creation and preservation of housing for our workforce.



NEXT STEPS:

Text Amendments:

1 SHORT-TERM RENTALS

2 AFFORDABLE HOUSING, MIXED USE, GOOD DESIGN, MISSING MIDDLE, & TRANSPORTATION

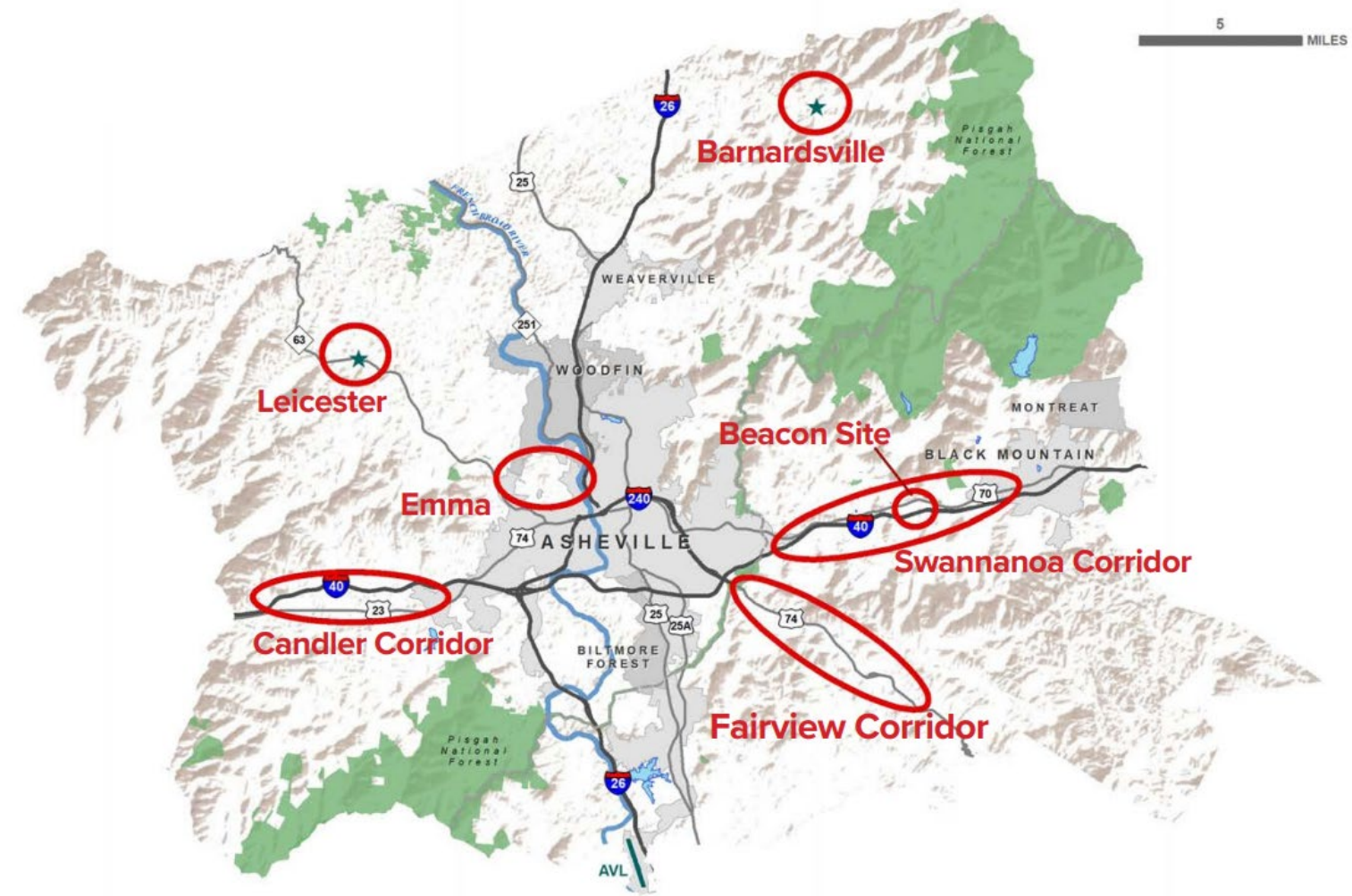
3 PUD & CONDITIONAL ZONING

4 ENVIRONMENT, ENERGY, & SAFETY

5 ECONOMIC DEVELOPMENT

6 UNIFIED ORDINANCES

Small Area Plans:



Modernization of County Ordinances

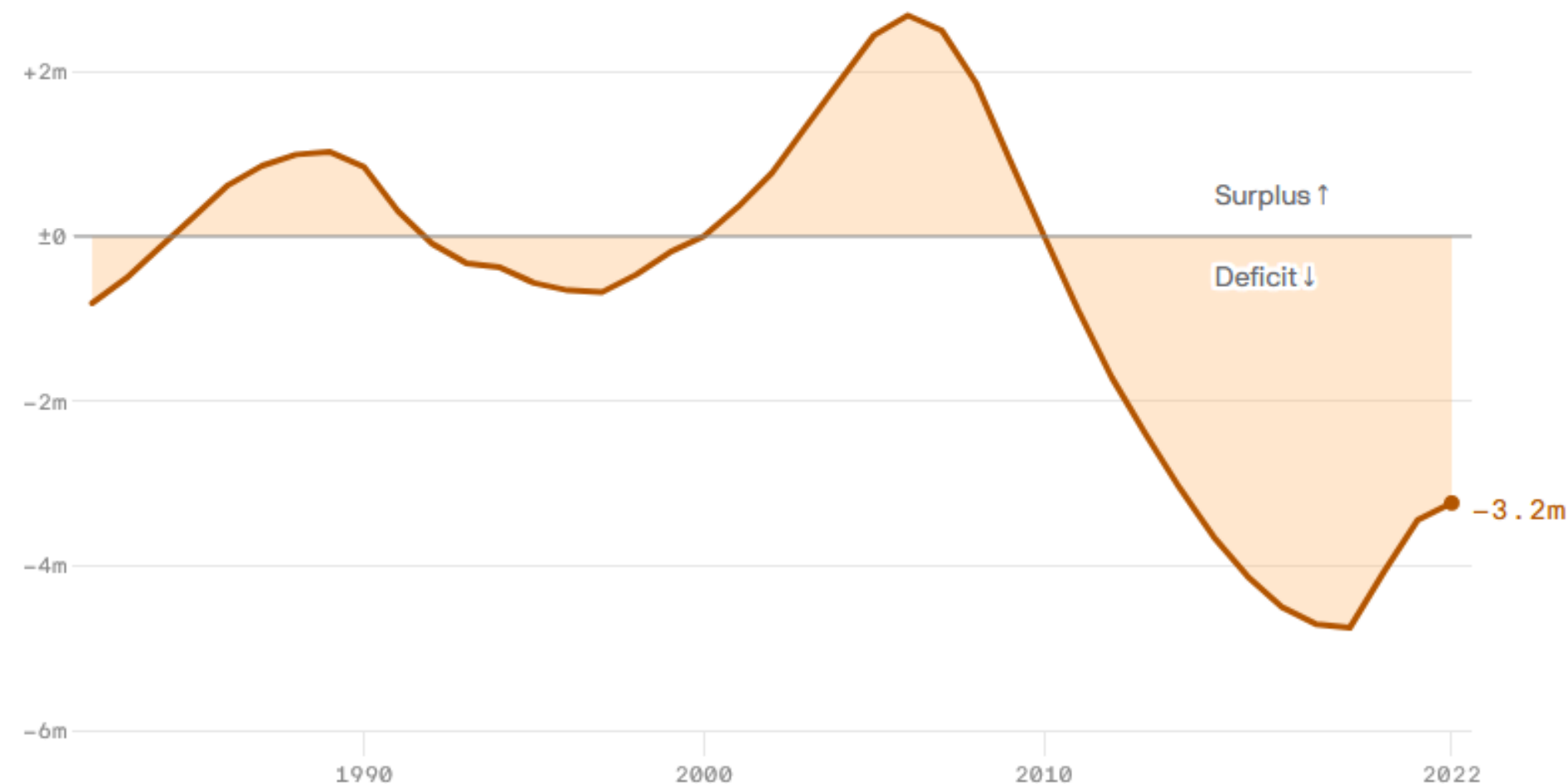
- Ongoing development boom:
 - 20 S. Bear Creek, Busbee, numerous multi-family, single-family and mixed housing types approved and in various stages of construction.
- Our development review process relies heavily on the Board of Adjustment
- Staff will look to lessen the load on the Board, seek to offer more potential for staff level review using specific standards, etc.
- Infrastructure is key to unlocking future housing stock potential and growth opportunities. Other benefits include improving water quality, etc.



SUPPLY AND DEMAND

Existing housing units relative to population demand in the U.S.

Annually; 1982-2022



Data: Hines analysis of Census Bureau and Moody's data; Note: Population demand is a theoretical housing demand metric based on long-term household formation and homeownership rates by age cohort; Chart: Axios Visuals

In our area – the following only further exacerbate the issue:

- Topography, environmental constraints.
- Lack of developable land
- Lack of public infrastructure
- Popularity of the region, quality of life, natural beauty
- Expensive housing market



SHORT-TERM RENTAL (STR) COMP PLAN DIRECTION

***GEC - Policy 7: Increase housing options** and improve housing affordability for all residents. Explore protections for existing affordable housing, with...emphasis on manufactured home parks...

***GEC - Action 4:** Expand and protect affordable and accessible housing choices. **Support a mix of housing types** within growth areas to accommodate the projected demand for long-term rental and owner-occupied housing...

***GEC - Action 5: ...mitigate the loss of year-round housing to short-term rentals.**



SHORT-TERM RENTAL (STR) MEETING TIMELINE

COMPLETED:

DECEMBER 18 – Introduce Board to STR topic

JANUARY 22 – Public Listening Session (400 in attendance)

FEBRUARY 5 – Board work session

UP NEXT:

- ✦ **FEBRUARY 19** - Board work session – review staff proposal
- MARCH 4** – Board work session – review proposed ordinance changes
- MARCH 18** – Public Listening session at ABTech
- APRIL 1** – Finalization of language
- April 15** – Public Hearing at ABTech
- TBD** – Introduce Commissioners to STR text amendment
- TBD** – Board of Commissioners Public Hearing (**ADOPTION**)



To Do List:

- World peace
- Broadband
- Conservation
- Preservation
- Affordable Housing
- Greenways
- Sidewalks
- Water Quality
- Hazard/Disaster Management
- Economic Diversification
- Public Infrastructure
- Small Area Plans
- ...and many more...



OUR VOICES, OUR VISION
BUNCOMBE COUNTY 2043
COMPREHENSIVE PLAN
ADOPTED MAY 16, 2023



Questions?



OUR VOICES, OUR VISION
BUNCOMBE COUNTY 2043
COMPREHENSIVE PLAN
ADOPTED MAY 16, 2023





COUNTY UPDATES

Commissioner Terri Wells

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ASHEVILLE
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Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair



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, January 23, 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.



A FEW REMINDERS

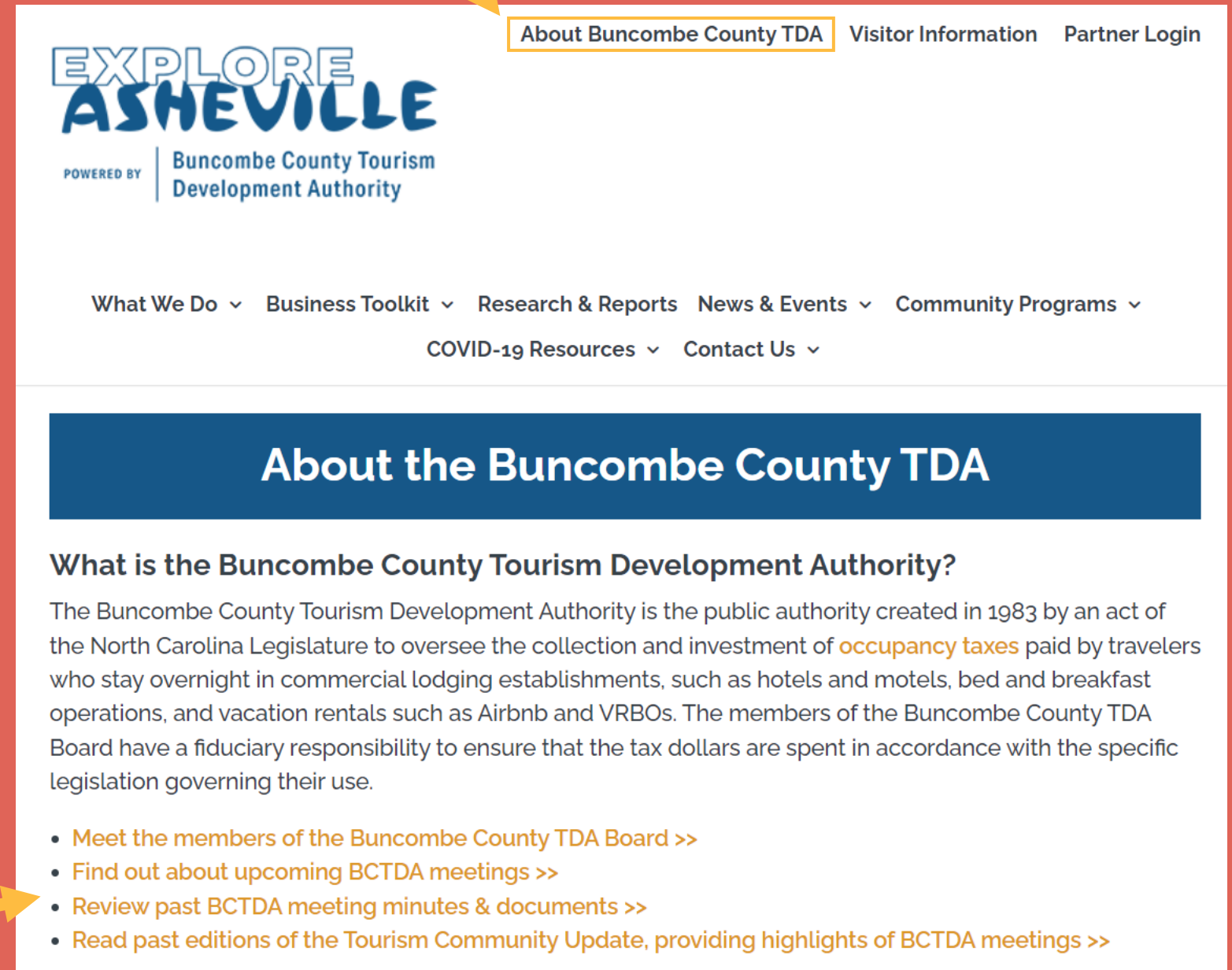
Chair Brenda Durden

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

The next BCTDA meeting will be held on
Thursday, March 21, 2024, at 9:00 a.m.
in the Explore Asheville Board Room

For more information go to:

- AshevilleCVB.com
- About the Buncombe County TDA section
- Find out about upcoming BCTDA meetings or
Review past BCTDA meeting minutes &
documents



The screenshot shows the Explore Asheville website. A yellow arrow points from the 'About the Buncombe County TDA' link in the top navigation bar to the 'About the Buncombe County TDA' section header. Another yellow arrow points from the 'Review past BCTDA meeting minutes & documents' bullet point to the corresponding link in the list of resources.

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 >>](#)



ADJOURNMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote





THANK YOU

See you at the next BCTDA meeting!

Thursday, March 21, 2024 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place