Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance Operating Fund, Budget and Actual

August 31, 2024

-							(%)		Prior	Year
	Current	Сι	irrent Month	Υ	ear to Date	Budget	Budget	Yea	ar to Date	(%)
	Budget		Actual		Actual	Remaining	Used		Actual	Change
Revenues:										
Occupancy tax, gross		\$	2,322,335	\$	2,439,041			\$ 2	2,329,226	4.7%
Less: Collection Fee		\$	(116,839)	\$	(233,545)				(148,543)	57.2%
Occupancy tax, net	\$ 22,981,000		2,205,496		2,205,496	20,775,504	9.6%	2	2,180,683	1.1%
Investment income	-		801		801	(801)	-		2,188	-63.4%
Other income	-		36		36	(36)	-		-	-
Total revenues	22,981,000		2,206,333		2,206,333	20,774,667	9.6%		2,182,871	1.1%
Expenditures:										
Salaries and Benefits	4,426,000		304,384		505,457	3,920,543	11.4%		811,002	-37.7%
Business Development	1,680,500		63,614		314,508	1,365,992	18.7%		279,859	12.4%
Marketing	19,455,500		819,226		1,149,017	18,306,483	5.9%		840,107	36.8%
Partnership & Destination Mgmt	698,000		48,897		159,382	538,618	22.8%		84,844	87.9%
Administration & Facilities	1,087,000		84,199		246,150	840,850	22.6%		226,305	8.8%
Total expenditures	27,347,000		1,320,320		2,374,514	24,972,486	8.7%		2,242,117	5.9%
Revenues over (under)										
expenditures	(4,366,000)	_	886,013		(168,181)				(59,246)	183.9%
Other Financing Sources:										
Appropriated Fund Balance	4,366,000		-		-					
Total other financing sources	4,366,000		-		-					
Net change in fund balance	\$ -	\$	886,013	\$	(168,181)					
Fund balance, beginning of year					23,139,820					
Fund balance, end of month				\$	22,971,639					

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment from Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$5.7M and revenue dedicated to LIFT is projected at \$5.7M for FY25.

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance Earned Revenue Fund, Budget and Actual

August 31, 2024

						(%)		Prior \	/ear	
	Current Cu Budget		ent Month	Yea	ar to Date	Budget	Budget	Ye	ar to Date	(%)
	Budget	A	Actual		Actual	Remaining	Used		Actual	Change
Revenues:										
Earned revenue	\$ 207,600	\$	37,469	\$	37,759	\$169,841	18.2%	\$	17,178	119.8%
Total revenues	207,600		37,469		37,759	169,841	18.2%		17,178	119.8%
Expenditures:										
Events/Festivals/Sponsorships	350,000		-		-	350,000	0.0%		-	-
Total expenditures	350,000		_		-	350,000	0.0%		-	-
Revenues over (under) expenditures	(142,400)		37,469		37,759			\$	17,178	119.8%
Other Financing Sources										
Carried over earned income	142,400		-		-					
Total other financing sources	142,400		-		-					
Net change in fund balance	\$ -	\$	37,469	\$	37,759					
Fund balance, beginning of year Fund balance, end of month				\$	333,556 371,315					

Monthly Occupancy Tax Revenue Summary

August 31, 2024

			Tourism Product Development Fund														
		By Month		Cumula	ative	Year-to-Date				By I	Month			Cumul	ative	Year-to-Date	
	Current	Prior	(%)	 Current		Prior	(%)		Current		Prior	(%)		Current		Prior	(%)
Month of room sales:	Year	Year	(%)	 Year		Year	Change		Year		Year	Change		Year		Year	Change
July	\$ 2,205,496	\$ 2,180,683	1%	\$ 2,205,496	\$	2,180,683	1%	\$	551,291	\$	537,034	3%	\$	551,291	\$	537,034	3%
August	-	1,872,670	-	-		4,053,353	-		-	\$	461,180	-		-		998,214	-
September	-	2,095,429	-	-		6,148,782	-		-	\$	516,039	-		-		1,514,252	-
October	-	2,596,963	-	-		8,745,745	-		-	\$	639,550	-		-		2,153,803	-
November	-	2,067,731	-	-		10,813,476	-		-	\$	509,217	-		-		2,663,020	-
December	-	1,955,366	-	-		12,768,842	-		-	\$	481,545	-		-		3,144,566	-
January	-	1,154,219	-	-		13,923,061	-		-	\$	284,248	-		-		3,428,814	-
February	-	1,316,797	-	-		15,239,859	-		-	\$	324,286	-		-		3,753,100	-
March	-	1,623,821	-	-		16,863,680	-		-	\$	405,894	-		-		4,158,994	-
April	-	1,764,914	-	-		18,628,594	-		-	\$	441,162	-		-		4,600,156	-
May	-	2,028,705	-	-		20,657,299	-		-	\$	507,100	-		-		5,107,256	-
June		2,122,370	-	-		22,779,669	-			\$	587,661	-		-		5,694,917	-
Total revenues	\$ 2,205,496	\$ 22,779,669		\$ 2,205,496	\$	22,779,669		\$	551,291	\$	5,694,917		\$	551,291	\$	5,694,917	

			Legacy	Investmer	nt fron	n Tourism Fu	nd			Total Revenue Summary									
		By I	Vonth			Cumula	ative	Year-to-Date				Ву	Month			Cumul	ative	Year-to-Date	
	Current		Prior	(%)		Current		Prior	(%)		Current		Prior	(%)		Current		Prior	(%)
Month of room sales:	 Year		Year	(%)		Year		Year	Change		Year	_	Year	Change		Year		Year	Change
July	\$ 551,291	\$	537,034	3%	\$	551,291	\$	537,034	3%	\$	3,308,078	\$	3,254,751	2%	\$	3,308,078	\$	3,254,751	2%
August	-	\$	461,180	-		-		998,214	-		-	\$	2,795,030	-		-		6,049,780	-
September	-	\$	516,039	-		-		1,514,252	-		-	\$	3,127,506	-		-		9,177,287	-
October	-	\$	639,550	-		-		2,153,803	-		-	\$	3,876,063	-		-		13,053,350	-
November	-	\$	509,217	-		-		2,663,020	-		-	\$	3,086,166	-		-		16,139,516	-
December	-	\$	481,545	-		-		3,144,566	-		-	\$	2,918,457	-		-		19,057,973	-
January	-	\$	284,248	-		-		3,428,814	-		-	\$	1,722,715	-		-		20,780,689	-
February	-	\$	324,286	-		-		3,753,100	-		-	\$	1,965,369	-		-		22,746,058	-
March	-	\$	405,894	-		-		4,158,994	-		-	\$	2,435,609	-		-		25,181,667	-
April	-	\$	441,162	-		-		4,600,156	-		-	\$	2,647,239	-		-		27,828,907	-
May	-	\$	507,100	-		-		5,107,256	-		-	\$	3,042,905	-		-		30,871,812	-
June		\$	587,661			-		5,694,917			-	\$	3,297,691					34,169,503	
Total revenues	\$ 551,291	\$	5,694,917		\$	551,291	\$	5,694,917		\$	3,308,078	\$	34,169,503		\$	3,308,078	\$	34,169,503	

Monthly Occupancy Tax Collection Fee Summary

August 31, 2024

						All Fu	nds	, By Month					
	Occupancy	Тах	Revenue, Gro	SS		Co	llec	tion Fee		Occupan	су Та	ax Revenue, N	let
	Current		Prior	(%)		Current		Prior	(%)	Current		Prior	(%)
Month of	Year		Year	Change		Year		Year	Change	Year		Year	Change
room sales:													
July	\$ 3,482,464	\$	3,305,134	5%	\$	(174,386)	\$	(50,383)	246%	\$ 3,308,078	\$	3,254,751	2%
August			2,966,353	-			\$	(171,323)	-	-		2,795,030	-
September			3,274,888	-	\$	-	\$	(147,382)	-	-		3,127,506	-
October			4,041,069	-	\$	-	\$	(165,005)	-	-		3,876,063	-
November			3,290,474	-	\$	-	\$	(204,308)	-	-		3,086,166	-
December			3,080,933	-	\$	-	\$	(162,476)	-	-		2,918,457	-
January			1,876,337	-	\$	-	\$	(153,621)	-	-		1,722,715	-
February			2,056,092	-	\$	-	\$	(90,723)	-	-		1,965,369	-
March			2,541,718	-	\$	-	\$	(106,109)	-	-		2,435,609	-
April			2,775,482	-	\$	-	\$	(128,242)	-	-		2,647,239	-
May			3,182,291	-	\$	-	\$	(139,386)	-	-		3,042,905	-
June			(3,147,035)		\$		\$	(160,437)				(3,307,472)	
Total	\$ 3,482,464	\$	29,243,736		\$	(174,386)	\$	(1,679,396)		\$ 3,308,078	\$	27,564,340	
						All Funds, Cu	mul	ativa Vaar ta	Data				
	 Occupancy	Tav	Revenue, Gro	<u> </u>	_			tion Fee	Date	Occupan	cv Ta	ax Revenue, N	let
	 Current	Tax	Prior	(%)		Current	nico	Prior	(%)	Current	icy ic	Prior	(%)
Month of	Year		Year	Change		Year		Year	Change	Year		Year	Change
room sales:	 1001		Toul	Onlango		1001		1001	Onlango			1001	Change
July	\$ 3,482,464	\$	3,305,134	5%	\$	(174,386)	\$	(50,383)	246%	\$ 3,308,078	\$	3,254,751	2%
August			6,271,487	-		-		(221,706)	-	-		6,049,780	-
September			9,546,375	-		-		(369,088)	-	-		9,177,287	-
October			13,587,443	-		-		(534,093)	-	-		13,053,350	-
November			16,877,918	-		-		(738,402)	-	-		16,139,516	-
December			19,958,851	-		-		(900,878)	-	-		19,057,973	-
January			21,835,188	-		-		(1,054,499)	-	-		20,780,689	-
February			23,891,280	-		-		(1,145,222)	-	-		22,746,058	-
March			26,432,998	-		-		(1,251,331)	-	-		25,181,667	-
April			29,208,480	-		-		(1,379,573)	-	-		27,828,907	-
May			32,390,771	-		-		(1,518,959)	-	-		30,871,812	-
June			29,243,736			<u> </u>		(1,679,396)				27,564,340	
Total	\$ 3,482,464	\$	29,243,736	·	\$	(174,386)	\$	(1,679,396)	·	\$ 3,308,078	\$	27,564,340	

Consistent with its statutory authority, Buncombe County charges the Tourism Development Authority an amount equal to five percent (5%) of the gross proceeds of occupancy tax collected or accrued each fiscal year, as compensation for all of the statutory services and contractual services provided by Buncombe County. Prior to July 1, 2023, Buncombe County charged the Tourism Development Authority one and one-half percent (1.5%).

Revenues: Occupancy Tax Investment Income Total revenues	Budget \$ 32,554,985 - 32,554,985	Life to Date Actuals \$ 36,923,347 5,670,979 42,594,326	Remaining Budget \$ (4,368,362) (5,670,979) (10,039,341)	(%) <u>Budget Used</u> 113.4% 0.0% 130.8%
Expenditures:				
Product development fund projects:				
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	580,000	-	100.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	650,000	7,490,000	8.0%
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	2,000,000	4,750,000	29.6%
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	590,955	209,045	73.9%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	277,454	222,546	55.5%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhan	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Wortl	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragnolin Park - Greenway Phase)	360,790	360,790	-	100.0%
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation	1,500,000	1,500,000	-	100.0%
2023 Buncombe County Government (Enka Recreation Destination - Phase II)	4,054,415	-	4,054,415	-
2023 City of Asheville (Harrah's Cherokee Center - Asheville Upgrades)	1,586,000	_	1,586,000	-
2023 City of Asheville (McCormick Field Capital Improvements)	1,950,000	_	1,950,000	-
2023 Western NC Agricultural Center (Equine Facility Modernization)	500,000	_	500,000	-
Total product development projects	32,052,985	5,959,199	26,093,786	18.6%
Product development fund administration	502,000		502,000	
Total product development fund	\$ 32,554,985	\$ 5,959,199	\$ 26,595,786	18.3%
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 36,664,825		
Less: Liabilities/Outstanding Grants		(26,093,786)		
Less: Unspent Admin Budget (Current Year)		(502,000)		
Current Product Development Amount Available		\$ 10,069,039		
Sallette Cause David princing and and a trainable		+ 10,000,000		

Monthly Legacy Investment from Tourism Fund

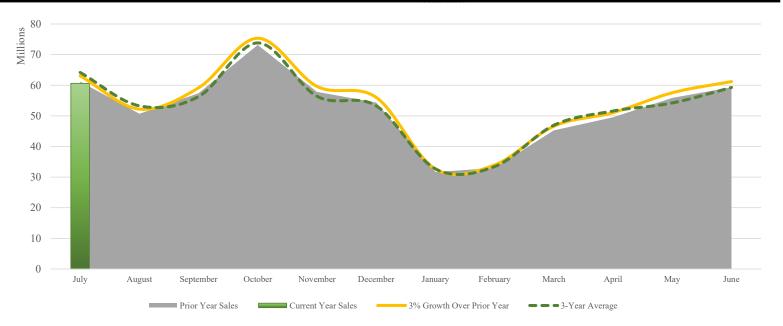
August 31, 2024

Barrana	Budget	Li	ife to Date Actuals	Remaining Budget	(%) Budget Used
Revenues: Occupancy Tax Investment Income	\$ 10,328,463	\$	11,826,464 997,183	\$ (1,498,001) (997,183)	114.5% 0.0%
Total revenues	10,328,463		12,823,647	(2,495,184)	124.2%
Expenditures:					
LIFT projects:					
2024 Buncombe County (Ferry Road Community: Affordable Housing, Conservation, and Public	4,000,000		_	4,000,000	-
2024 City of Asheville (Coxe Avenue Complete Street)	2,983,890		_	2,983,890	-
2024 City of Asheville (ExploreAsheville.com Arena Capital Maintenance)	675,000		-	675,000	-
2024 City of Asheville (Aston Park Tennis Center Court Rebuild Design)	40,000		-	40,000	-
2024 Blue Ridge Parkway Foundation (Blue Ridge Parkway: Improving Visitor Experiences at C	750,000		-	750,000	-
2024 Hood Huggers Foundation (Blue Note Junction - Phase I Construction)	500,000		-	500,000	-
2024 RiverLink (Gateway Park: Resurrecting a public park on Riverside Drive)	270,018		-	270,018	-
2024 Asheville Museum of Science (Growing Together - Museum Repair and Expansion Plan)	250,000		-	250,000	-
2024 Media Arts Project (MAP) (Supernova Immersive Experience Project Design	200,000		-	200,000	-
2024 University Botanical Gardens at Asheville, Inc. (Building on Our Legacy: Uplifting BGA Fac	150,000		-	150,000	-
2024 Swannanoa Valley Fine Arts League (DBA Swannanoa Valley Gallery and Studios) (Expar	92,495		-	92,495	-
2024 Black Wall Street AVL (Black Wall Street AVL Visitor Experience Upgrade)	77,500			77,500	
Total LIFT projects	9,988,903			9,988,903	
LIFT fund administration	402,000			402,000	
Total LIFT fund	\$ 10,390,903	\$		\$ 10,390,903	
Legacy Investment from Tourism Funds Available for Future Grants					
Total Net Assets		\$	12,839,788		
Less: Liabilities/Outstanding Grants			(9,988,903)		
Less: Unspent Admin Budget (Current Year)			(402,000)		
Current LIFT Fund Amount Available		\$	2,448,885		

Monthly Balance Sheet Governmental Funds August 31, 2024

	Operating Fund	Earned Revenue Fund	Tourism Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:					
Current assets:					
Cash and investments	\$ 23,281,379	\$ 371,315	\$ 36,664,825	\$ 12,839,788	\$ 73,157,307
Receivables		<u> </u>			
Total current assets	23,281,379	371,315	36,664,825	12,839,788	73,157,307
Liabilities:					
Current liabilities:					
	126,380				126,380
Accounts payable Future events payable	183,361	-	26,093,786	9,988,903	36,266,050
Total current liabilities	309,740	·	26,093,786	9,988,903	36,392,429
Total current habilities	309,740	·	20,093,700	9,900,903	30,392,429
Fund Balances:					
Restricted for TPDF	-	-	10,571,039		10,571,039
Restricted for LIFT fund	-	-	-	2,850,885	2,850,885
State Required Contingency	1,838,480	-	-	-	1,838,480
Designated Contingency	7,459,660	-	-	-	7,459,660
Undesignated (cash flow)	13,673,499	371,315	-	-	14,044,814
Total fund balances	22,971,639	371,315	10,571,039	2,850,885	36,764,878
Total liabilities and fund balances	23,281,379	\$ 371,315	\$ 36,664,825	\$ 12,839,788	\$ 73,157,307

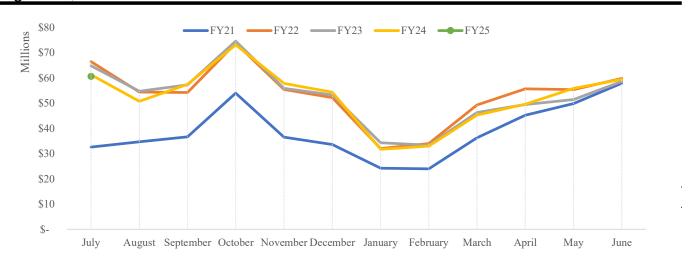
Total Lodging Sales Shown by Month of Sale, Year-to-Date August 31, 2024



	Current	Prior	(%)	YTD (%)	3% Over	3-Year
	Year	Year	_Change	_Change	Prior Year	Average
Month of lodging sales:						
July	\$ 60,588,821	\$ 61,219,909	-1%	-1%	\$ 63,056,507	\$ 64,161,609
August	-	50,707,039	-	-	52,228,250	53,270,618
September	-	57,412,669	-	-	59,135,049	56,296,465
October	-	73,129,570	-	-	75,323,457	73,823,963
November	-	57,872,131	-	-	59,608,295	56,378,150
December	-	54,367,930	-	-	55,998,968	53,265,830
January	-	31,686,610	-	-	32,637,208	32,689,917
February	-	32,973,150	-	-	33,962,345	33,438,899
March	-	45,262,463	-	-	46,620,337	46,928,110
April	-	49,558,160	-	-	51,044,905	51,579,751
May	-	55,867,119	-	-	57,543,132	54,203,793
June	-	59,400,874	-	-	61,182,900	59,259,699
Annual Total	\$ 60,588,821	\$ 629,457,624			\$ 648,341,353	\$ 635,296,804
Cumulative Year To Date	\$ 60,588,821	\$ 61,219,909				

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History of Total Sales by Month Shown by Month of Sale, Year-to-Date August 31, 2024



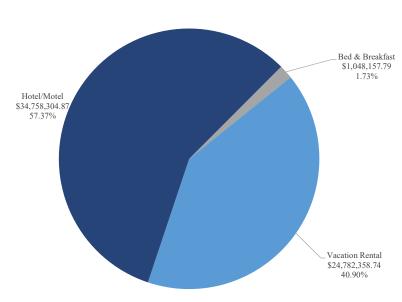
	FY21	FY22	FY23	FY24	FY25
Month of lodging sales:					
July	\$ 32,547,111	\$ 66,470,974	\$ 64,793,944	\$ 61,219,909	\$ 60,588,821
August	34,663,339	54,412,470	54,692,346	50,707,039	-
September	36,683,164	54,237,200	57,239,527	57,412,669	-
October	53,914,047	73,749,252	74,593,066	73,129,570	-
November	36,458,675	55,390,208	55,872,110	57,872,131	-
December	33,578,528	52,189,677	53,239,883	54,367,930	-
January	24,245,119	32,037,713	34,345,428	31,686,610	-
February	23,933,141	33,992,055	33,351,492	32,973,150	-
March	36,243,884	49,237,522	46,284,344	45,262,463	-
April	45,171,098	55,712,735	49,468,357	49,558,160	-
May	49,864,809	55,347,208	51,397,053	55,867,119	-
June	57,868,695	59,772,742	58,605,482	59,400,874	-
Total lodging sales	\$ 465,171,612	\$ 642,549,756	\$ 633,883,031	\$ 629,457,624	\$ 60,588,821
Cumulative Year To Date	\$ 32,547,111	\$ 66,470,974	\$ 64,793,944	\$ 61,219,909	\$ 60,588,821

Total Lodging Sales by Type Shown by Month of Sale, Year-to-Date August 31, 2024

		Hotel/Motel Vacation Rentals								Bed & Break	fast		Grand Totals				
Month of room sales:	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	
July	\$ 34,758,305	\$ 36,151,332	-3.9%	-3.9%	\$ 24,782,359	\$ 23,950,562	3.5%	3.5%	\$ 1,048,158	\$ 1,118,015	-6.2%	-6.2%	\$ 60,588,821	\$ 61,219,909	-1.0%	-1.0%	
August	-	31,657,013	-		-	18,101,080	-		-	948,946	-		-	50,707,039	-		
September	-	35,967,394	-		-	20,290,950	-		-	1,154,325	-		-	57,412,669	-		
October	-	48,354,028	-		-	23,136,560	-		-	1,638,981	-		-	73,129,570	-		
November	-	35,770,522	-		-	21,016,008	-		-	1,085,601	-		-	57,872,131	-		
December	-	36,064,099	-		-	17,326,792	-		-	977,038	-		-	54,367,930	-		
January	-	15,038,111	-		-	16,275,449	-		-	373,050	-		-	31,686,610	-		
February	-	17,222,803	-		-	15,232,976	-		-	517,371	-		-	32,973,150	-		
March	-	25,689,591	-		-	18,843,624	-		-	729,248	-		-	45,262,463	-		
April	-	30,835,362	-		-	17,724,055	-		-	998,744	-		-	49,558,160	-		
May	-	35,722,446	-		-	19,047,143	-		-	1,097,530	-		-	55,867,119	-		
June	-	36,648,361	-		-	21,689,611	-		-	1,062,901	-		-	59,400,874	-		
Total	\$ 34,758,305	\$ 385,121,061	=		\$ 24,782,359	\$ 232,634,813	=		\$ 1,048,158	\$ 11,701,750	=		\$ 60,588,821	\$629,457,624	=		
Cumulative Year To Date	\$ 34,758,305	\$ 36,151,332	=		\$ 24,782,359	\$ 23,950,562	=		\$ 1,048,158	\$ 1,118,015	=		\$ 60,588,821	\$ 61,219,909	=		

Total Lodging Sales by Type Shown by Month of Sale, Year-to-Date August 31, 2024

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year

