

WELCOME

January 29, 2025

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, January 29, 2025 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Welcome New Ex-Officio BCTDA Board Member Antanette Mosley, Vice Mayor, Asheville City Council	Brenda Durden
9:10 a.m.	Approval of November 21, 2024, Meeting Minutes	Brenda Durden
9:15 a.m.	Financial Reports and Updates <ul style="list-style-type: none">a. Audit Contract Amendmentb. FY24 Audit Presentationc. Final June 2024 Financial Reportsd. November 2024 Financial Reportse. December 2024 Financial Reportsf. Admin Fee Collection Clarificationg. BCTDA Adoption of Updated Depositories Listh. Budget Amendment	Mason Scott, Buncombe County Assistant Finance Director Tim Lyons, Mauldin & Jenkins CPAs and Advisors Mason Scott
9:50 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Lodging Performance Reportc. Other Updates	HP Patel; Jennifer Kass-Green
10:05 a.m.	Strategic Imperatives: Progress Report <ul style="list-style-type: none">a. Second Quarter Review (October 2024 – December 2024 Highlights)	Vic Isley, Dodie Stephens, Michael Kryzaneck, Tiffany Thacker Jennifer Kass-Green
10:15 a.m.	Business Development Performance Report	Michael Kryzaneck
10:30 a.m.	Asheville City Council Update	Vice Mayor Antanette Mosley
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
10:55 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The Year Ahead | February 12, 2025, 9:00am – 12:00 p.m. | AB Tech Ferguson Auditorium, Femihurst Dr, Asheville 28801

The next joint BCTDA monthly meeting is **Wednesday, February 26, 2025**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Sarah Myers at smyers@ExploreAsheville.com or call 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

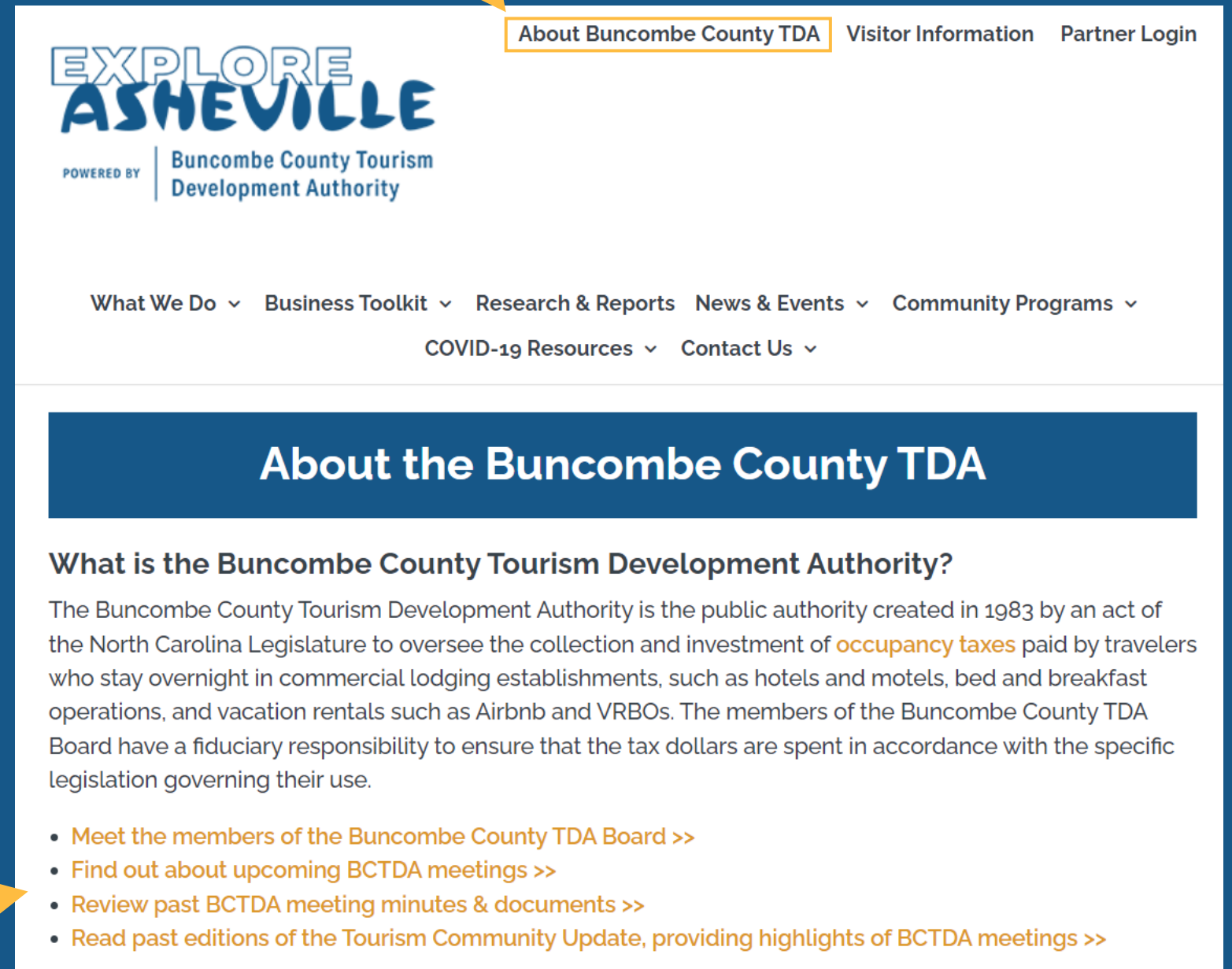
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

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 top navigation bar of the Explore Asheville website. The logo for 'EXPLORE ASHEVILLE' is on the left, with 'POWERED BY Buncombe County Tourism Development Authority' below it. The navigation menu includes 'About Buncombe County TDA' (highlighted with a yellow box and an arrow), 'Visitor Information', and 'Partner Login'. Below the menu are dropdowns for 'What We Do', 'Business Toolkit', 'Research & Reports', 'News & Events', 'Community Programs', 'COVID-19 Resources', and 'Contact Us'. The main content area features a blue header with the text 'About the Buncombe County TDA'. Below this is the section 'What is the Buncombe County Tourism Development Authority?' followed by 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 text 'Find out about upcoming BCTDA meetings' in the left column to the second link in the list.

WELCOME BOARD & GUESTS

Chair Brenda Durden

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



WELCOME, ANTANETTE!

New Ex-Officio BCTDA Board Member

- Antanette Mosley replaces Sandra Kilgore as ex-officio (non-voting) BCTDA Board Member, as appointed by Asheville City Council on January 28
- Antanette is Asheville's Vice Mayor and has served on City Council since 2020
- Antanette's family has resided in Asheville for more than 5 generations, a graduate of St. Eugene's and Asheville School
- Antanette serves on City Councils' Housing and Community Development Committee and the Boards and Commissions Committee



NOVEMBER 21 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the November 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, November 21, 2024

Present (Voting):	Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Larry Crosby, Michael Lusick, Lucious Wilson, Elizabeth Putnam, Himanshu Karvir, Tim Rosebrock
Absent (Voting):	None
Present (Ex-Officio):	None
Absent (Ex-Officio):	Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
Staff:	Vic Isley, Dodie Stephens, Tiffany Thacker, Julia Simpson, Ashley Greenstein, Josh Jones, Mike Kryzanek, Jennifer Kass-Green, Holly Watts, Kimberly Puryear, Kathryn Dewey
BC Finance:	Melissa Moore
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette
In-Person Attendees:	Scott Peacock, Visit NC Sarah Myers Miranda Escalante, Sarah Fiori; Asheville Food & Beverage United Randy Claybrook, Asheville Bed & Breakfast Association Rick Bell, Asheville Buncombe Hotel Association John Ellis, Prior BCTDA Board Member Jim Muth, TPDF Committee Dave Nutter, Connect Buncombe Olivia Ward, OnWard Digital Media Teresa DeCastro, Navitat Canopy Adventures Meghan Rogers, Asheville Independent Restaurant Association
Online Attendees:	Shelby Pearsall, Sarajane Case, Emily Crosby, Emilie Soffe, McKenzie Provost; Explore Asheville Felicia Sonmez, Blue Ridge Public Radio Madison Davis, Chris Smith; Asheville Buncombe Regional Sports Commission Sharon Trammel, Windswept Studio Meredith Moran, National Association of Counties Emily Baker, Greybeard Rentals Lucy Dozier, Megan Shields, Emily Ditto; MMGY Global Diane Rogers, Pinecrest Bed & Breakfast Will Hofmann, Asheville Citizen Times Kyle Highberg, Biltmore Farms Megan Thorp, Summer Casiano, Miranda Bowman; Tanger Asheville Ray Anderson; Asheville Hotel Group





FINANCIAL UPDATES

Mason Scott

**Buncombe County | Assistant Finance Director
BCTDA | Fiscal Agent**

Tim Lyons

Mauldin & Jenkins CPAs and Advisors

HP Patel

Treasurer of the nonprofit | Chair, Finance Committee

Jennifer Kass-Green

VP of Culture and Business Affairs | Explore Asheville

**EXPLORE
ASHEVILLE**

POWERED BY | Buncombe County Tourism
Development Authority



FY24 AUDIT CONTRACT AMENDMENT

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

FY2024 AUDIT CONTRACT AMENDMENT

Buncombe County Assistant Finance Director, Mason Scott

- State law requires annual financial audit
- Mauldin & Jenkins selected in 2023 to audit Buncombe County and the BCTDA
- FY2024 audit delayed by Hurricane Helene
- Initial planned completion date: November 30, 2024
- Actual completion date: December 20, 2024

Proposed contract amendment revises completion date only.

No change in contract costs. No impact on reporting.

FY24 AUDIT CONTRACT AMENDMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the FY 2024 Audit Contract Amendment as presented.

Motion Second

Additional Discussion

Vote





FY24 AUDIT PRESENTATION

Tim Lyons
Mauldin & Jenkins CPAs and Advisors



Buncombe County Tourism Development Authority



**Presentation of Audit Results
June 30, 2024**



AGENDA

- Engagement Team
- Overview of:
 - Audit Opinion
 - *Government Auditing Standards Report*
- Required Communications
- Accounting Recommendations and Related Matters
- Answer Questions



MAULDIN & JENKINS BY THE NUMBERS



CONSISTENTLY RANKED AS A TOP ACCOUNTING FIRM IN THE U.S.

100+ year
HISTORY
OF QUALITY SERVICE

Serve 725+
GOVERNMENT CLIENTS

GOVERNMENTAL
PARTNERS &
DIRECTORS **25**



150+ TEAM MEMBERS DEDICATED TO SERVING THE GOVERNMENTAL INDUSTRY



VISION
To be a trusted advisor, earning trust and building respect through our consistent commitment to sustainable excellence, leadership, and integrity.



220+

SINGLE AUDITS PERFORMED LAST YEAR COVERING OVER \$6 BILLION OF FEDERAL GRANTS



156,000+

HOURS ANNUALLY PROVIDED TO GOVERNMENTAL CLIENTS

175+

CURRENT CLIENTS AWARDED THE GFOA CERTIFICATE OF EXCELLENCE

6
STATES

14
OFFICES



Engagement Team Leaders

- Tim Lyons, Engagement Partner | Grant Davis, Quality Review Partner | Kayla O’Sullivan, Manager



AUDIT OPINION

•Our Responsibility Under Auditing Standards Generally Accepted in the United States of America (GAAS) and *Government Auditing Standards (GAGAS)*

- We considered the internal control structure for the purpose of expressing our opinion on the **Buncombe County Tourism Development Authority's (the "Authority")** basic financial statements, but not for the purpose of providing an opinion on the effectiveness of the Authority's internal controls.
- Our audit was performed in accordance with GAAS and *Government Auditing Standards*.
- Our objective is to provide reasonable—not absolute—assurance that the basic financial statements are free of material misstatement.
- The basic financial statements are the responsibility of the Authority's management.

•Report on Basic Financial Statements

- Unmodified ("clean") opinion on basic financial statements.
- Presented fairly in accordance with accounting principles generally accepted in the United States of America.
- Our responsibility does not extend beyond financial information contained in our report.



COMPLIANCE REPORT AND RELATED PROCEDURES

•Government Auditing Standards (“Yellow Book”) Report

- The financial report package contains a report on our tests of the Authority’s internal controls and compliance with certain provisions of laws, regulations, contracts, and grant agreements. The report is not intended to provide an opinion on internal controls over financial reporting, nor is it intended to provide a legal determination on the Authority’s compliance with applicable laws and regulations.
- This report and the procedures performed are required by Government Auditing Standards.

•Significant Compliance Items Tested

- Compliance with General Statute (G.S.) 159-30 regarding allowable deposits and investments.
- Compliance with North Carolina Administrative Code (NCAC) 07.01 regarding custodial credit risk and the collateralization of the Authority’s deposits held by financial institutions.
- Compliance with House Bill (HB 1057) regarding the allocation of occupancy tax revenues to the funds of the Authority.



REQUIRED COMMUNICATIONS

•Significant Accounting Policies

- Management is responsible for the selection and use of appropriate accounting policies.
- The significant accounting policies used by the Authority are described in Note 1 to the basic financial statements.
- The policies used by the Authority are in accordance with generally accepted accounting principles.
- In considering the qualitative aspects of its policies, the Authority is not involved in any controversial or emerging issues for which guidance is not available.

•Management Judgment/Accounting Estimates

- Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events.
- The Authority uses various estimates as part of its financial reporting process.



REQUIRED COMMUNICATIONS (CONTINUED)

•Relationship with Management

- We received full cooperation from the Authority's management and staff.
- There were no disagreements with management on accounting issues or financial reporting matters.

◦Management Representation

- We requested, and received, written representations from management relating to the accuracy of information included in the financial statements and the completeness and accuracy of various information requested by us.

•Consultation with Other Accountants

- To the best of our knowledge, management has not consulted with, or obtained opinions from, other independent accountants during the year, nor did we face any issues requiring outside consultation.

•Significant Issues Discussed with Management

- There were no significant issues discussed with management related to business conditions, plans, or strategies that may have affected the risk of material misstatement of the financial statements.



REQUIRED COMMUNICATIONS (CONTINUED)

•Audit Adjustments

- There were no unrecorded or passed audit adjustments.

•Financial Statement Disclosures

- The footnote disclosures to the financial statements are also an integral part of the financial statements and the process used by management to accumulate the information included in the disclosures was the same process used in accumulating the statements. The overall neutrality, consistency, and clarity of the disclosures was considered as part of our audit.

•Information in Documents Containing Audited Financial Statements

- Our responsibility for other information in documents containing the Authority's basic financial statements and our report thereon does not extend beyond the information identified in our report. If you intend to publish or otherwise reproduce the financial statements and make reference to our firm, we must be provided with printers' proof for our review and approval before printing. You must also provide us with a copy of the final reproduced material for our approval before it is distributed.

•Auditor Independence

- In accordance with AICPA professional standards, M&J is independent with regard to the Authority and its financial reporting process.



ACCOUNTING RECOMMENDATIONS AND RELATED MATTERS

•New GASB Pronouncements for Future Years

- **Statement No. 101, *Compensated Absences*** was issued in June 2022 and is effective for fiscal years beginning after December 15, 2023, which means the County's fiscal year ended June 30, 2025.
- **Statement No. 103, *Financial Reporting Model Improvements*** was issued in June 2024 and is effective for fiscal years beginning after June 15, 2025, which means the County's fiscal year ended June 30, 2026.



GOVT. CLIENTS – FREE QUARTERLY CONTINUING EDUCATION

Since March of 2009 – For Over 14 Years !!

Mauldin & Jenkins provides free quarterly continuing education for all of our governmental clients. Topics are tailored to be of interest to governmental entities. In an effort to accommodate our entire governmental client base, we offer the sessions several times per quarter at a variety of client provided locations resulting in greater networking and knowledge sharing among our governmental clients. We normally see approximately 180 people per quarter. Examples of subjects addressed in the past few quarters include:

- Accounting for Debt Issuances
- Achieving Excellence in Financial Reporting
- Best Budgeting Practices, Policies and Processes
- Budget Preparation
- ACFR Preparation (two (2) day hands-on course)
- Capital Asset Accounting Processes and Controls
- Collateralization of Deposits and Investments
- Component Units
- Cybersecurity Risk Management
- Evaluating Financial and Non-Financial Health of a Govt.
- Financial Report Card – Where Does Your Govt. Stand?
- Financial Reporting Model Improvements
- GASB Nos. 74 & 75, OPEB Standards
- GASB No. 77, Tax Abatement Disclosures
- GASB No. 84, Fiduciary Activities
- GASB Projects & Updates (ongoing & several sessions)
- Human Capital Management
- Grant Accounting Processes and Controls
- Internal Controls Over Accounts Payable, Payroll and Cash Disbursements
- Internal Controls Over Receivables & the Revenue Cycle
- IRS Issues, Primarily Payroll Matters
- Legal Considerations for Debt Issuances & Disclosures
- Policies and Procedures Manuals
- Segregation of Duties
- Single Audits for Auditees
- Special Purpose Local Option Sales Tax (SPLOST)
- Accounting, Reporting & Compliance
- Uniform Grant Reporting Requirements and the New Single Audit

EXPLORE ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority

Questions & Comments



Thank You for the Opportunity to Serve

FY 24 AUDIT PRESENTATION

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to accept the fiscal year 2024 audit as presented.

Motion Second

Additional Discussion

Vote



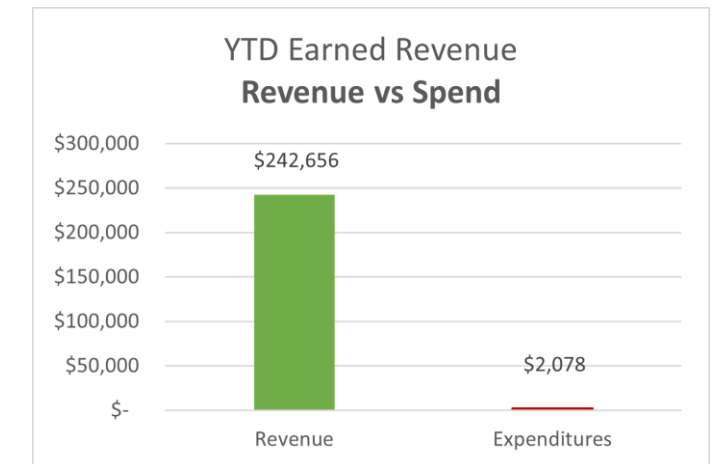
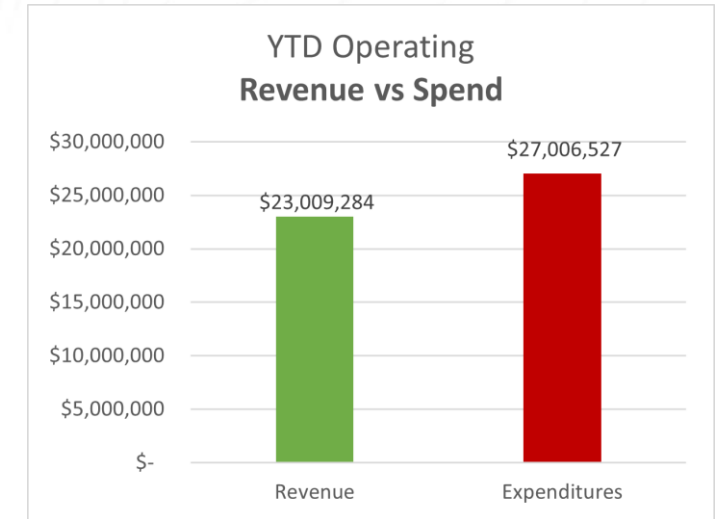
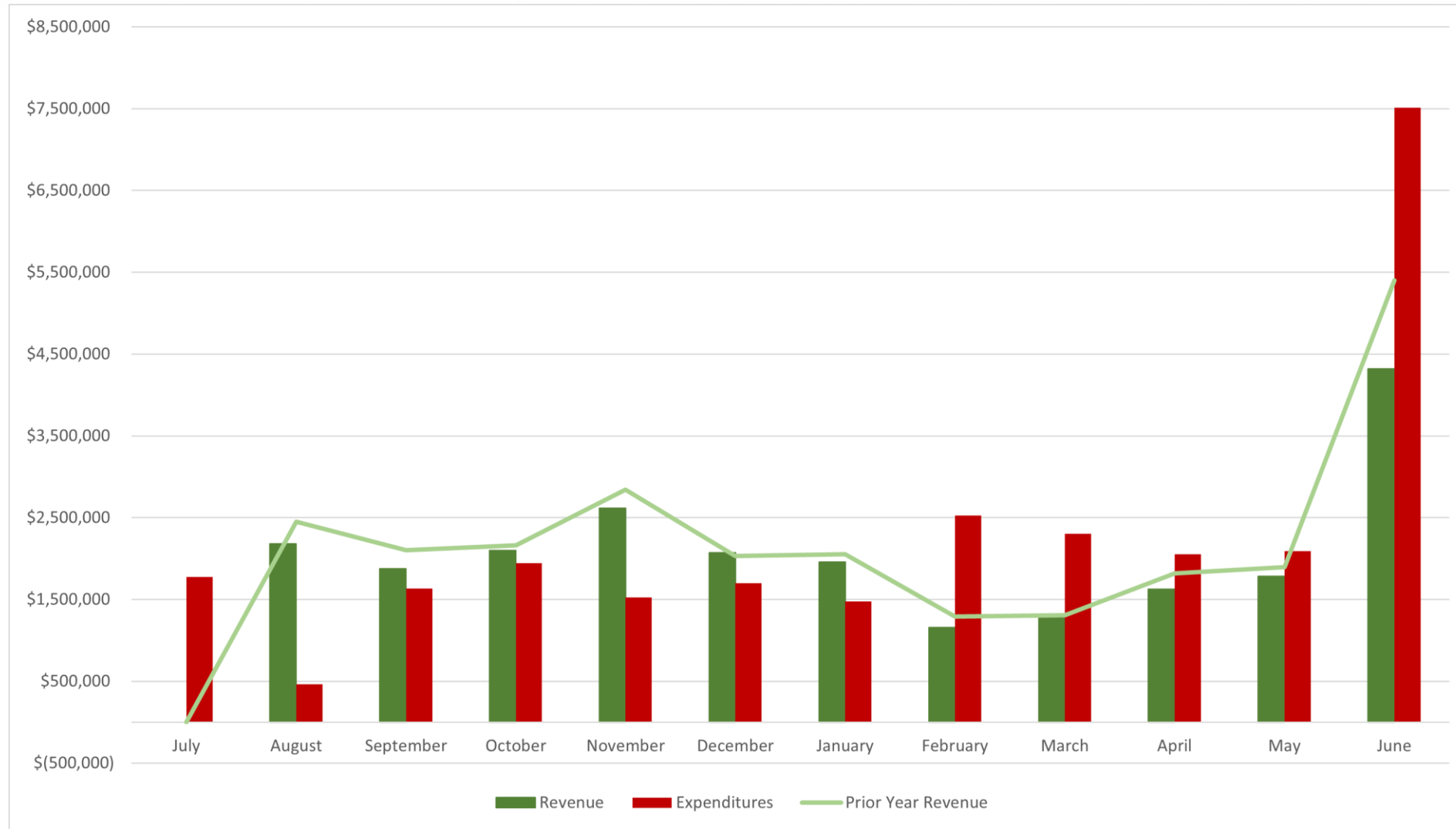


JUNE 2024 FINANCIAL REPORTS

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

OPERATING AND EARNED REVENUE FUNDS

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



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

OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, June 2024 FINAL

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$25,000,000	\$ 4,321,151	\$23,009,282	92.0%
Total expenditures		\$ 7,511,276	\$27,006,526	93.6%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$250,000	\$ 55,800	\$ 242,656	>100%
Total expenditures		\$ 2,078	\$ 2,078	1%

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

PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, June 2024 FINAL

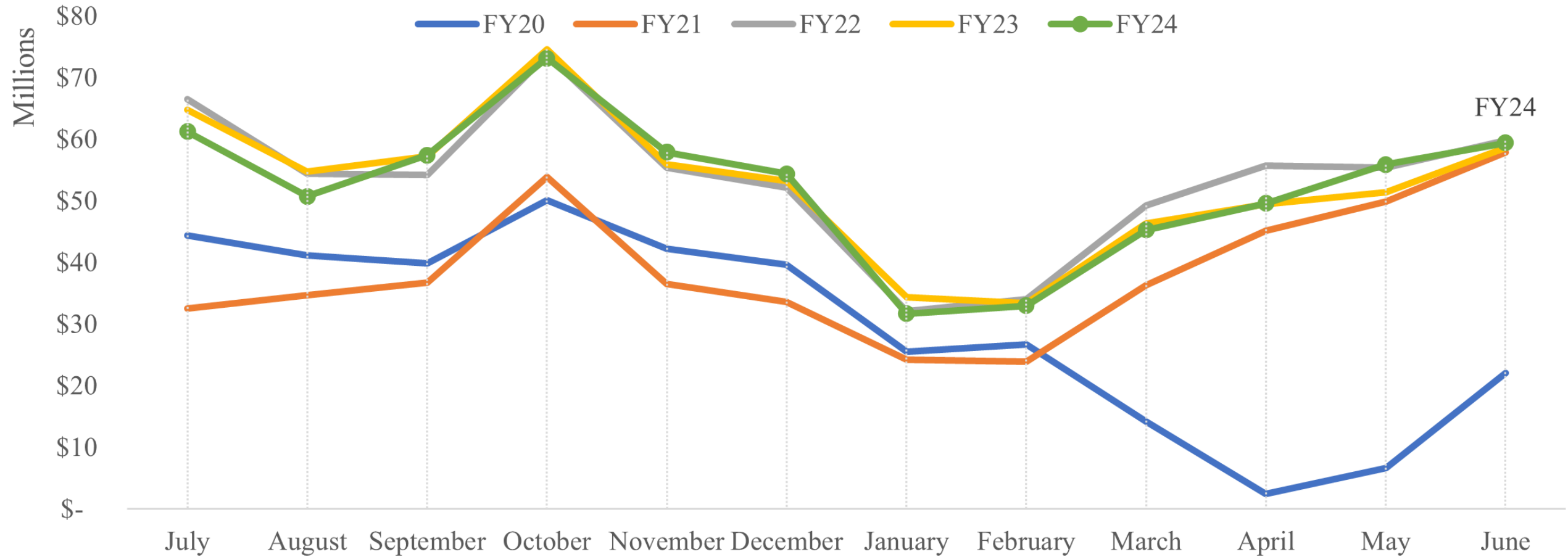
Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,624,185	\$1,306,166	\$41,647,877	>100%
Total expenditures		\$2,137	\$5,980,265	18.3%
Active projects		19		
Funding available for future grants		\$9,023,693		

Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,328,463	\$1,162,841	\$12,467,930	>100%
Total expenditures		\$66,482	\$305,237	3%
Active projects		12		
Funding available for future grants		\$2,139,467		

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

LODGING SALES

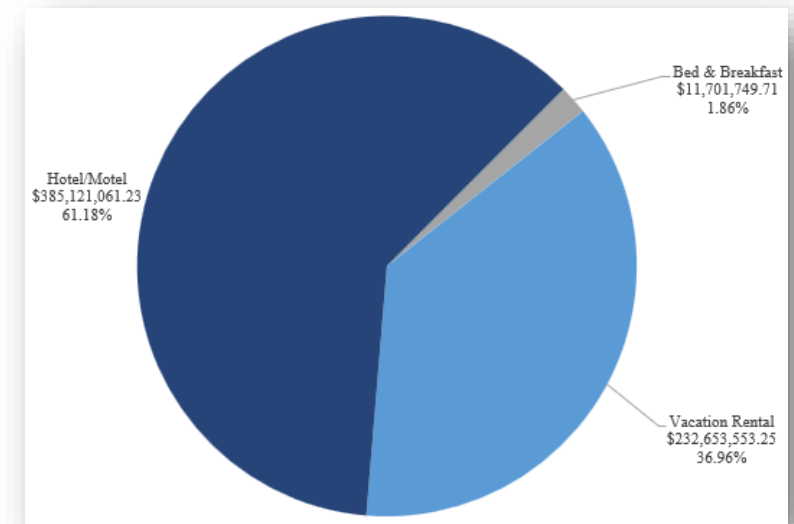
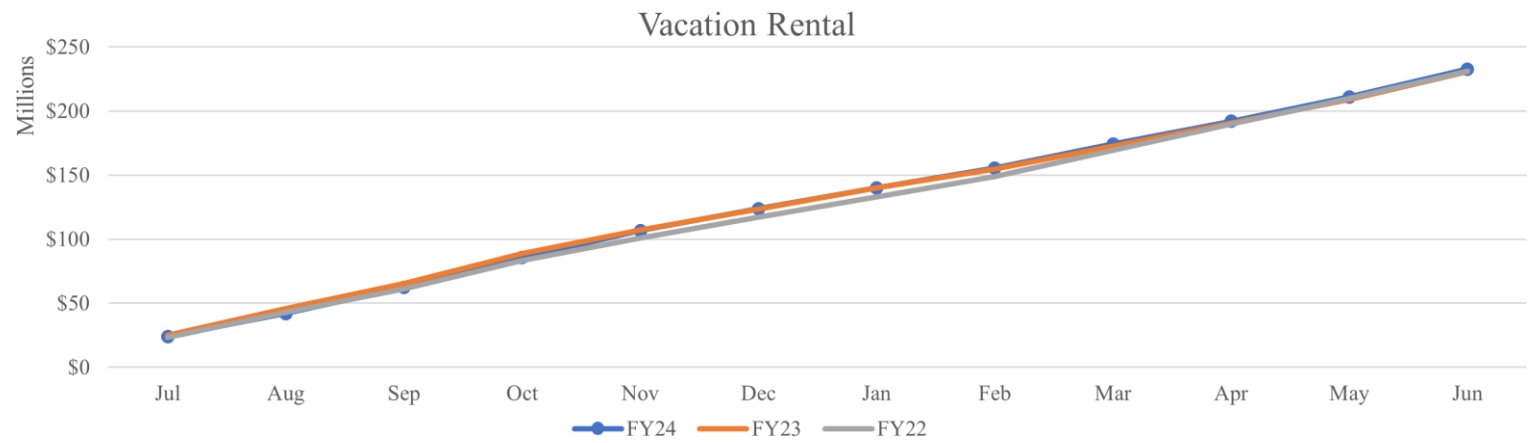
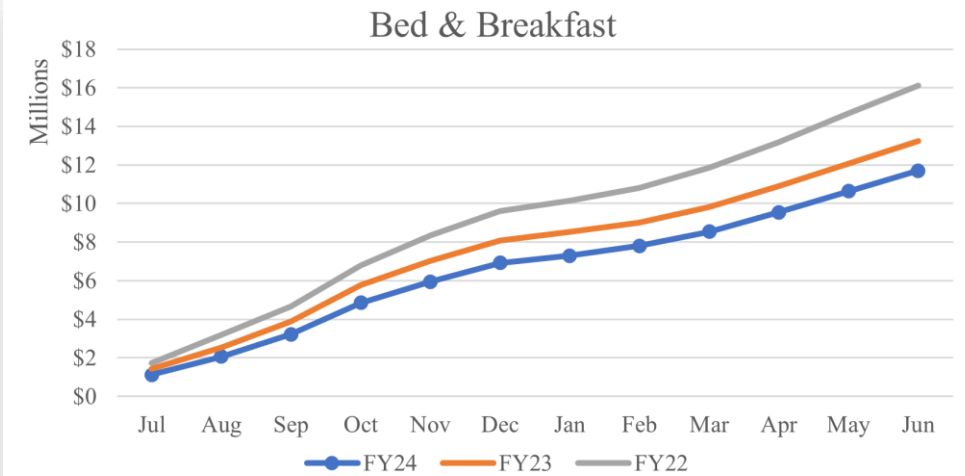
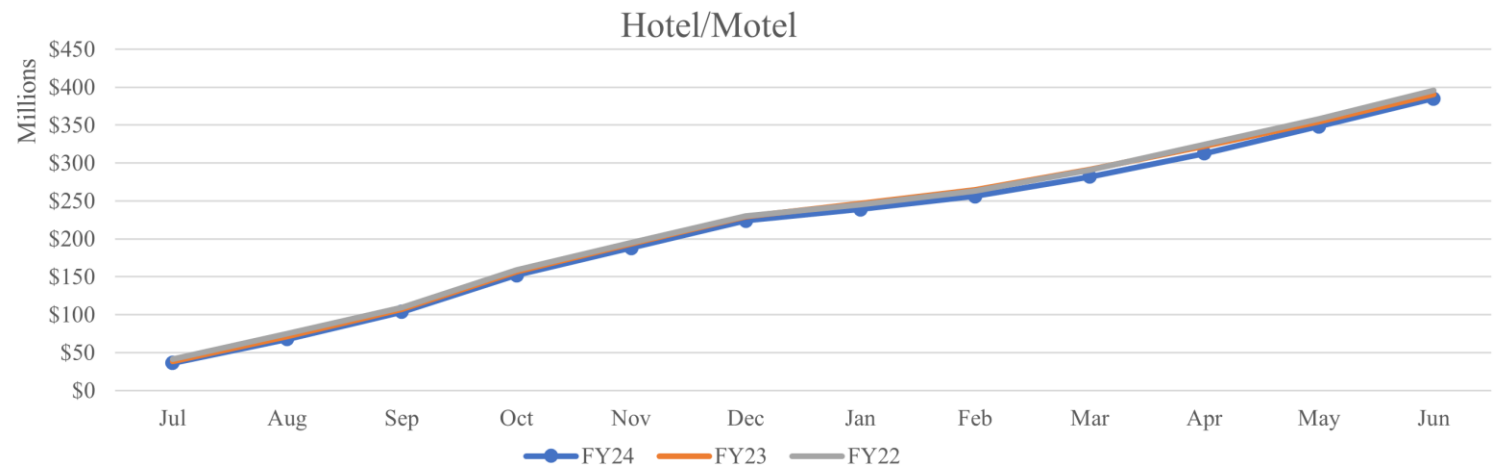
Shown by Month of Sales, Year-to-Date (5 years), June 2024 FINAL



For more information, see financial and sales statements page 9

LODGING SALES

Activity by type and month, shown for 3 years, June 2024 FINAL



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

JUNE 2024 FINAL FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the final June 2024 Financial Reports as presented.

Motion Second

Additional Discussion

Vote



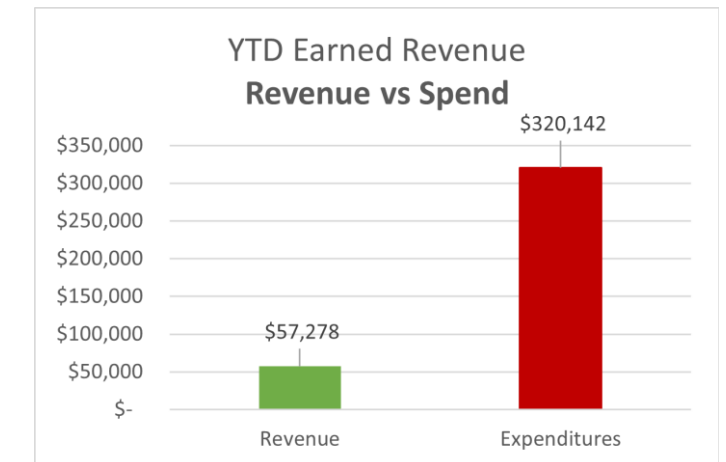
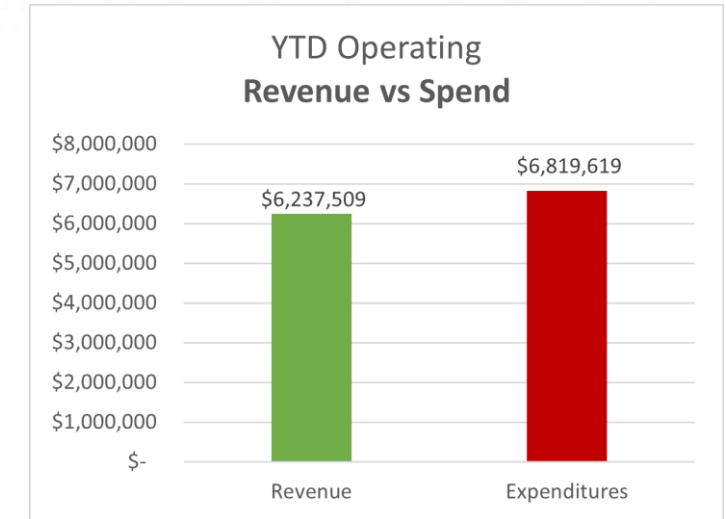
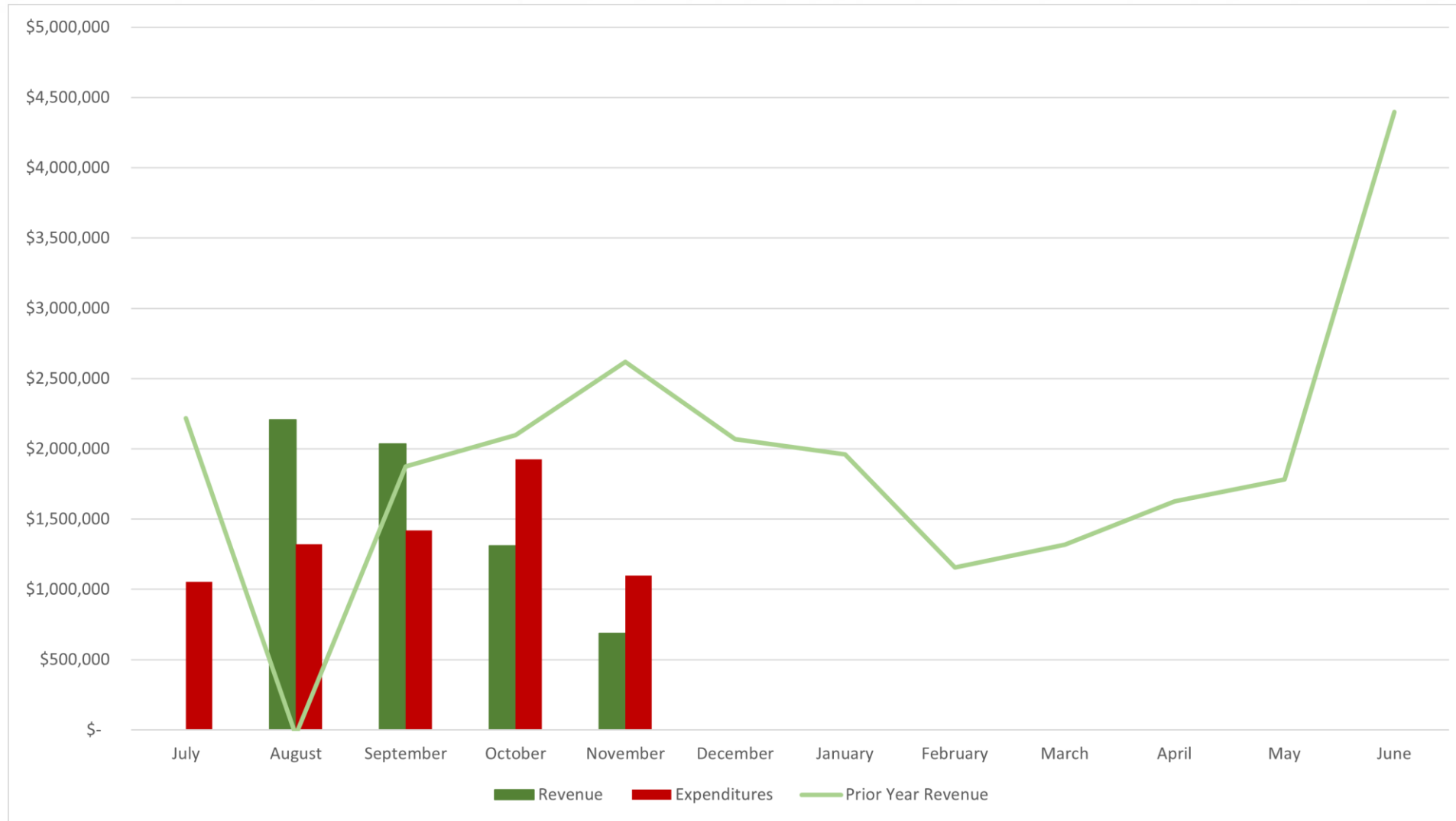


NOVEMBER 2024 FINANCIAL REPORTS

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

OPERATING AND EARNED REVENUE FUNDS

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



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

OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, November 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$27,347,000	\$ 687,476	\$6,237,509	27.1%
Total expenditures		\$1,099,727	\$6,819,619	24.9%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$350,000	\$ 139	\$ 57,278	27.6%
Total expenditures		\$ 320,000	\$ 320,142	91.5%

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

PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, November 2024

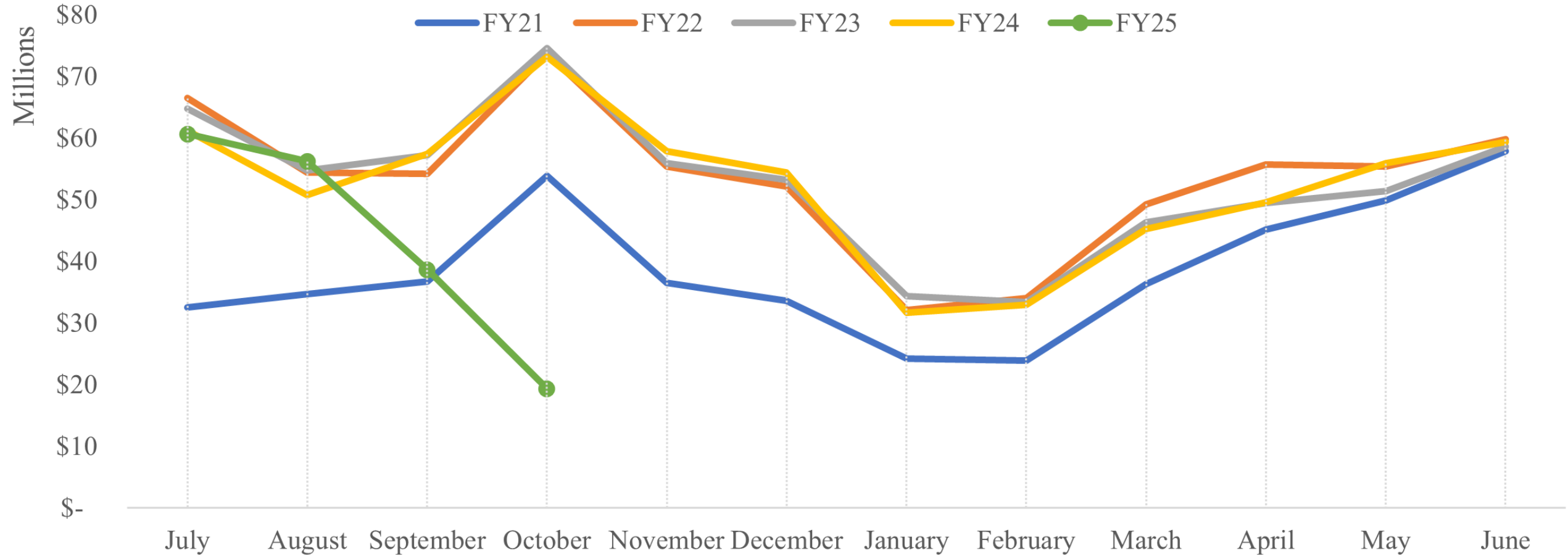
Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,554,985	\$308,048	\$44,108,587	>100%
Total expenditures		\$18	\$5,999,795	18.4%
Active projects		19		
Funding available for future grants		\$11,553,602		

Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,390,903	\$217,385	\$14,032,481	>100%
Total expenditures		\$0	\$94,941	1%
Active projects		12		
Funding available for future grants		\$3,641,578		

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

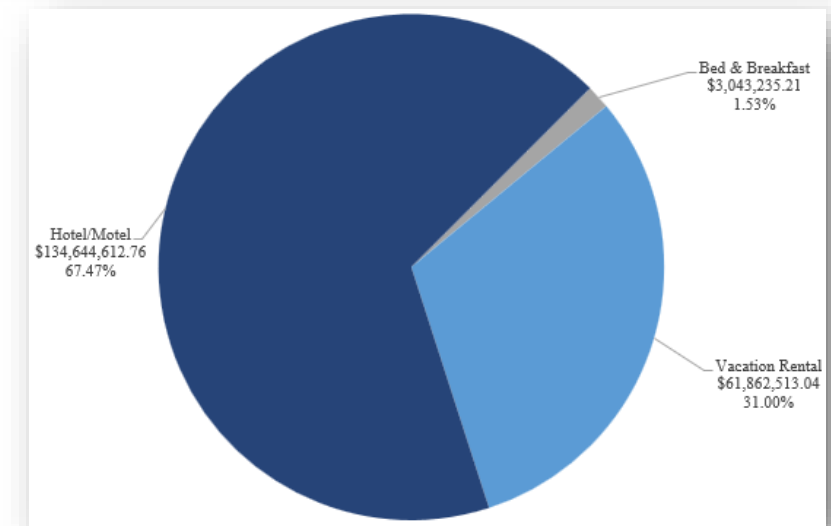
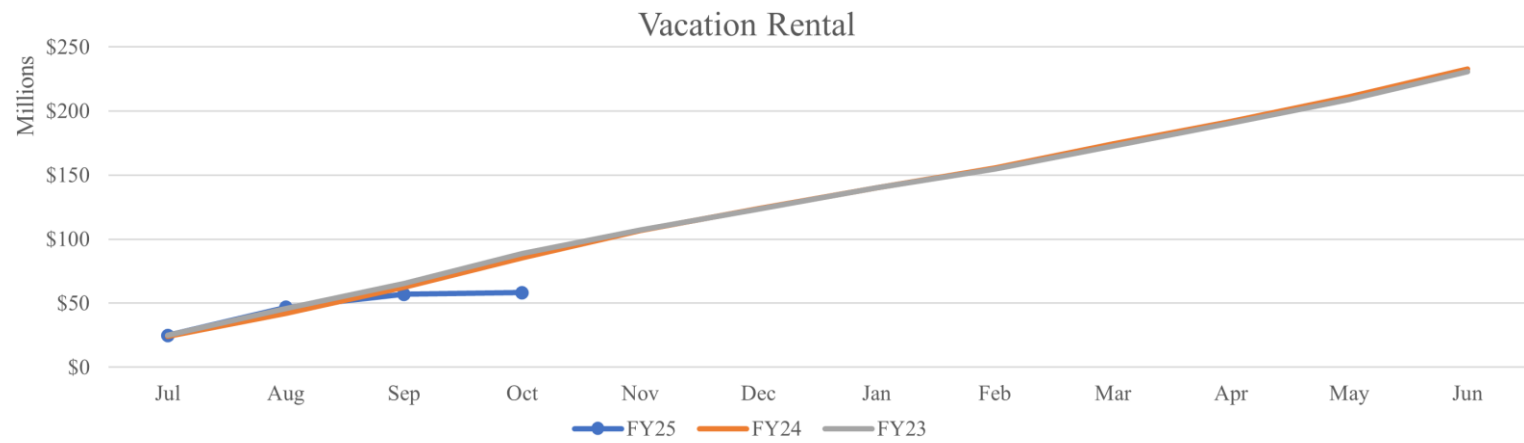
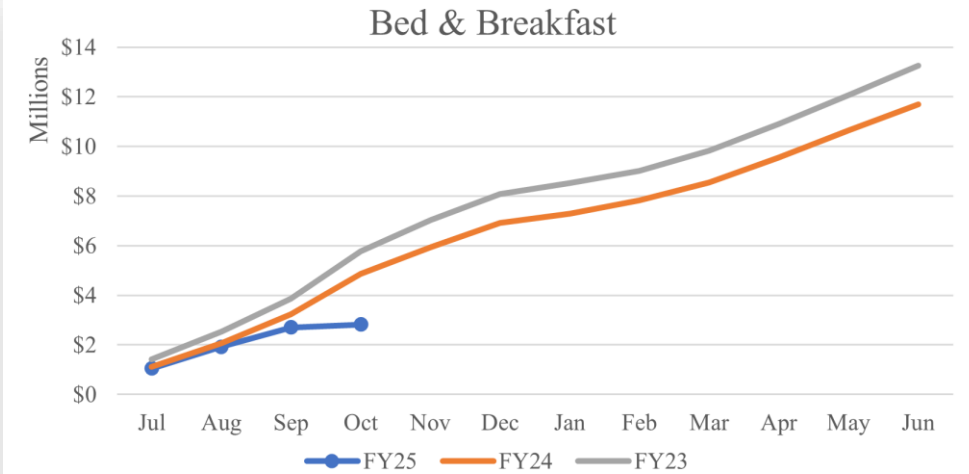
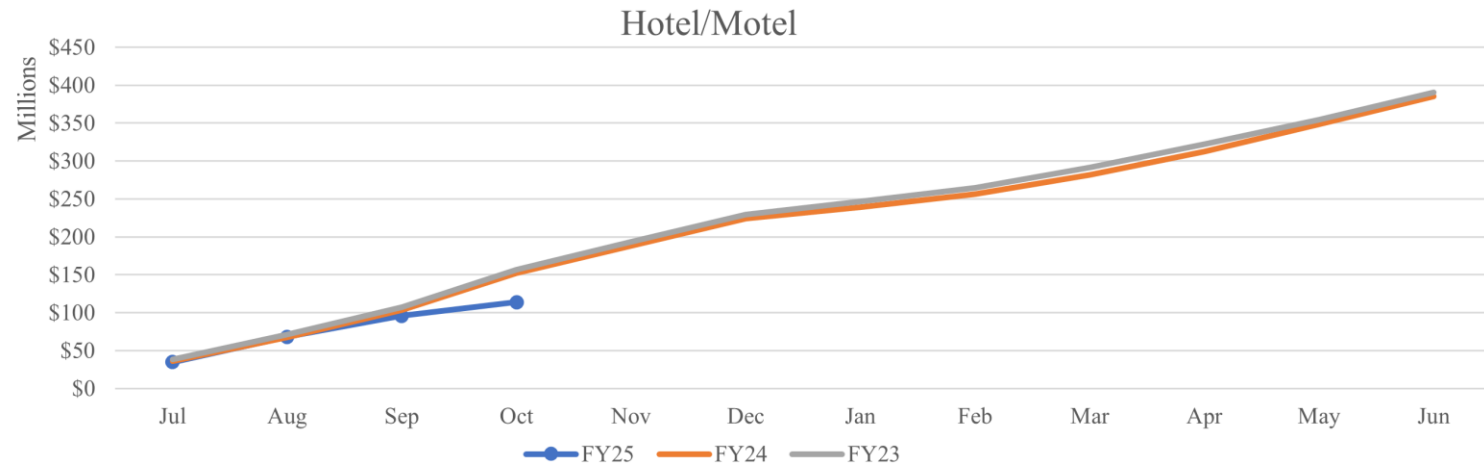
LODGING SALES

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



LODGING SALES

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



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

NOVEMBER 2024 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the November 2024 financial reports as presented.

Motion Second

Additional Discussion

Vote



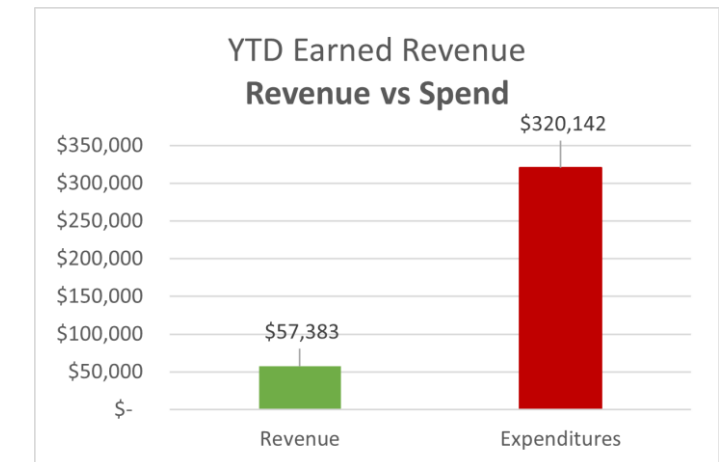
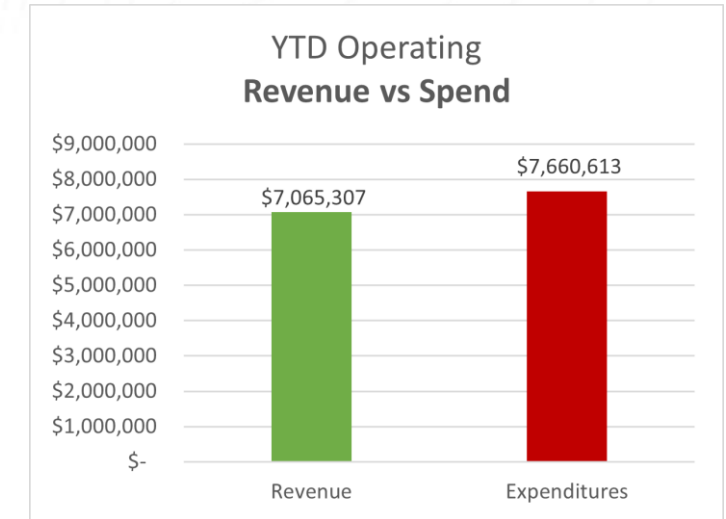
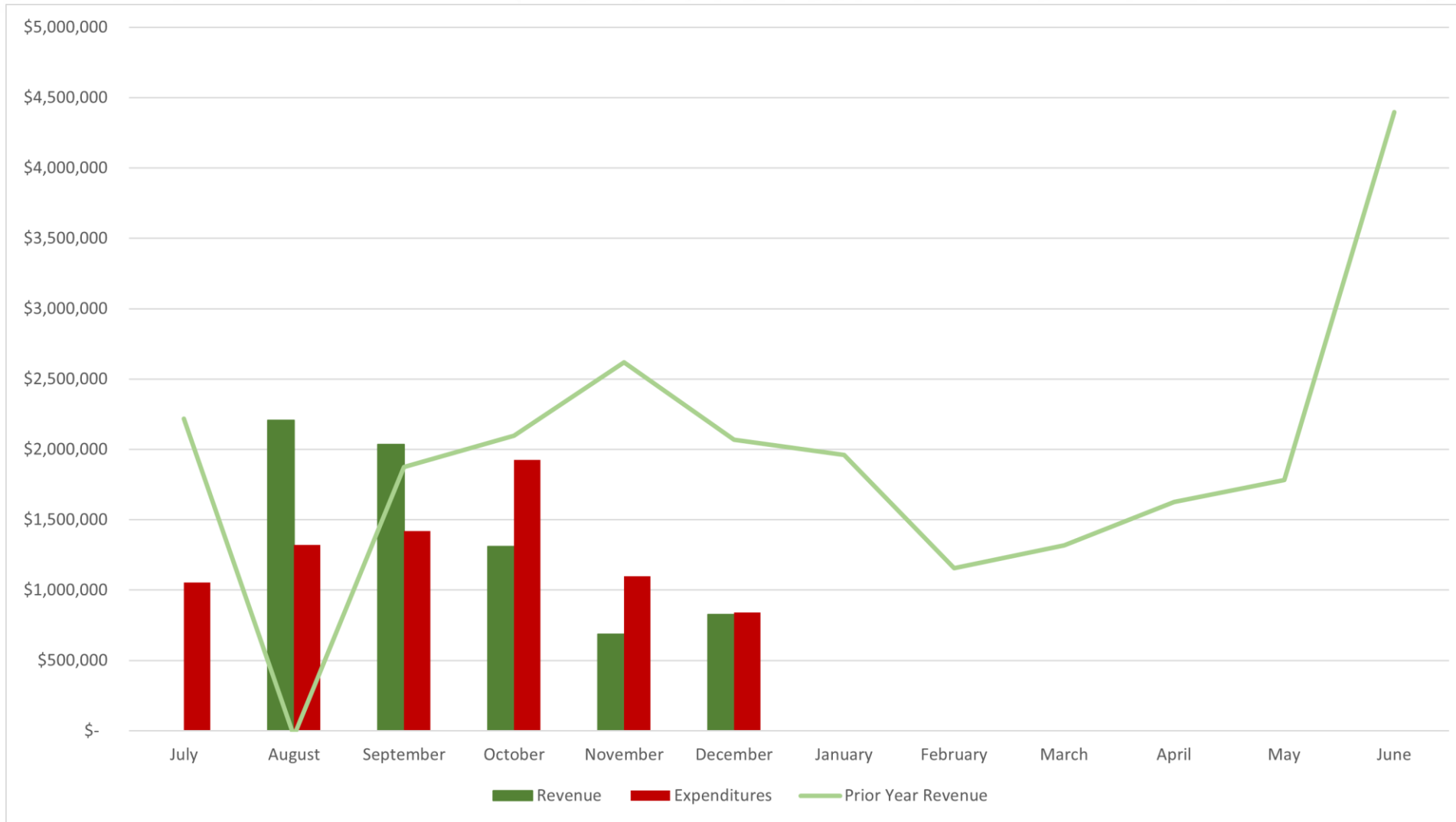


DECEMBER 2024 FINANCIAL REPORTS

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

OPERATING AND EARNED REVENUE FUNDS

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



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

OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, December 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$27,347,000	\$ 827,383	\$7,065,307	30.7%
Total expenditures		\$ 840,994	\$7,660,613	28.0%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$350,000	\$ 105	\$ 57,383	27.6%
Total expenditures		\$ 0	\$ 320,142	91.5%

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

PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, December 2024

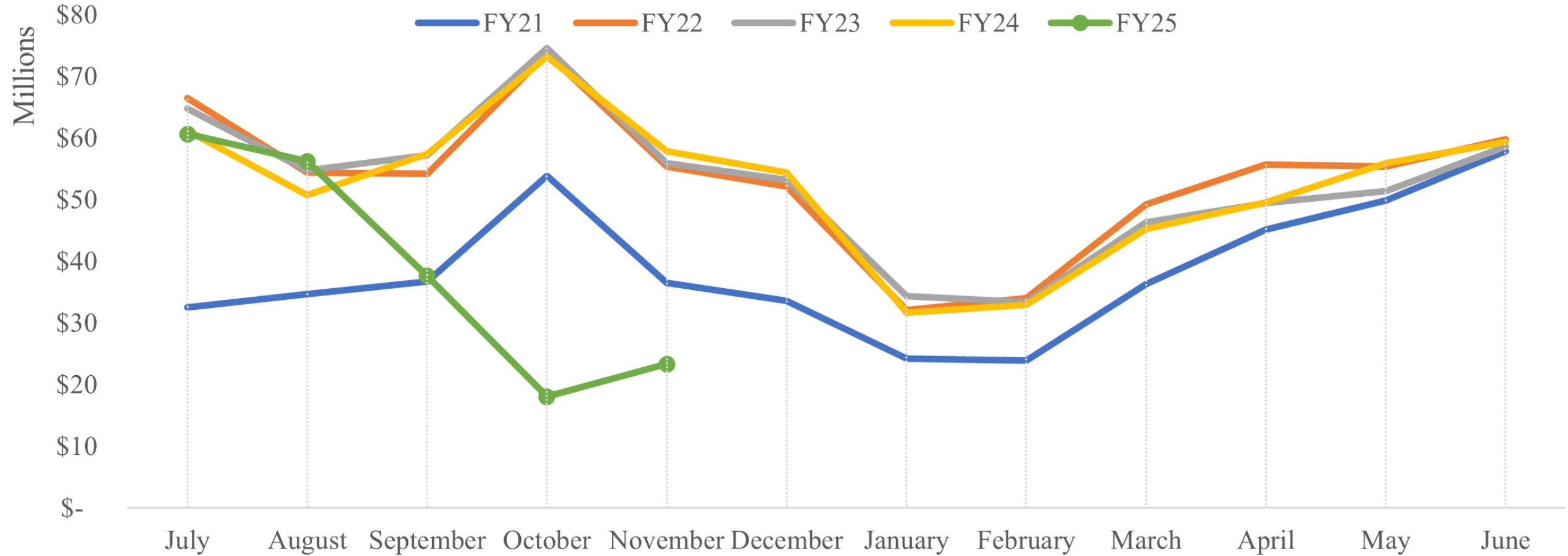
Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,554,985	\$356,527	\$44,465,115	>100%
Total expenditures		\$44	\$5,999,839	18.4%
Active projects		19		
Funding available for future grants		\$11,910,129		

Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,390,903	\$254,418	\$14,286,898	>100%
Total expenditures		\$31,780	\$126,721	1%
Active projects		12		
Funding available for future grants		\$3,895,996		

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

LODGING SALES

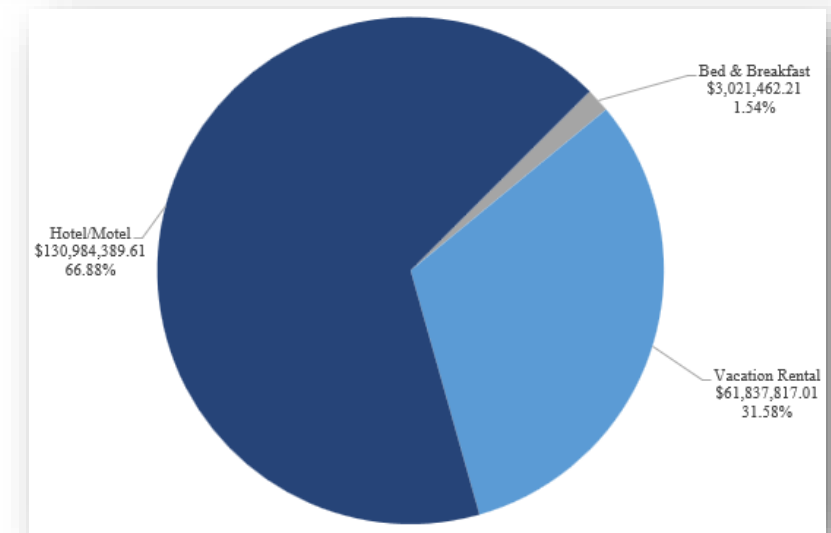
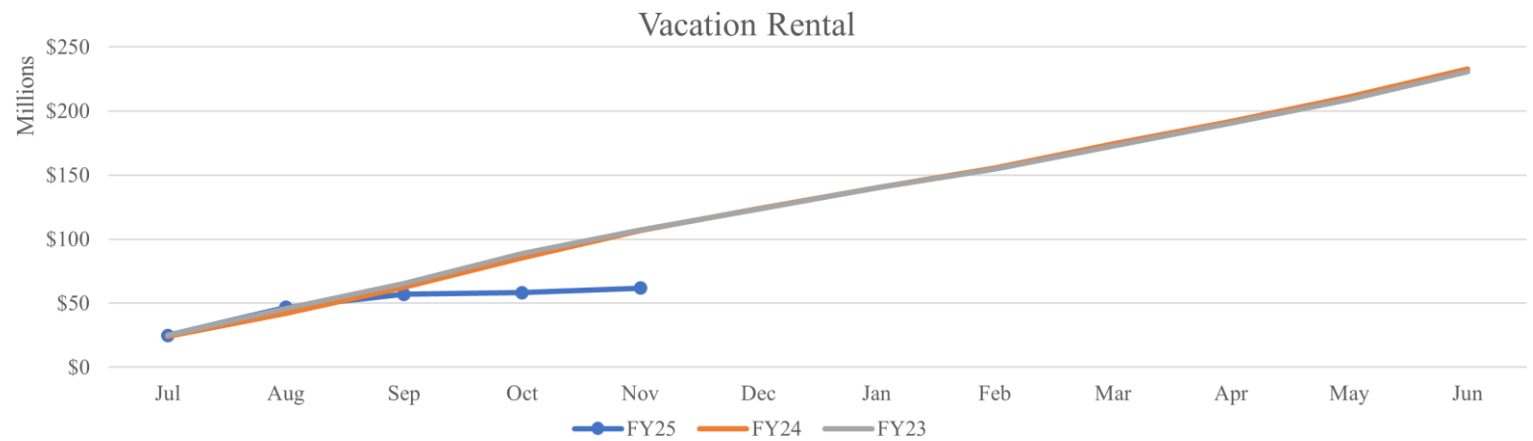
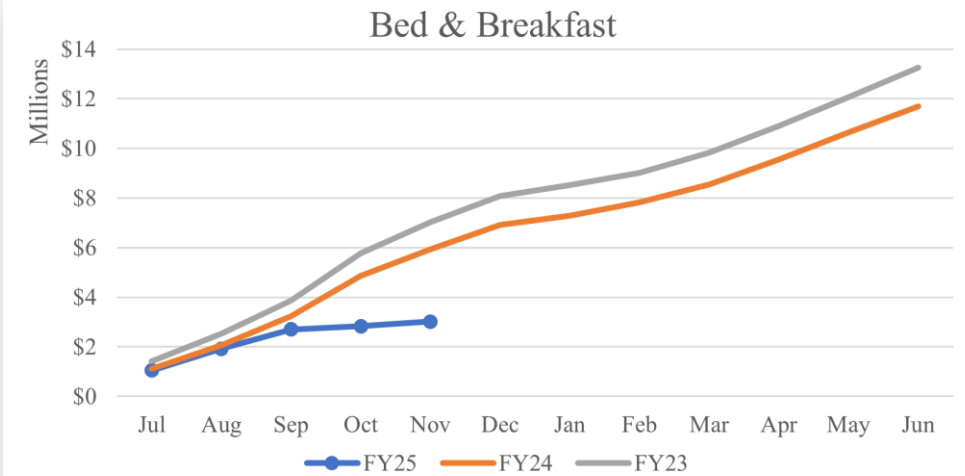
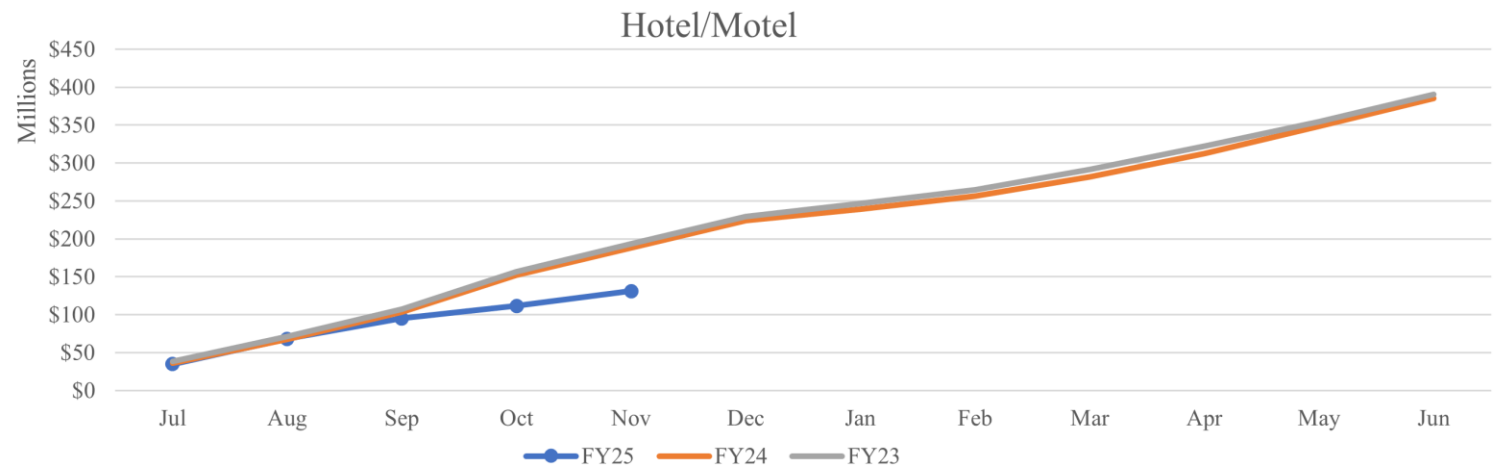
Shown by Month of Sales, Year-to-Date (5 years), December 2024



For more information, see financial and sales statements page 9

LODGING SALES

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



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

DECEMBER 2024 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the December 2024 financial reports as presented.

Motion Second

Additional Discussion

Vote





ADMIN FEE COLLECTION CLARIFICATION

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

CLARIFICATION: OCCUPANCY TAX ADMIN COLLECTION FEE

Overview

Issue

The monthly administrative fee for collection of occupancy taxes appears to be greater than the 5% agreed between Buncombe County and BCTDA.

Example: Occupancy Tax from October 2024 Room Sales – Collected & Reported November 2024

Month of room sales:	All Funds, By Month								
	Occupancy Tax Revenue, Gross			Collection Fee			Occupancy Tax Revenue, Net		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
October	\$ 1,097,891	4,041,068	-73%	\$ (103,416)	\$ (165,005)	-37%	\$ 994,475	\$ 3,876,063	-74%

$$\text{\$103,416 (collection fee)} \div \text{\$1,097,891 (gross occupancy tax)} = 9\%$$



CLARIFICATION: OCCUPANCY TAX ADMIN COLLECTION FEE

Clarification

Clarification

- Collection fee reporting combines TDA and County data
 - TDA and Buncombe County report differently – managerial vs GAAP
 - Timing: TDA reports by *month of room sales*; County reports by *month of transaction*
 - Identifying transactions: TDA never holds or records collection fees; County withholds and internally transfers fee
-
- Fees are included in monthly TDA reporting for illustration purposes
 - Collection fees pulled from County reports; Occ Tax Revenues pulled from TDA reports = 1-month lag between revenue and fee
 - County processes ensure 5% admin fee has been collected at year-end



CLARIFICATION: OCCUPANCY TAX ADMIN COLLECTION FEE

Illustration

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Occupancy Tax Collection Fee Summary

November 30, 2024

Month of room sales:	All Funds, By Month								
	Occupancy Tax Revenue, Gross			Collection Fee			Occupancy Tax Revenue, Net		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 3,482,464	\$ 3,305,134	5%	\$ (174,386)	\$ (50,383)	246%	\$ 3,308,078	\$ 3,254,751	2%
August	\$ 3,224,172	2,966,353	9%	\$ (174,189)	\$ (171,323)	2%	\$ 3,049,983	\$ 2,795,030	9%
September	\$ 2,124,486	3,274,889	-35%	\$ (160,557)	\$ (147,382)	9%	\$ 1,963,929	\$ 3,127,507	-37%
October	\$ 1,097,891	4,041,068	-73%	\$ (103,416)	\$ (165,005)	-37%	\$ 994,475	\$ 3,876,063	-74%
November		3,290,473	-	\$ (52,383)	\$ (204,308)	-74%	-	\$ 3,086,165	-
							-	\$ 2,918,456	-
							-	\$ 1,722,715	-
							-	\$ 1,965,369	-
							-	\$ 2,435,609	-
							-	\$ 2,647,238	-
							-	\$ 3,042,905	-
June		3,458,129	-	\$ -	\$ (160,437)	-	-	\$ 3,297,692	-
Total	\$ 9,929,013	\$ 35,848,896		\$ (730,250)	\$ (1,679,396)		\$ 9,316,465	\$ 34,169,500	

\$174,189 (Aug Collection fee) ÷ \$3,482,464 (Jul Occ Tax Revenue)

\$103,416 (Oct Collection fee) ÷ \$2,124,486 (Sep Occ Tax Revenue) = 5%

CLARIFICATION: OCCUPANCY TAX ADMIN COLLECTION FEE

Illustration

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

A Monthly Occupancy Tax Collection Fee Summary

November 30, 2024

Buncombe County collects and reports in this month – 1 month *after* room sales

(reporting month)

Month of room sales	E Occupancy Tax Revenue, Gross			Collection Fee			Occupancy Tax Revenue, Net		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 3,482,475							\$ 3,482,751	2%
August	\$ 3,224,172	2,966,353	9%	\$ (174,189)	\$ (171,323)	2%	\$ 3,049,983	\$ 2,795,030	9%
September	\$ 2,124,486	3,274,889	-35%	C \$ (160,557)	\$ (147,382)	9%	D \$ 1,963,929	\$ 3,127,507	-37%
October	\$ 1,097,891	4,041,068	-73%	\$ (103,416)	\$ (165,005)	-37%	\$ 994,475	\$ 3,876,063	-74%
November		3,290,473		\$ (52,383)	\$ (204,308)	-74%		\$ 3,086,165	-
June		3,080,932							
		1,876,336							
		2,056,092							
		2,541,718							
		2,775,480							
		3,182,291							
Total	\$ 9,929,013	\$ 35,848,896		\$ (730,250)	\$ (1,679,396)		\$ 9,316,465	\$ 34,169,500	

Gross Occ Tax reverse calculated based on actual collection fee and revenue distribution

TDA reports revenues with month of room sales (prior month)

County admin fee (County books)–

- collected in October
- reported in October
- for September room sales

Occ tax revenue (TDA books) –

- received in November
- reported in October
- for October room sales



BOARD DISCUSSION

QUESTIONS

INPUT

COMMENTS





ADOPTION OF UPDATED DEPOSITORIES

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

OFFICIAL DEPOSITORIES UPDATE

- State law requires official adoption and reporting of depositories
- BCTDA investments have expanded to include time-deposits (e.g., CDs, CDARS)
- Current and future banks have been vetted by Buncombe County for legal compliance
- Updated official depositories list includes banks that currently hold or may hold BCTDA funds

ADOPTION OF UPDATED DEPOSITORIES

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the updated list of official depositories for the BCTDA.

Motion Second

Additional Discussion

Vote





FY25 BUDGET AMENDMENT RECOMMENDATIONS

HP Patel

Treasurer of the nonprofit | Chair, Finance Committee

Jennifer Kass-Green

VP of Culture and Business Affairs | Explore Asheville

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Development Authority

FINANCE COMMITTEE REPORT

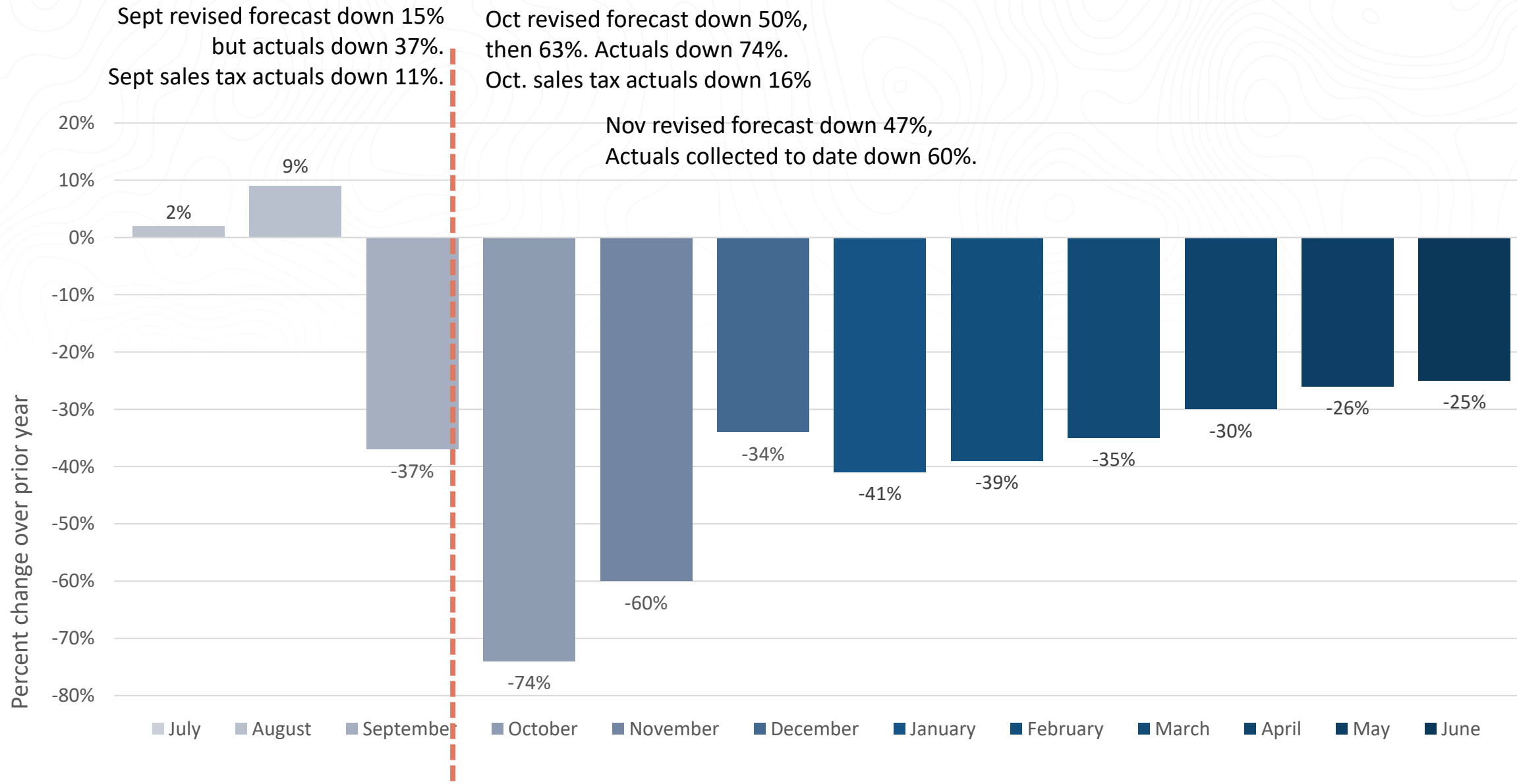
HP Patel, Treasurer of the nonprofit, Finance Committee Chair

- In its November meeting, the BCTDA directed staff to meet with the Finance Committee to review revenues and expenses to reforecast the budget.
- After reviewing revised forecasts in lodging revenue in the wake of Helene and staff recommendations for expenses, the Finance Committee had robust discussion about the role of travel and hospitality as the front line of economic recovery for our community.
- After several years of accumulating fund balance, the authority is in the fortunate position to have financial resources to invest in marketing and messaging to aid in the comeback of Asheville and Buncombe County's economy.
- Following is the Finance Committee's recommendation for the board's consideration.



BUNCOMBE COUNTY LODGING TAX

Forecasts for FY25



Hurricane Helene

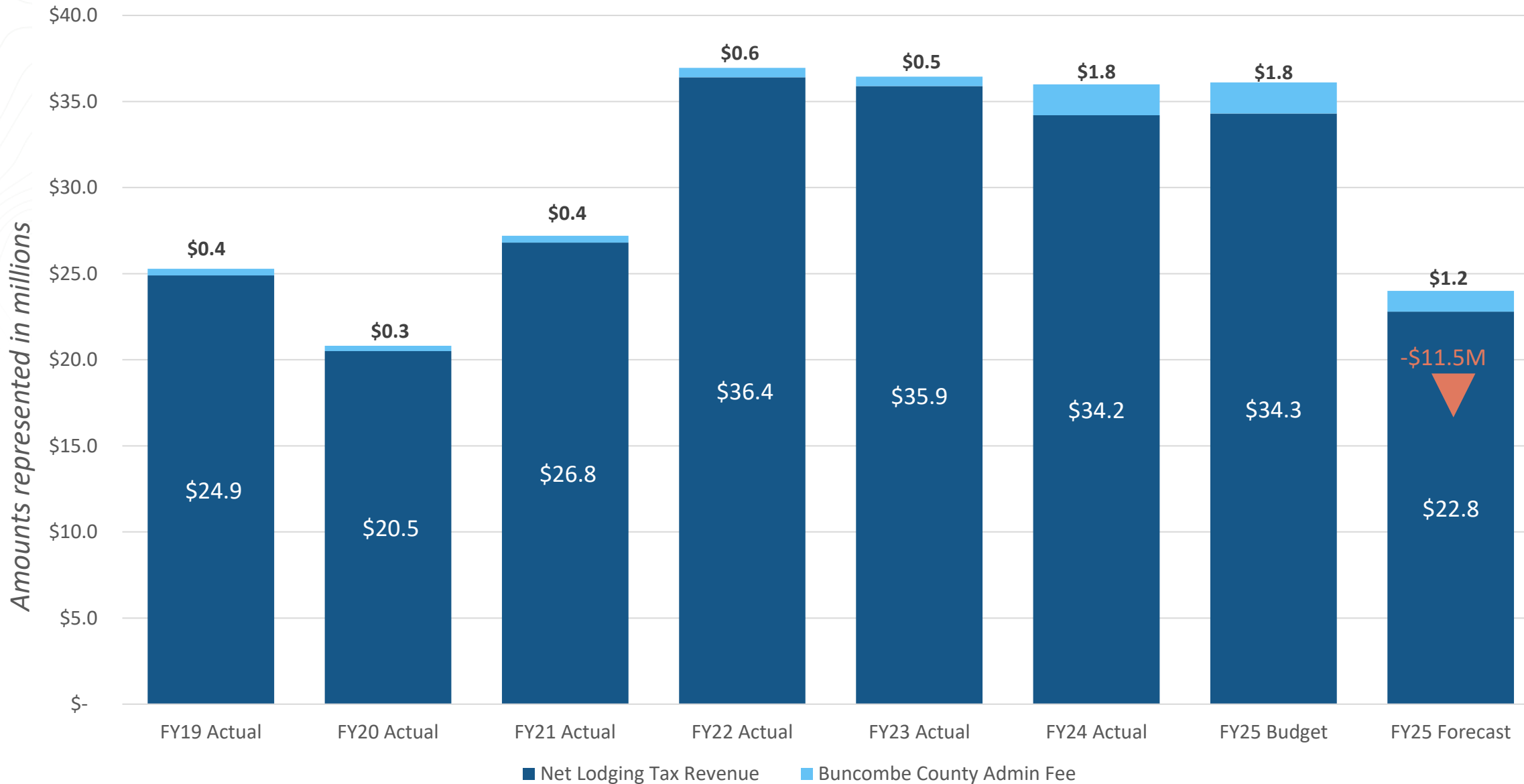
- The pace of recovery will depend on the timing of repairs to infrastructure including power and water systems, highways, and natural assets including the Blue Ridge Parkway.
- Additionally, there is a marketing and communication need to convey to potential guests that Asheville is open, accessible, and still an appealing place to visit.
- Quick action on these factors could accelerate economic recovery, including lodging tax revenue.

Source: BCTDA; Tourism Economics



BUNCOMBE COUNTY LODGING TAX HISTORY

Based on lodging tax revenue in Buncombe County, FY19-FY25



- Revised forecast is approximately \$11.5M less than original FY25 net revenue budget.
- Lodging tax collections are forecast to decline 33% for FY25, to the lowest level since the pandemic in FY20.
- Year-over-year monthly declines in the immediate aftermath of Hurricane Helene are expected to gradually lessen over the course of the fiscal year.

Source: BCTDA; Tourism Economics



FY25 NET LODGING TAX REVENUE, BY FUND

Fund	FY25 Net Revenue Budget	FY25 Forecast Net Revenue Forecast
Operating Fund	\$22.9M	\$15.2M
Tourism Product Development Fund	\$5.7M	\$3.8M
Legacy Investment From Tourism Fund	\$5.7M	\$3.8M
TOTAL	\$34.3M	\$22.8M



FY25 OPERATING BUDGET FORECAST

Operating budget is 66.67% of total lodging tax revenue

Revenue	FY25 Net Revenue Budget	FY25 Change	FY25 Forecast Net Revenue
Net Lodging Tax Revenue	\$22.9M	(\$7.7M)	\$15.2M
Fund Balance Designation	\$4.4M	6.1M	\$10.5M
Total Revenue	\$27.3M	(\$1.6M)	\$25.7M

Expense	FY25 Budget	FY25 Change	FY25 Forecast
Salaries & Benefits	\$4.4M	(\$0.1M)	\$4.3M
Administration & Facilities	\$1.1M	(\$0.1M)	\$1.0M
Marketing	\$19.4M	(\$1.1M)	\$18.3M
Business Development	\$1.7M	(\$0.1M)	\$1.6M
Partnership & Destination Mgmt	\$0.7M	(\$0.2M)	\$0.5M
Total Expense	\$27.3M	(\$1.6M)	\$25.7M



FINANCIAL MANAGEMENT POLICY

Designated contingency

- Designated contingency should equal 6 months of annual operating costs (50% expense budget), in alignment with best practices for emergency, crisis management and recovery.
- Use of designated contingency must be approved by the BCTDA board. Requests should include an analysis, determine the use of funds and plans for replenishment.
- The organization's goal is to replenish the funds used within twelve months to restore the designated contingency to the target minimum amount. If the use of contingency will take longer than 12 months to replenish, the request should have an additional layer of scrutiny prior to approval.

FY25 OPERATING FUND BALANCE FORECAST

	FY25 Beginning Fund Balance	FY25 Forecast Change in Fund Balance	FY25 Year-End Forecast Fund Balance
Designated Contingency* (50% Expense Budget)	13,673,500	(808,462)	12,865,039
Undesignated (Cash Flow)	9,466,320	(9,689,577)	(223,257)
Total	23,139,820	(10,498,094)	12,641,726



FY25 BUDGET AMENDMENT RECOMMENDATION

Operating budget is 66.67% of total lodging tax revenue

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET AMENDMENT
FUND 130 OPERATING FUND**

BOARD MEETING DATE: January 28, 2025

Budget Amendment Item: Operating Fund Amendments

Background Information:
Amending budget due to changes brought on by Hurricane Helene

Funding Source:
Occupancy Tax

COST CENTER/DEPARTMENT	PROGRAM (IF APPLICABLE)	LEDGER ACCOUNT	REVENUE/SPEND CATEGORY	Increase (Decrease)	
				REVENUES	EXPENDITURES
Occupancy Tax, Net				(7,749,129.00)	
Appropriated Fund Balance				6,132,094.00	
ALL	Salaries and Wages		Salary		(83,500.00)
ALL	Benefits		401K Administration		(55,539.00)
Executive Office	(Blank)		ALL		(78,048.00)
Marketing	Net Media		Net Media		269,836.00
Marketing	Marketing Advertising		Marketing Advertising		(766,778.00)
Marketing	Public Relations		Public Relations		(324,783.00)
Marketing	Web Development		Web Development		(100,000.00)
Marketing	(Blank)		(Blank)		(222,996.00)
Business Development	Inbound Sales		Inbound Sales		(43,000.00)
Business Development	Outbound Sales		Outbound Sales		(47,000.00)
Business Development	Trade Shows		Trade Shows		20,017.00
Business Development	Sponsorships		Sponsorships		20,000.00
Business Development	Sales Support		Sales Support		(38,044.00)
Business Development	(Blank)		(Blank)		(22,968.00)
Partnership & Destination Management	Meetings & Events		Meetings & Events		(54,112.00)
Partnership & Destination Management	Community Events		Community Events		(42,420.00)
Partnership & Destination Management	(Blank)		(Blank)		(47,700.00)
TOTAL				(1,617,035.00)	(1,617,035.00)



FY25 BUDGET AMENDMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the FY25 budget amendment as presented.

Motion Second

Additional Discussion

Vote





PRESIDENT & CEO REPORT

Vic Isley
Explore Asheville | President & CEO

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ASHEVILLE**
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Development Authority

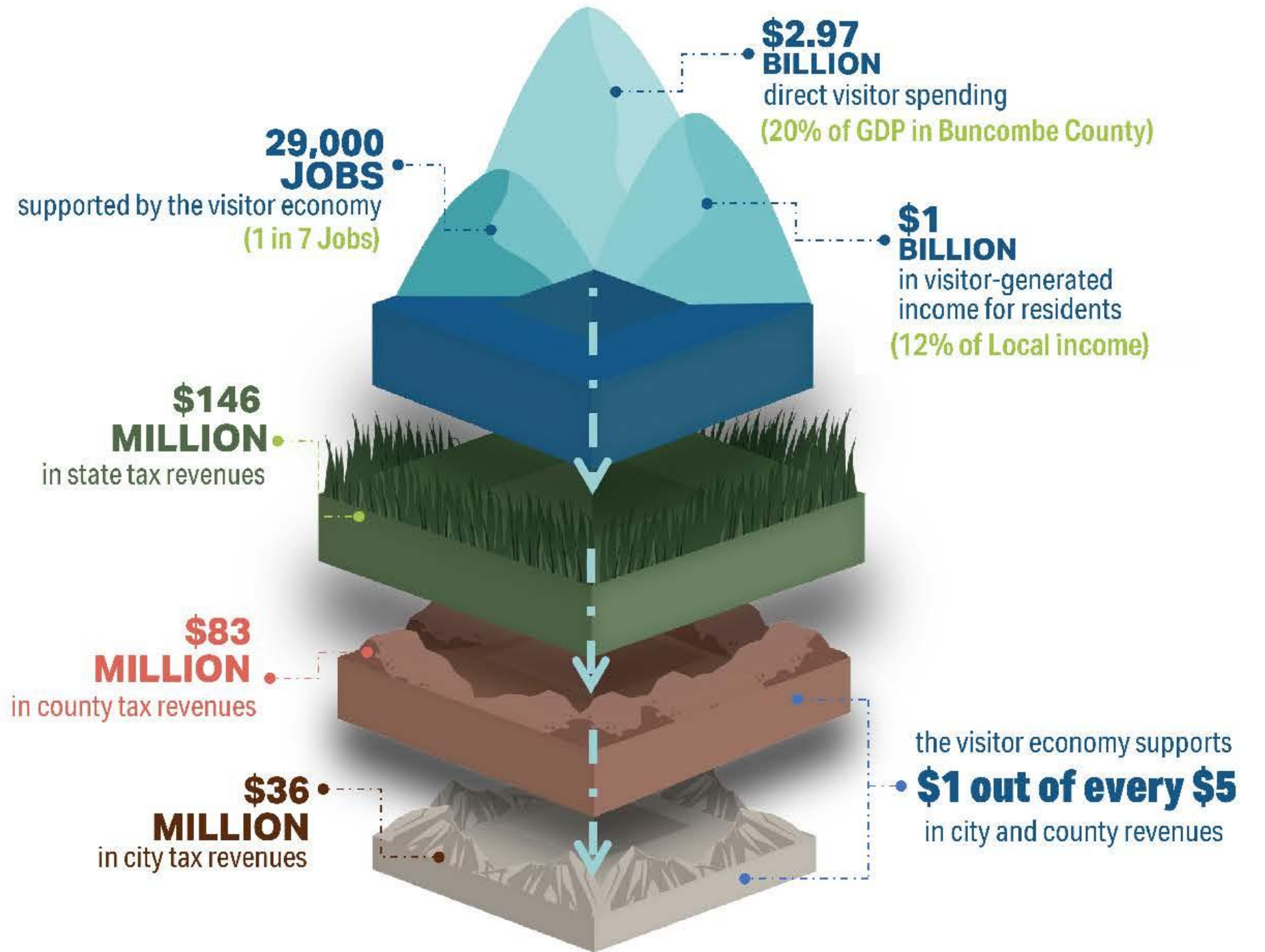
THE BENEFITS OF VISITORS IN ASHEVILLE & BUNCOMBE COUNTY RUN DEEP

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

\$265 Million

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

Buncombe County households would need to pay an additional **\$2,600** in taxes annually to replace the visitor-generated taxes received by state and local governments.



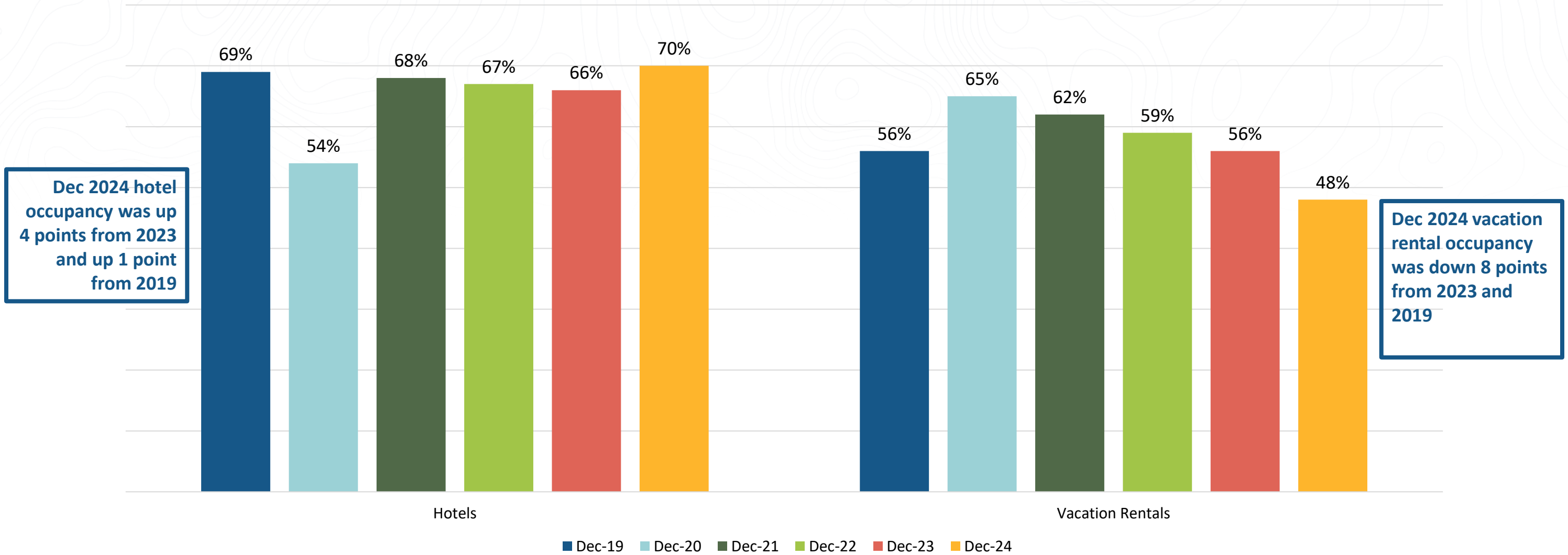
Source: Tourism Economics – Economic Impact of Visitors in Asheville and Buncombe County 2023



INDUSTRY METRICS

EXPLORE
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Development Authority

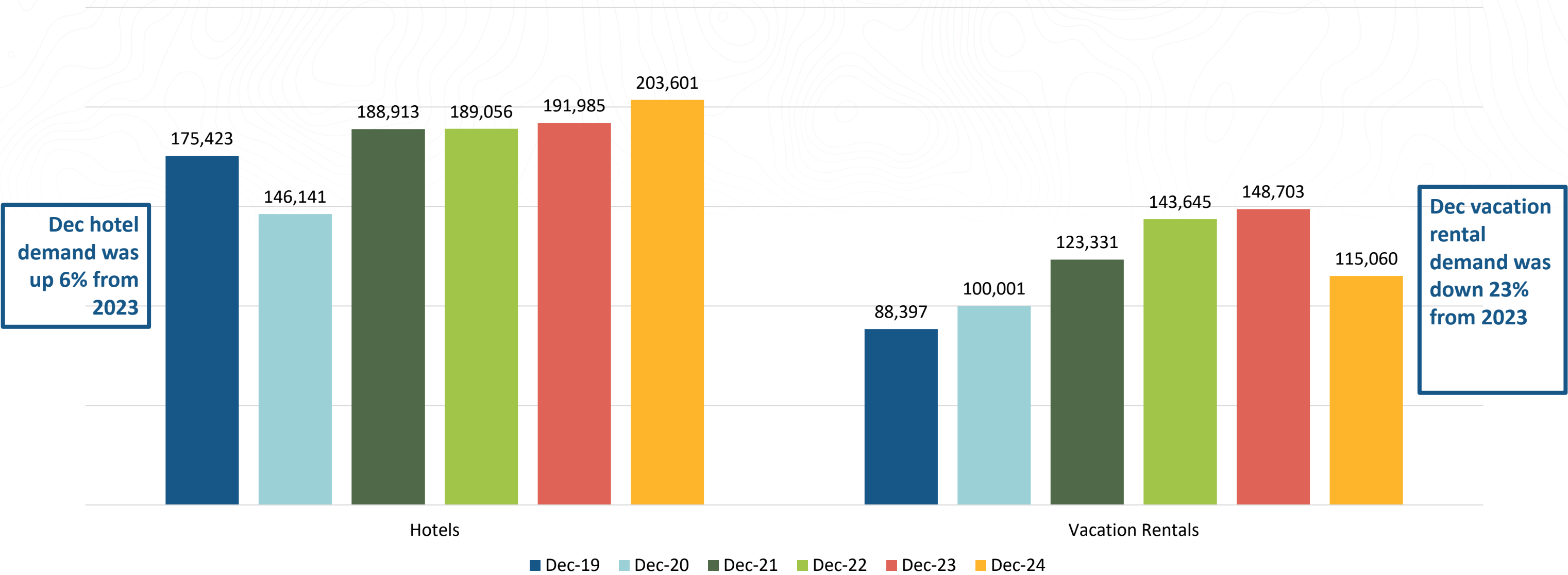
DECEMBER LODGING OCCUPANCY



Sources: Smith Travel Research (STR) & AirDNA



DECEMBER DEMAND

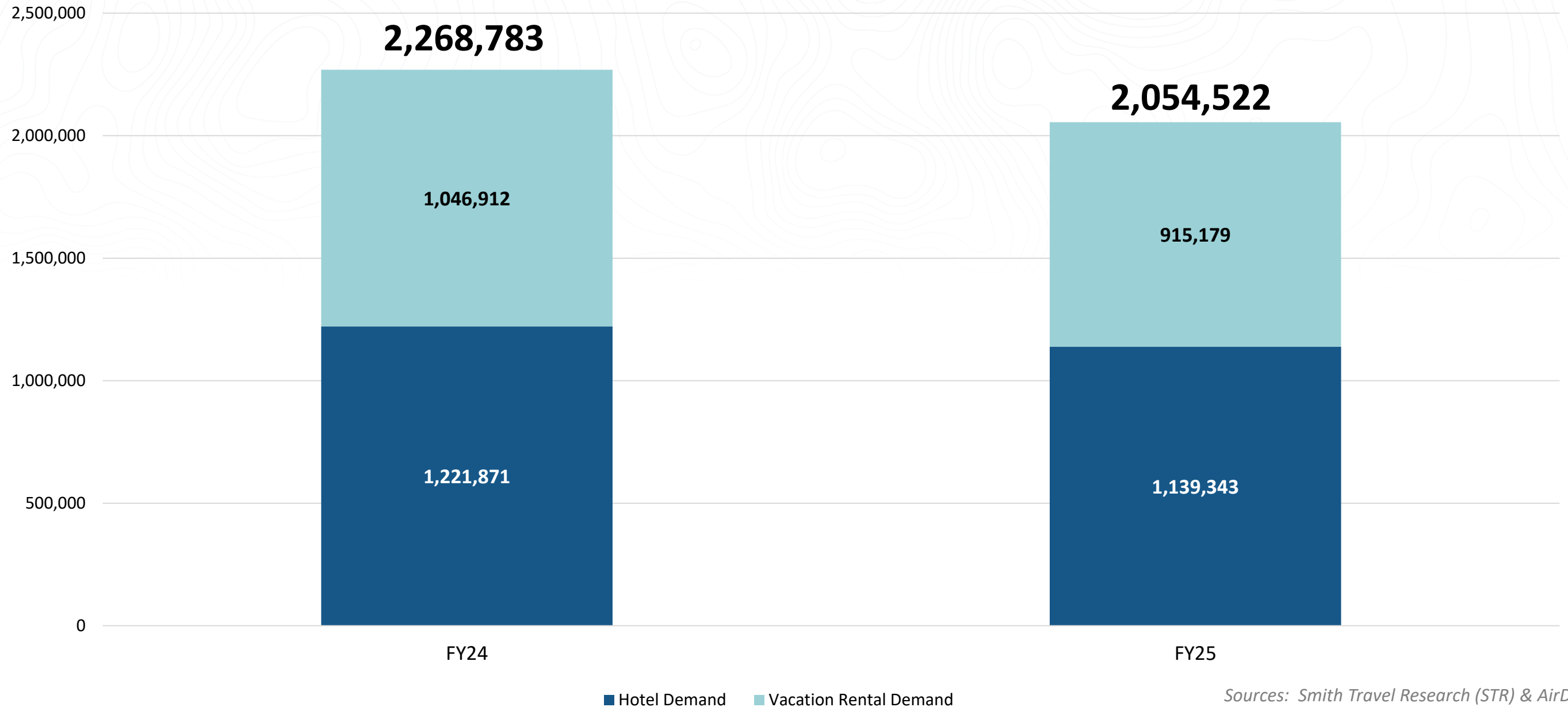


Sources: Smith Travel Research (STR) & AirDNA



TOTAL ROOMNIGHT DEMAND

-9% change FYTD (July – December 2024)



Sources: Smith Travel Research (STR) & AirDNA

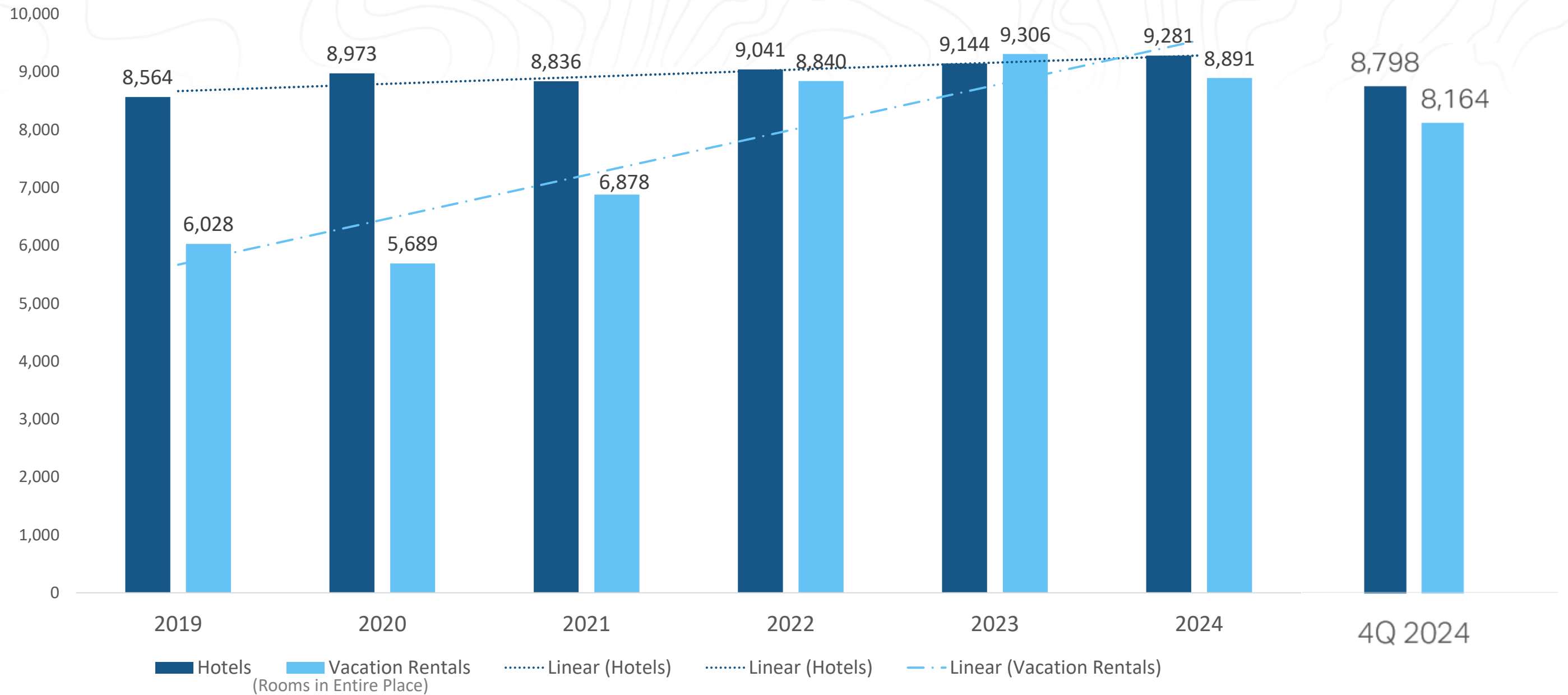




2024 END OF YEAR LODGING PERFORMANCE

EXPLORE
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AVERAGE ROOMS AVAILABLE PER NIGHT BY LODGING TYPE, 2019 – 2024 & 4Q 2024



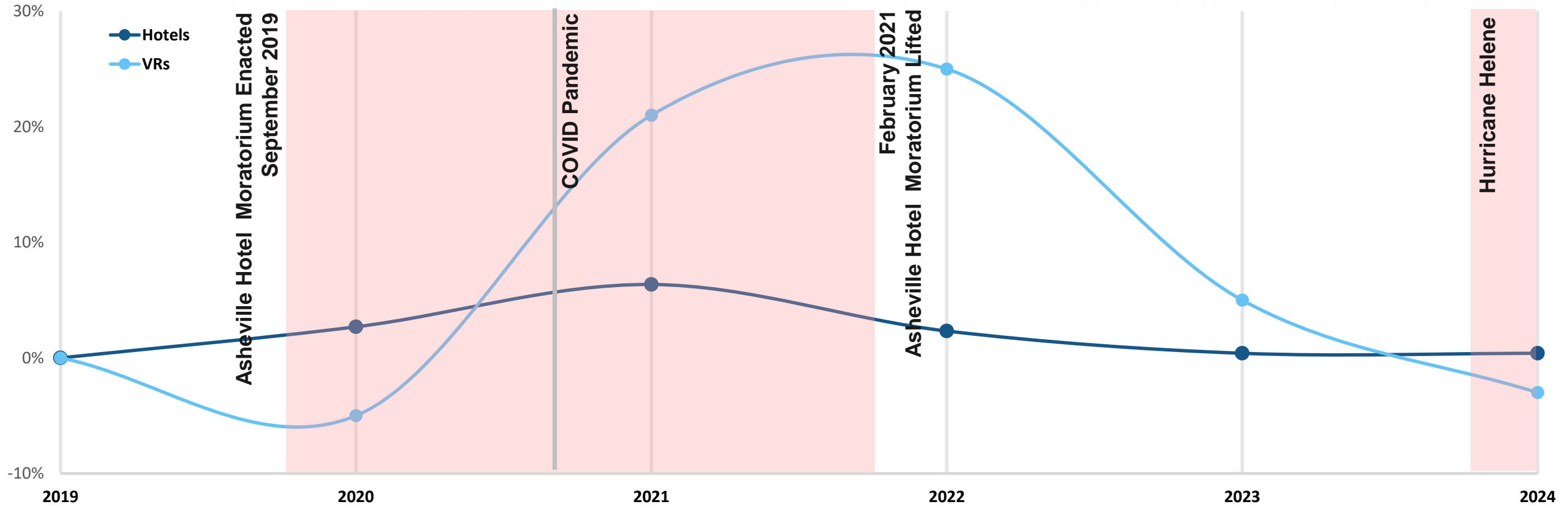
Source: Smith Travel Research (STR); AirDNA

Supply = Average number of rooms available per month/ number of nights in period



LODGING SUPPLY GROWTH

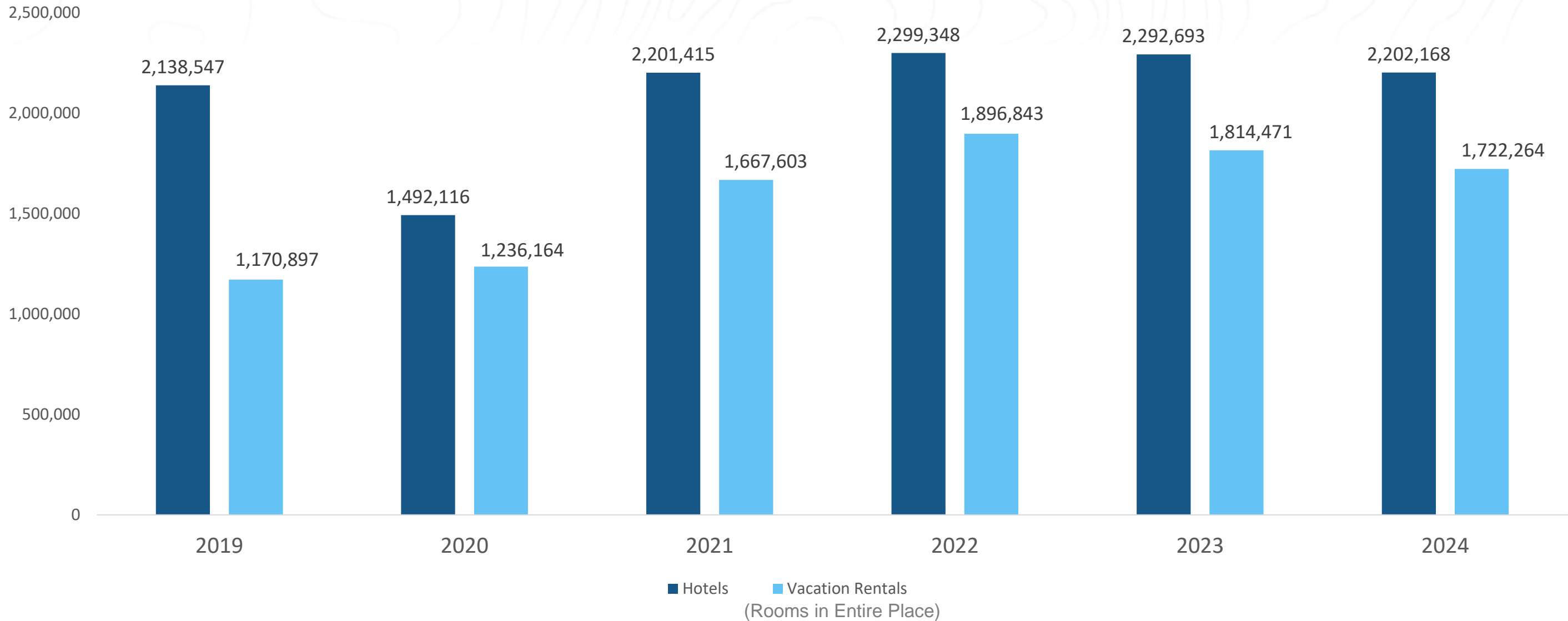
Year Over Year Percentage Growth in Supply of Hotels and Vacation Rentals



% Supply



ROOM DEMAND BY LODGING TYPE, 2019 – 2024



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.)



WHY LODGING DEMAND & OCCUPANCY MATTERS TO A WIDE VARIETY OF LOCAL, INDEPENDENT BUSINESSES

70% outside of lodging businesses



LODGING
\$901M
30%



FOOD & BEVERAGE
\$787M
27%



REC / ENT
\$366M
12%



RETAIL
\$541M
18%



TRANSPORT
\$372M
13%

Source: Tourism Economics; Explore Asheville






2024 HOTEL PERFORMANCE WITH COMPARATIVE MARKETS

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Development Authority

COMPARATIVE MARKETS FOR ASHEVILLE HOTELS

2024 Calendar Year-End Data

Market	Number Rooms	Occupancy	ADR	RevPAR	RevPAR % Difference	RevPAR Over 2023 
Asheville, NC <small>(Buncombe County, NC)</small>	9,281	65%	\$168	\$109	-	-13%
Charleston, SC <small>(Charleston County, SC)</small>	22,939	68%	\$174	\$121	+11%	+0.2%
Savannah, GA <small>(Chatham County, GA)</small>	18,777	71%	\$148	\$104	-4%	-1%
Wilmington, NC <small>(New Hanover County, NC)</small>	8,349	62%	\$142	\$88	-19%	-3%
Chattanooga, TN <small>(Hamilton County, TN)</small>	12,765	59%	\$116	\$69	-37%	-4%
Greenville, SC <small>(Greenville County, SC)</small>	10,845	72%	\$127	\$91	-16%	+11%
Myrtle Beach, SC <small>(Horry County, SC)</small>	31,569	55%	\$133	\$73	-33%	+5%

Source: Smith Travel Research (all numbers rounded to the nearest dollar or percentage point)






2024 VACATION RENTAL PERFORMANCE BY COMPARATIVE MARKETS

VACATION RENTAL PERFORMANCE COMPARATIVE MARKETS

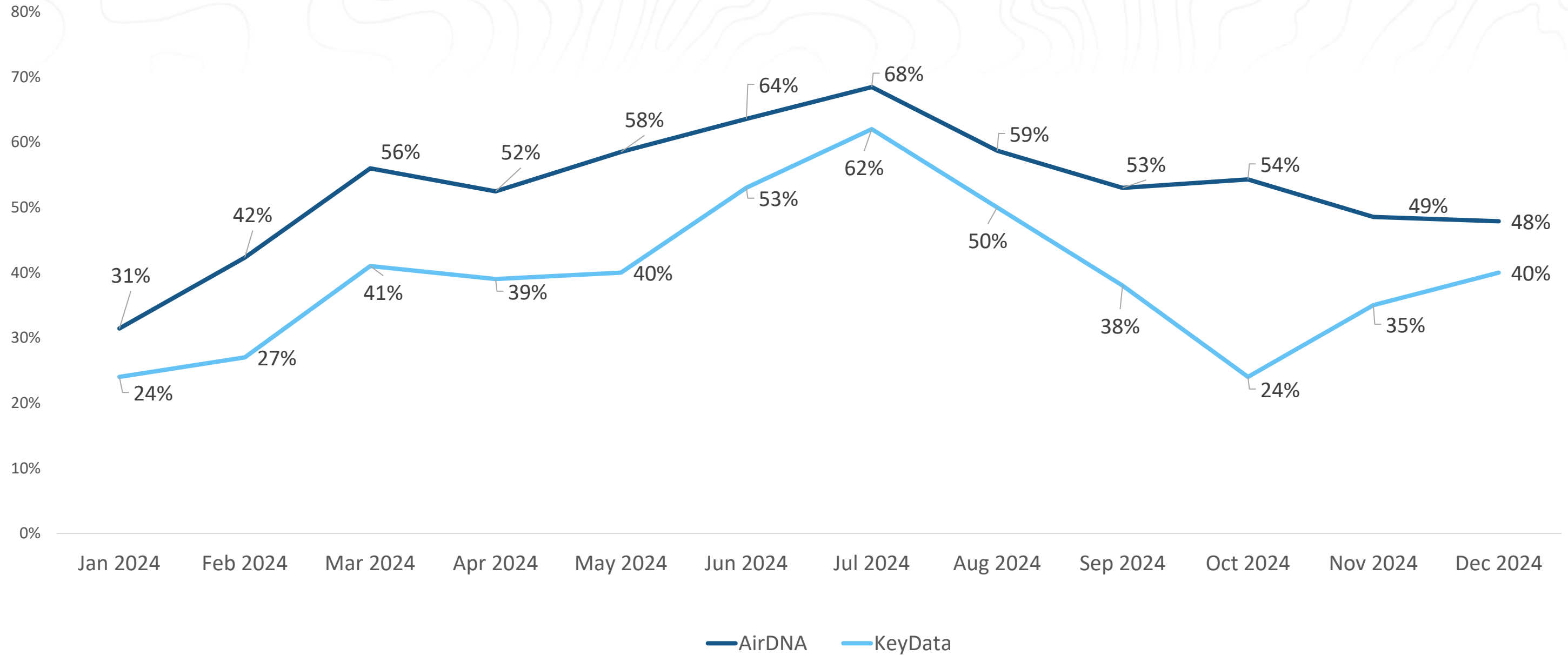
2024 Calendar Year-End Data for Entire Place Listings

Market	Available Listings	Occupancy	ADR	RevPAR	RevPAR % Difference	RevPAR Over 2023 
Asheville, NC <small>(Buncombe County, NC)</small>	4,441	53%	\$264	\$141	-	+4%
Charleston, SC <small>(Charleston County, SC)</small>	7,009	63%	\$486	\$308	+118%	+10%
Savannah, GA <small>(Chatham County, GA)</small>	4,920	60%	\$355	\$213	+51%	+3%
Wilmington, NC <small>(New Hanover County, NC)</small>	4,060	57%	\$330	\$186	+32%	+13%
Chattanooga, TN <small>(Hamilton County, TN)</small>	1,317	56%	\$204	\$115	-18%	+6%
Greenville, SC <small>(Greenville County, SC)</small>	1,509	59%	\$185	\$109	-23%	+7%
Myrtle Beach, SC <small>(Horry County, SC)</small>	17,272	58%	\$287	\$165	+17%	+4%

Source: AirDNA; rounded to the nearest dollar or percentage point)



ENTIRE HOME VACATION RENTAL OCCUPANCY BUNCOMBE COUNTY, AIRDNA VS. KEYDATA, 2024



Source: AIRDNA; KeyData
Occupancy = Percentage of listings occupied



2024 END OF YEAR LODGING PERFORMANCE

Key Takeaways

Helene impacted Buncombe County lodging performance. The overall impact has been obscured by moderate growth over the past five years

- **Revenue Per Available Room, the hotel industry's overall health barometer, dropped \$13 ending 13%. Other than the extreme impact of Covid in 2020, RevPar hasn't been this low since 2014.**
- The fourth quarter is the most profitable quarter for lodging; it is followed by the worst quarter of a year.
- From 2023 to 2024, average hotel rooms available per night increased 1.5% while vacation rental rooms decreased 4.4%.
- The number of Asheville hotel rooms available per night lost to Helene was partially offset by the opening of several new hotels in late 2023 and early 2024. Vacation rental supply in Buncombe County appears to be lower as properties were taken offline after Helene due to reduced demand and possible damage.

Asheville and Buncombe County remain competitive among comparable regional markets

- Asheville finished the year with the 4th highest hotel occupancy and the 2nd highest ADR and RevPAR among the nine comp markets despite Helene.
- 2024 demand growth in the comp markets was sluggish for many, and some markets likely saw full-year growth only *due to* Helene, due to emergency and relief workers, displaced WNC residents, and displaced leisure travel demand.



US TRAVEL FORECAST WINTER 2025

Key Takeaways

- 2025 is off to a strong start. Lower rates of inflation, falling interest rates, and solid household finances are expected to maintain healthy travel demand for the first part of 2025, but policy uncertainties associated with the new administration is a concern.
- Business travel recovery is expected to continue. Tourism Economics forecasts 4.2% growth in business trips for 2025 and a full post-Covid recovery finally anticipated in 2026. Business travel spending likely surpassed its 2019 levels for the first time in 2024. Group business travel expected to be stronger than transient business in 2025.
- Leisure travel is anticipated to continue steady growth. Demand for leisure travel and travel services are expected to grow as inflation cools. This is important as 93% of Asheville and Buncombe County visitors come for leisure.
- International travel is forecast to be healthy in 2025. However, the threat of geopolitical turmoil and U.S. policy uncertainties may weaken expectations for inbound travel to the U.S. until 2026, the year of the North American Men's World Cup.





OTHER UPDATES

EXPLORE
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Development Authority

THE YEAR AHEAD: THE ROAD TO RECOVERY AND REVIVAL

February 12 at AB Tech

Confirmed speakers to date include:

- Esther Manheimer, Mayor, City of Asheville
- Amanda Edwards, Chair, Buncombe County Commission
- Walt Leger III, President & CEO, New Orleans & Company
- Eric Oberg, Sr. Director of Programs, Rails to Trails Conservancy
- Tracy Swartout, Superintendent, Blue Ridge Parkway
- Lew Bleiweis, President & CEO, Greater Asheville Airport Authority
- Lisa Raleigh, Executive Director, Riverlink
- Vic Isley, President & CEO, Explore Asheville
- Scott Peacock, VP of Marketing, VisitNC
- Tim Anderson, P.E., Division Engineer, North Carolina Department of Transportation

Join Us
THE YEAR AHEAD:
The Road to Recovery and Revival

Wednesday, February 12
9AM - 12PM

A-B Tech Ferguson
Auditorium

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Buncombe County Tourism
Development Authority

Join community colleagues as we reflect on the remarkable progress our community has achieved together and explore new ways our industry can collaborate to re-envision a stronger, more vibrant Asheville and Buncombe County.



STARS SERVIN' UP LOVE THIS WEEKEND

A Celebrity Benefit Concert for Western North Carolina

Explore Asheville stepped up as the presenting sponsor to spur this star-studded tennis benefit event this weekend

Taking place at ExploreAsheville.com Arena, which the BCTDA has invested more than \$7 million in grants to improve the facility over the years

Will air live on The Tennis Channel from 3 – 5pm Sunday and rebroadcast on T2 on Monday evening

Potential to raise more than \$1 million for Helene recovery, including dollars back into the Always Asheville Fund to provide more small business grants in Buncombe County

VIP & RESERVED SEAT TICKETS AVAILABLE ON DECEMBER 19 VIA TICKETMASTER.COM

FEATURING

ANDRE **AGASSI** ANDY **RODDICK**

JESSICA **PEGULA** EMMA **NAVARRO**
Ranked #7 in the World *Ranked #8 in the World*

PRESENTED BY

EXPLORE ASHEVILLE | Buncombe County Tourism Development Authority

SUNDAY, FEBRUARY 2
AT THE HARRAH'S CHEROKEE CENTER - ASHEVILLE

WITH VERY SPECIAL GUEST CELEBRITIES:

MICHAEL KOSTA **JEFF PROBST**
a Host of The Daily Show *Host of CBS' Survivor*

PETE WENTZ **ESAI MORALES**
of Fall Out Boy *of Mission Impossible*

100% OF NET PROCEEDS TO SUPPORT HURRICANE HELENE RELIEF EFFORTS THROUGH LOCAL NONPROFITS INCLUDING ALWAYS ASHEVILLE FUND, ASHEVILLE AREA HABITAT FOR HUMANITY, AND ASHEVILLE TENNIS ASSOCIATION.

THANKS TO OUR PARTNERS

ingles | Harrah's CHEROKEE CASINOS | ASHEVILLE SPORTS | Harrah's CHEROKEE CENTER ASHEVILLE | iHeart MEDIA | ASHEVILLE



DRUMBEAT TO SPRING

Creating demand and inspiring visits

This February, Explore Asheville is launching two collaborative promotional efforts designed to stimulate business, inspire visits, and drive engagement during one of the quieter months of the year:

Date Nights with Asheville

A promotional effort designed to be a 28-day stimulus plan for Asheville area businesses, inspiring visits and staycations by showcasing Asheville's distinct experiences via 28 curated date ideas. From romantic evenings and friend adventures to budget-friendly outings and unique daytime excursions, each date idea will blend lodging, dining, activities, events, and special offers.

Hotel Weeks

A lodging-focused initiative will invite travelers to enjoy discounted stays (25% off prevailing rates subject to availability) at participating Asheville properties. This campaign will run from February 1 - March 1, offering guests an irresistible reason to book a winter getaway or staycation.

JANUARY

3-5
BEST OF OUR STATE MAGAZINE

8
BRIAN REGAN LIVE BENEFIT SHOW

9-12
THE GALA 2025 WOMEN'S GYMNASTICS COMPETITION

17-19
SHE CAN FLY INVITATIONAL TOUR WITH SHILESE JONES
Women's Gymnastics Competition

21-27
ASHEVILLE RESTAURANT WEEK

FEBRUARY

2
STARS SERVIN' UP LOVE
Celebrity Tennis Benefit

6-8
BILLY STRINGS
Sold Out Concerts

9-15
STOUT WEEK

14-16
BILLY STRINGS
Sold Out Concerts

18-26
ASHEVILLE RESTAURANT WEEK

21-22
9 PANEL CHEER COMPETITION

22
THE LOVE OF CRAFT
A WNC Winter Arts, Craft Beverage, and Craft Mac & Cheese Festival

MARCH

7-8
SOCON Wrestling Championships

7-10
SOCON Basketball Championships

13
TASTE OF ASHEVILLE

14-16
IGNITE Dance Competition

19
ASHEVILLE SYMPHONY ORCHESTRA WITH GREGORY ALAN ISAKOV

21-23
WAVES Dance Competition

28-30
TRI-STATE DANCE COMPETITION





ASHEVILLE

NORTH CAROLINA

ERIC
CHURCH
Carolina

QUESTIONS

INPUT

COMMENTS



STRATEGIC IMPERATIVES PROGRESS UPDATE

Vic Isley
President & CEO

Dodie Stephens
Vice President of Marketing

Michael Kryzanek
Vice President of Business Development

Tiffany Thacker
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 (BCTDA) 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 BIPOC 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

October 2024 – December 2024

EXPLORE
ASHEVILLE

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Development Authority



MARKETING, CONTENT & PR Q2 INITIATIVES

Dodie Stephens
Vice President of Marketing

**EXPLORE
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INVITING VISITORS TO PLAN RETURN TRIP WITH HEART

Our brand new ExploreAsheville.com launched in Q2, offering centralized travel resources to help visitors easily access up-to-date information and inspiring stories to plan their trips with heart.

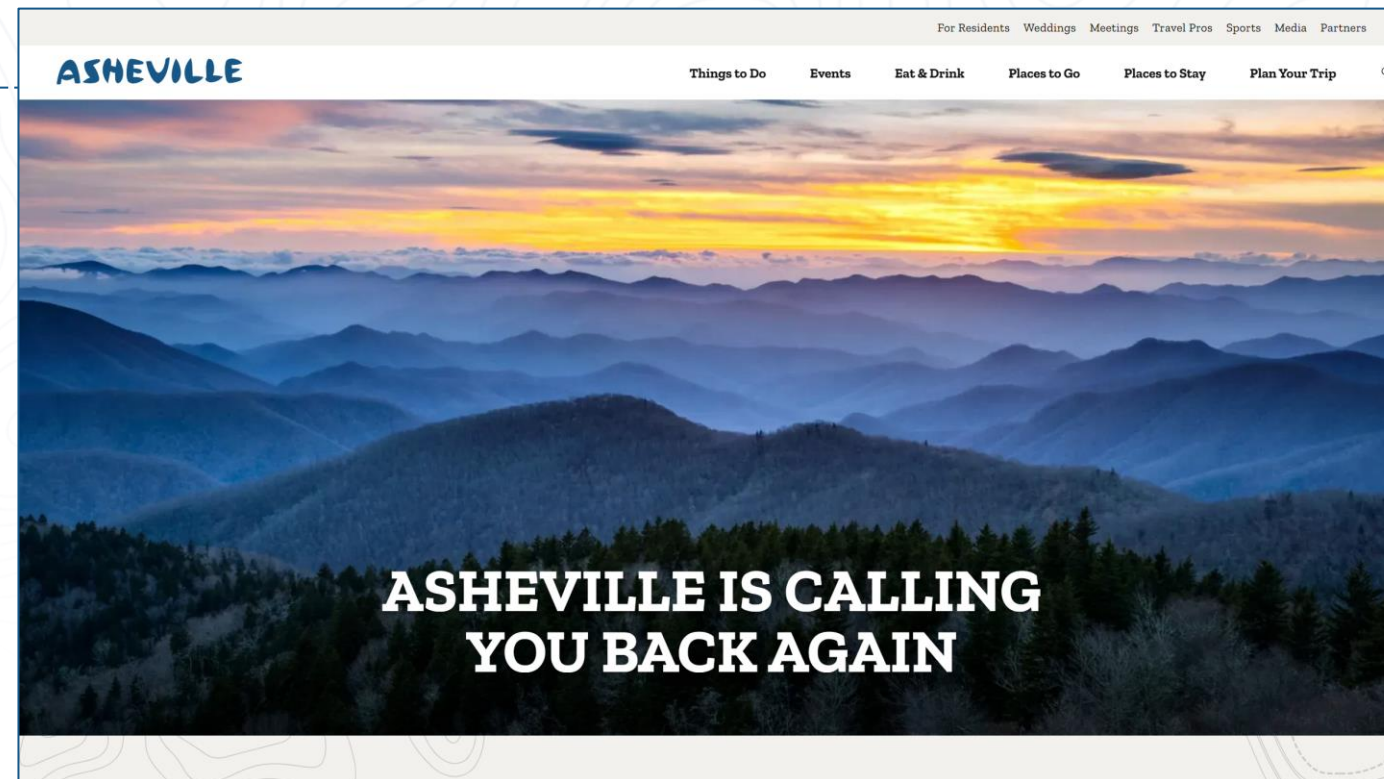
In the immediate aftermath of Hurricane Helene, we reimagined our brand anthem and leveraged the new website to inspire visitors to plan their return trip with heart. This refreshed message emphasized resilience, connection, and the creative spirit of Asheville, encouraging travelers to support our recovery by planning their future visits.

Message Evolution:

- Plan Your Return Trip with Heart.
- Be Part of the Comeback.
- Asheville is Calling You Back Again.

Results + Metrics:

- Over 3.9M Linear Impressions
- Over 4.4M CTV Impressions



BILTMORE & EXPLORE ASHEVILLE LINEAR TV & STREAMING TV

- **Intentional Market Amplification:** Charlotte, Raleigh-Durham, Greensboro, Atlanta, Greenville/Spartanburg, Knoxville, Nashville, Washington DC, Jacksonville (CTV), Orlando (CTV).
- **Timing:** Week of November 11th through December 22nd.
- **Programming Alignment:** NBC's 2024 Christmas in Rockefeller Center Holiday Special, NBC's Macy's Thanksgiving Day Parade, CMAs on ABC, NFL Sunday Night Football and Monday Night Football, etc.
- **CTV Strategy:** United message encouraging visitation to the Asheville area via Hulu and Amazon Prime buys; Implement ACR/Automatic Content Recognition technology to retarget Linear, Hulu and Amazon Prime efforts with CTV.
- **Estimated Impressions:**
 - Over 3.9M Linear Impressions
 - Over 4.4M CTV Impressions

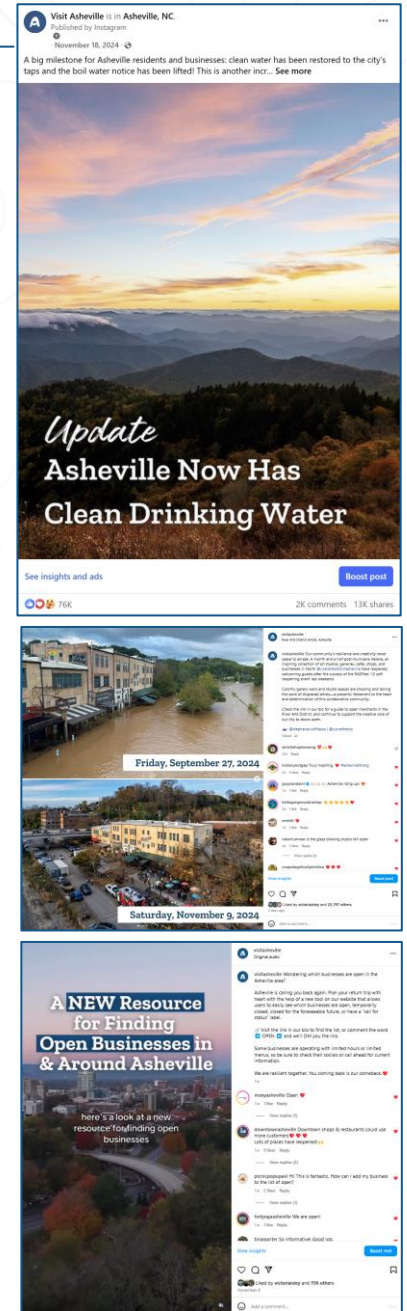


"BE PART OF THE COMEBACK" MESSAGING

Amplifying reopening stories across every channel to fuel visitor confidence and momentum

Campaign amplifying reopening efforts through powerful, confidence-building content shared across social, web and email.

- **#BePartOfTheComeback Campaign:** Focused on amplifying partners' reopening messages across key categories and areas.
- **Content Themes:**
 - **Date-Stamped Posts:** Highlighting progress with before-and-after photos or updates with visible timestamps.
 - **Inspirational Reopening Messages:** Showcasing major attractions and businesses reopening.
 - **Practical Updates:** Sharing milestone updates (ex. water return), and other travel-related guidance.
- **Top Performing Content:**
 - Water Return Post – **210,764** likes, comments and shares on Facebook
 - Biltmore Tree Raising – **40,415** likes, comments and shares on Instagram
 - RAD Reopening Post – **58,125** likes, comments and shares on Instagram



DRIVE MARKET EMAIL SERIES

Driving regional engagement through curated campaigns and itineraries

Targeted email campaigns and curated itineraries drive interest and engagement from key regional markets, supporting Asheville's open businesses.

Key Efforts:

- **Targeted Email Campaigns:** Focus on inspiring regional visitation with curated Asheville itineraries and reopening messages.
- **Weekly Email Series:** Highlighting downtown itineraries to encourage travel from key regional markets.

Regional Markets of Focus:

- Greenville
- Raleigh/Durham
- CharlotteTri-Cities
- Greensboro/High Point
- Atlanta

Performance Metrics:

- Emails Sent: 205,940
- Open Rate: 26.6% (54,560 opens)
- Click Rate: 0.82% (1,674 clicks)



Asheville Is Open: Be Part of the Comeback

The spirit of holiday travel takes on a deeper meaning this year. In the wake of Hurricane Helene, Asheville area artists, makers, chefs, performers and shop owners are welcoming you to be part of the comeback.

What better time to return than to kick off your holiday season? An [open and festive downtown](#), [holiday markets and events](#), and new traditions of giving feature the resilient artists, makers and innovators of Appalachia.

With dozens of beloved [downtown restaurants](#) open now and on Thanksgiving Day (Nov. 28), a wealth of local, handcrafted shopping options for Black Friday and beyond, and a vibrant creative arts scene, there are plenty of options to shop, sip and celebrate the season.

**Holiday Itinerary Inspiration:
Warm Your Heart in Downtown Asheville**



Shop Downtown Asheville for Gifts that Give Back

A holiday shopping trip in downtown Asheville is more than an errand. It's an experience in and of itself—made especially meaningful this year as shops, restaurants



Voluntourism: How to Help the Asheville Area During Your Visit

Plan a return trip with heart. With grit, gumption, and a shared sense of purpose, our Appalachian community has shown incredible resilience in the wake of Hurricane



Asheville Shines Brighter This Season

The warm glow of a 35-foot Christmas tree at [Biltmore Estate](#). Dazzling winter lights at the [NC Arboretum](#). Dozens of holiday markets bustling with life, art, food and music. These are the daily reminders of Asheville's holiday sparkle, and tributes to our momentous comeback after Hurricane Helene.

From twinkling lights to lively festivals, explore Asheville's holiday highlights with a mix of seasonal celebrations and memorable outings:

🌲 [Christmas at Biltmore](#) • [A Stroll Through Antler Hill Village](#)
When: Now – Jan. 5, 2025
Where: [Biltmore Estate](#)

Begin your holiday adventure at America's Largest Home®. Marvel at the 35-foot Fraser fir inside the Biltmore House, then explore the twinkling lights and festive displays of Antler Hill Village. Don't miss the [Chihuly glass sculptures](#) still on display in Amherst at Deerpark until February 2.

Nearby bonus: Grab a bite and some cozy cocktails at Cedric's Tavern in Antler



FOODTOPIA CONTENT

Showcasing Asheville's Foodtopia through video storytelling

Videos capturing the spirit of Asheville's culinary community, driving awareness and encouraging visitors to explore the city's unique food offerings.

Videos published in Q2:

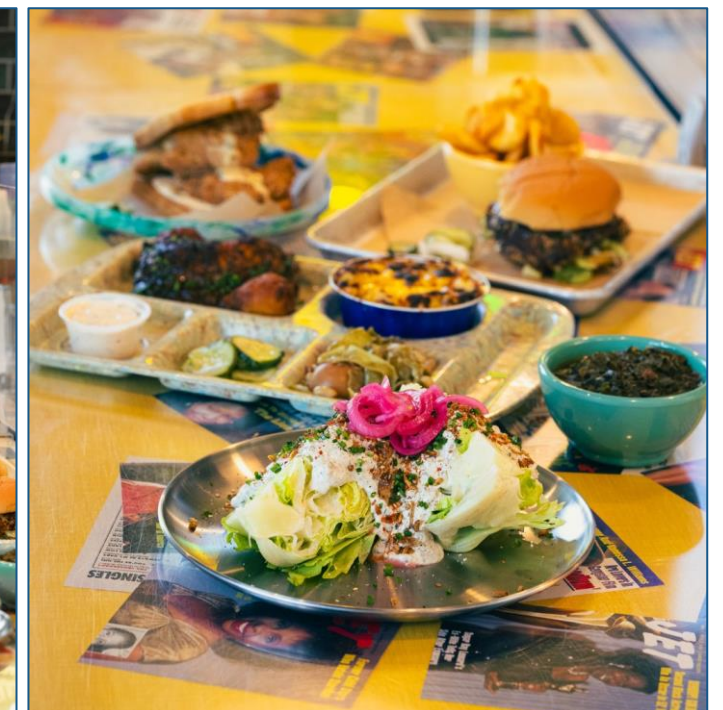
- [Silver Iocovozzi](#), chef and co-owner of Neng Jr's, and Food & Wine's Best New Chef of 2024. The video highlighted his creative fusion of Appalachian ingredients and Filipinx traditions.
- [Ashleigh Shanti](#) of Good Hot Fish, a James Beard Award-winning chef weaving Southern Appalachian flavors and Black food traditions into her dishes.

Themes

- Showcased how Asheville chefs blend heritage, creativity, and local ingredients to define the region's food culture.
- Emphasized reopening celebrations and opportunities to revisit iconic favorites or try new culinary experiences.

Performance Metrics:

- **Q2 Video Views:** 50,403 views



LEVERAGING IN-KIND AND EARNED MEDIA COVERAGE

Visibility with long-term media partners enabled us to maintain Asheville's visibility during a critical recovery period.

PR TEAM COVERAGE & SUPPORT

Supported site visits: New York Times, CNN, CBS Sunday, Monocle, Southern Living, Travel + Leisure, Passport and Huffington Post



In-Kind Media Partnerships

- **iHeart:** A :30-second radio spot leading up to the holidays reaching 39K+.
- **TripAdvisor:** Brand Channel Unit featuring curated content, imagery, and direct booking links, running through the fiscal year to drive engagement.
- **Garden & Gun:** Digital article, newsletters and social posts. 1M+ impressions.
- **SagaCity Media:** Secured in-kind ads in regional publications (Houstonian, Portland Monthly and Seattle Met)

The Washington Post

By The Way

How to help Asheville recover from Hurricane Helene



AFAR

TRIP IDEAS | TIPS + NEWS | HOTELS

TIPS + NEWS | TRENDING NEWS

By Tybhesha Spivey Burton • December 10, 2024

Asheville Is on Its Way Back and Needs Visitors Now More Than Ever

The North Carolina mountain town is recovering after Hurricane Helene brought record-breaking floods in late September. Here's how travelers can support the destination and surrounding areas through tourism this winter and beyond.



In Asheville, gingerbread houses reflect community spirit



yahoo!life

'Asheville is open! Find updated info with Explore Asheville's new tool.'



Chattanooga Times Free Press

Asheville, North Carolina, looks to put Hurricane Helene in the rearview with 'Winter in Downtown' promotion

November 30, 2024 at 12:00 p.m. | Updated December 2, 2024 at 4:16 p.m.

By Anne Braly



Follow





BUSINESS DEVELOPMENT Q2 INITIATIVES

Michael Kryzanek
Vice President of Business Development

**EXPLORE
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TRADE SHOW EXHIBITING

Recruited group and event business to our community

Represented Asheville and Buncombe County at 11 trade shows and conferences from October – December

Made efforts to present Asheville's creative community and products; included lodging partners in prospecting efforts

Worldwide Exhibition for Inclusive Travel, Meetings and Events (IMEX)

- Largest trade show in North America for the global meetings, events and incentive industry, more than 14,000 attendees from over 60 countries
- Met over 300 attendees; partnered with Renaissance Asheville Hotel, Parks Hospitality, and Mosaix Group.
- Hosted reception for SITE Southeast Chapter members

National Tour Association

- 700 attendees from 30+ countries, 38 one-on-one appointments
- Partnered with Biltmore Estate and Asheville Hotel Group
- Sponsored an afternoon session that allowed additional exposure to over 200 attendees – served Biltmore Wine, Poppy Popcorn, Legally Addictive crackers and pretzels from Asheville Pretzel Company. Sponsorship landed Asheville a feature in the daily newsletter, distributed to all attendees and emailed to the entire membership database (2,500 members).

Travel South International

- 400+ attendees
- Partnered with Biltmore Estate
- Promoted logo and QR code at final all-delegate luncheon to promote Love Asheville from Afar, Travel South CEO asked attendees to complete holiday shopping and support Asheville
- 40 one-on-one appointments, two immediate definite leads



FEATURED LOCAL BRANDS and PARTNERS:



Q2 GROUP & EVENT DEVELOPMENT

Benefitted businesses in our community

116 GROUPS EXPECTED
79 GROUPS CANCELLED
(8,228 roomnights)
37 GROUPS/EVENTS
OCCURRED



71.4 % increase in roomnights
over Q2 FY24

17,812 roomnights

70
GROUPS/EVENTS BOOKED
FOR FUTURE VISITS



\$11.7 M in direct spending
35,191 roomnights

167
LEADS GENERATED
FOR POTENTIAL
GROUPS/EVENTS



49.5% increase in roomnights
over Q2 FY24

96,652 roomnights



PARTNERSHIP & DESTINATION MANAGEMENT Q2 INITIATIVES

Tiffany Thacker

Vice President of Partnership & Destination Management

EXPLORE
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ALWAYS ASHEVILLE FUND

Emergency grants for small independent businesses

\$1.53M

Total Amount
Awarded

395

Number of
Grants Awarded

94%

Grant Awards
Disbursed

95%

Eligible Applications
Awarded

ALWAYS ASHEVILLE FUND

- Explore Asheville established the Always Asheville Fund in October 2024 to help our County's small independent travel and hospitality businesses reopen Hurricane Helene.
- Explore Asheville seeded the fund with \$300,000 from earned revenue and then raised an additional \$1,232,500 through an online donation campaign and strategic partnerships, including the SOULSHINE Concert, Cooks for Carolina, and Public Interest Projects.
- **\$1,532,500** has been awarded to date through **395 grants** to small businesses.
- Approximately **94% of disbursements have been made to date.**

COOKS FOR CAROLINA

\$100,000 in Grants Awarded to 10 Small, Independent Restaurants

- Over 20 esteemed New Orleans chefs organized 13 curated dinners to raise funds to support local restaurants impacted by Hurricane Helene
- Organizers partnered with Explore Asheville to distribute \$100,000 in essential recovery grants to 10 small, independent restaurants
- The series highlighted the connection between the two Southern culinary destinations, featuring collaborations between New Orleans chefs and North Carolina culinary talents Jacob Sessoms, Peyton Barrell, Brian Canipelli, Trevor Payne, and Matt Dawes.
- **\$10,000 grants were awarded to** local participating restaurants including The Bull and Beggar, Baby Bull, Gourmand, Cucina24, Table, All Day Darling, Tall Johns, and Good Hot Fish, in addition to The Bush Farmhouse in Black Mountain and Zella's Deli in Swannanoa for their hardship.



BLACK CULTURAL HERITAGE TRAIL PHASE II

Exploring the rich heritage of Black communities in Asheville

Background

- The Asheville Black Cultural Heritage Trail continues with Phase II; public art to highlight the stories told along the trail and to serve as wayfinding.
- Once complete, there will be three murals, one for each section of the trail (Downtown, Southside, and River Area).
- The Asheville Black Cultural Heritage Trail Phase II Working Group, a smaller group formed from larger advisory group, aided in the artist call for qualifications, review, and selection.

Public art draws additional attention to the Trail

- Artist Tommy Lee McGee with Sir Tom Foolery Art/Design was selected to lead the project based on his proposal and qualifications.
- All three murals will be similar for the wayfinding component but have subtle differences highlighting the particular sections.
- The first mural began in the Southside at 21 Buxton Avenue in November 2024.
- Painting will resume as weather permits. Currently paused due to low temperatures.

EACH ONE REACH ONE
TEACH ONE



CONCIERGE WORKING GROUP

Connecting partners within the travel and hospitality community

CONCIERGE WORKING GROUP GOALS

- To connect frontline staff from our Buncombe County hotels quarterly
- Inform about upcoming events in the area and potential partnerships
- To provide educational opportunities on unique tours and attractions in the area

NOVEMBER MEETING & VENUE TOUR

- The Concierge Working Group convened for the third time on November 20 at the Flat Iron Co-Working Space to share how area hotels managed during and in the immediate aftermath of Hurricane Helene.
- Hotels in Attendance: DoubleTree Downtown, Embassy Suites, DoubleTree Biltmore Village, The Radical, and Zelda Dearest.
- Each convening includes educational components are including with all meetings based on concierge interests and requests. Following the meeting, the group met with Emily White of Spicer Greene Jewelers to tour the space, learn about their capacity for hosting events, jewelry repair, and gave coupons to share with guests.

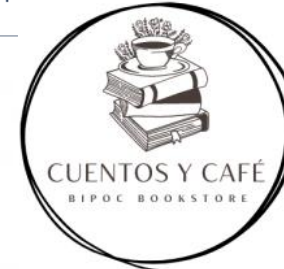


Above: Explore Asheville Concierge Working Group from Food Tour

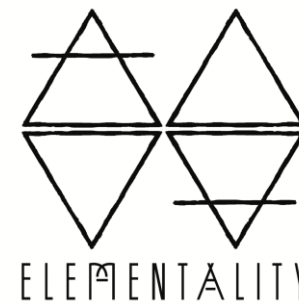
NEW PARTNERSHIPS & OPERATIONAL STATUS UPDATES

Onboarded 27 local businesses as partners

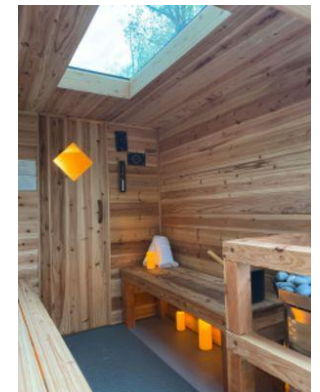
- Explore Asheville has partnered with 27 new local businesses between October and December, ranging from retail and restaurants to wedding venues and private chef experiences.
- PDM team continued to keep partner listing operational statuses up to date. Below is a summary of the current operational statuses of our partner listings:
 - Open: 1,084
 - Call For Status: 175
 - Temporarily Closed: 163
 - Permanently Closed: 82



PAIGE HOUGHTON ART



Of The Earth Nourishments



WHAT & WHERE

Regions of new businesses

- Black Mountain
- Downtown
- East Asheville
- River Arts District
- South Asheville
- West Asheville

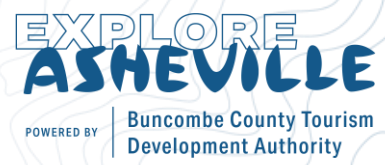
Types of new businesses

- Wellness
- The Arts - Galleries/Studios
- Food & Drink
- Retail
- Venues
- Lodging
- Tours & Attractions



CULTURE & BUSINESS AFFAIRS Q1 INITIATIVES

Jennifer Kass-Green
Vice President of Culture & Business Affairs



ORGANIZATIONAL UPDATES

New Team Members



Cristina Fernandez
Office Assistant



Sarah Myers
Manager, Executive & Strategy

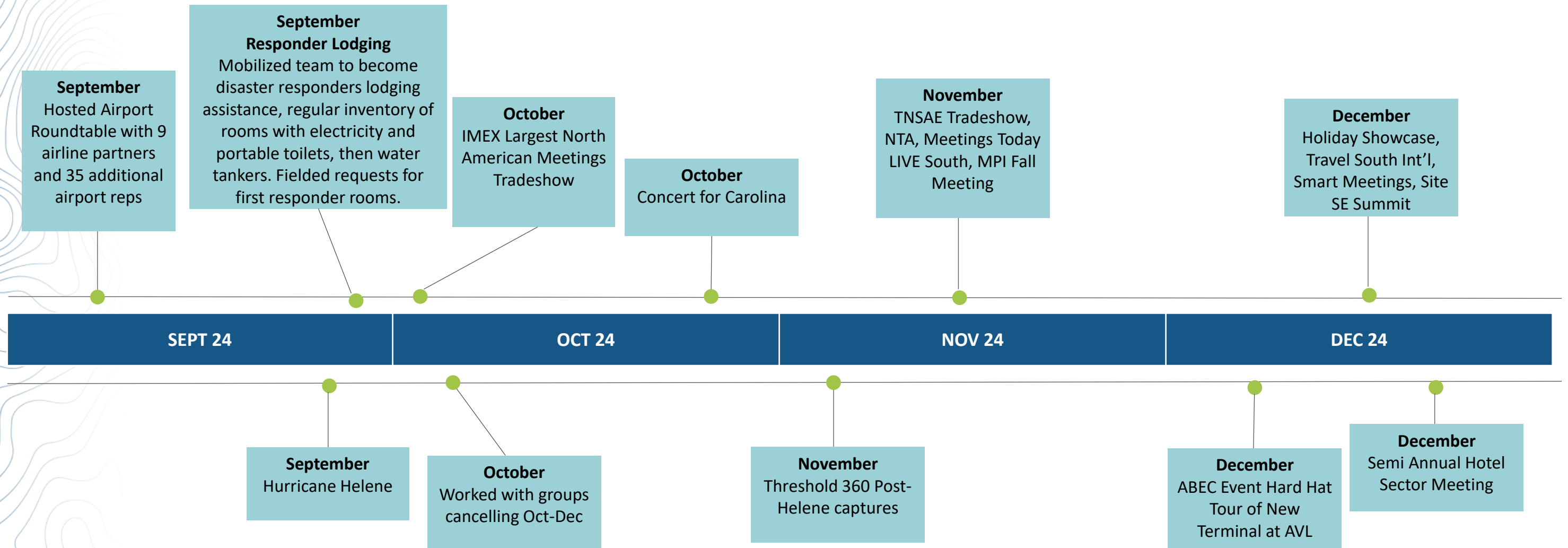


BUSINESS DEVELOPMENT FY25 YTD PERFORMANCE REPORT

Michael Kryzanek, CHME
Explore Asheville | VP of Business Development



BUSINESS DEVELOPMENT RESPONSE TIMELINE



“Thank you and your team for your assistance during the response to Hurricane Helene. Thanks to your always quick response, our volunteers and partners had safe places to sleep, allowing them to focus on our mission of alleviating human suffering of which we know there was, and continues to be, so much. With your help, Red Cross was able to provide nearly 1.5 million meals and snacks and 23,000 shelter stays.”
Executive Director, American Red Cross



LOST GROUPS DUE TO HELENE

Net loss of \$2.7 million in direct spending in local economy

Type	# Lost	Room Nights	Economic Impact
Definite Group Tours Lost	21	1,221	\$261,000
Definite Meetings Lost	58	7,654	\$2,765,000
Total Definites Lost	79	8,875	\$3,026,000
Tentative Meetings Planned	22	3,362	N/A
Definite Rebooked Meetings	15	1,130	\$317,000



BENCHMARKING EXPLAINED

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

OFF-PEAK
GROUPS
JANUARY – MARCH



1.5 roomnights
for every roomnight booked

WEEKNIGHT GROUPS
SUNDAY – THURSDAY



1.5 roomnights
for every roomnight booked

REPEAT
GROUPS



0.5 roomnights
for every roomnight booked



YEAR-OVER-YEAR PERFORMANCE

Year-to-date FY25 compared to the same period of FY24

FY24 Benchmarked YTD Roomnight Goal: 44,000

	FY25 YTD (July – Dec 2024)	FY24 (July – Dec 2023)	% Difference ↑↓
Roomnights (Raw/Unbenchmark)	47,667	29,086	+63.9%
Events Booked	196	186	+5.4%
Average Size (roomnight)	243	156	+55.8%
Leads Issued to Hotel Partners	474	484	-2.1%
Roomnights (Benchmarked)	64,352	38,258	+68.2%



COMPETITIVE MARKETS FOR ASHEVILLE GROUP BUSINESS

2024 Calendar Year-End Data

Market	Occupancy	ADR	RevPAR	RevPAR % Difference	RevPAR  Over 2023
Asheville, NC <small>(Buncombe County, NC)</small>	65%	\$168	\$109	-	-13%
Charleston, SC <small>(Charleston County, SC)</small>	68%	\$174	\$121	+11%	+0.2%
Savannah, GA <small>(Chatham County, GA)</small>	71%	\$148	\$104	-4%	-1%
Wilmington, NC <small>(New Hanover County, NC)</small>	62%	\$142	\$88	-19%	-3%
Chattanooga, TN <small>(Hamilton County, TN)</small>	59%	\$116	\$69	-37%	-4%
Greenville, SC <small>(Greenville County, SC)</small>	72%	\$127	\$91	-16%	+11%
Myrtle Beach, SC <small>(Horry County, SC)</small>	55%	\$133	\$73	-33%	+5%

Source: Smith Travel Research (all numbers rounded to the nearest dollar or percentage point)





UPCOMING GROUPS

Michael Kryzanek, CHME
Explore Asheville | VP of Business Development



2025 H1 GROUPS: DEFINITE BOOKINGS

as of January 24, 2025

120

INCOMING GROUPS

31K

CONTRACTED ROOMNIGHTS

\$34.1M

DIRECT SPENDING



STRATEGIC GROUPS COMING IN H1 2025

Attracting groups and conferences as the front porch of economic development



Women's Gymnastics Competition

January 17-19, 2025

\$1.38 million

632 roomnights

Returning in 2026

Sports



NC State Indoor Championships and Junior Olympic Archery 2025

January 31 – February 2, 2025

\$307,000

170 roomnights

Sports



Stars Servin' Up Love

February 2, 2025

\$321,000

750 roomnights

Sports | Benefit



Tanger 2025 All Team Meeting

February 24-27, 2025

\$456,000

785 roomnights

Retail



Lifestyle Medicine Workshop 2025

April 1-6, 2025

\$187,000

535 roomnights

Health/Wellness



SOUTHERN CONFERENCE PARTNERSHIP

Explore Asheville expands relationship with SoCon



- Southern Conference Men and Women’s Basketball Championships
- ExploreAsheville.com Arena, which the TDA has invested \$7 million in capital improvements
- March 7 – 10, 2025
- Direct Spend: \$9,868,000
- Roomnights: 3,000
- Expanded partnership between Explore Asheville and SoCon includes

New Business Leader Forum

SoCon Symposium



- Southern Conference Wrestling Championship
- UNC Asheville’s Kimmel Arena
- March 7 – 8, 2025
- Direct Spend: \$388,000
- Roomnights: 180



STRATEGIC GROUPS COMING IN H1 2025

Attracting groups and conferences as the front porch of economic development



James Beard Foundation Chef Action Summit

April 6-8, 2025

\$206,000

350 roomnights

Food & Beverage

Climate & Environment



Big Path Capital Momentum Summit

April 20-23, 2025

\$220,000

230 roomnights

Entrepreneurship & Investment



2025 BSC Men's and Women's Outdoor Track Championship

May 11-15, 2025

\$146,000

480 roomnights

Sports



Annual Conference

May 22-27, 2025

\$241,000

600 roomnights

Five Different Hotels

Health/Wellness



Supply Chain 2025 Event

June 20-25, 2025

\$590,000

790 roomnights

Retail

QUESTIONS

INPUT

COMMENTS



CITY UPDATES

Vice Mayor Antanette Mosley





COUNTY UPDATES

Commissioner Terri Wells

EXPLORE
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Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

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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 28, no requests to speak had been received.



LIVE VIRTUAL 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

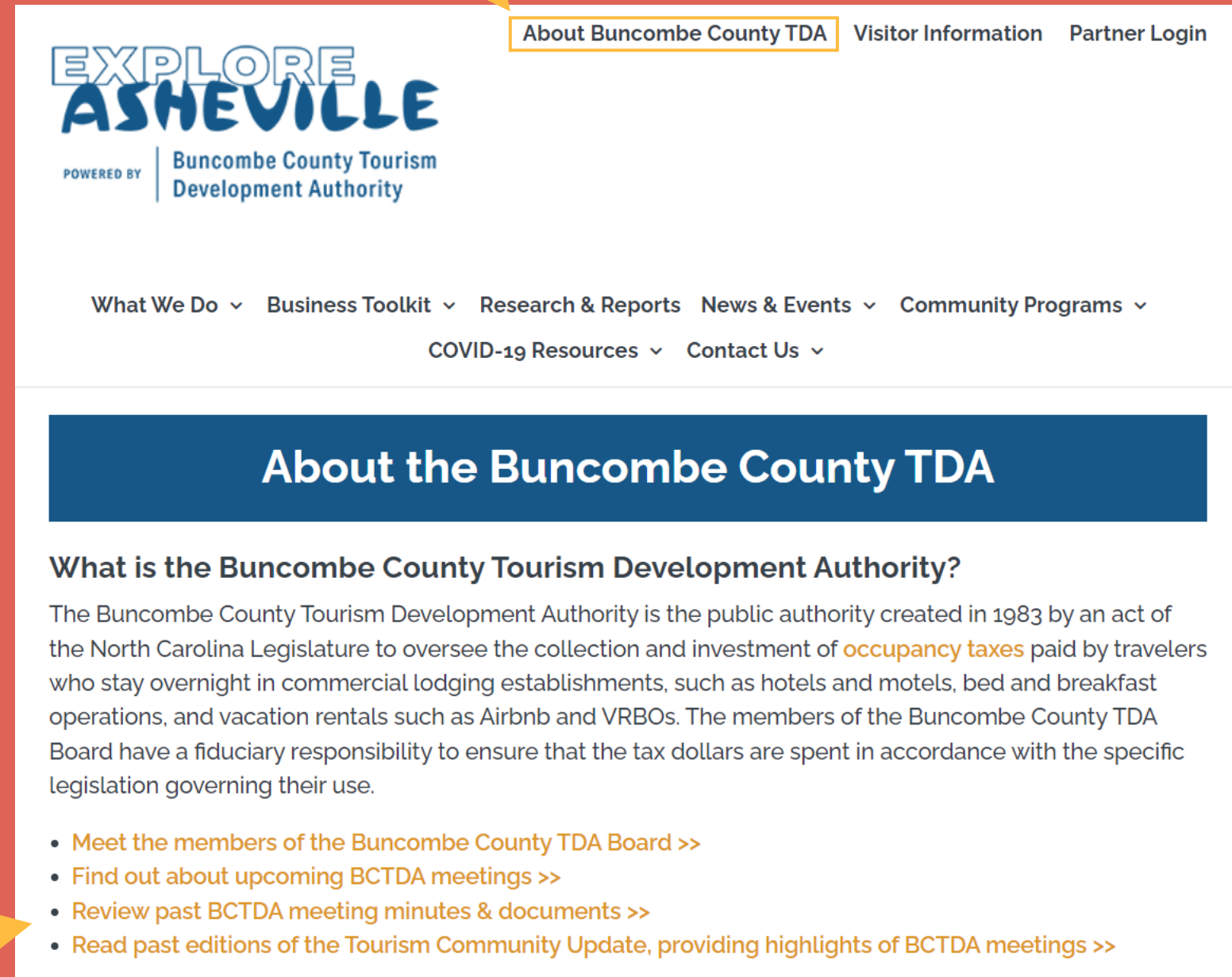
Chair Brenda Durden

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

The next BCTDA meeting will be held on Wednesday, February 26, 2025, 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. At the top left is the logo "EXPLORE ASHEVILLE" with "POWERED BY Buncombe County Tourism Development Authority" below it. To the right of the logo is a navigation menu with "About Buncombe County TDA" highlighted in a yellow box, and "Visitor Information" and "Partner Login" to its right. Below the navigation menu are several dropdown menus: "What We Do", "Business Toolkit", "Research & Reports", "News & Events", "Community Programs", "COVID-19 Resources", and "Contact Us". Below the navigation menu is a dark blue banner with the text "About the Buncombe County TDA" in white. Below the banner is the heading "What is the Buncombe County Tourism Development Authority?" followed by a paragraph of text. Below the paragraph is a list of four links, each starting with a bullet point and ending with ">>".

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](#)
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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!

Wednesday, February 26, 2025 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place