

WELCOME

April 24, 2024

Buncombe County Tourism Development Authority Board Meeting

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority

CALL TO ORDER

Vice Chair Matthew Lehman

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



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, April 24, 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 Meeting Minutes a. March 21, 2024 Meeting Minutes b. March 22, 2024 BCTDA Annual Planning Session Minutes	Brenda Durden
9:10 a.m.	Financial Updates a. March 2024 Financial Reports b. FY24 Audit Contract	Mason Scott, Buncombe County
9:20 a.m.	2024 Legacy Investment from Tourism (LIFT) Fund Grant Cycle Update a. LIFT Committee's Capital Project Investment Recommendations	Tiffany Thacker
10:00 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
10:10 a.m.	Strategic Imperatives: Progress Report a. Third Quarter Review (January 2024 – March 2024 Highlights)	Vic Isley, Dodie Stephens, Michael Kryzaneck, Penelope Whitman, Jennifer Kass-Green
10:35 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:40 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:45 a.m.	Miscellaneous Business	Brenda Durden
10:50 a.m.	Comments from the General Public	Brenda Durden
10:55 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The next joint BCTDA monthly meeting is **Wednesday, May 29, 2024**, 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

Vice Chair Matthew Lehman

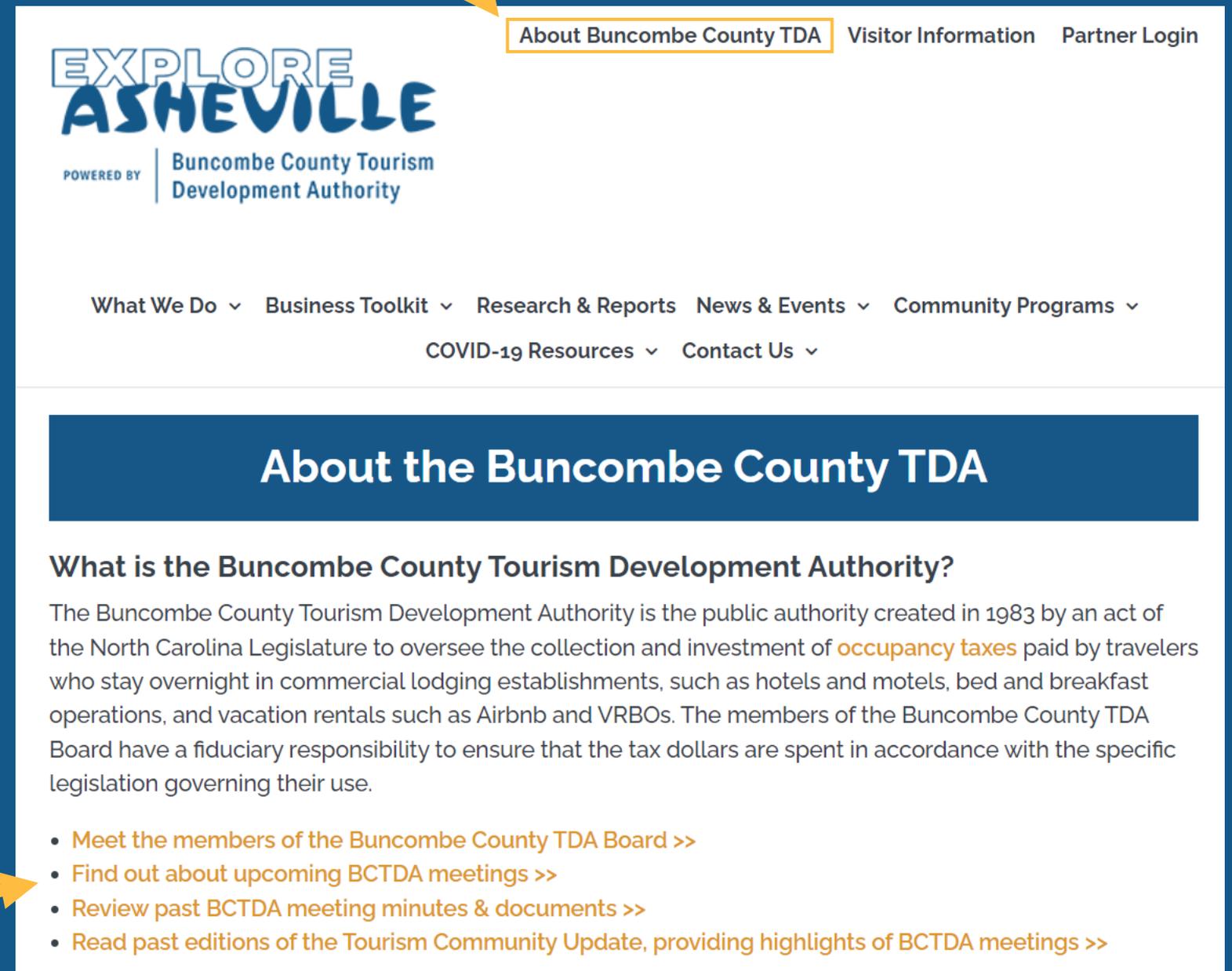
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online.

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

Go to:

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



The screenshot shows the top navigation bar of the Explore Asheville website. The 'About Buncombe County TDA' link is highlighted with a yellow box and an arrow. Below the navigation bar is the 'EXPLORE ASHEVILLE' logo, followed by the text 'POWERED BY Buncombe County Tourism Development Authority'. A secondary navigation bar contains links for '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 is the section 'What is the Buncombe County Tourism Development Authority?' with a paragraph of text and a list of four links: '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 >>'. A yellow arrow points from the 'Find out about upcoming BCTDA meetings' bullet point in the left sidebar to the corresponding link in the screenshot.



WELCOME BOARD & GUESTS

Vice Chair Matthew Lehman

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



MARCH 21 MINUTES

Vice Chair Matthew Lehman

Questions/ Comments

Suggested Motion:

Motion to approve the March 21, 2024, meeting minutes.

Motion Second

Additional Discussion

Vote



POWERED BY | Buncombe County Tourism
Development Authority

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes
Thursday, March 21, 2024

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; Kathleen Mosher, Lucious Wilson, Elizabeth Putnam, Scott Patel, Michael Lusick, Larry Crosby
- Absent (Voting):** HP Patel (attended online)
- Absent (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Staff:** Vic Isley, Jennifer Kass-Green, Michael Kryzaneck, Julia Simpson, Ashley Greenstein, Josh Jones, Sha'Linda Pruitt, Dodie Stephens, Penelope Whitman, Tina Porter
- BC Finance:** Mason Scott
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Randy Claybrook, Bent Creek Lodge/Asheville Bed & Breakfast Association
John Ellis, Prior BCTDA Board Member
Rick Bell, Asheville Buncombe Hotel Association
Robert Sponder, Parks Hospitality
Megan Thorp, Summer Casiano, Miranda Bowman; Tanger Outlets
- Online Attendees:** Mickey Poandl, Luisa Yen, Anna Harris, McKenzie Provost, Emily Crosby, Tiffany Thacker; Explore Asheville
Jim Muth, TPDF Committee
Chris Smith, Madison Davis; Asheville Buncombe Regional Sports Commission
Zach Wallace, Asheville Area Chamber of Commerce
Andrew Celwyn, Herbiary
Felicia Sonmez, Blue Ridge Public Radio
Will Hofmann, Asheville Citizen Times



PLANNING SESSION MINUTES

Vice Chair Matthew Lehman

Questions/ Comments

Suggested Motion:

Motion to approve the March 22, 2024, annual planning session minutes.

Motion Second

Additional Discussion

Vote



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation

Highland Brewing – Barrel Room | 12 Old Charlotte Highway

BCTDA FY25 Annual Planning Session Minutes

Friday, March 22, 2024

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Kathleen Mosher, Lucious Wilson, Larry Crosby, Matthew Lehman, Elizabeth Putnam, Michael Lusick, Scott Patel
- Absent (Voting):** None
- Absent (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore
Buncombe County Commissioner Terri Wells
- Staff:** Vic Isley, Dodie Stephens, Mike Kryzanek, Penelope Whitman, Jennifer Kass-Green, Connie Holliday, Tiffany Thacker, Luisa Yen, Emilie Soffe, Nick Kepley, Ashley Greenstein, Josh Jones, Julia Simpson
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- Facilitator:** Chris Cavanaugh, Magellan Strategy Group
- Presenters:** Travis Napper, Tourism Economics
Scott Dedman, Retired Housing Executive
Chris Davidson, MMGY Global
- Panelists:** Christy Greer, A-B Tech Student
Alucia Noonan, Grand Bohemian Hotel
Dawson Winchester, Hampton Inn & Suites
- TPDF Committee:** Ken Stamps (*partial*), Jim Muth, Michael Andry, Randy Claybrook, Scott Kerchner, David McCartney, Stephanie Moore
(Partial session noted)
- LIFT Committee:** Himanshu Karvir (*partial*), Laura Webb (*partial*), Barbara Benisch, Dr. Joseph Fox, Kyle Highberg, Amy Kelly
(Partial session noted)
- In-Person Attendees:** Felicia Sonmez, Blue Ridge Public Radio
John Ellis, Prior BCTDA Boar Member (*partial*)
Aboubacar Saibou, Cindy Weeks; Community Members (*partial*)
Zach Wallace, Asheville Area Chamber of Commerce (*partial*)
(Partial session noted)
- Online Attendees:** Jay Curwen, Nantahala Outdoor Center/TPDF Committee (*partial*)
Kyle Highberg, Biltmore Farms/LIFT Committee (*partial*)
Rick Bell, Asheville Buncombe Hotel Association
Brad Durden, Asheville Hotel Group (*partial*)
Andrew Celwyn, Herbiary (*partial*)
(Partial session noted)





FINANCIAL UPDATES

Mason Scott
Buncombe County

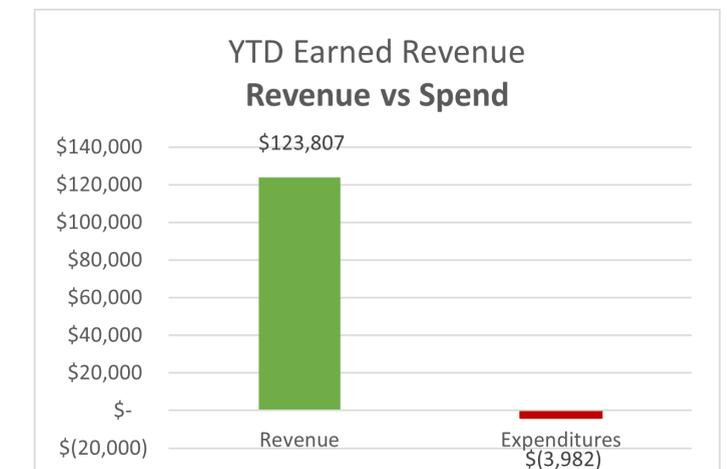
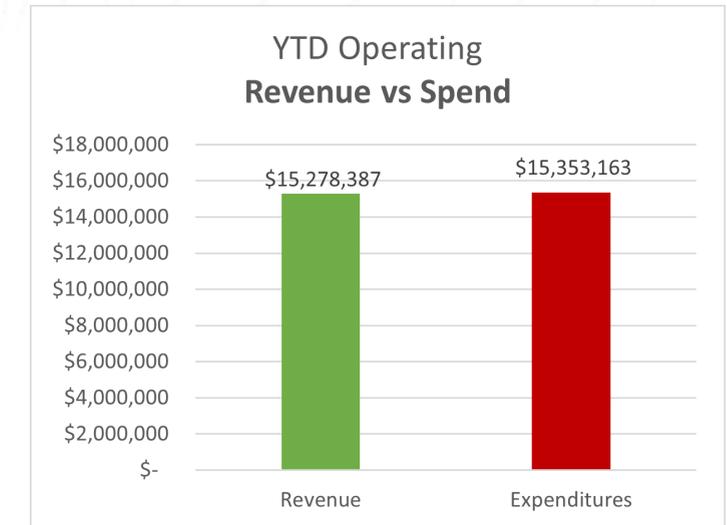
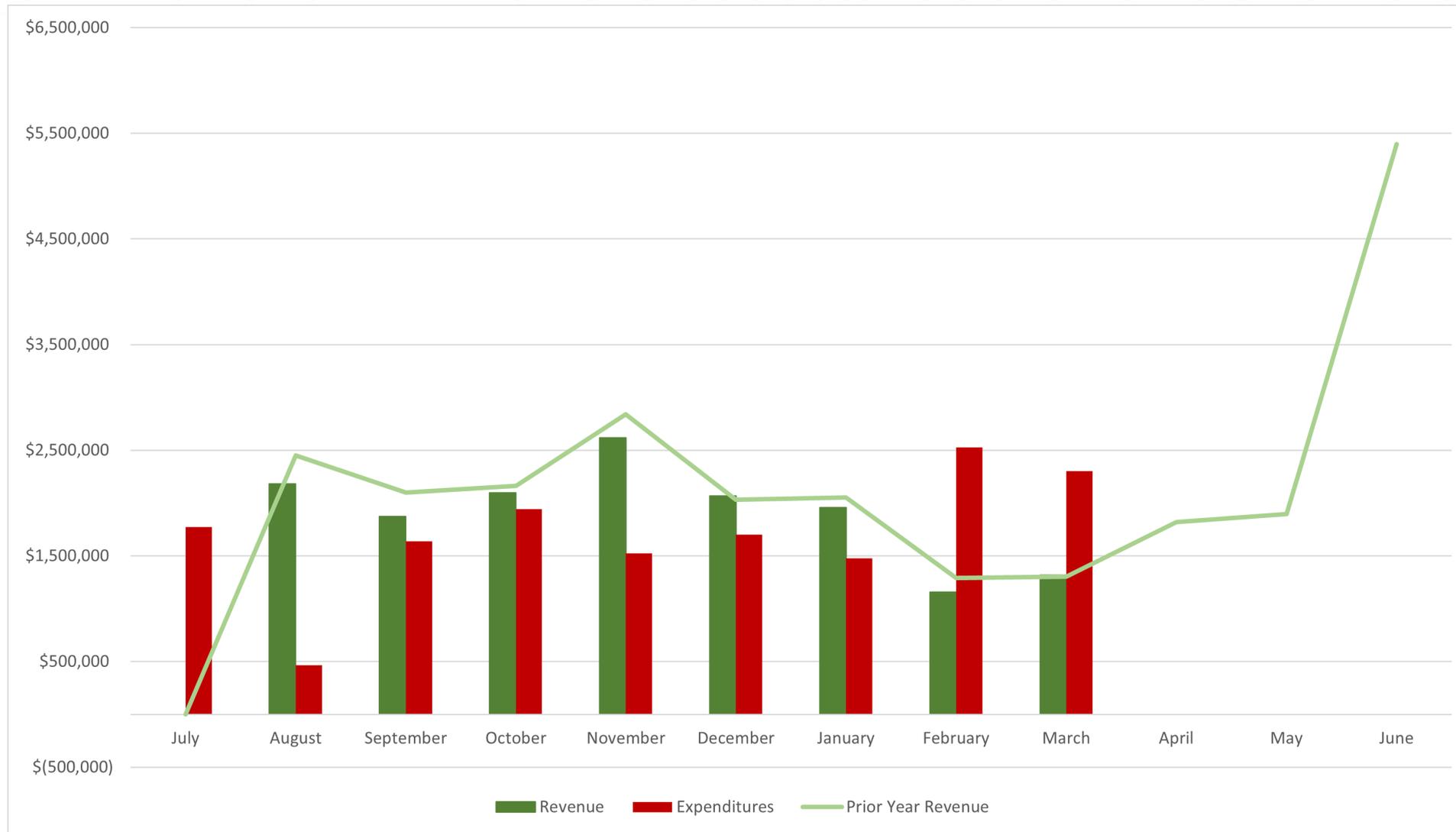
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Development Authority



MARCH 2024 FINANCIAL REPORTS

OPERATING AND EARNED REVENUE FUNDS

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



For more information, see financial and sales statements pages 1-3, and 7



OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, March 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 28,852,000	\$ 1,319,114	\$ 15,278,386	61.1%
Total expenditures		\$ 2,301,701	\$ 15,353,164	53.2%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 250,000	\$ 297	\$ 123,807	57.2%
Total expenditures		\$ -	\$ (3,982)	-1.6%

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



PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, March 2024

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 32,624,185	\$ 200,708	\$ 39,069,310	>100%
Total expenditures		\$ -	\$ 4,907,965	15.3%
Active projects		20		
Funding available for future grants		\$ 6,445,125		

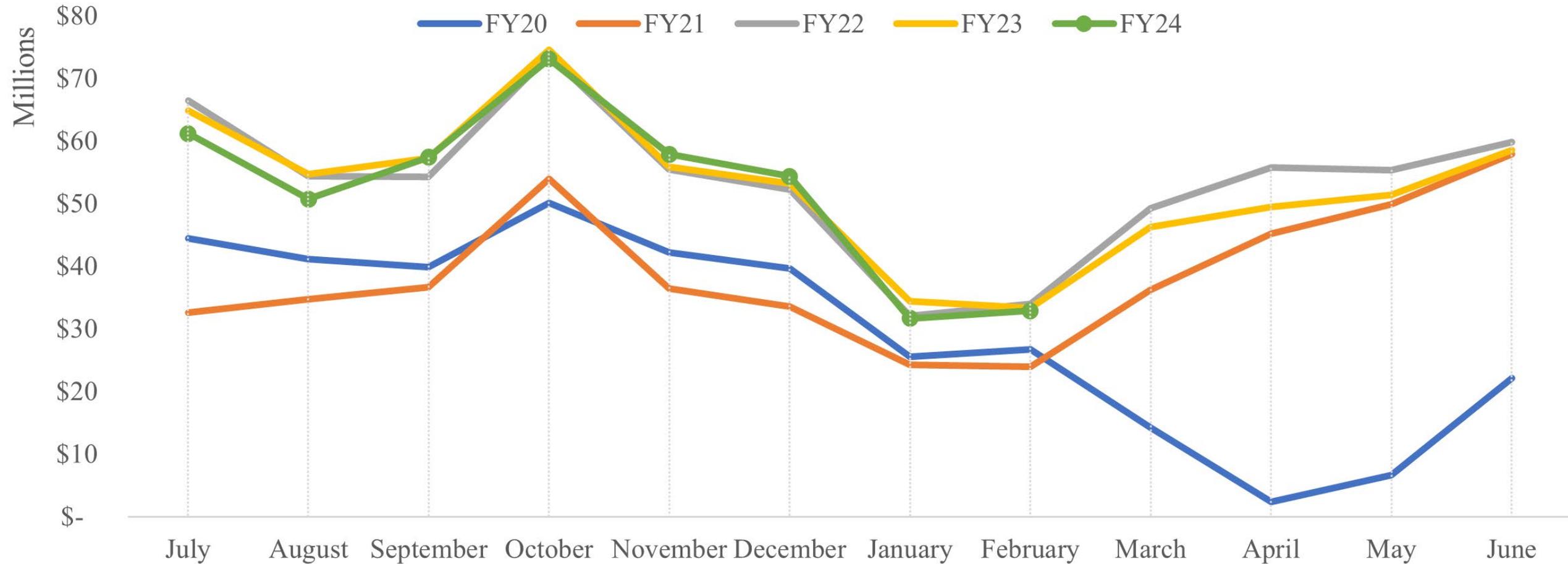
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 339,560	\$ 723,780	\$ 10,328,463	>100%
Total expenditures		\$ 488	\$ 142,608	42%
Active projects		0		
Funding available for future grants		\$ 9,988,903		

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



LODGING SALES

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

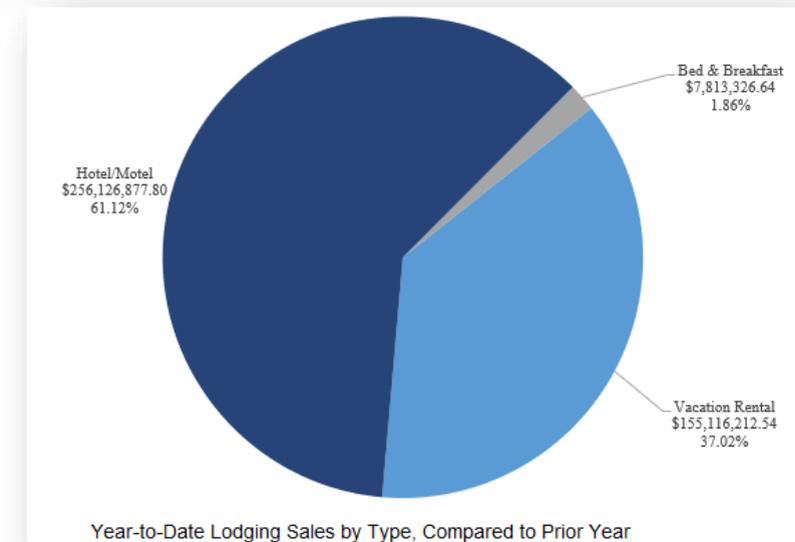
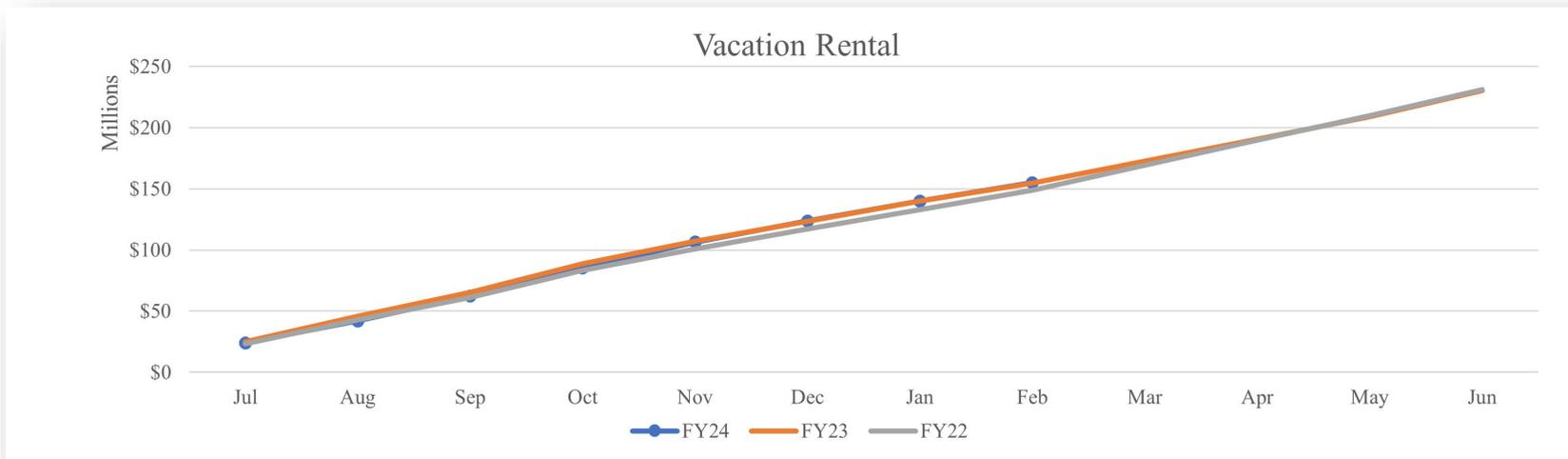
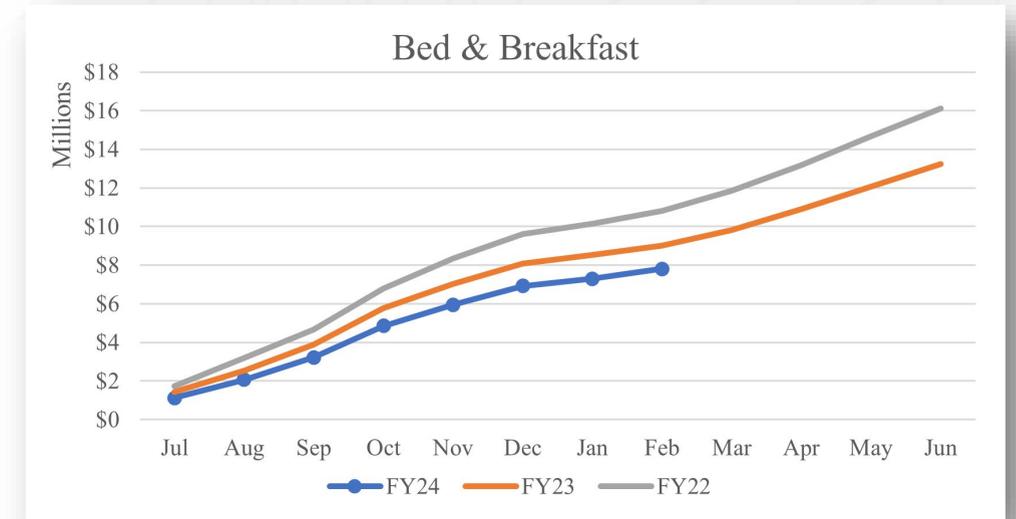
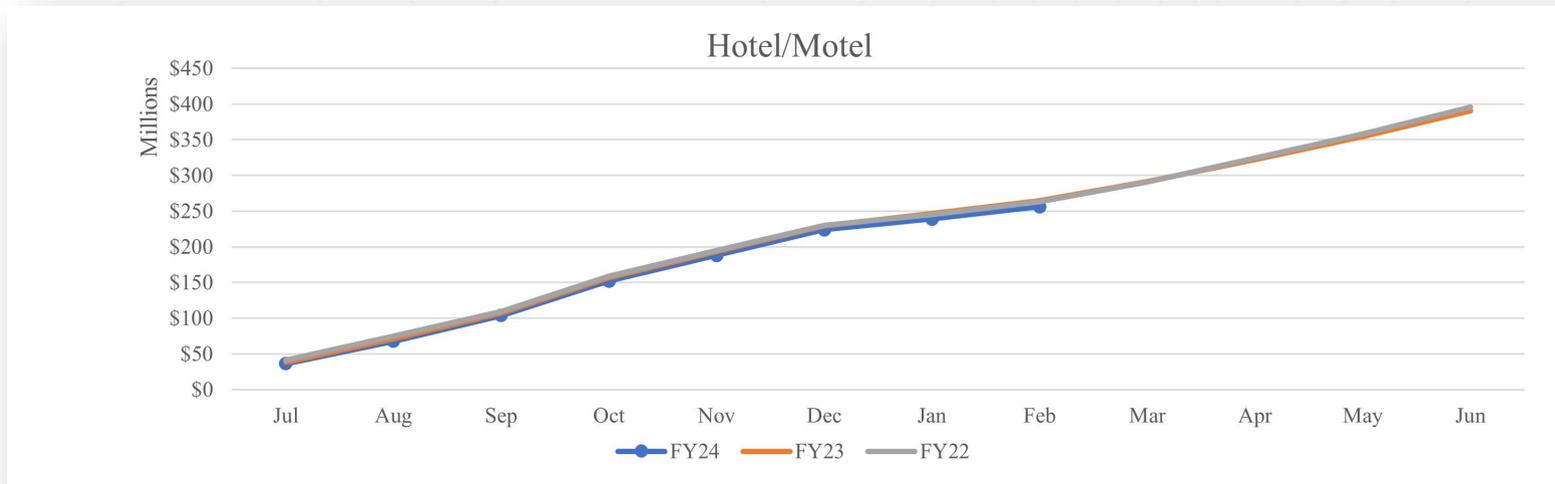


For more information, see financial and sales statements page 9



LODGING SALES

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



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



MARCH 2024 FINANCIAL REPORTS

Vice Chair Matthew Lehman

Questions/Comments

Suggested Motion:

Motion to approve the March 2024 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





FY24 AUDIT CONTRACT

Mason Scott
Buncombe County



FY24 AUDIT CONTRACT

Audit background and timeline

Background

- NC General Statutes require independent financial audit each year
- Mauldin & Jenkins was selected in 2023 for a 3-year contract
 - Proposed pricing:
 - 1st year (FY23): \$11,000
 - 2nd year (FY24): \$12,000
 - 3rd year (FY25): \$13,000

Timeline

- April 24, 2024: BCTDA Board considers FY24 contract (provided for review in advance)
- May – October 2024: FY24 audit underway
- October 31, 2024: FY24 audit completion
- January 2025: Audit presentation to BCTDA Board

FY24 AUDIT CONTRACT

Vice Chair Matthew Lehman

Questions/ Comments

Suggested Motion:

Motion to approve the Mauldin & Jenkins FY24 audit letter and contract as presented.

Motion Second

Additional Discussion

Vote



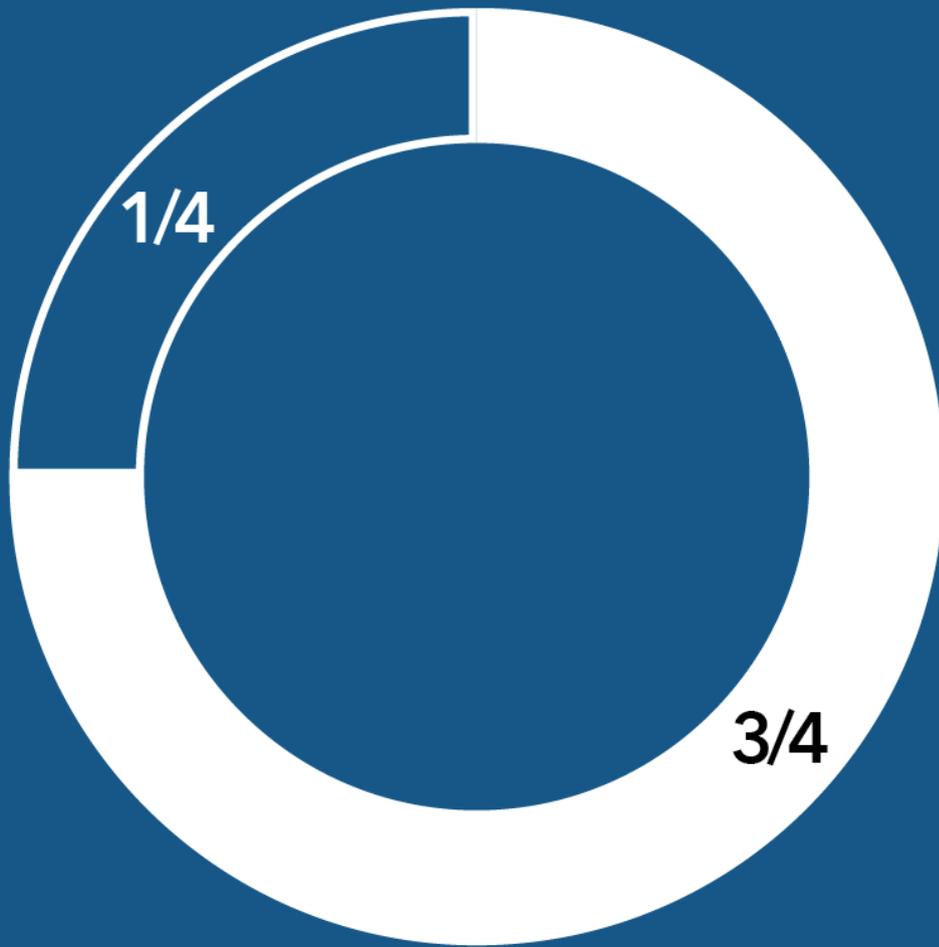


LIFT FUND INVESTMENT RECOMMENDATIONS

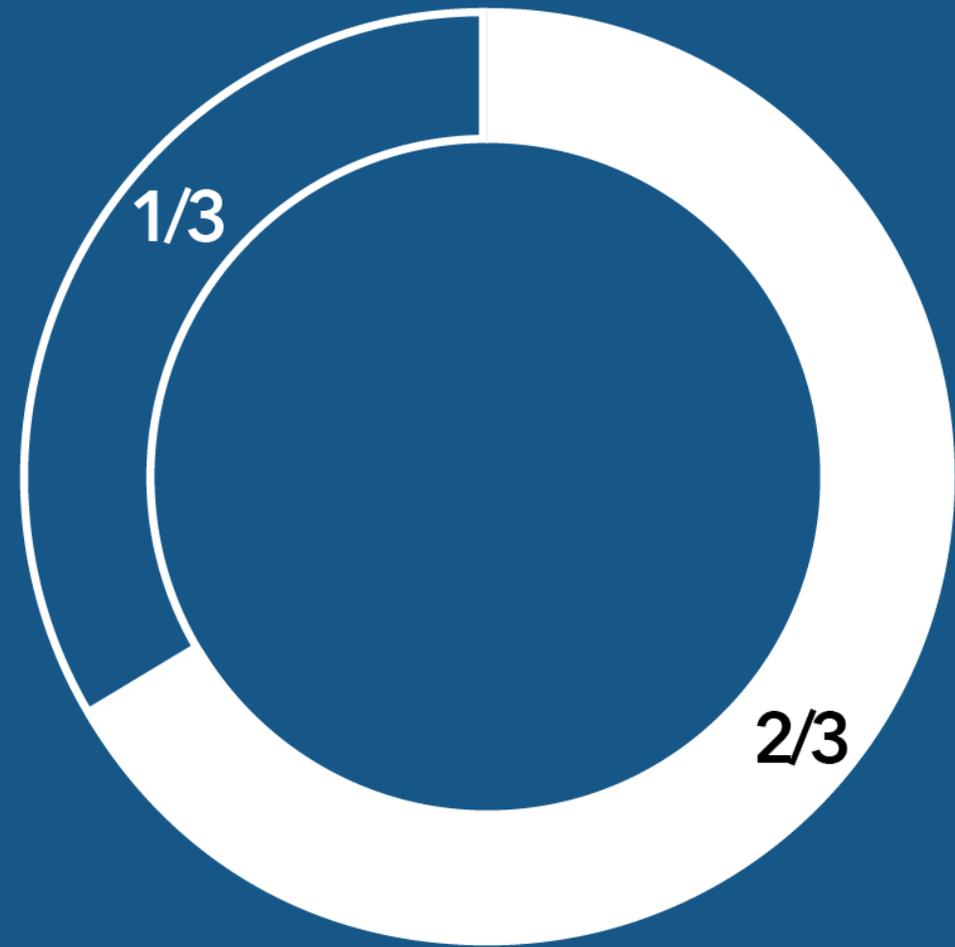
Tiffany Thacker
Director of Grants

EXPLORE
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Development Authority

ALLOCATION OF BUNCOMBE COUNTY LODGING TAX PAID BY VISITORS IN HOTELS, VACATION RENTALS, BED & BREAKFAST INNS

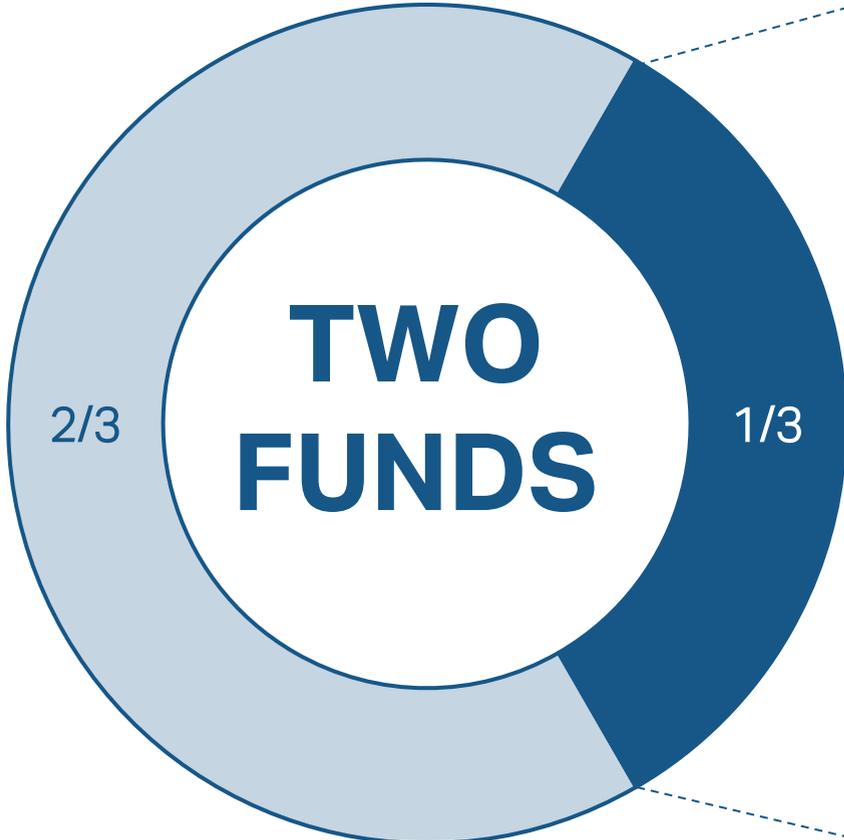


Previous legislation



New legislation

COMMUNITY CAPITAL PROJECT INVESTMENT



\$9.9M
THIS CYCLE

Legacy Investment From Tourism (LIFT) Fund

Provides financial investment for **tourism-related capital projects** in order to increase patronage of lodging facilities and **benefit the community at large in Buncombe County, including maintenance, design, project administration, restoration, rehabilitation, enhancement of natural resources, or expansion of necessary infrastructure.**

\$9.4M
THIS FALL

Tourism Product Development Fund (TPDF)

Provides financial investment for **major tourism capital projects** in order to increase patronage of lodging facilities in, and **further economic development in Buncombe County.**

Per legislation, cannot include operational expenses

LIFT FUND COMMITTEE

Nine volunteer members reviewed applications/presentations, conducted site visits, and made recommendations

Himanshu Karvir

President & CEO, Virtelle Hospitality, LLC

Lodging Appointment

Amy Kelly

Managing Principal, Hatteras Sky

Lodging Appointment

Kyle Highberg

Senior Director Of Operations – Hospitality, Biltmore Farms, LLC

Lodging Appointment

Laura Webb

Founder and President, Webb Investment Services, Inc.

Non-Lodging Appointment

Mike McCarty

Restaurant Owner, The Lobster Trap

Non-Lodging Appointment

Shelton Steele

Co-owner, Wrong Way River Lodge and Cabins

Lodging Appointment

Kathleen Mosher

VP Of Communications, Biltmore

Lodging Appointment

Dr. Joseph Fox

Founder & Owner, Fox Management Consulting Enterprises, LLC

Non-Lodging Appointment

Barbara Benisch

Non-Profit & Community Development Consultant

Non-Lodging Appointment

HP Patel

BCA Hotels; Treasurer of the Nonprofit

BCTDA Liaison (Non-Voting)

LIFT FUND 2024 GRANT CYCLE

Summary

Available Funding: \$9,988,903

Phase I

- Applications opened on October 31, 2023 and closed on December 1, 2023
- 21 applications with a total combined request of \$23,765,092

Phase II

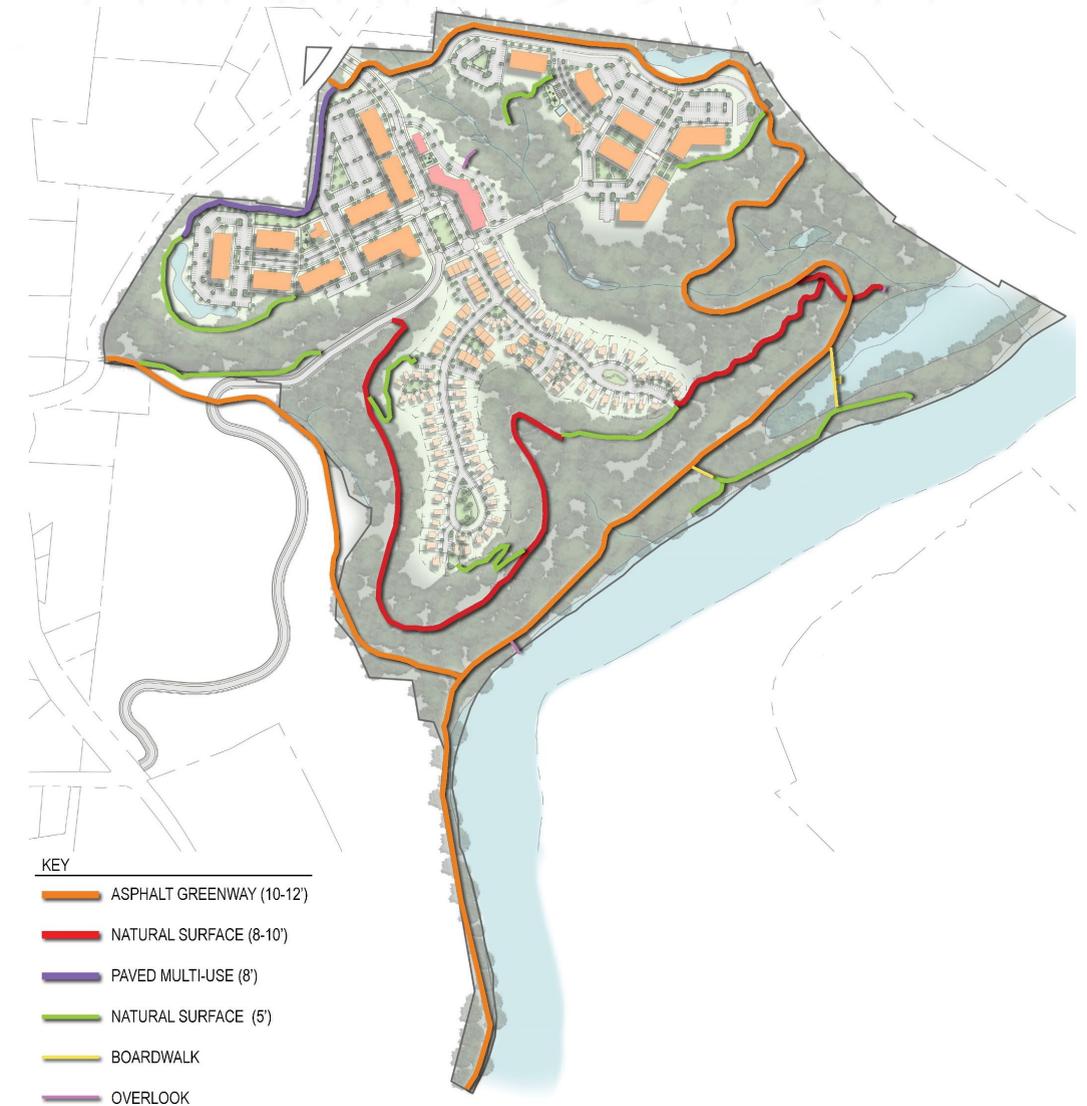
- 17 applications progressed to Phase II of the application process
- 15 Phase II applications submitted, with one withdrawing their application before the site visits.
- The combined total request of the 14 remaining applications was \$13,615,012



BUNCOMBE COUNTY

Ferry Road Community: Affordable Housing, Conservation and Public Recreation

- Community-focused sustainable mixed-use project on 137-acre Buncombe County-owned tract of land along the French Broad River off of Brevard Road
- Project will conserve 60% of the site (70+ acres) while delivering 645 units of housing with 55% at affordable rates, community services (e.g. childcare, health clinic) and approximately 4 miles of public greenways and trails with public parking
- Greenways and trails will connect key locations in the area, including Bent Creek River Park (the most visited county park), Biltmore Park West, the Arboretum
- Buncombe County will maintain ownership of the recreation and conservation components, while other parts of the Ferry Road project will ultimately be owned by private developers or individuals.
- Committee recommends investing in public recreation and conservation components, including 1.9 miles of greenway, 1.7 miles of trails, public parking access, greenway and trail signage, and wetland access and signage.
- Total budget for these components is \$7 million; the Committee agreed to waive the 1-to-1 funding match and invest \$4 million in this project due to overall project's impact on the community-at-large of Buncombe County.
- **Timeline:** October 2024 – December 2026
- **Project Budget:** \$210,000,000



Request: \$6,000,000

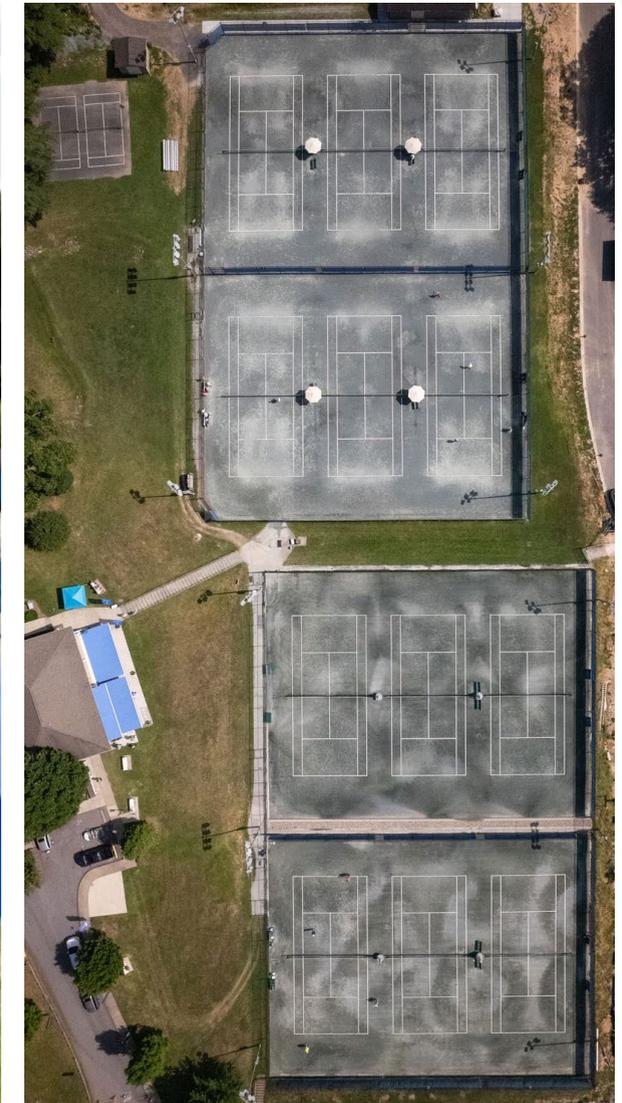
Recommendation: \$4,000,000



CITY OF ASHEVILLE

Aston Park Tennis Center Court Rebuild Design

- Aston Park Tennis Center is a City-owned facility that features 12 clay courts and hosts more than 14,000 people annually as players or spectators at tournaments and league play.
- Aston Park has hosted the Asheville Open Tennis Championships for 91 years, which was demoted from a Level 2 tournament to a Level 3 tournament due to the condition of the facilities.
- To reclaim a Level 2 status, the City has requested support for design, finishing construction documents, and cost estimation for all twelve courts at the facility.
- **Timeline:** June 2024 – December 2024
- **Project Budget:** \$103,948



Request: \$40,000

Recommendation: \$40,000



CITY OF ASHEVILLE

Coxe Avenue Complete Street

- Street improvement project that will include the demolition and reconstruction of just over one-half mile of urban streetscape on Coxe Avenue between Patton Avenue and Southside to create a more pedestrian-friendly destination.
- The following improvements will enhance the customer experience and provide a more engaging and welcoming connection between Downtown and the Southside neighborhood
 - **Reducing flood impacts through stormwater improvements:** Water, stormwater, and sewer improvements to reduce flood impacts in the Southside
 - **Increasing safety for all modes of transportation:** by slowing vehicles, managing vehicle curb cuts, and improving bike and transit facilities
 - **Streetscape improvements and activating the street edge for pedestrians:** Roadway rebuild and resurfacing, wider sidewalks with gathering spaces, streetscape amenities, street trees and landscaping, street lighting, and public art
- LIFT Fund Committee recommends requiring the City present the design plans and more detailed construction budget to the board once the design phase is complete.
- **Timeline:** May 2025 – August 2026
- **Project Budget:** \$11,825,481

Request: \$3,000,000

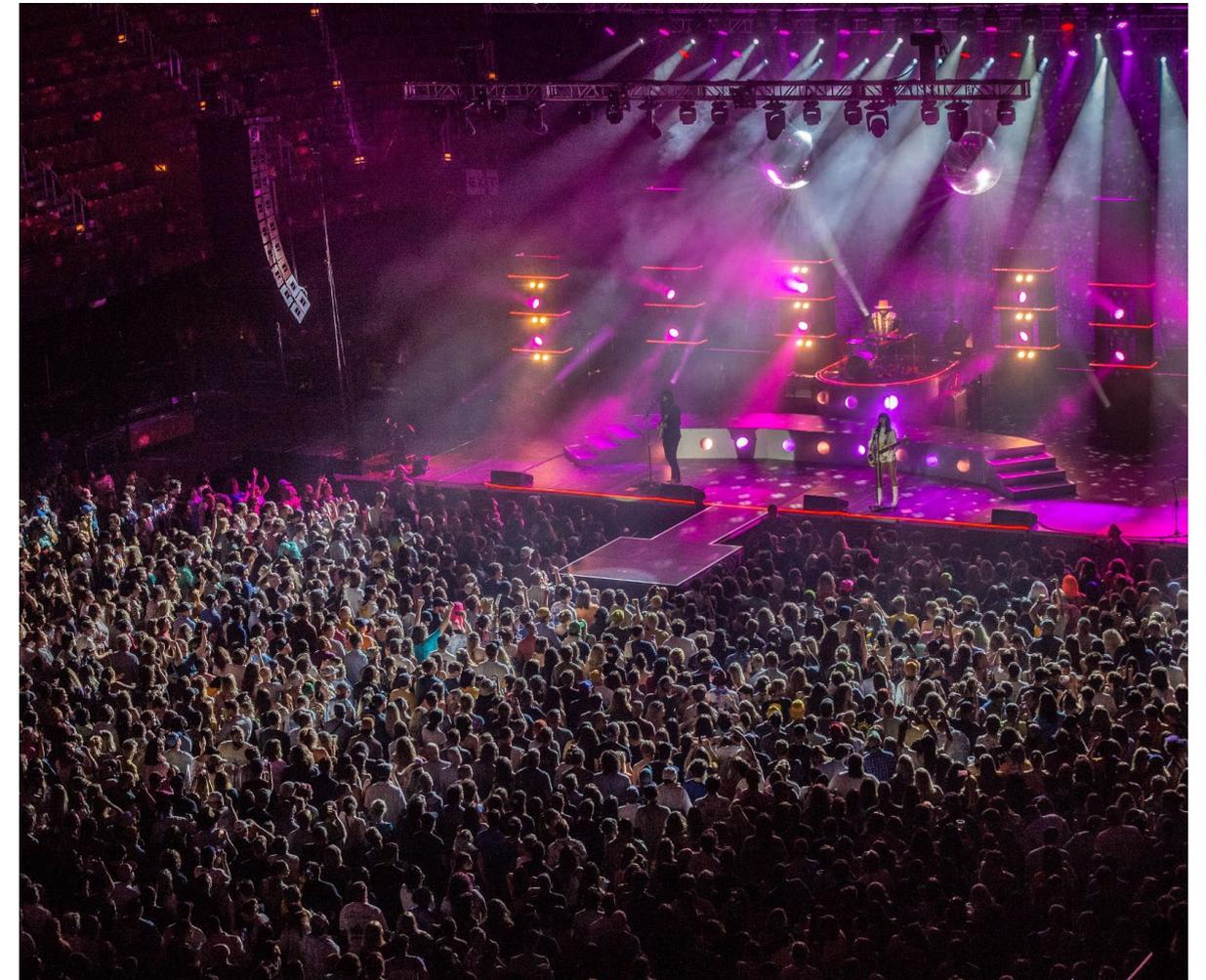
Recommendation: \$2,983,890



CITY OF ASHEVILLE

ExploreAsheville.com Arena Capital Maintenance

- Capital maintenance projects at Harrah's Cherokee Center - Asheville that will help facilitate the retention and growth of important annual events
 - **HVAC Improvements:** Continue work towards full replacement and upgrade of HVAC system - 2 additional air handlers & associated equipment will be replaced
 - **Service/Freight Elevator Replacement:** Current elevator is 50 years old with parts and materials becoming increasingly difficult to find
 - **Loading Dock Repairs:** Decrease stress and increase weight capacities on concrete slabs in loading dock area
- **Timeline:** July 2024 – November 2025
- **Project Budget:** \$1,350,000



Request: \$675,000

Recommendation: \$675,000



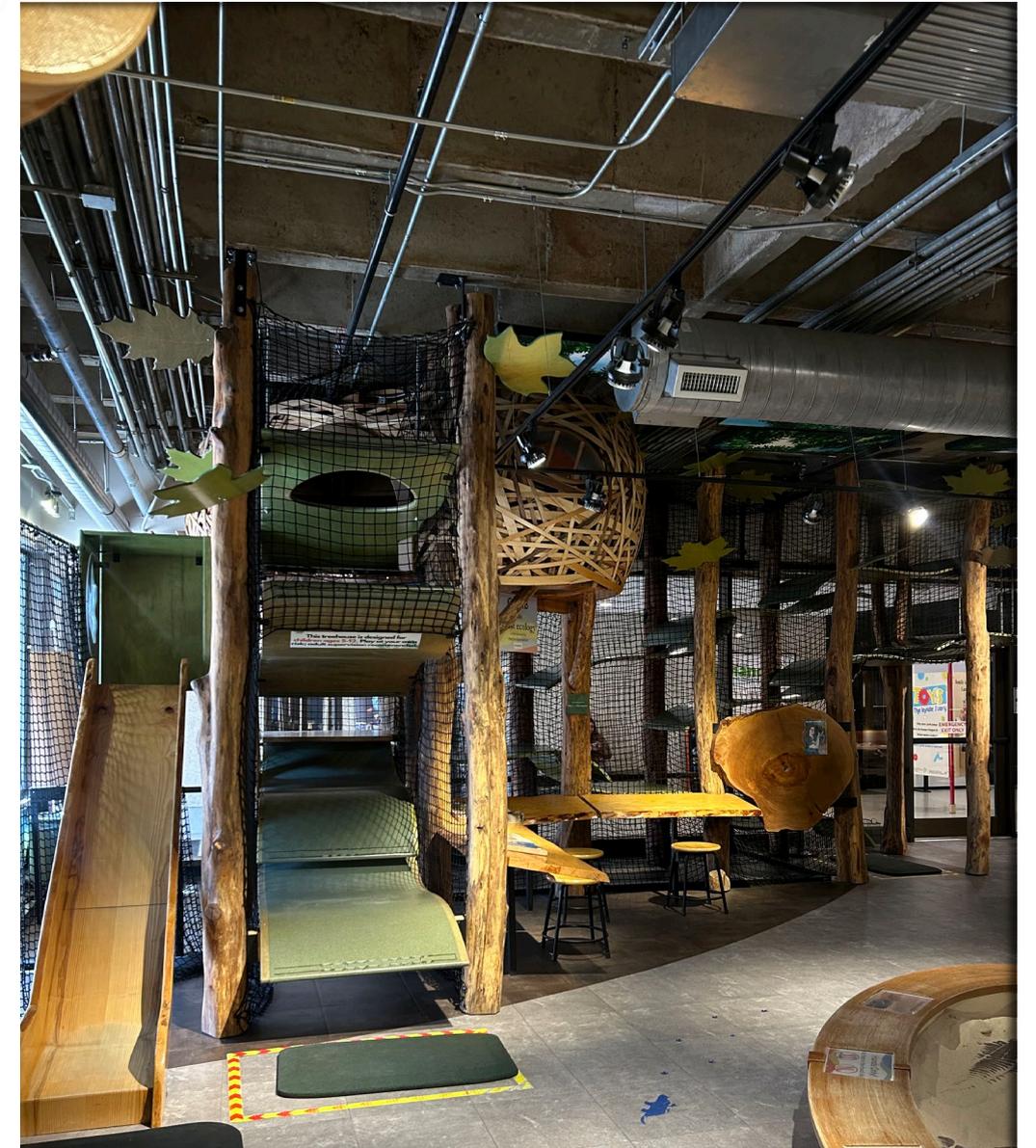
ASHEVILLE MUSEUM OF SCIENCE

Growing Together – Museum Repair & Expansion Plan

- AMOS has served more than 50,000 people at its downtown location over the past year, often reaching capacity and turning guests away
- Wells Fargo vacating the 10,000 square-foot space adjacent to AMOS provides AMOS the opportunity to expand their existing footprint.
- The Museum Repair and Expansion Plan request, includes the following:
 - Feasibility study & design of additional 10,000-square-foot space
 - Repair & Maintenance of existing exhibits
 - Additional safety features throughout existing space
- LIFT Fund Committee recommends adding a requirement in the contract that if the design of the additional space impacts any incomplete work outlined in the 2022 TPDF grant agreement, then AMOS should request a contract modification of the 2022 grant through the TPDF Committee
- **Timeline:** January 2024 – December 2024
- **Project Budget:** \$500,000

Request: \$250,000

Recommendation: \$250,000



BLACK WALL STREET AVL

Black Wall Street AVL Visitor Experience Upgrade

- Through a competitive process, Black Wall Street AVL was awarded an eight-year lease on 8 River Arts Place from the City of Asheville, which they have activated as an event venue, hosting a variety of events serving the community
- Facility has limitations with its current level of amenities that hinders the attractiveness of facility and usage in the warmer months or during inclement weather.
- Project components include:
 - **Air-Conditioning System:** Installation of air conditioning system (Building does not have AC system which is a detriment to the organization's ability to host events during warmer months)
 - **Patio Awnings:** Installation of patio awnings (offer protection from sun and weather to expand capacity of venue for events)
- **Timeline:** June 2024 – May 2025
- **Project Budget:** \$165,000



Request: \$82,500

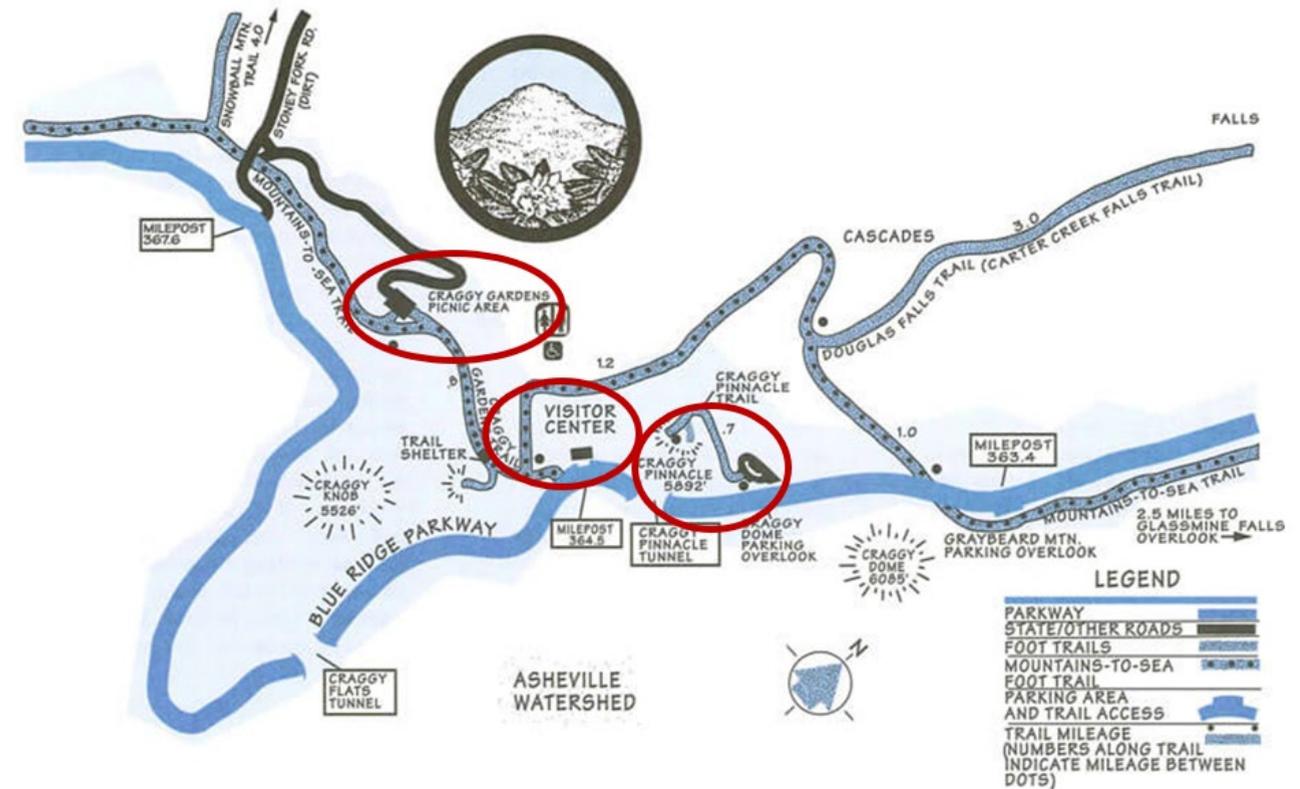
Recommendation: \$77,500



BLUE RIDGE PARKWAY FOUNDATION

Blue Ridge Parkway: Improving Visitor Experiences at Craggy Gardens Year-Round

- Craggy Gardens ranks as one of the most popular locations in America's most visited national park unit.
- Blue Ridge Parkway does not charge an entrance fee, which makes the Parkway more accessible to people with limited economic means, but also leaves the Parkway with less resources to manage its visitation.
- Craggy Gardens lacks accessible restrooms and has aging facilities that were built in 1953
- Project includes:
 - **Restroom Facilities:** Permanent, accessible, year-round restroom facilities at the Craggy Gardens Visitor Center and the Craggy Pinnacle Trail parking lot (June 2025 – May 2026)
 - **Trailhead & wayfinding improvements:** Update trailhead and wayfinding signage for visitor center (Fall 2025 – April 2026)
 - **Planning & Design:** Planning and design for future visitor service improvements at the Craggy Gardens Visitor Center and Picnic Area (December 2024 – May 2026)
- **Timeline:** December 2024 – May 2026
- **Project Budget:** \$1,575,000



Request: \$750,000

Recommendation: \$750,000



HOOD HUGGERS FOUNDATION

Blue Note Junction (Phase 1 Construction)

- Hood Huggers Foundation and Asheville Creative Arts aim to create a one-of-a-kind health and business incubator within one of Asheville's oldest African American communities.
- Project is less than a block from Haywood Road in the heart of walkable West Asheville and will serve as a bridge between the historic Burton Street neighborhood and the busy Haywood Road Corridor
- Project aims to celebrate and uplift the cultural contributions of African American artists, writers, and musicians in the Appalachian region
- Phase I of Blue Note Junction project includes:
 - 9,000sf outdoor event venue with capacity of 500 guests
 - 2,100sf open-air market featuring 20 local BIPOC makers, artists, and growers
 - 1.5 acres of accessible gardens and 1,400sf greenhouse
- **Timeline:** October 2024 – March 2025
- **Project Budget:** \$7,145,000



Request: \$500,000

Recommendation: \$500,000



MEDIA ARTS PROJECT (MAP)

Supernova Immersive Experience Project Design

- Media Arts Project's Supernova project is a 26,000sf family-friendly immersive art experience planned in Weaverville, that will encourage visitors of all ages to experience art in a new way
- Immersive art experiences are a growing trend in entertainment across the country. (e.g. Meow Wolf, Factory Obscura and Otherworld)
- Supernova project will engage world-class artists alongside local creatives, craftsmen, fabricators, multimedia artists, and sculptors
- Property owner, Dewey Properties, is exploring a larger entertainment destination with Supernova as the anchor tenant
- Request is to support the design and engineering plans of Supernova including the design of permanent individual art experiences
- Committee recommends adding the following contingencies to the contract:
 - Requiring MAP to provide copy of lease prior to execution of grant agreement,
 - Lease cannot be sub-leased or transferred to a for-profit organization, and
 - Design contract must specify specific milestones that LIFT Fund disbursements will align with
- **Timeline:** May 2024 – August 2024
- **Project Budget:** \$600,000



Request: \$300,000

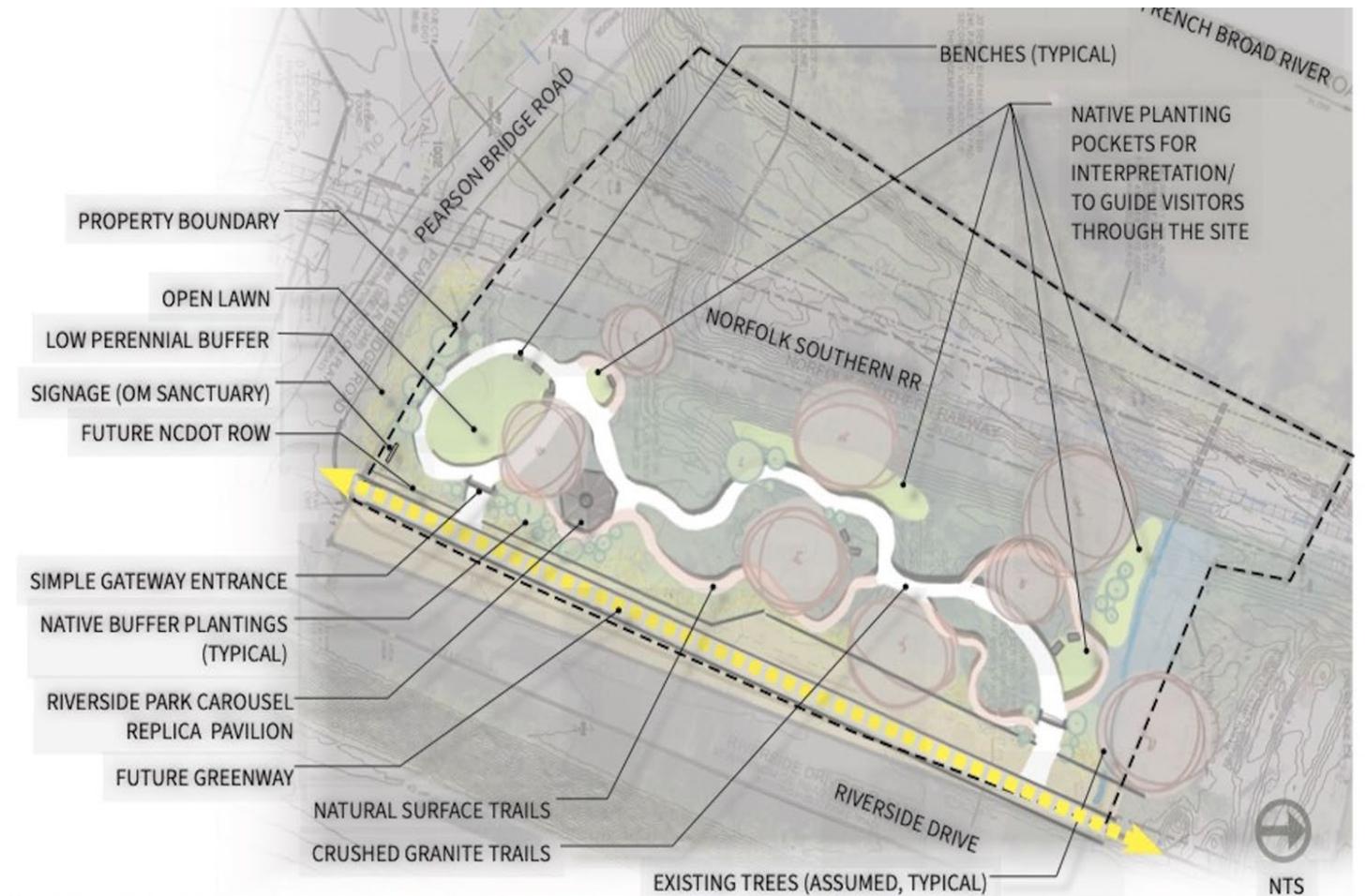
Recommendation: \$200,000



RIVERLINK

Gateway Park: Resurrecting a public park on Riverside Drive

- Gateway Park project is a natural, partly wooded 1.3-acre public parklet designed for bike and pedestrian users halfway between the River Arts District and Woodfin on the bank of the French Broad River.
- Park features meandering pathways and native plantings, arched gateways at both entrances and a carousel-inspired pavilion, the proposed project will resurrect a smaller version of a historic park
- Three major bike and pedestrian projects leading to the site are in development now - one each planned by NC Department of Transportation, Buncombe County and the City of Asheville
- Park will improve connectivity and safe bike and pedestrian transit along the river by expanding the existing greenway network
- Park will be the only public greenspace in the busy 2.5-mile corridor between the River Arts District (RAD) and Woodfin's Silver-Line Park.
- **Timeline:** December 2024 – June 2025
- **Project Budget:** \$615,037



Request: \$270,018

Recommendation: \$270,018



SWANNANOVA VALLEY ART LEAGUE

Expanding Visitors and Artists Experiences in Downtown Black Mountain (Red House Gallery & Studios)

- Swannanoa Valley Art League (SVAL) is the oldest, continuous art league in western North Carolina, established in 1967
- Established as a community-based organization for local artists to display their work and to offer community-based educational experiences for the Swannanoa Valley
- In late 2023, SVAL was given short notice to vacate former premises due to the transfer of ownership of the Monte Vista Hotel. SVAL then quickly relocated to 101 Cherry Street, a three-story, 1926 historic, 4,500-square-foot building in the heart of downtown Black Mountain that features a gallery, artist studios, and an education room
- Red House Gallery and Studios houses 47 permanent artists, with the gallery featuring a themed and curated bi-monthly exhibit representing 23 artists
- Funding request is to support the design and renovation of 101 Cherry Street, including façade improvements and an update to the HVAC system
- **Timeline:** February 2024 – September 2024
- **Project Budget:** \$184,988



Request: \$92,494

Recommendation: \$92,495



UNIVERSITY BOTANICAL GARDENS AT ASHEVILLE, INC. (BGA)

Building on Our Legacy: Uplifting BGA Facilities to Better Serve Tourists and Residents

- The project aims to increase the functionality and attractiveness of the gardens as a destination and event venue, boost its appeal to native plant enthusiasts, address safety issues, and enhance ADA compliance.
- Renovations and improvements will allow the BGA to offer a unique venue with relaxed, informal atmosphere focused on nature and natural beauty of the area.
- Project includes:
 - **Visitors Center Renovation:**
 - Remodel and upgrade of the Butler Room to provide a functional, modern, and aesthetically pleasing space for income-producing event rentals, classes, lectures, and meetings
 - Replace solarium with an outdoor seating area for guests to enjoy
 - **Garden Entrance and Gazebo Renovation:**
 - Replace and upgrade steps, handrails, and signage at the main entrance of the Gardens to improve visitor safety, accessibility, wayfinding, and aesthetics.
 - Rebuild gazebo located in the Sunshine Meadow
- **Timeline:** November 2024 – February 2025
- **Project Budget:** \$300,000



Request: \$150,000

Recommendation: \$150,000



LIFT FUND 2024 GRANT CYCLE

Recommended Investments

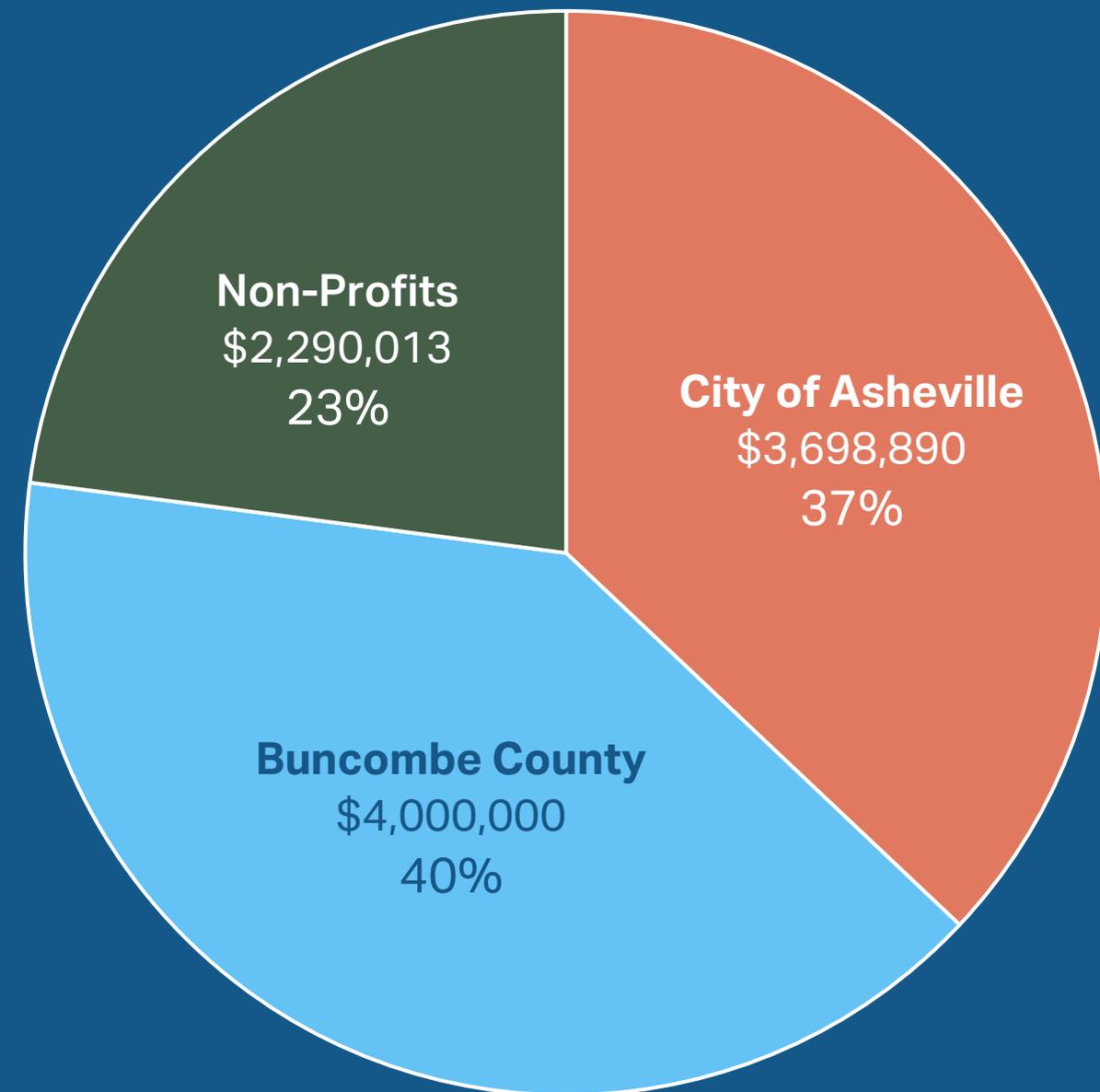
Applicant	Project	Amount Requested	Investment Recommendation
Buncombe County	Ferry Road Community: Affordable Housing, Conservation and Public Recreation	\$6,000,000	\$4,000,000
City of Asheville	Aston Park Tennis Center Court Rebuild Design	\$40,000	\$40,000
City of Asheville	Coxe Avenue Complete Street	\$3,000,000	\$2,983,890
City of Asheville	ExploreAsheville.com Arena Capital Maintenance	\$675,000	\$675,000
Asheville Museum of Science	Growing Together - Museum Repair and Expansion Plan	\$250,000	\$250,000
Black Wall Street AVL	Black Wall Street AVL Visitor Experience Upgrade	\$82,500	\$77,500
Blue Ridge Parkway Foundation	Improving Visitor Experiences at Craggy Gardens Year-Round	\$750,000	\$750,000
Hood Huggers Foundation	Blue Note Junction (Phase 1 Construction)	\$500,000	\$500,000
Media Arts Project (MAP)	Supernova Immersive Experience Project Design	\$300,000	\$200,000
RiverLink	Gateway Park: Resurrecting a public park on Riverside Drive	\$270,018	\$270,018
Swannanoa Valley Fine Arts League (DBA Swannanoa Valley Gallery and Studios)	Expanding Visitors and Artists Experiences in Downtown Black Mountain (Red House Gallery and Studios)	\$92,494	\$92,495
University Botanical Gardens at Asheville, Inc.	Building on Our Legacy: Uplifting BGA Facilities to Better Serve Tourists and Residents	\$150,000	\$150,000
TOTAL		\$13,615,012	\$9,988,903



LIFT FUND INVESTMENT SUMMARY

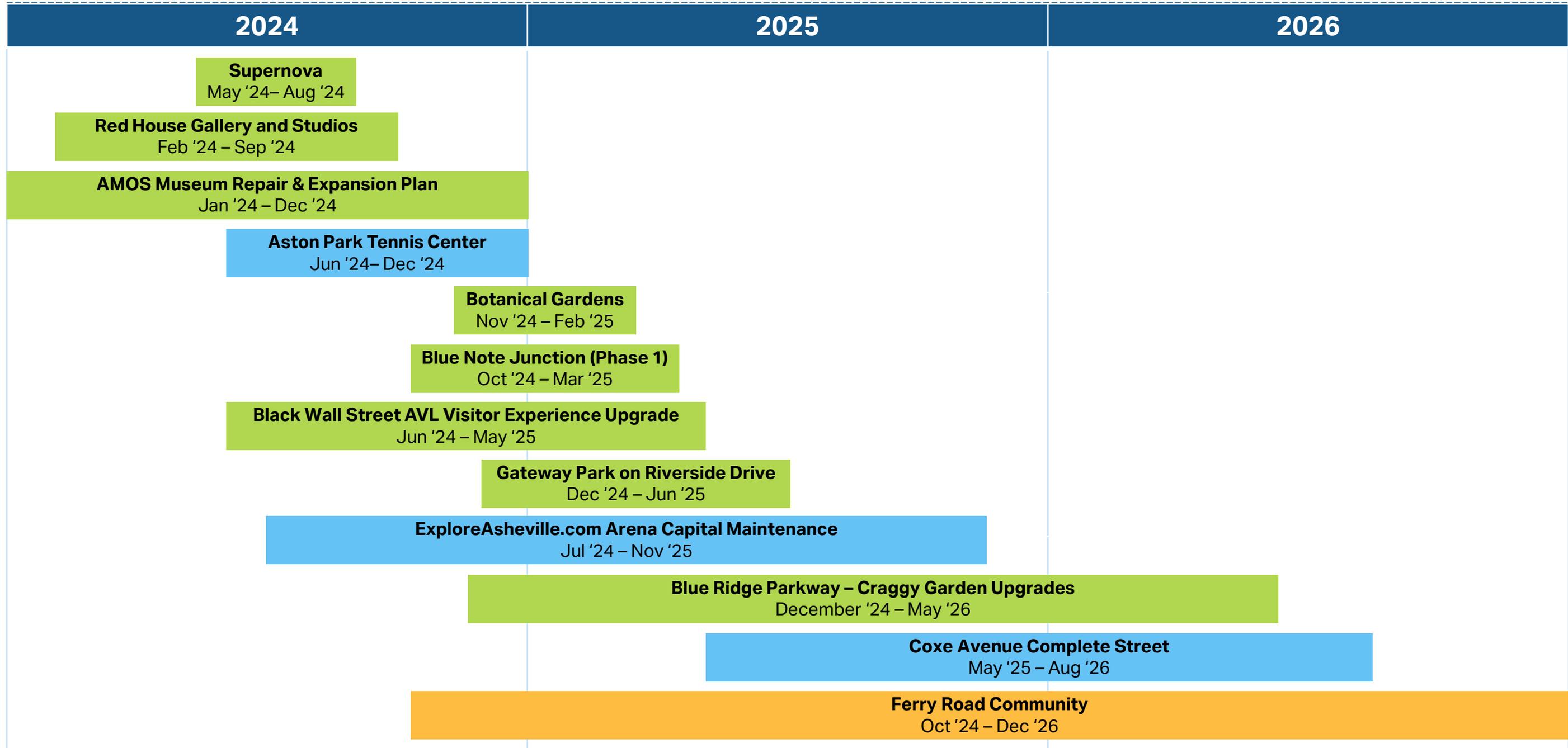
77% of LIFT Fund recommendations going to City and County Government Partners

77%
**TO CITY AND COUNTY
GOVERNMENT PARTNERS**



LIFT FUND PROJECT TIMELINES

City
County
Non-Profit



LIFT FUND INVESTMENT RECOMMENDATIONS

Matthew Lehman

Questions/ Comments

Suggested Motion:

Motion to approve the grant investment funding for each project as recommended by the Legacy Investment from Tourism Committee.

Motion Second

Additional Discussion

Vote





PRESIDENT & CEO REPORT

Vic Isley

Explore Asheville | President & CEO

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

THE BENEFITS OF VISITORS IN ASHEVILLE & BUNCOMBE COUNTY RUN DEEP

The visitor economy supports local businesses and contributes to local government revenues.

\$238 MILLION

in state & local tax revenues are generated by the visitor economy

Buncombe County households would need to pay an additional \$2,261 in taxes annually to replace the visitor generated taxes received by state and local governments.

27,000 JOBS
supported by the visitor economy
(1 in 7 Jobs)

\$131 MILLION
in state tax revenues

\$74 MILLION
in county tax revenues

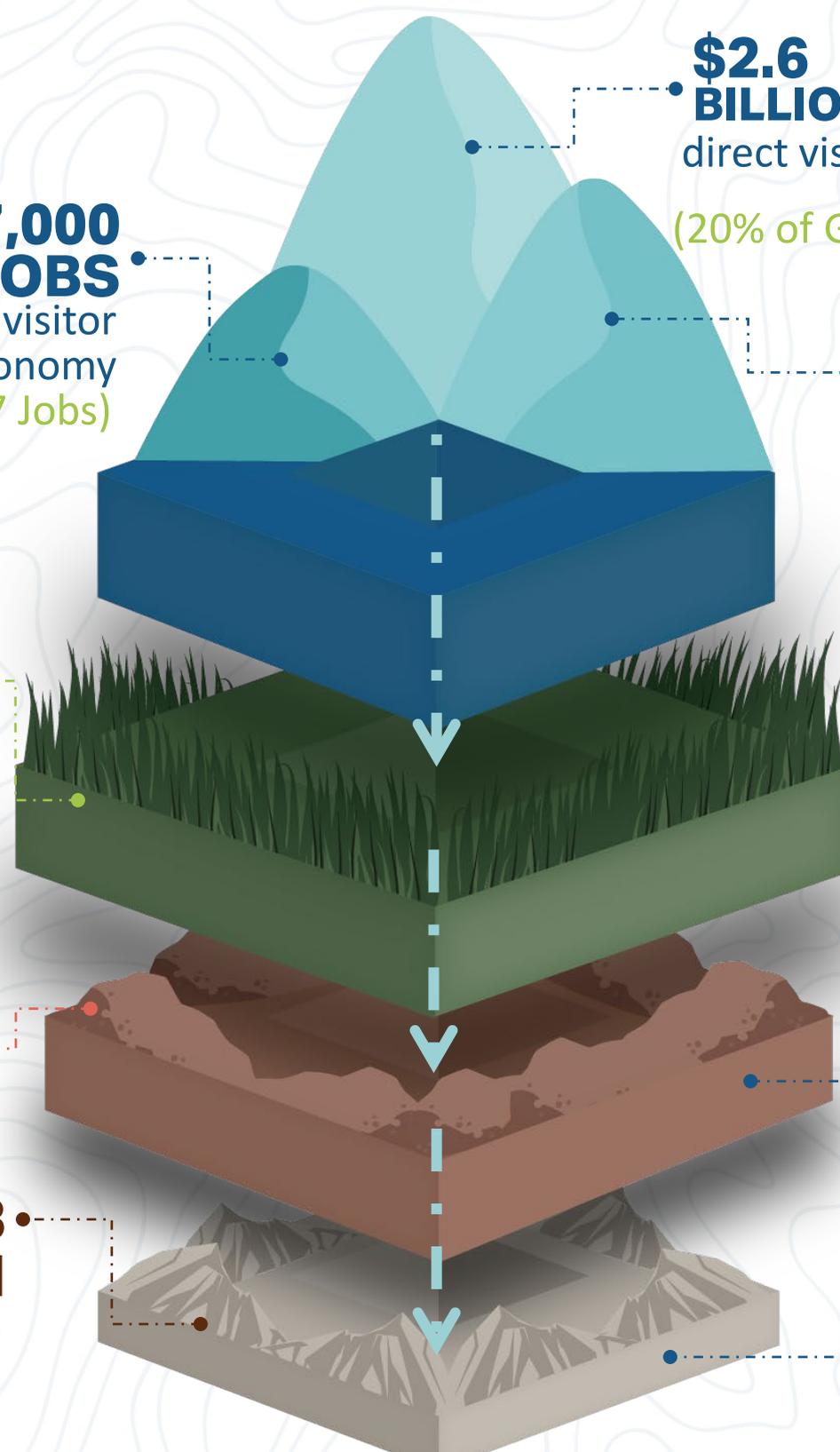
\$33 MILLION
in city tax revenues

\$2.6 BILLION
direct visitor spending

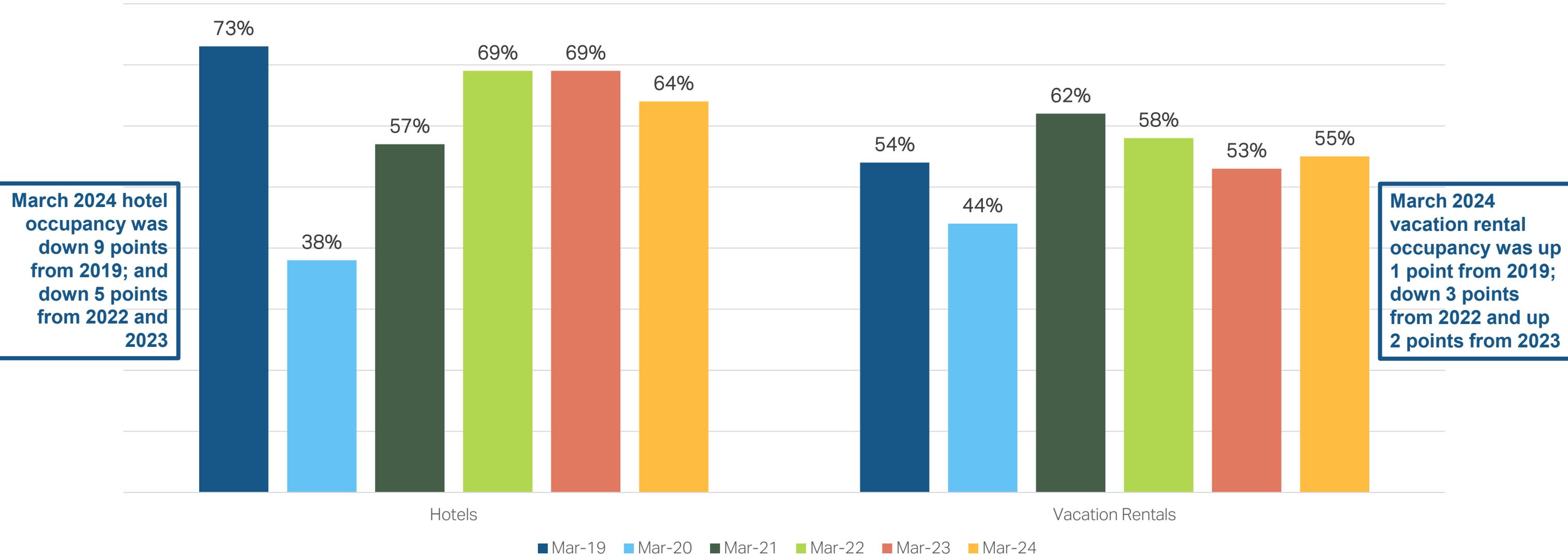
(20% of GDP in Buncombe County)

\$915 MILLION
in visitor-generated income for residents
(16% of local income)

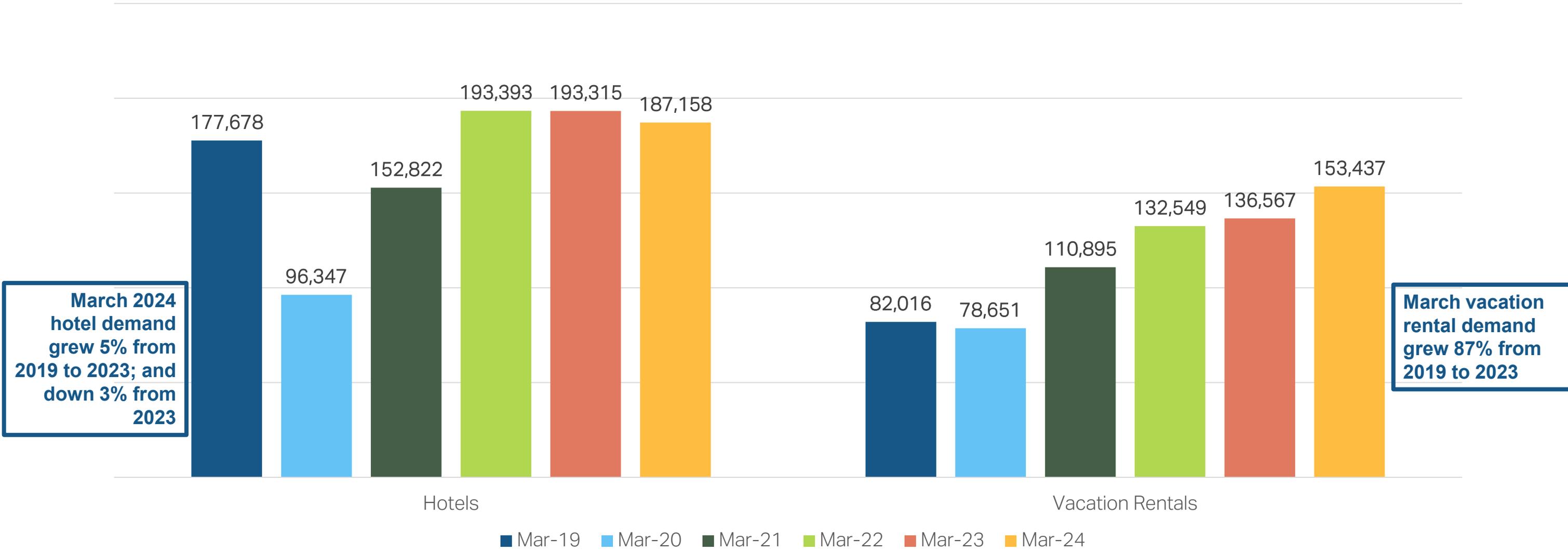
the visitor economy supports
\$1 out of every \$5
in city and county revenues



MARCH LODGING OCCUPANCY

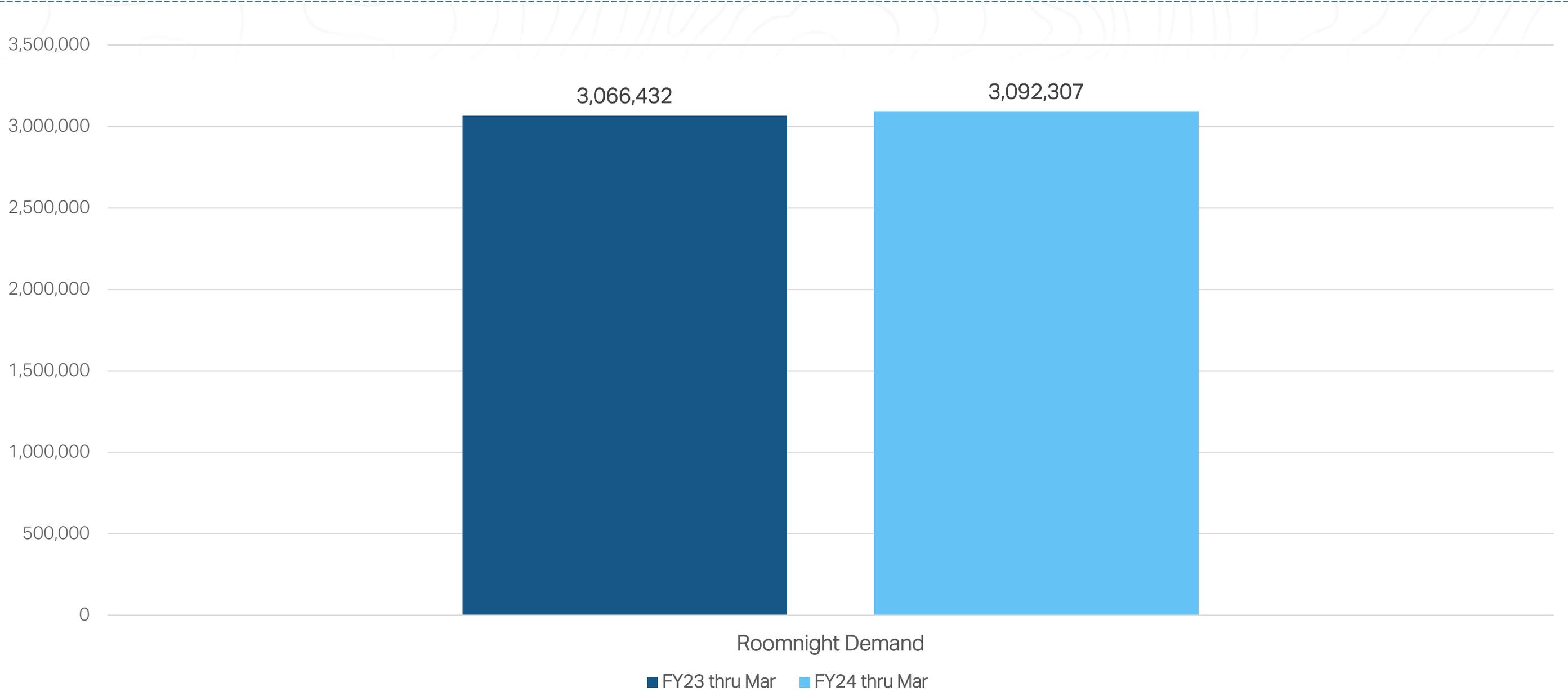


MARCH LODGING DEMAND



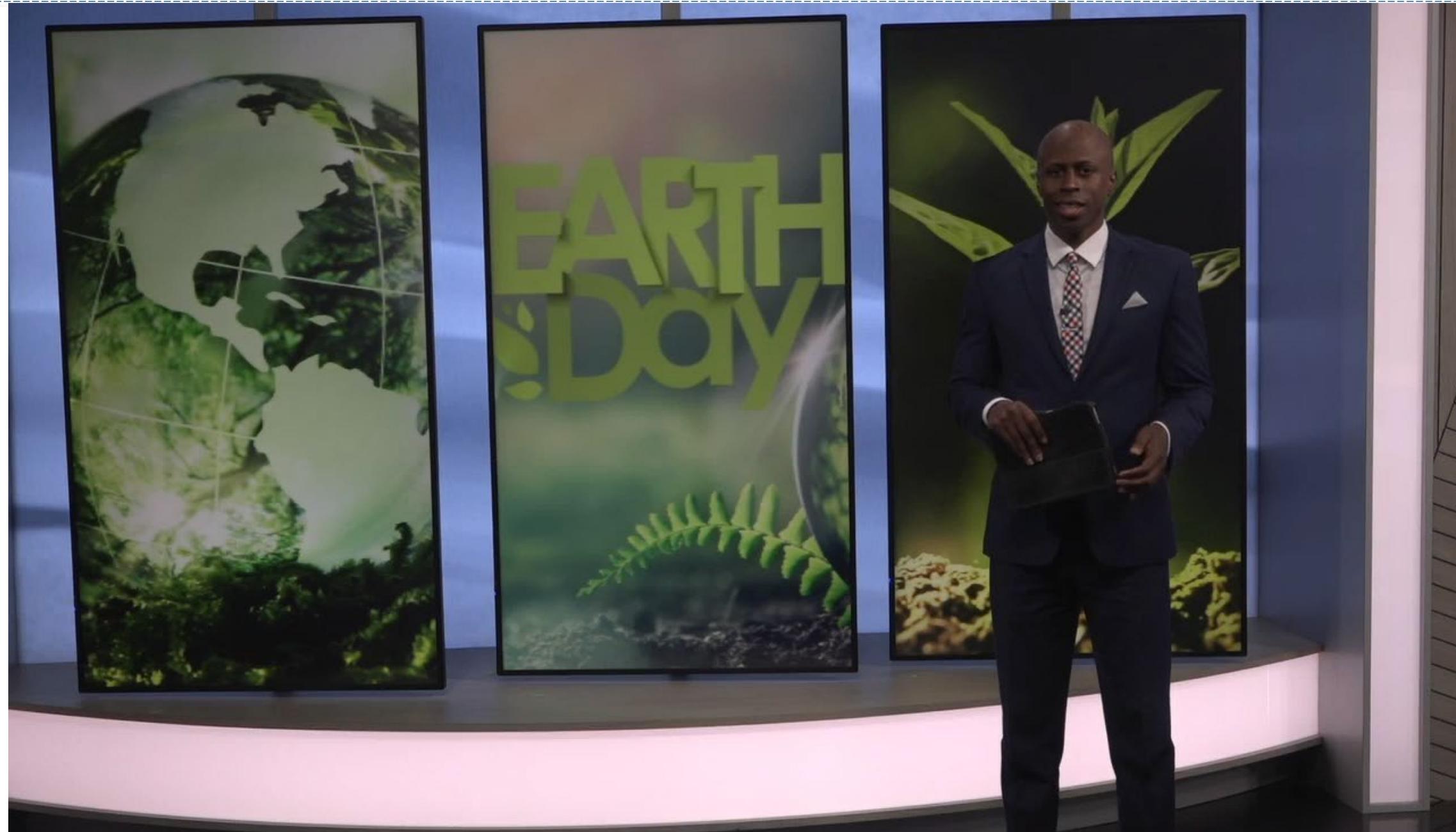
TOTAL ROOMNIGHT DEMAND FY24 YTD THROUGH MARCH

On par with FY23



EARTH DAY CLEANUP RECAP

100 participants | 460 pounds of trash



LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

April Events

- Maker Faire
- Downtown After 5 (Series)
- {Re}HAPPENING 12
- UNCA Our Turn to Play Scholarship Dinner

May Events

- NC Arboretum's Bloom with a View
- Pritchard Park Summer Culture and Art Series
- AVL Beer Week
- Downtown After 5 (Series)
- Swannanoa Valley Music Heritage Concert
- GRINDfest

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.





STRATEGIC IMPERATIVES PROGRESS UPDATE

Vic Isley
President & CEO

Dodie Stephens
Vice President of Marketing

Michael Kryzanek
Vice President Business Development

Penelope Whitman
Vice President of Partnership & Destination Management

Jennifer Kass-Green
Vice President of Culture & Business Affairs

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

EXPLORE ASHEVILLE & BCTDA'S STRATEGIC IMPERATIVES

The Buncombe County Tourism Development Authority and Explore Asheville adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward.

DELIVERING BALANCED & SUSTAINABLE GROWTH	ENCOURAGING SAFE & RESPONSIBLE TRAVEL	ENGAGING & INVITING MORE DIVERSE AUDIENCES	PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT	RUNNING A HEALTHY & EFFECTIVE ORGANIZATION
<p>Balancing resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.</p> <p>Focusing on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.</p>	<p>Engaging residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.</p> <p>Collaborating with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.</p>	<p>Extending a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses, and entrepreneurs – creating more opportunities for all to win.</p> <p>Supporting product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p>	<p>Sharing stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.</p> <p>Supporting product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p>	<p>Investing in people, policies, and practices to serve our community with integrity within the organization's legislative requirements.</p>

Explore Asheville staff generates quarterly reports on progress made toward these strategic imperatives and relevant initiatives that support them.

QUARTERLY HIGHLIGHTS

JANUARY 2024 – MARCH 2024

EXPLORE
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Development Authority



MARKETING, CONTENT, & PR

Q3 INTIATIVES

Dodie Stephens
Vice President of Marketing

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

ADRIAN AWARDS 2024

Always, Asheville storytelling foundation won HSMAl Bronze Adrian Award



A graphic with a pink and orange background. It features the HSMAl logo (a stylized 'A' with a bar chart) and the text "hsmal ADRIAN AWARDS CELEBRATION FEBRUARY 13, 2024 NEW YORK MARRIOTT MARQUIS".



EXPLORE ASHEVILLE XAFAR CONTENT & MEDIA PROGRAM

Telling The Stories of Asheville from Those Who Know It The Best

- 350+ local POIs/experiences covered to date.
- 21 custom and editorial articles across print and digital, in addition to an in-market partner workshop.
- Interviewed and featured 10 local creators.

AFAR READER SURVEY

#1 most recalled ad in the "Where to Go in 2024 Issue"

"Made me want to go to Asheville."

"After seeing this ad and other articles in regard to Asheville that your magazine had previously, I am now in the process of booking a trip to Asheville for the beginning of March."



Spring 2024 Custom Page content includes focus on "Innovative Asheville" with callouts of NOAA, EV charging stations, and Asheville Ideas Fest



STRATEGIC MEDIA PARTNERSHIPS

Illuminating the area's knowledge capital and meeting amenities with editorial case studies and video



NEWS DESTINATION GUIDES PLANNING TIPS & TRENDS INCENTIVE PLANNING TOOLS EVENTS CALENDAR CAREER DEVELOPMENT



Supplied Content / Video Spotlight

Asheville Is an International Hub for Climate-Science Events

January 8, 2024

SPOTLIGHT ON COMMUNITY ASSETS

Editorial case studies and videos featuring interviews with meeting planners and local industry leaders.



DESTINATION FILMING

Four-day shoot in October 2023 with 11 interviews conducted.



CLIMATE SCIENCE

Published January 8

FEATURING: 9th Annual Climate Adaptive Design Symposium

OUTDOOR INDUSTRY

Published February 11

FEATURING: Adventure Travel Trade Association's AdventureELEVATE

WELLNESS

Published April 3

FEATURING: Love Shine Play Yoga Festival

AUTOMOTIVE

May launch



LOCAL CONTENT CREATOR INITIATIVE

Local Content Creators Increase Engagement Through Shortform Video Content

WHAT?

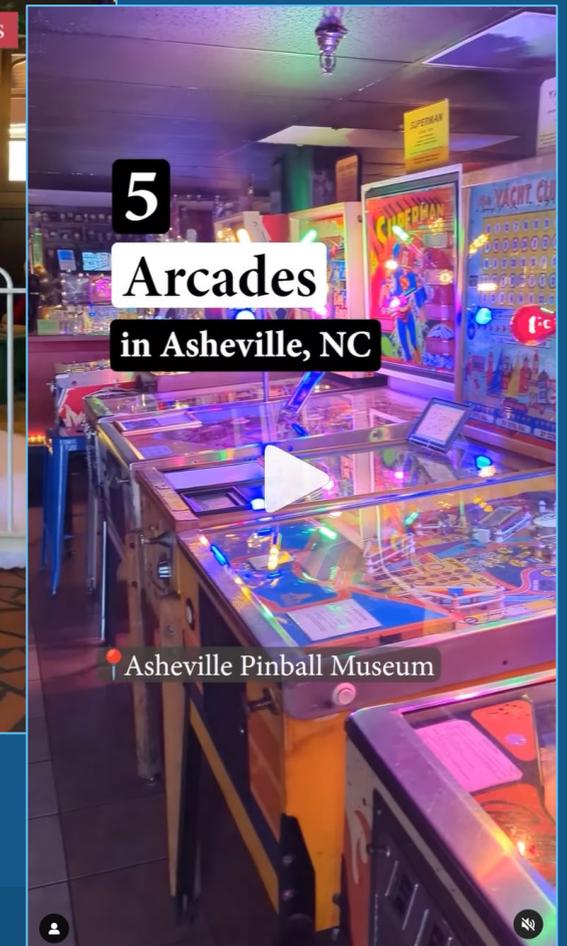
- Work with 10 local creators to produce social-first shortform video content that depicts Asheville through diverse, first-person, follow-along journeys.

WHY?

- 66% percent of consumers say shortform video content is the most engaging content type. People watch, on average, 17 hours of online videos per week + people are 52% more likely to save and share video content than any other type.
- A diverse mix of creators means we can cover more places and showcase more perspectives.

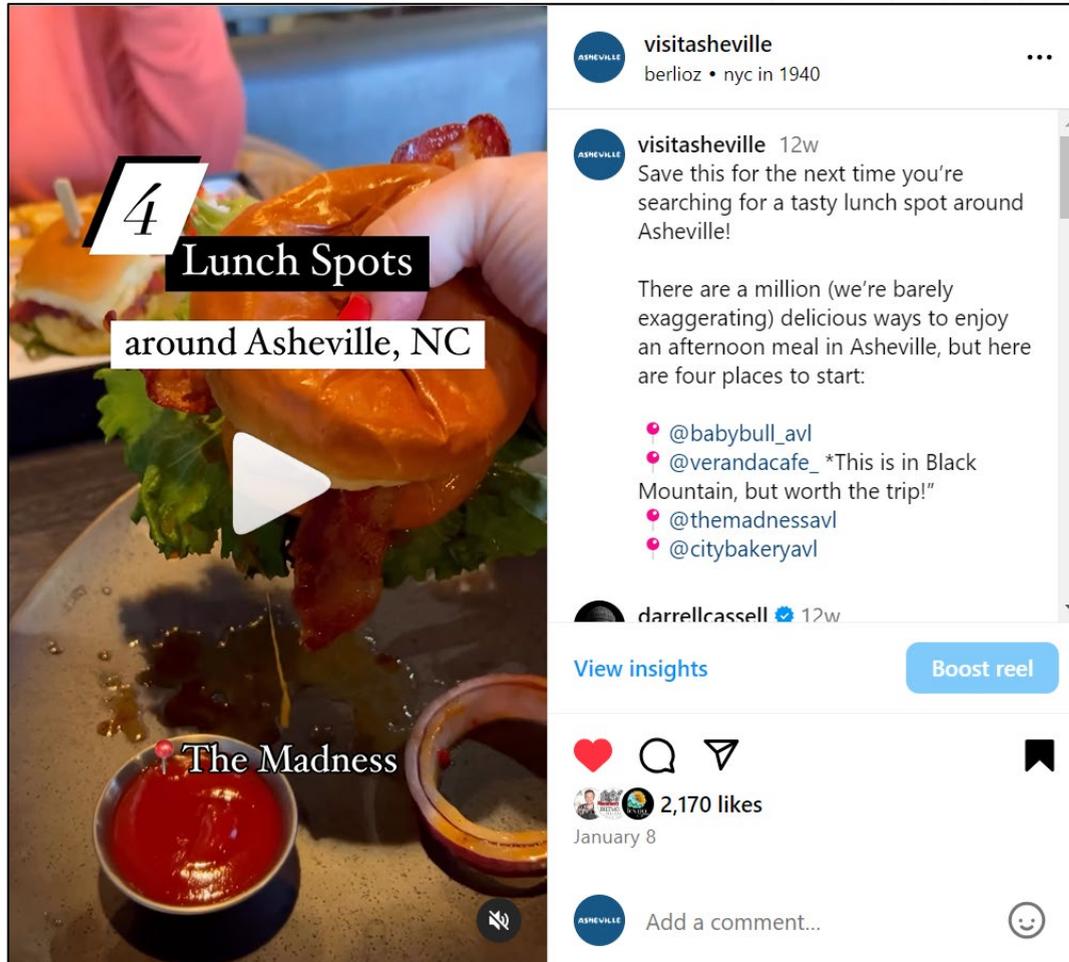
EARLY RESULTS

	Comments	Shares	Saves
8 Creator Reels	327 +124%	4,378 +206%	4,478 +490%
Top 8 Photo Posts	146	1,432	759



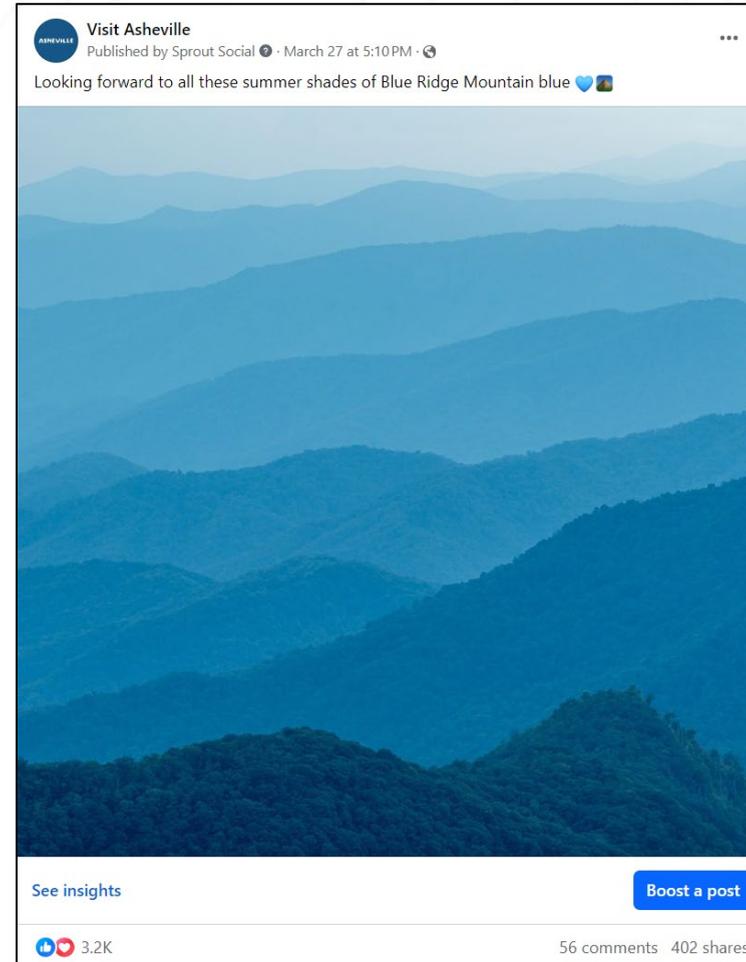
TOP PERFORMING POSTS

Most engaging content and format varies by social channel



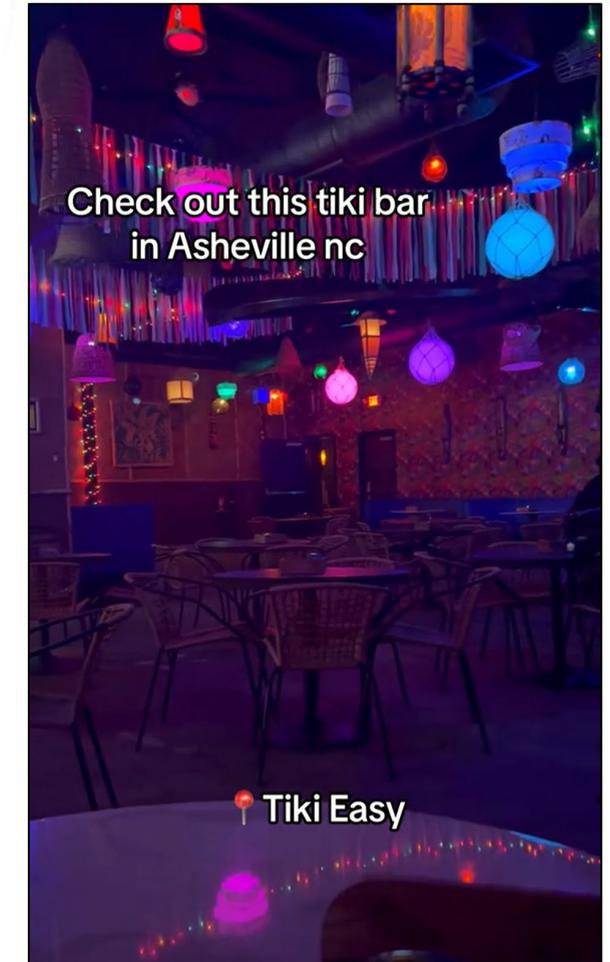
INSTAGRAM: INSIDER INFO
4 Lunch Spots Around Asheville, NC (Reel)

5,295 Engagements



FACEBOOK: NATURE & BEAUTY
Blue Ridge Mountains (Photo)

5,737 Engagements



TIKTOK: NEW & NOTABLE
Tiki Easy (Reel)

957 Engagements

Engagements = Likes, Comments, Saves, Shares

NOTEWORTHY NEWS CLIPS

Pitched stories that shine a spotlight on Asheville

1.25B

Earned Media Reach

\$2.25M

Publicity Value

6

Hosted Media

32

Significant Team Placements

79

Total Placements

Frommer's®

Asheville History: New Black Heritage Trail Honors a Rich Legacy



The Washington Post

Where to travel in 2024, without crowds



TRAVEL+ LEISURE

This Southern U.S. City Recently Unveiled a 1-mile Black Heritage Trail That Passes Through 3 Historic Neighborhoods



Boston MAGAZINE

A New England Traveler's Guide to Asheville, North Carolina



PRIDE — JOURNEYS —

Asheville Black Cultural Heritage Trail Brings Focus to Black History in the Blue Ridge Mountains



Southern Living

15 Best Places To Travel In The South This April



Accolades:



Food Destinations



Five U.S. Destinations to Watch In 2024



BUSINESS DEVELOPMENT Q3 INITIATIVES

Michael Kryzaneck
Vice President Business Development

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Development Authority

CONFERENCE CONNECTIONS

Recruiting group and event business to our community

- Attended Religious Conference Management Association (RCMA) in January seeking connections with planners for faith-based organizations
- Met with Christian Meeting & Conferences Association (CMCA) and became a sponsor of its annual meeting at Ridgecrest in March
- Results to date include two RFPs, one of 7,000 attendees with flexible dates and one for 2,000 attendees that requires 250 room nights



48-HOUR FAMILIARIZATION TOURS

Hosted three separate groups in the third quarter

- “Fams” are one of our highest ROI initiatives - Historically, 75%+ of attendees book one or multiple events in Asheville
- In January, the Independent Planner Education Conference (IPEC) was held in Greenville, SC
 - Leveraging the proximity, Explore Asheville invited attending planners for familiarization tours before and after the conference
 - Of the 20 total participants, six were from the West Coast
- In March, hosted eight additional qualified meeting professionals for a “test drive” of Asheville
- These efforts brought four new leads so far, totaling nearly 1,500 room nights



WEDDING INDUSTRY MIXER

Networked with vendors that provide group referrals

- Wedding groups are Asheville's second strongest source of business after sports groups
- Local vendors are our number one source for wedding leads
- Explore Asheville convened 67 community vendors on January 30 at The Radical Hotel to further connections in the industry



ASHEVILLE BUSINESS EVENTS COUNCIL (ABEC)

Engaging local stakeholders for networking and lead generation

Furthered efforts with ABEC, an ongoing collaboration with the Economic Development Commission (EDC) to utilize business travel and events as the front porch of traditional economic development.

Convened 25+ business leaders in February and encouraged support with recruiting boards and associations to meet in the community.

The quarterly meeting included a panel discussion regarding the power of bringing climate-centered conferences to Asheville. Panelists included:

- Jenny Dissen, NOAA National Centers for Environmental Studies,
- Clark Duncan, EDC
- Kathryn Dewey, Explore Asheville



SOCON BASKETBALL TOURNAMENT DIRECT SPENDING | MARCH 6 -11

Source: Explore Asheville's Event Impact Calculator

- 2024 Tournament: \$5,110,342
- 2023 Tournament: \$5,167,955
- 2022 Tournament: \$4,406,304



TICKET SALES BY CITY

SoCon Basketball

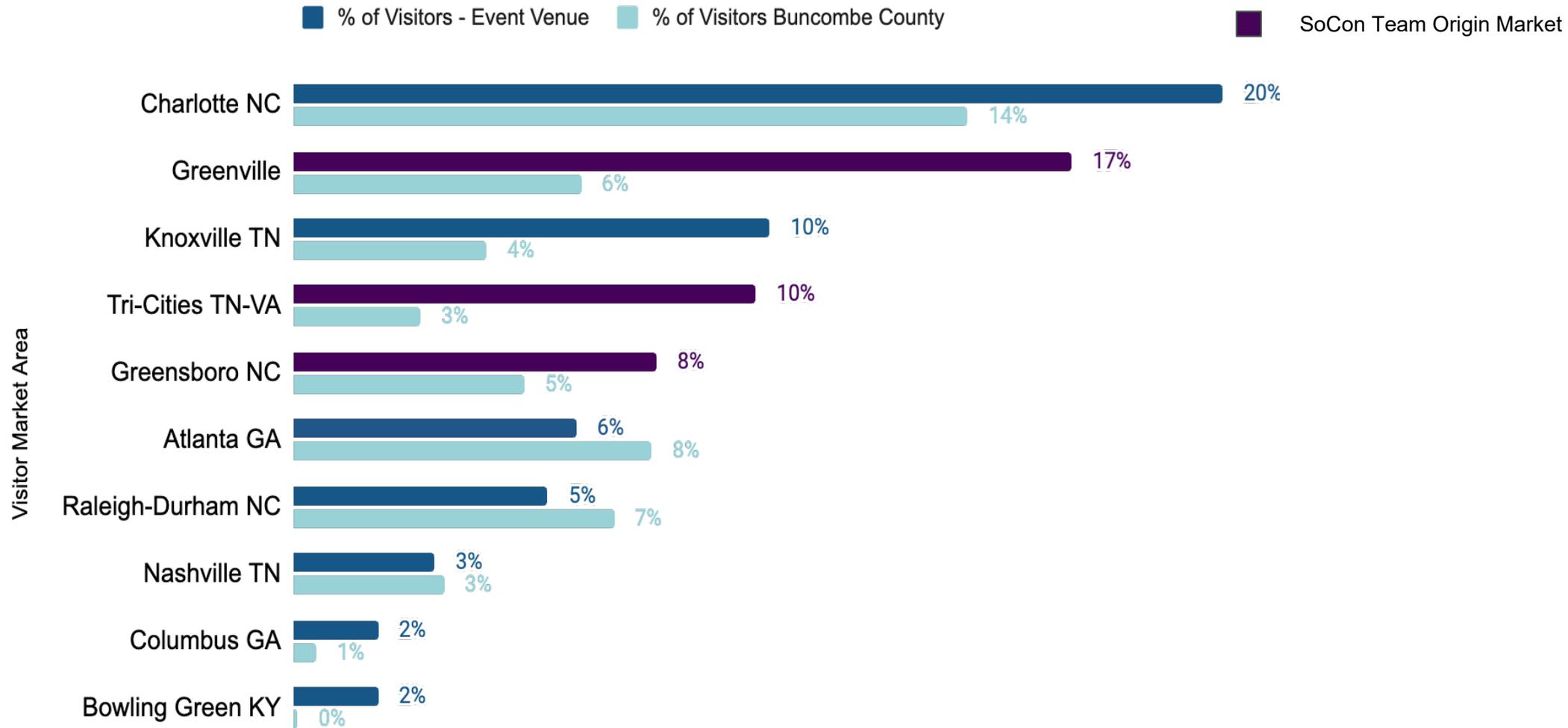
- Approximately one in three tickets sold to the SoCon Basketball Tournament is to people who live in the city of Asheville.
- Six out of ten tickets are sold to people from the same city as SoCon universities (bolded in the chart).
- Doing well in the tournament doesn't always indicate that the university will be the top city for ticket sales- in 2022 University of Tennessee at Chattanooga won the tournament however was 9th in order of ticket purchasers.
- Source: Harrah's Cherokee Center Asheville

2024	2023	2022
Asheville (33%)	Asheville (34%)	Asheville (33%)
Greenville	Greenville	Greenville
Johnson City	Spartanburg	Spartanburg
Spartanburg	Macon	Macon
Homewood	Homewood	Johnson City
Charleston	Charleston	Lexington
Greensboro	Cullowhee	Greensboro
Chattanooga	Greensboro	Charleston
Lexington	Johnson City	Chattanooga
Macon	Chattanooga	Cullowhee
Cullowhee	Lexington	Homewood
Weaverville	Arden	Weaverville
Kingsport	Hendersonville	Fletcher
Fairview	Weaverville	Greer
Jonesborough	Simpsonville	Hendersonville
Tournament Winner	Runner Up	Final Four



TOP ORIGIN MARKETS - 2024

Top out of state markets included the Greenville, Tri-Cities, Atlanta, Nashville, Columbus and Bowling Green DMAs.



Samford won the 2024 tournament- however their home market (Birmingham AL) was not on the top 10 origin list

Source: Zartico geolocation data. March 7-11, 2024. Top 10 origin markets for Harrah's Cherokee Center Asheville and Buncombe County overall.

Q3 GROUP & EVENT DEVELOPMENT

Benefitted businesses in our community

41
GROUPS/EVENTS
OCCURRED
IN OUR COMMUNITY



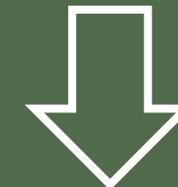
\$11.3 million direct spending
9,400 room nights

138
GROUPS/EVENTS
BOOKED
FOR FUTURE VISITS



\$14.0 million in direct spending
19,900 room nights

336
LEADS GENERATED
FOR POTENTIAL
GROUPS/EVENTS;
95,100 ROOM NIGHTS



13% increase in leads over Q3 FY23
33% increase in room nights over Q3
FY23



PARTNERSHIP & DESTINATION MANAGEMENT Q3 INITIATIVES

Penelope Whitman
Vice President of Partnership & Destination Management

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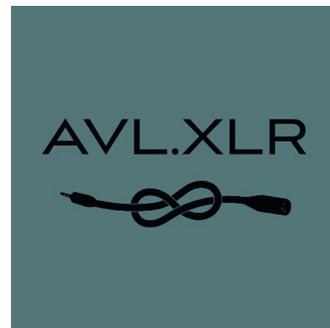
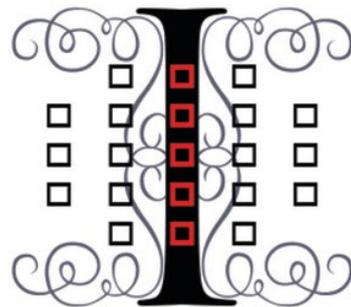
THE YEAR AHEAD

Partner event honors Superstars and TPDF Grantees, and panel gives insight on what's to come in 2024

- More than 300 community and industry partners attended the first partner event of 2024 at the new Embassy Suites Hotel by Hilton Asheville Downtown
- The 11th annual Asheville Superstar Awards were presented to J Chong, Jack Benton, Reggie Tidwell, Chief Mike Lamb, and Sheriff Quinten Miller for their outstanding impact on the travel & hospitality industry.
- Attendees heard about the latest investments awarded through the Tourism Product Development Fund (TPDF).
- Partners and community members provided updates on what's to come this year as part of four panel discussions.
- Partners enjoyed local music, a photobooth experience, tours of the new hotel, plus local food and craft beverages provided by Embassy Suites' E'Terie
- Talented event vendors included: Indulge Images, DJ Phantom Pantone and DJ Mereset, and the Embassy Suites Hotel.



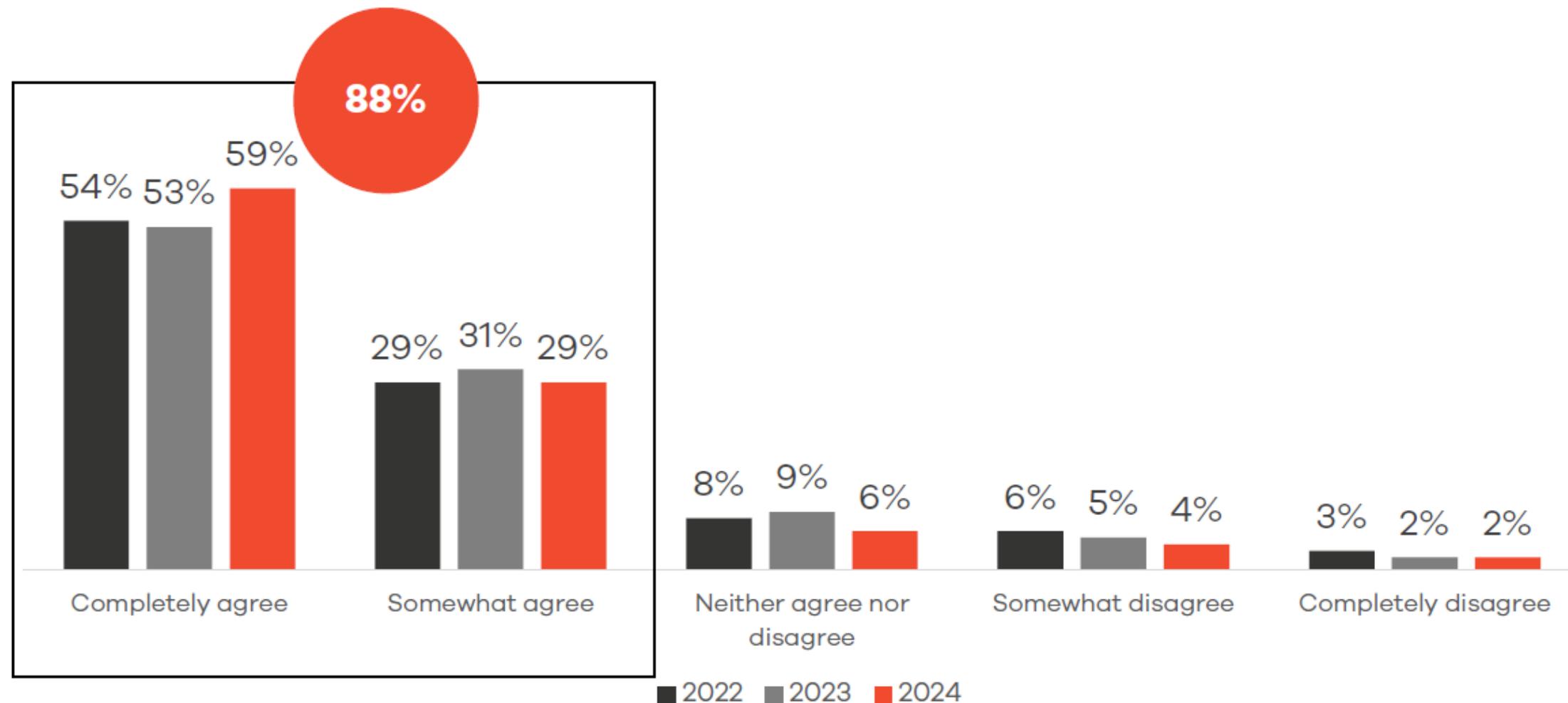
FEATURED PARTNERS:



MMGY 2024 RESIDENT PERSPECTIVES ON TOURISM SURVEY

88% of Residents Believe that Tourism is Beneficial to Community

Tourism is beneficial to my community.



MMGY 2024 RESIDENT PERSPECTIVES ON TOURISM SURVEY

88% of Residents Believe that Tourism is Beneficial to the Community

Key Insight ^{no.}1

Residents agree even more so than previous years that tourism is beneficial to community. Nearly nine in 10 residents believe tourism has a positive economic impact including creating entrepreneurial opportunities and support for independent businesses.

Key Insight ^{no.}2

Asheville residents take great pride in their community, emphasizing diversity and inclusion, how the community rallies together and the culture and character of Asheville.

Key Insight ^{no.}3

While parking and traffic congestion problems remain the primary concerns for Asheville residents, the impact of short-term rentals on housing options for year-round residents has increased.

Key Insight ^{no.}4

Natural greenspaces and protecting the environment are important aspects of Asheville for residents, and 8 in 10 agree the visitor economy helps supports these natural and cultural amenities.

Key Insight ^{no.}5

Supporting local businesses is important to Asheville residents, and most expect the same of visitors to Asheville.

Key Insight ^{no.}6

There is continued opportunity to educate visitors about how taxes paid by visitors are used to benefit residents.

Key Insight ^{no.}7

While Asheville city residents agree that tourism has an overall positive economic impact, they also are more likely to highlight the challenges that impact their day-to-day life, such as parking supply problems and traffic congestion.

Key Insight ^{no.}8

Length of residency has an impact on the view of tourism, with newer residents more likely to see tourism as beneficial to the community.

HOSPITALITY OUTLOOK

Tourism Economics provides market-specific outlook on lodging and visitor spending at partner event

- 115 travel and hospitality industry partners gathered at the AC Hotel Asheville Downtown for the 2024 Hospitality Outlook.
- Travis Napper, director of destination partnerships at Tourism Economics, provided an 18-month outlook on visitor spending and a lodging forecast in the context of regional and national markets.
- Hospitality Outlook vendors included: Smash Events Catering + Floral, Juan Diego Reyes Photography, AC Hotel and Capella on 9.



FEATURED PARTNERS:



JUAN DIEGO REYES



EVENT GRANTS & SPONSORSHIPS

Support for local festival & cultural events through grants and sponsorships

Explore Asheville/BCTDA supported the following events in FY24 Q3:

- Arts AVL Trolley
- Taste of Asheville
- Asheville Mardi Gras Parade and Queen's Ball
- Asheville Celtic Festival
- ASAP Business of Farming Conference
- Zelda Fitzgerald Week
- Asheville Symphony's 2024 Artist Residency: A Celebration of the Violin
- TEDxAsheville

\$38.9K
Grants &
Sponsorships



8
Events

NEW PARTNERSHIPS

Onboarded 31 local businesses as Explore Asheville partners

- Explore Asheville onboarded 31 local businesses as new partners in Q3, ranging from wedding vendors and farms to galleries and food trucks.
- Through these partnerships, Explore Asheville staff can connect incoming visitors and group travelers to the variety of experiences in Asheville and Buncombe County.



WHAT & WHERE

Regions of new businesses:

- River Arts District
- Downtown
- Fairview
- East Asheville
- Biltmore Village
- Woodfin
- Weaverville
- West Asheville
- South Asheville

Types of new businesses:

- Food & Drink
- Food
- Adventures
- Transportation
- Music Venues
- Attractions
- Arts/Cultural
- Tours
- Lodging
- Catering
- Farms
- Retail



CULTURE & BUSINESS AFFAIRS

Q3 INITIATIVES

Jennifer Kass-Green

Vice President of Culture & Business Affairs

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Development Authority

ORGANIZATIONAL UPDATES

New Team Member

Sarajane Case

Marketing Manager



ORGANIZATIONAL UPDATES

Fired-Up! Culture





CITY UPDATES

Vice Mayor Sandra Kilgore





COUNTY UPDATES

Commissioner Terri Wells

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Development Authority



MISCELLANEOUS BUSINESS

Matthew Lehman
BCTDA | Vice Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



PUBLIC COMMENTS

Matthew Lehman
BCTDA | Vice Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

LIVE VIRTUAL PUBLIC COMMENTS

Vice Chair Matthew Lehman

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, April 23, no requests to speak had been received.



IN-PERSON PUBLIC COMMENTS

Vice Chair Matthew Lehman

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

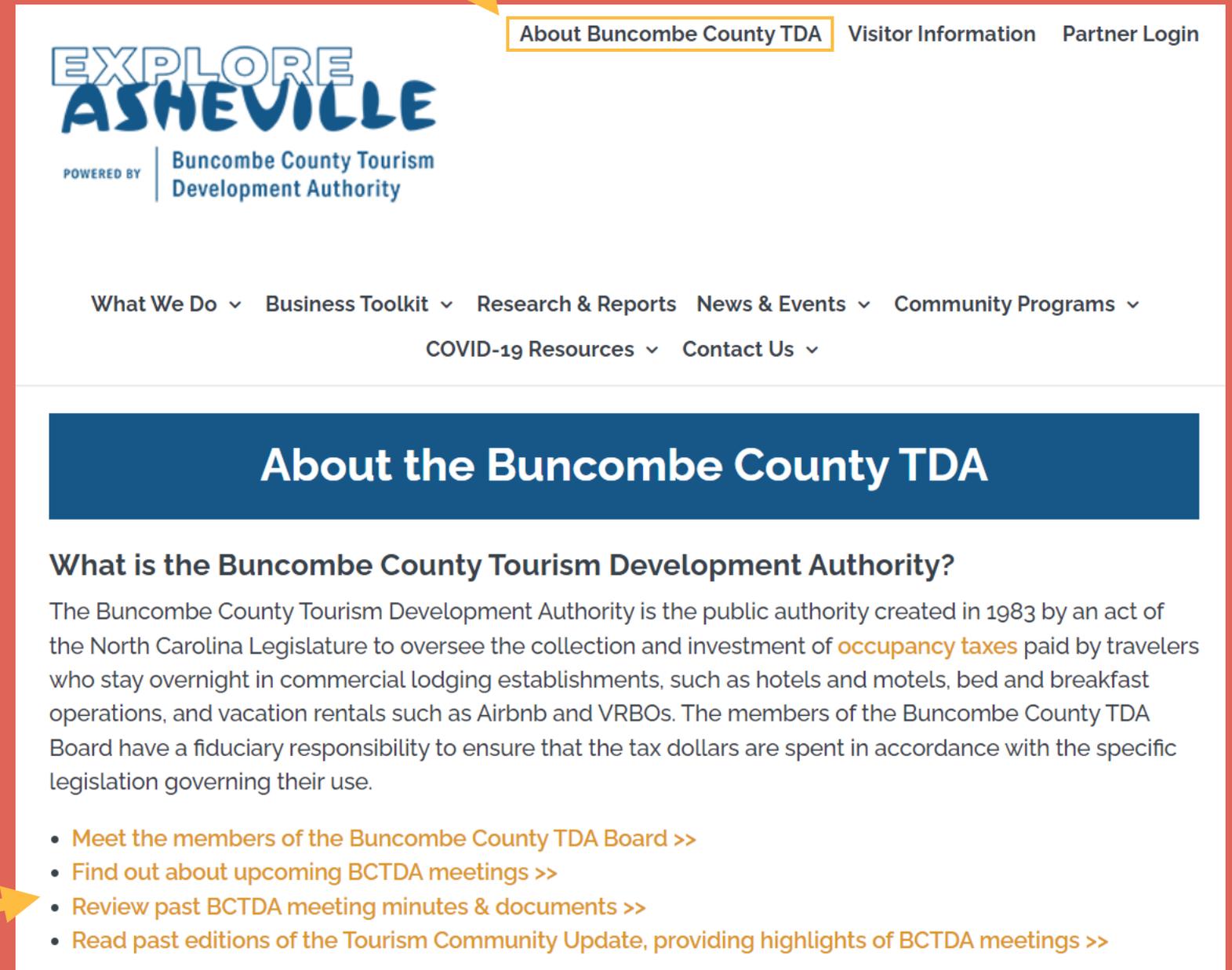
Vice Chair Matthew Lehman

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

The next BCTDA meeting will be held on Wednesday, May 29, 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 header with the logo and navigation menu. A yellow arrow points to the 'About Buncombe County TDA' link in the navigation bar. Below the navigation bar is a dark blue banner with the text 'About the Buncombe County TDA'. Underneath is a section titled 'What is the Buncombe County Tourism Development Authority?' followed by a paragraph of text and a list of four links.

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

Vice Chair Matthew Lehman

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote



THANK YOU

See you at the next BCTDA meeting!

Wednesday, May 29, 2024 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority