

WELCOME

May 29, 2024

Buncombe County Tourism Development Authority Board Meeting

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

CALL TO ORDER

Chair Brenda Durden

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



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

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

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

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

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of April 24, 2024 Meeting Minutes	Brenda Durden
9:10 a.m.	April 2024 Financial Reports	Mason Scott, Buncombe County
9:15 a.m.	TPDF Project Update: Woodfin Greenway & Blueway	Tiffany Thacker
9:25 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:40 a.m.	Proposed BCTDA FY25 Budget <ul style="list-style-type: none">a. Finance Committee Reportb. Proposed BCTDA FY25 Budget Presentationc. Proposed BCTDA FY25 Budget Ordinanced. Public Hearing Notice – Proposed BCTDA FY25 Budget	HP Patel Jennifer Kass-Green Jennifer Kass-Green Brenda Durden
10:00 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:05 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:10 a.m.	Miscellaneous Business	Brenda Durden
10:05 a.m.	Comments from the General Public	Brenda Durden
10:15 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The next joint BCTDA monthly meeting is **Wednesday, June 26, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.



FOR OUR REMOTE VIEWERS

Chair Brenda Durden

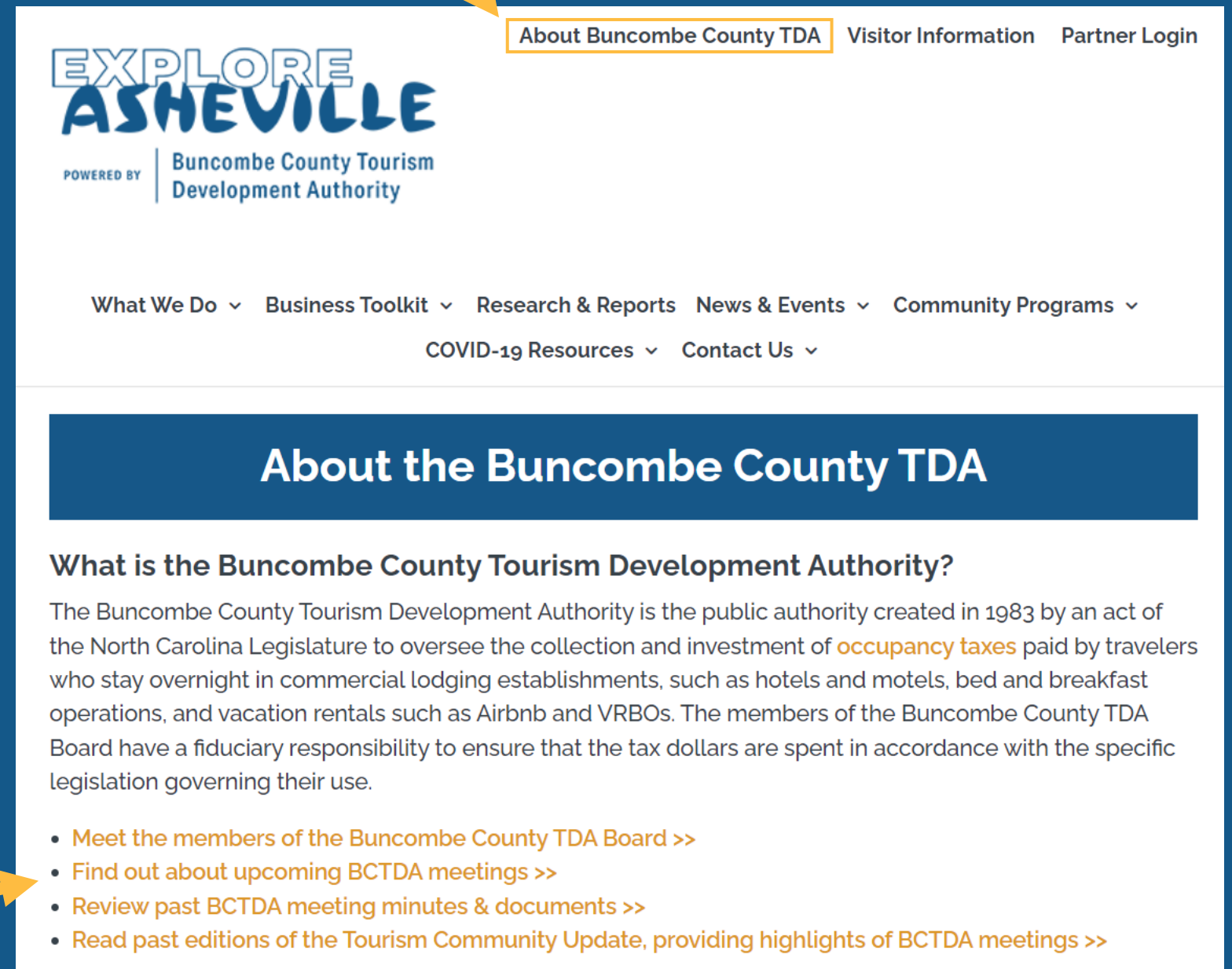
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

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 '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 'About the Buncombe County TDA' and a section titled 'What is the Buncombe County Tourism Development Authority?' with a paragraph of text and a list of 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 'Go to:' list to the 'Find out about upcoming BCTDA meetings' link.

WELCOME BOARD & GUESTS

Chair Brenda Durden

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



APRIL 24 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the April 24, 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
Wednesday, April 24, 2024

- Present (Voting):** Matthew Lehman, Vice Chair; HP Patel, Kathleen Mosher, Lucious Wilson, Elizabeth Putnam, Scott Patel, Michael Lusick, Larry Crosby
- Absent (Voting):** Brenda Durden, Chair (attended online)
- Present (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Absent (Ex-Officio):** None
- Staff:** Vic Isley, Tiffany Thacker, Jennifer Kass-Green, Michael Kryzaneck, Dodie Stephens, Penelope Whitman, Julia Simpson, Ashley Greenstein, Josh Jones, John Dawson, Luisa Yen, Sarajane Case, Emily Crosby
- BC Finance:** Mason Scott
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- In-Person Attendees:** Kyle Highberg, Barbara Benisch, Shelton Steele; LIFT Committee City Manager Debra Campbell, City of Asheville
Tim Love, Commissioner Brownie Newman; Buncombe County
Lisa Raleigh, RiverLink
George Ivey, Blue Ridge Parkway Foundation
Lacy Cross, Rubi Molina; Movement Bank
Chris Corl, Harrah's Cherokee Center
Rick Bell, Asheville Buncombe Hotel Association
Kyle Samples, LaZoom
Dave Nutter, Community Member
Felicia Somez, Blue Ridge Public Radio
Greg Parlier, Mountain Xpress
Will Hofmann, Asheville Citizen Times
Kim King, WLOS
- Online Attendees:** Scott Kerchner, LIFT Committee
Anna Harris, Sha'Linda Pruitt, Carli Adams, Khal Khoury, Shelby Pearsall, Glenn Ramey, Nick Kepley, Elizabeth White, McKenzie Provost, Emilie Soffe, Shawn Boone, Kathryn Dewey, Mia Brown, Tina Porter; Explore Asheville
Meghan Rogers, Asheville Independent Restaurant Association
Amanda Bryant, Asheville Museum of Science
Zach Wallace, Asheville Area Chamber of Commerce
Cassidy Moore, Asheville Area Habitat for Humanity
Chris Smith, Madison Davis; Asheville Buncombe Regional Sports Commission





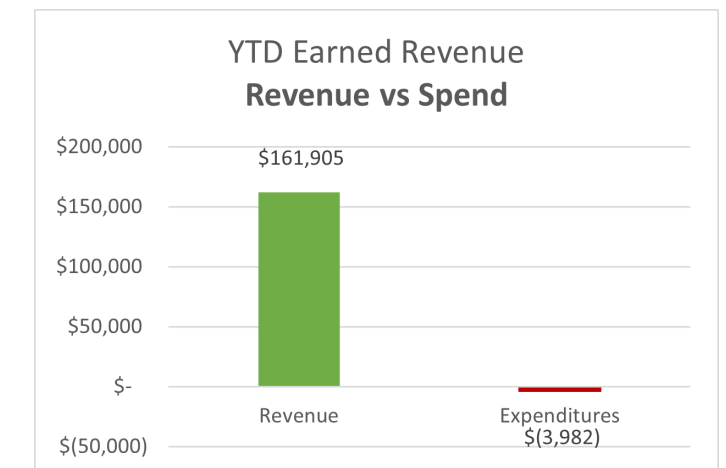
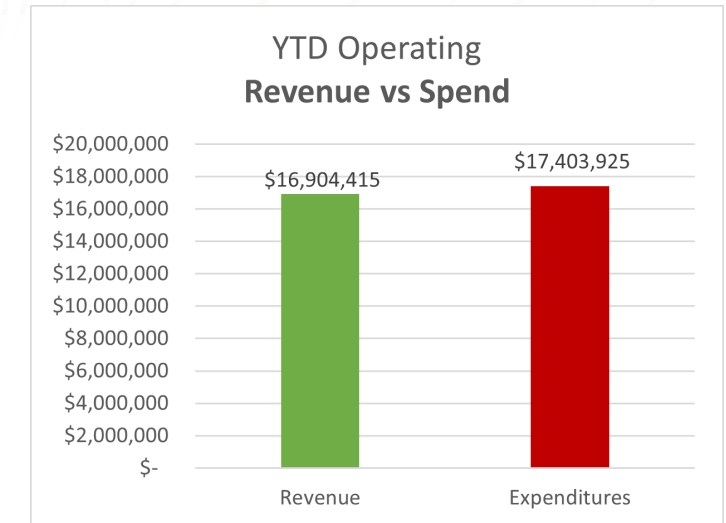
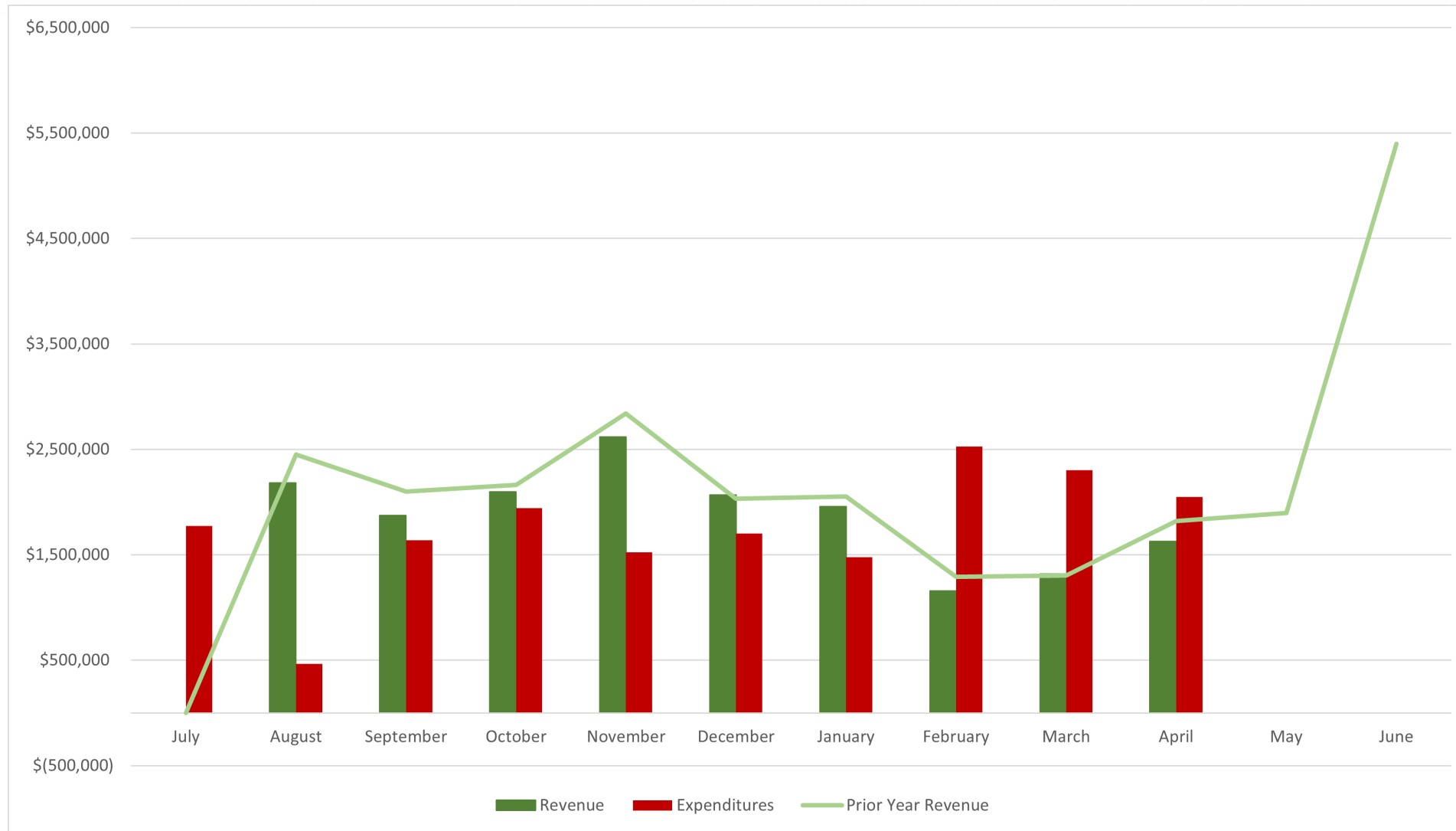
APRIL 2024 FINANCIAL REPORTS

Mason Scott
Buncombe County

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

OPERATING AND EARNED REVENUE FUNDS

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



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



OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, April 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 28,852,000	\$ 1,626,028	\$ 16,904,415	67.6%
Total expenditures		\$ 2,050,762	\$ 17,403,924	60.3%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 250,000	\$ 38,098	\$ 161,905	74.8%
Total expenditures		\$ -	\$ (3,982)	-1.6%

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



PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, April 2024

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 32,624,185	\$ 614,476	\$ 39,683,786	>100%
Total expenditures		\$ 500,795	\$ 5,408,760	15.3%
Active projects		19		
Funding available for future grants		\$ 7,069,601		

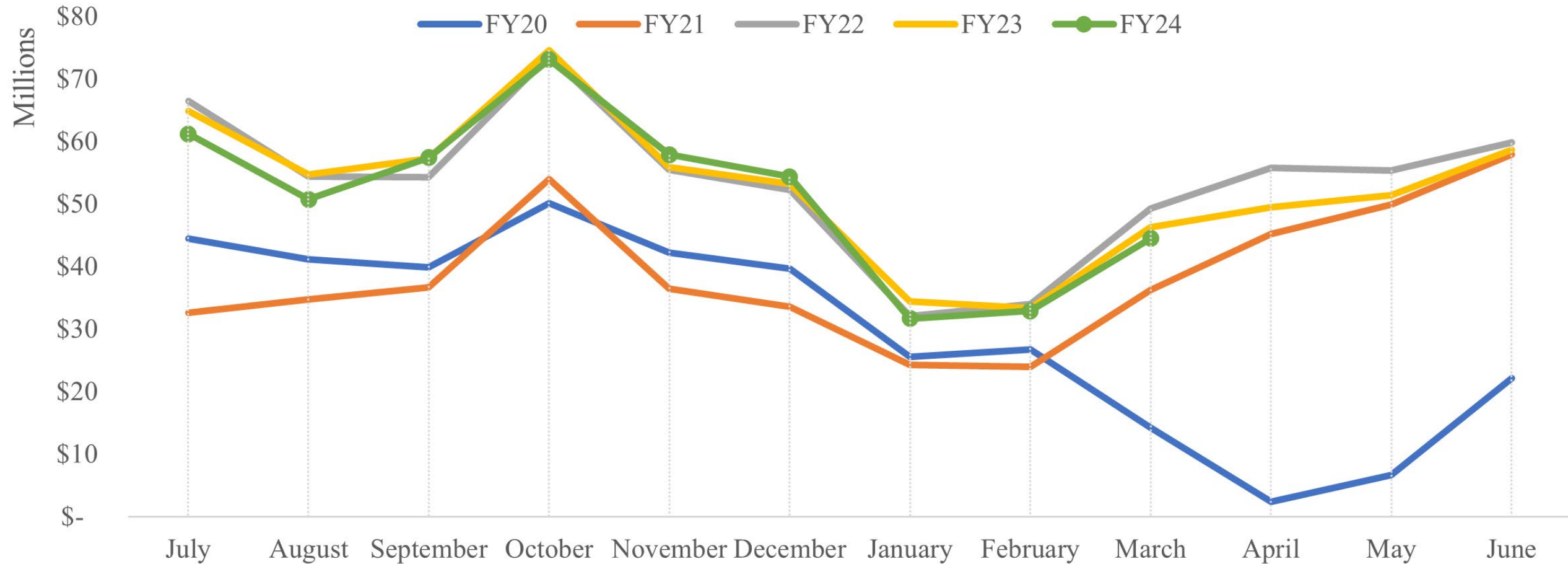
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 10,328,463	\$ 468,087	\$ 10,796,550	>100%
Total expenditures		\$ 176	\$ 142,784	42%
Active projects		12		
Funding available for future grants		\$ 468,087		

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



LODGING SALES

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

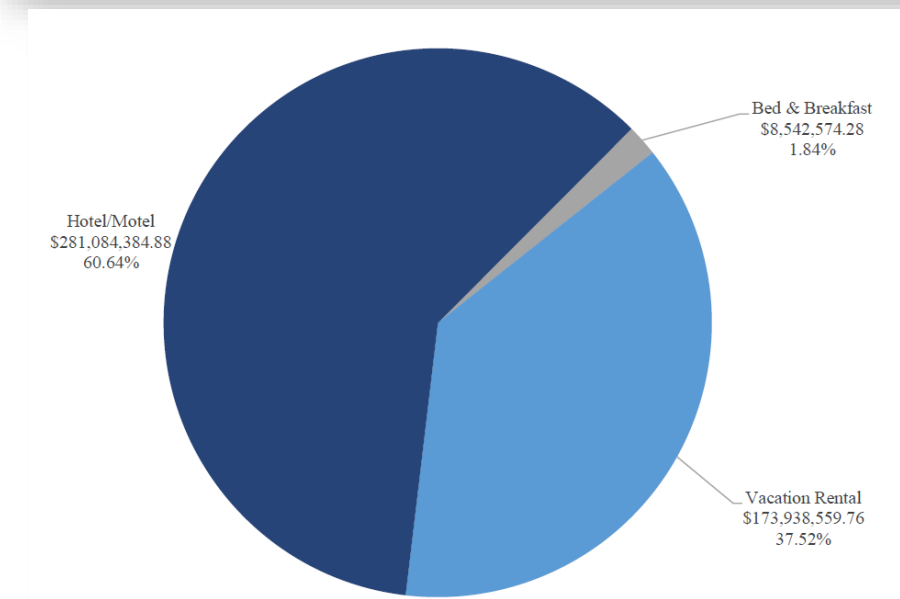
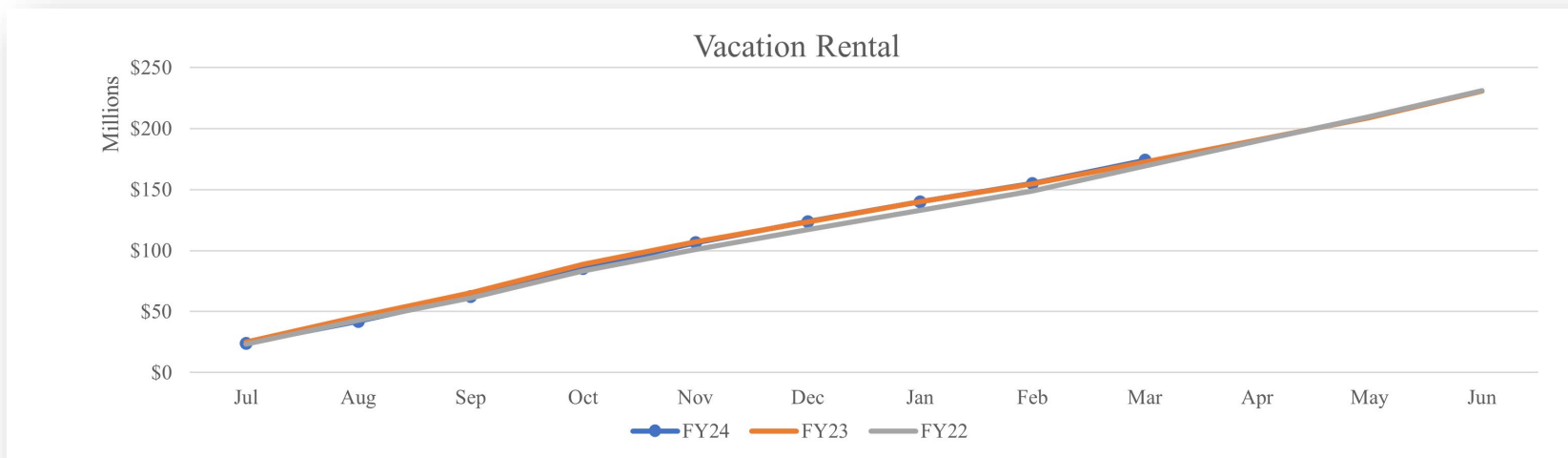
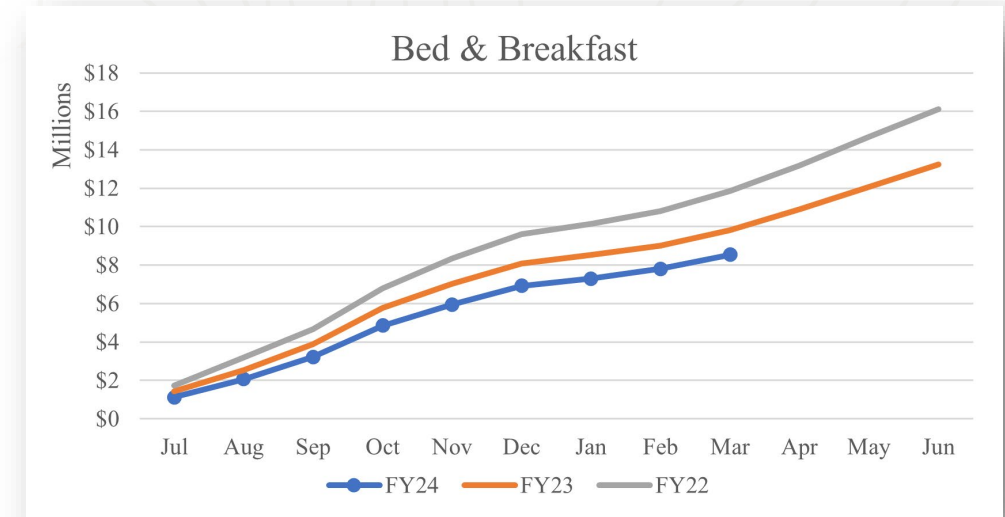
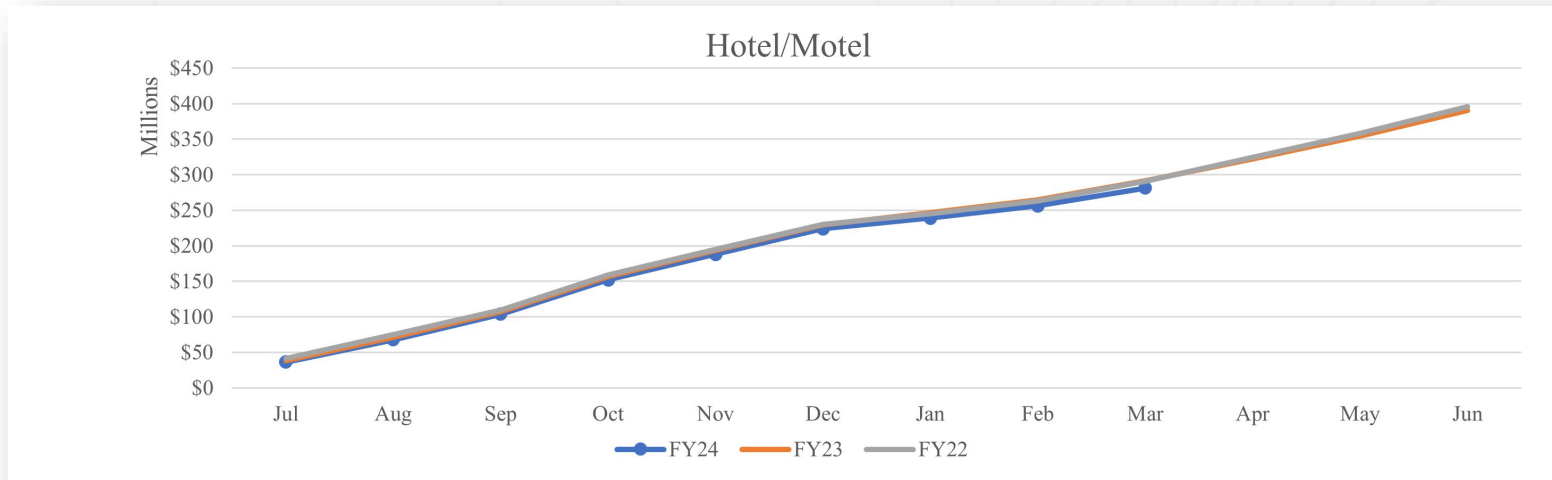


For more information, see financial and sales statements page 9



LODGING SALES

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



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



APRIL 2024 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the April 2024 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





TPDF PROJECT AMENDMENT REQUEST: WOODFIN GREENWAY & BLUEWAY

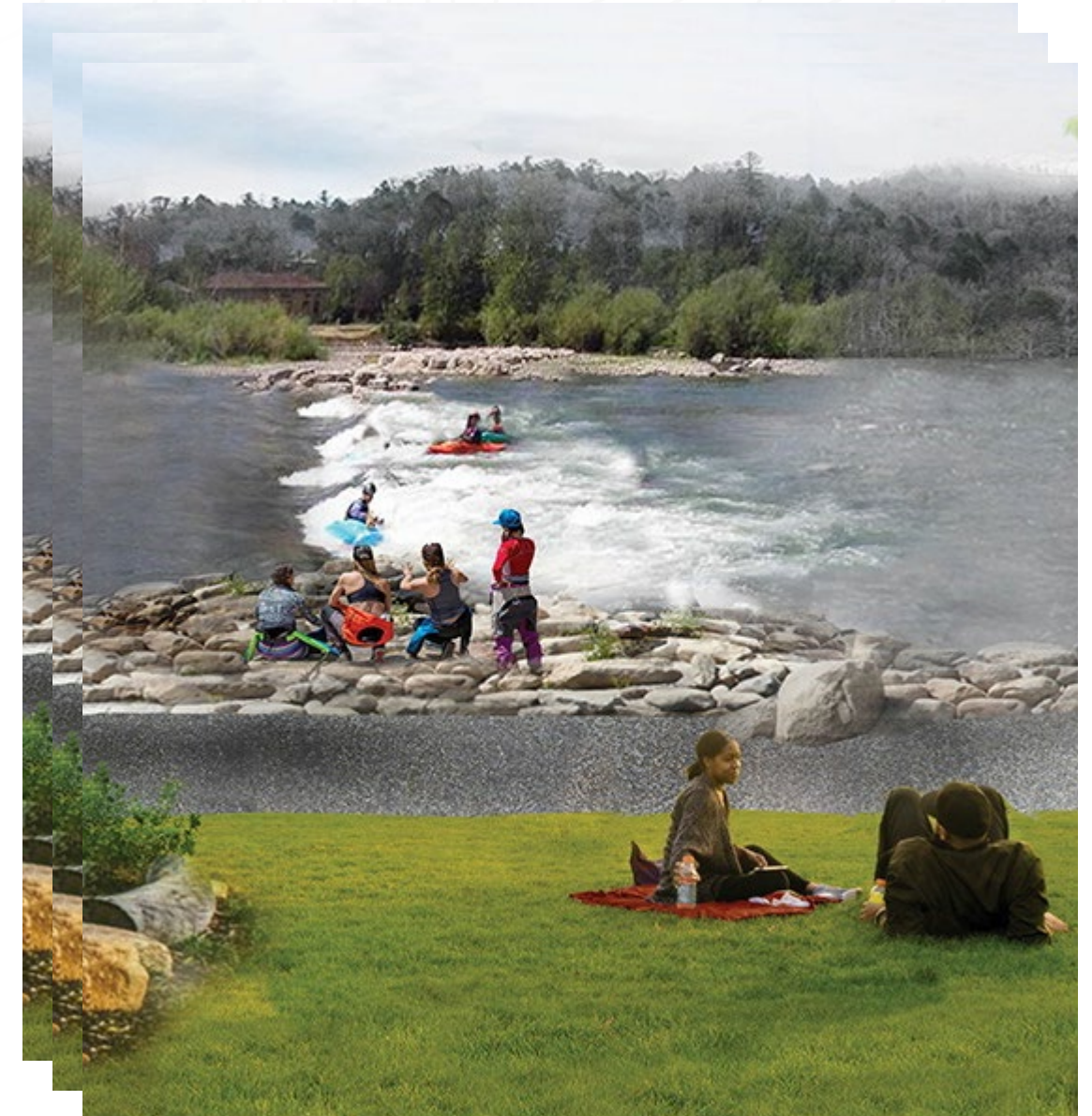
Tiffany Thacker
Explore Asheville | Director of Grants

WOODFIN GREENWAY & BLUEWAY (WGB) UPDATE

Third Contract Amendment Request

On May 17, Buncombe County and the Town of Woodfin requested an amendment to the Woodfin Greenway & Blueway contract:

- **Disbursements:** Add the Town of Woodfin as a party to the TPDF contract so that disbursements can be made directly to the Town for the remaining components of the project the Town is responsible for administering, specifically Phase II (Whitewater Wave), and Phase III (Riverside Park)
- **Disbursement Allocation:** Adjust the disbursement allocation as outlined below, increasing the amount to be disbursed for Phase II and decreasing the amount to be disbursed to Phase III. The total award amount will be unchanged.
 - Phase II Disbursement: up to \$2,565,497 (previously \$1,797,387; increase of \$768,110)
 - Phase III Disbursement: up to \$4,064,503 (previously \$4,832,613; decrease of \$768,110)
- **Disbursement Schedule:** Increase the number of disbursements for Phase II and III to a total of 7 disbursements, increasing the number of disbursements for the overall grant to 9 disbursements.



WOODFIN GREENWAY & BLUEWAY (WGB) UPDATE

Third Contract Amendment Request – Disbursement Schedule

Date	Disbursement To	Milestone Description	Maximum Disbursement Amount
May 2023	Buncombe County	Silver-Line Park complete (Disbursement Complete)	\$650,000
July 2024	Town of Woodfin	Staging Access (River) - site clearing, excavation, fill removal, grading, and erosion control sufficient to begin river work	\$728,793
September 2024	Town of Woodfin	Mobilization complete, access roads and erosion control in place; water control in place to remove the railroad tracks; river right side of structure complete	\$1,647,296
November 2024	Town of Woodfin	Mobilization complete, access roads and erosion control in place, water control in place to remove the railroad tracks; water control in place to complete river left side of structure; river left side of structure complete, including demobilization from river left, soft soils stabilized on river left and punch list complete.	\$1,217,941
February 2025	Town of Woodfin	Stormwater + water/sewer utilities - all stormwater, water and sewer infrastructure complete; site prep complete through fine grading	\$679,969
May 2025	Town of Woodfin	Viewing area - grand staircase w/integrated ADA ramp, terraced boulder seating complete	\$817,867
August 2025	Town of Woodfin	Pedestrian plaza - existing pavement removed or reused; new concrete pavement complete	\$493,280
November 2025	Town of Woodfin	Structures - overlook pavilion and restrooms complete and operational; vehicular concrete bump-out complete; sub-grade base in place for future paved greenway; punch list complete	\$1,044,854
December 2025	Buncombe County	Greenways complete	\$860,000
Total			\$8,140,000



WGB CONTRACT AMENDMENT ACTION

Questions/Comments

Suggested Motion:

Motion to add the Town of Woodfin as a party to the Woodfin Greenway & Blueway contract and adjust the disbursement allocation and schedule as presented.

Motion Second

Additional Discussion

Vote





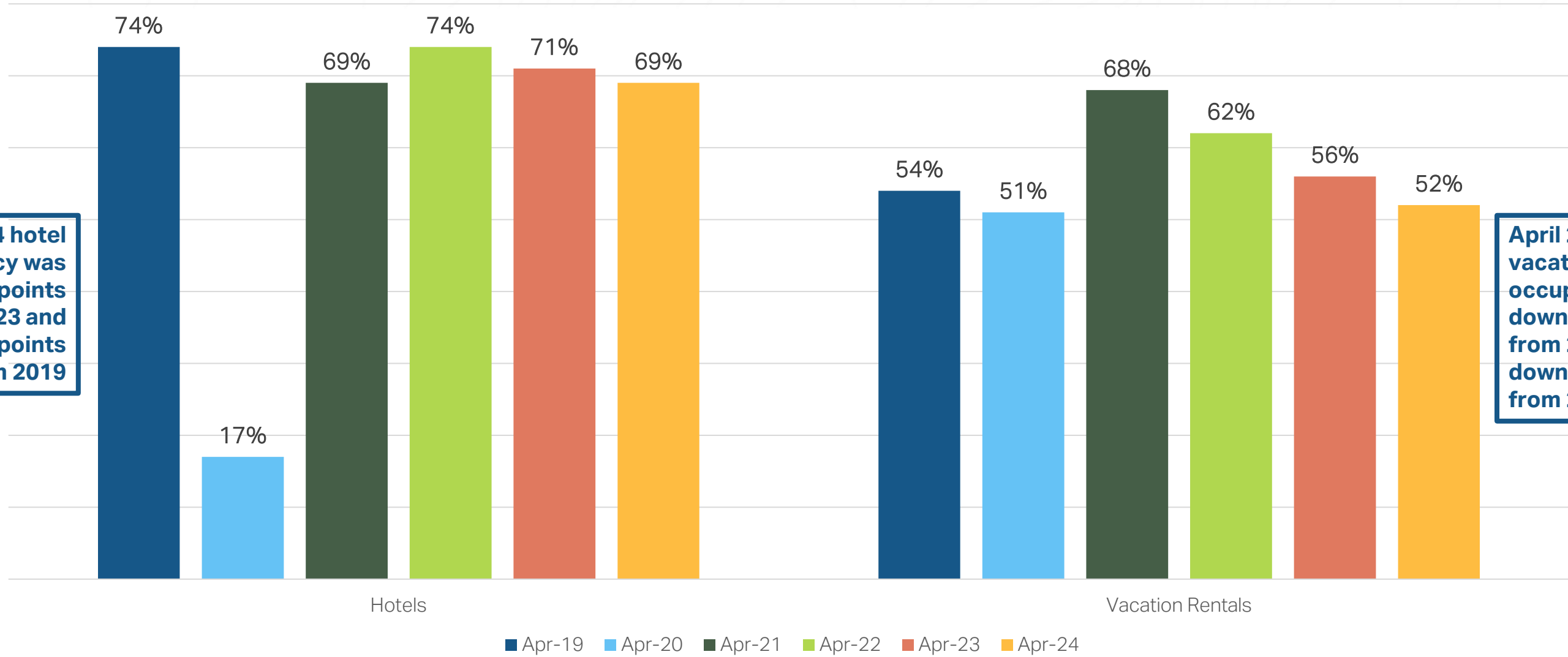
PRESIDENT & CEO REPORT

Vic Isley

Explore Asheville | President & CEO

**EXPLORE
ASHEVILLE**
POWERED BY | Buncombe County Tourism
Development Authority

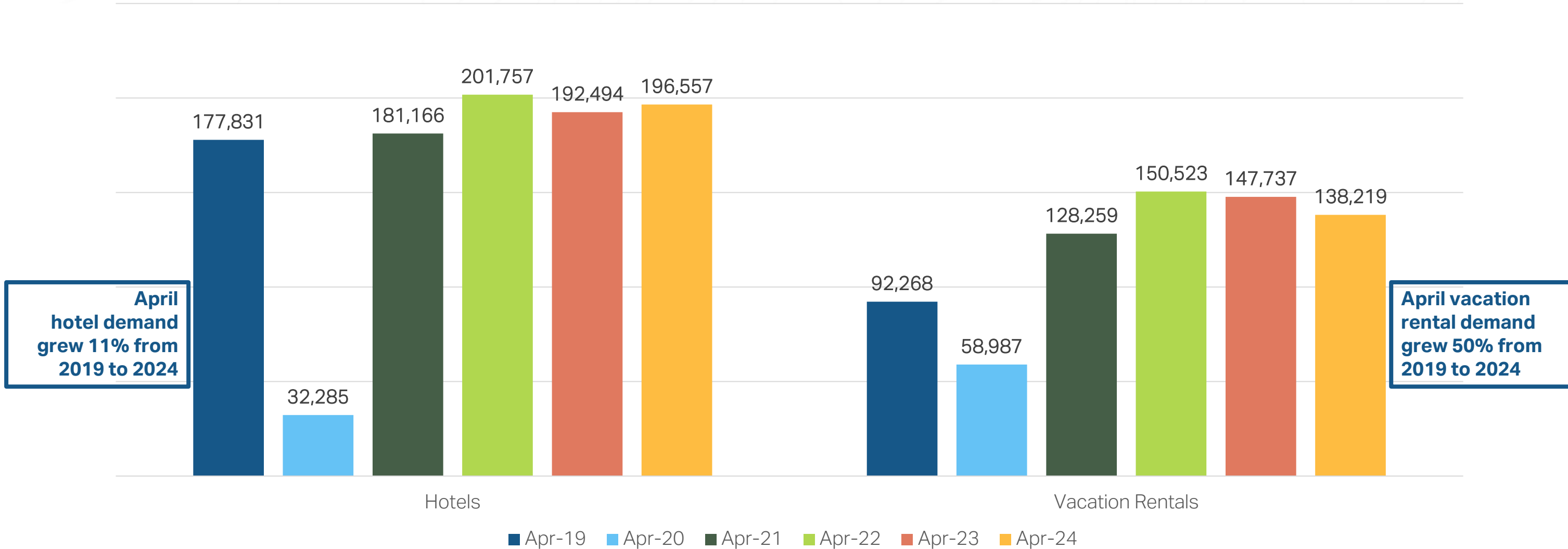
APRIL LODGING OCCUPANCY



April 2024 hotel occupancy was down 2 points from 2023 and down 5 points from 2019

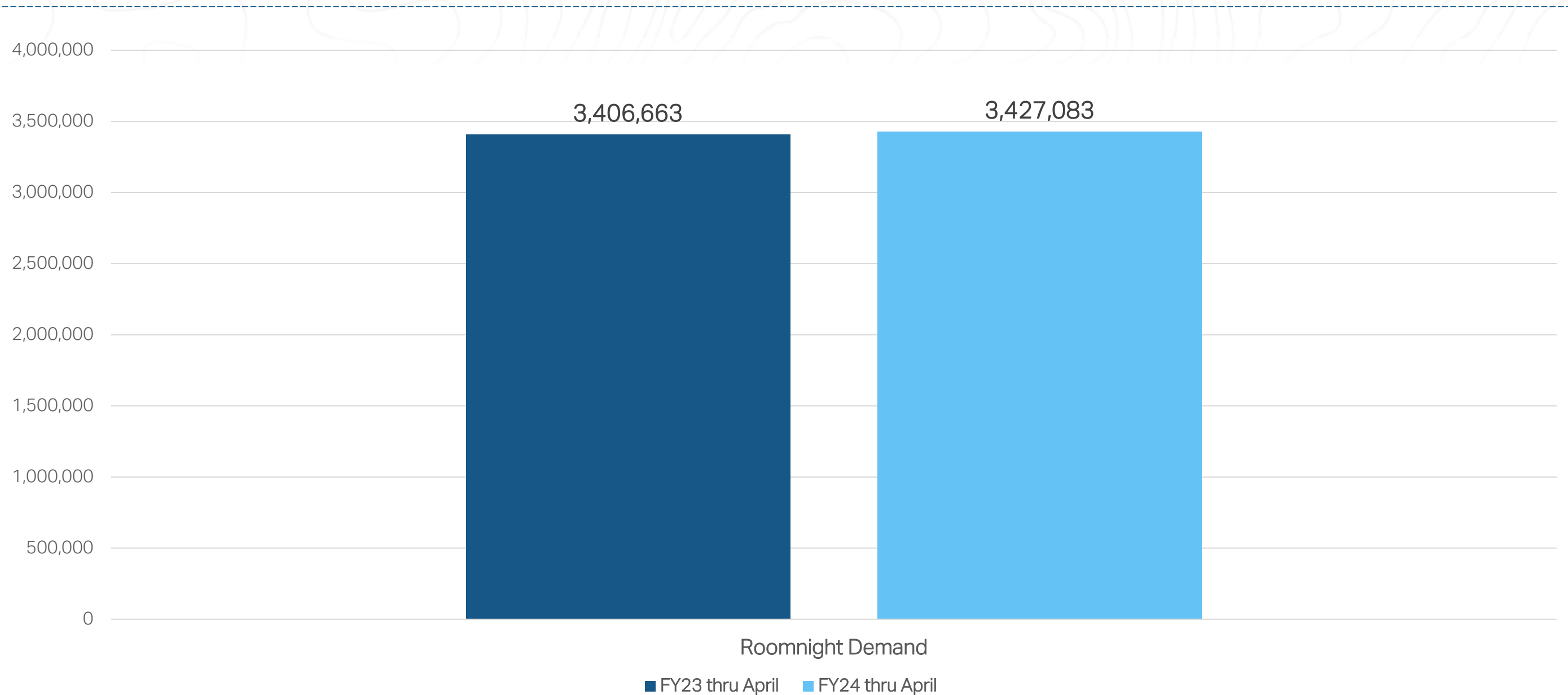
April 2024 vacation rental occupancy was down 4 points from 2023 and down 2 points from 2019

APRIL LODGING DEMAND



TOTAL ROOMNIGHT DEMAND FY24 YTD THROUGH APRIL

On par with FY23



2024 HEROES OF HOSPITALITY AWARD RECIPIENTS

Inaugural industry event recognized local professionals who provide excellent hospitality and customer service



David Teafatiller
Adventure Guide
Hike Bike Kayak
Asheville

Marco Gaspar
Chef de Partie
The Lobster Trap

Marsha Furness
Assistant Manager
Talloni, A Shoe Salon

Maura Juarez
Housekeeper
Virtelle Hospitality

Ralford McIntosh
Banquet Server
Omni Grove Park Inn

Ryan Jackson
Customer Host
Fox-n-Otter Escape
Rooms

SUMMER CAMP PREMIERES IN MOVIE THEATERS THIS WEEK

Targeted media campaign includes in-movie theater + social media ads in key markets

FILMED IN
ASHEVILLE &
FLAT ROCK
NORTH CAROLINA

STARTS HERE
THURSDAY

STARRING
DIANE KEATON
&
EUGENE LEVY



LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

May Events

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

June Events

- Black Mountain Center for the Arts - Art in Bloom
- Asheville HoneyFest
- Weaverville's Music on Main
- Downtown After 5 (Series)
- Celebrating the History and Legacy of Juneteenth
- Asheville FM's Voices: An Evening of Poetry, Literature, and Community
- Pritchard Park Summer Culture and Art Series

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

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



AMERICAN KENNEL CLUB DISC DOG CHALLENGE

UNC Asheville and Explore Asheville Land the Event for the Newly Renovated Karl Straus Track & Field Facility

- June 2, 10 a.m. to 3 p.m.
- 45 dog athletes and their humans
- Competition will be filmed to air multiple times on ESPN later this summer
- AKC Good Dog TV will also be in town filming later this week
- Admission free and open to the public; the first 400 spectators, including leashed, well-behaved dogs
- Concessions and local food trucks will be available

*Karl Straus Track is a TPDF project awarded \$1.5 million





PROPOSED BCTDA FY25 BUDGET

HP Patel

BCTDA | Nonprofit Treasurer
Finance Committee Chair

Jennifer Kass-Green

Explore Asheville | VP of Culture & Business Affairs





FINANCE COMMITTEE REPORT

HP Patel
BCTDA | Nonprofit Treasurer
Finance Committee Chair

FINANCE COMMITTEE REPORT

HP Patel, Finance Committee Chair

COMMITTEE MEMBERS

HP Patel | BCTDA Nonprofit Treasurer
(Finance Committee Chair)

Brenda Durden | BCTDA Board Chair

Matthew Lehman | BCTDA Board Vice Chair

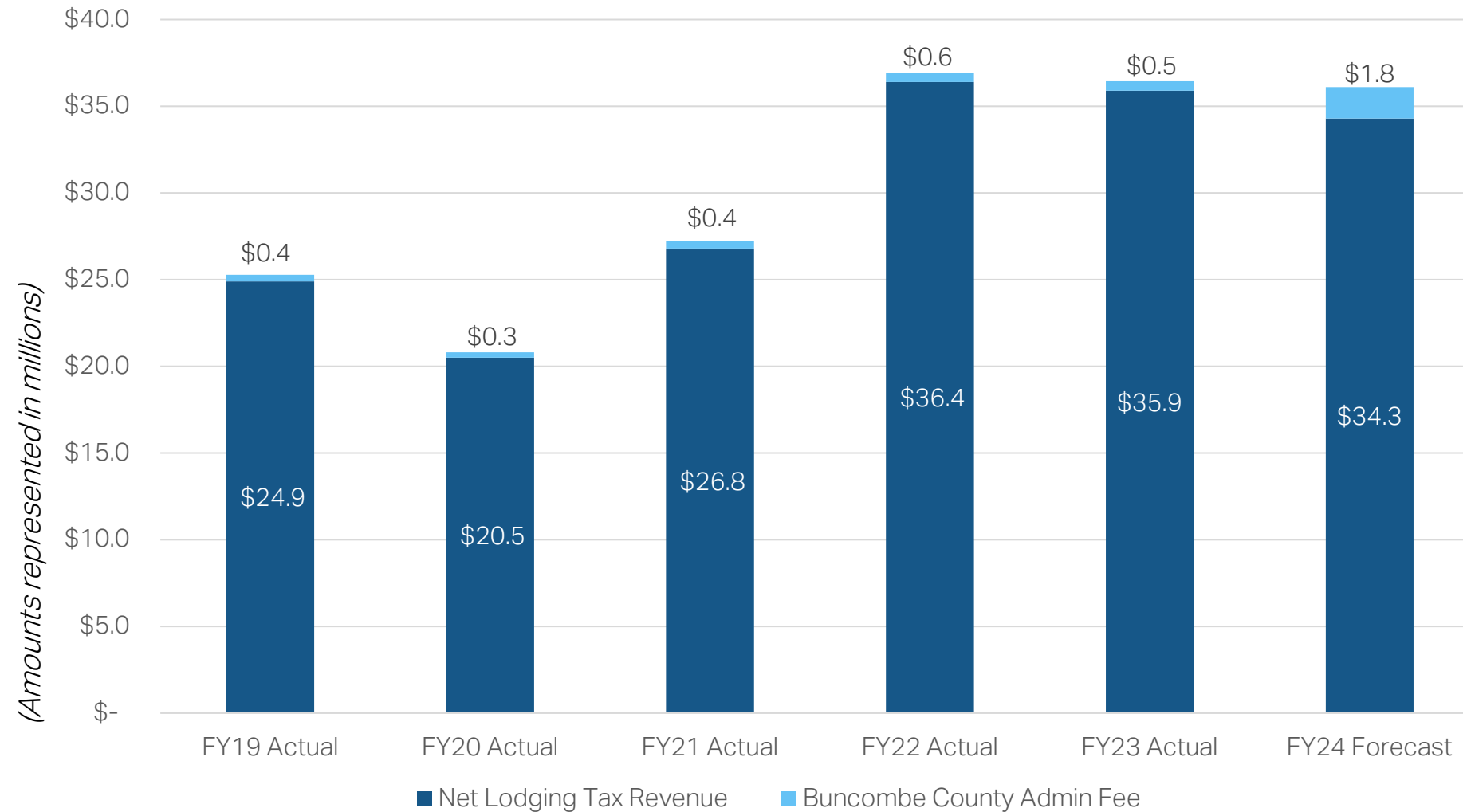
Chris Cavanaugh | Magellan Strategy Group

Chip Craig | GreyBeard Realty



LODGING TAX HISTORY

Lodging tax revenue in Buncombe County, FY19-FY24

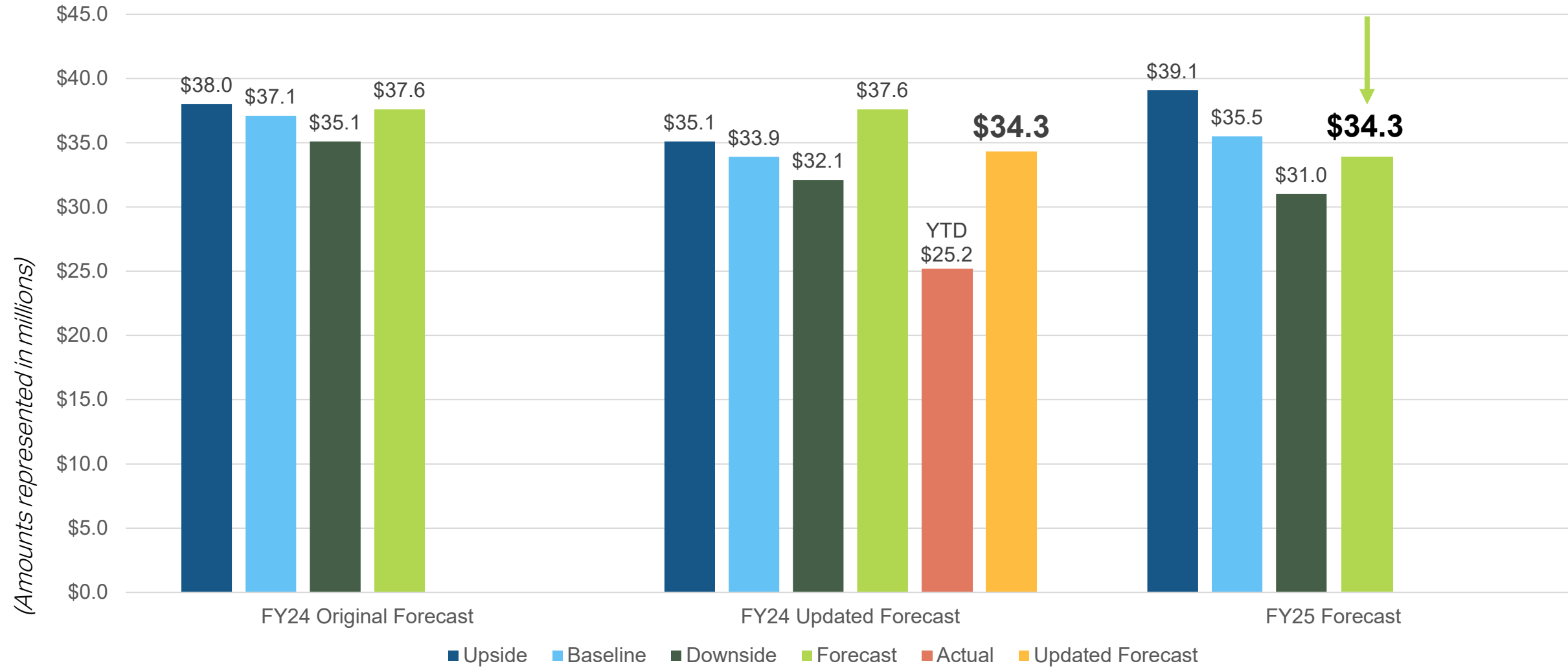


We are projecting net lodging tax revenue for FY24 to go down 5% as compared to FY23, considering the increase in the County admin fee.



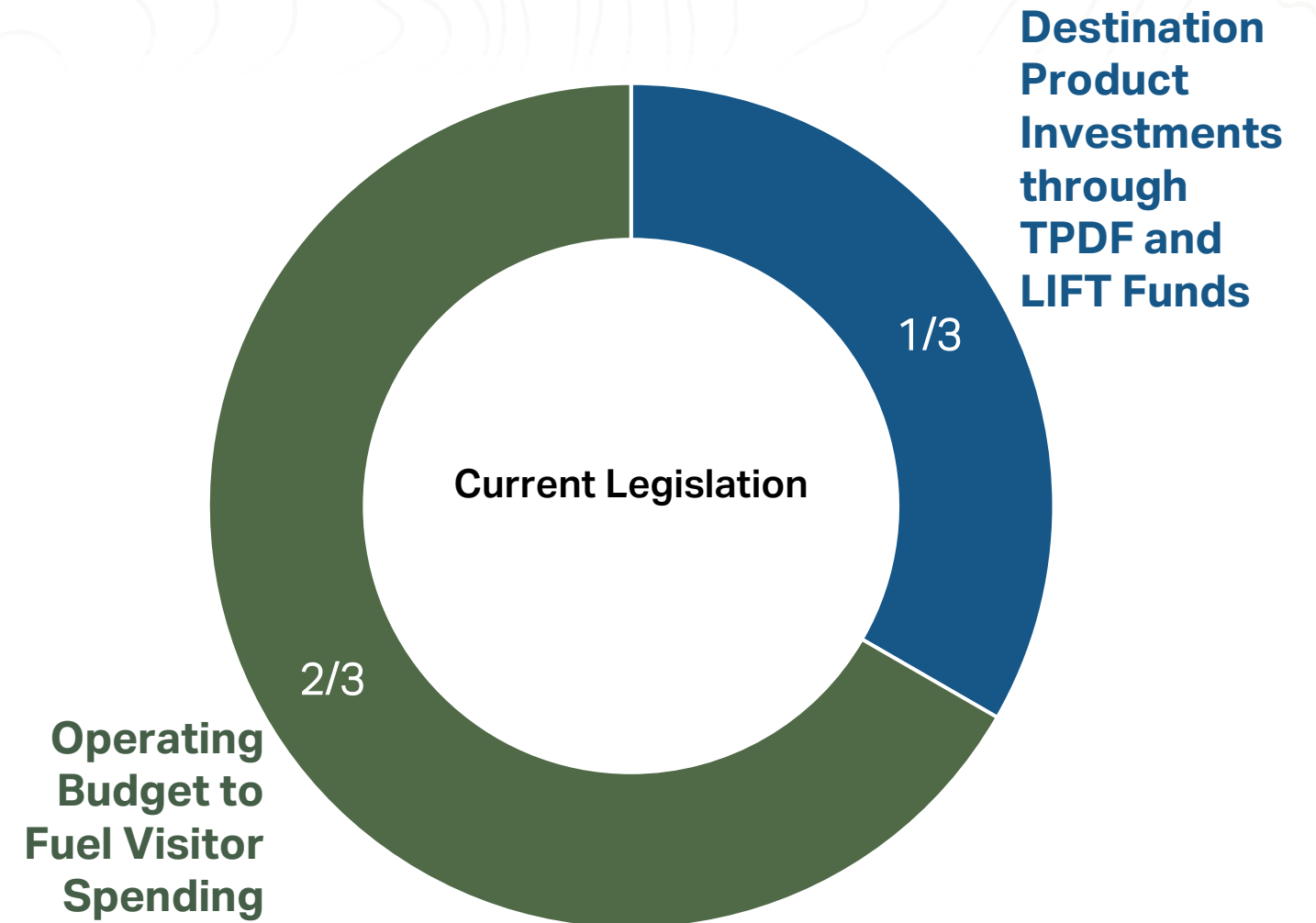
FY25 NET LODGING TAX FORECAST

BCTDA forecasting flat revenue growth for the upcoming fiscal year



IMPACTS OF LEGISLATIVE CHANGES TAKING SHAPE

- Current legislation now directs additional funds toward community capital investments, and less to marketing and promotion
- Shining a spotlight on Asheville and Buncombe County is still important; strategic investments are critical as the percentage of funds directed toward marketing, advertising, sales, and promotion is reduced
- As sales tax revenues that fuel County and City government budgets slow, the finance committee recommends the use of undesignated contingency to backfill sales and marketing investments to support and maintain local business revenues from visiting customers





BCTDA PROPOSED FY25 BUDGET PRESENTATION

Jennifer Kass-Green

Explore Asheville | VP of Culture & Business Affairs

BUDGET CONSIDERATIONS

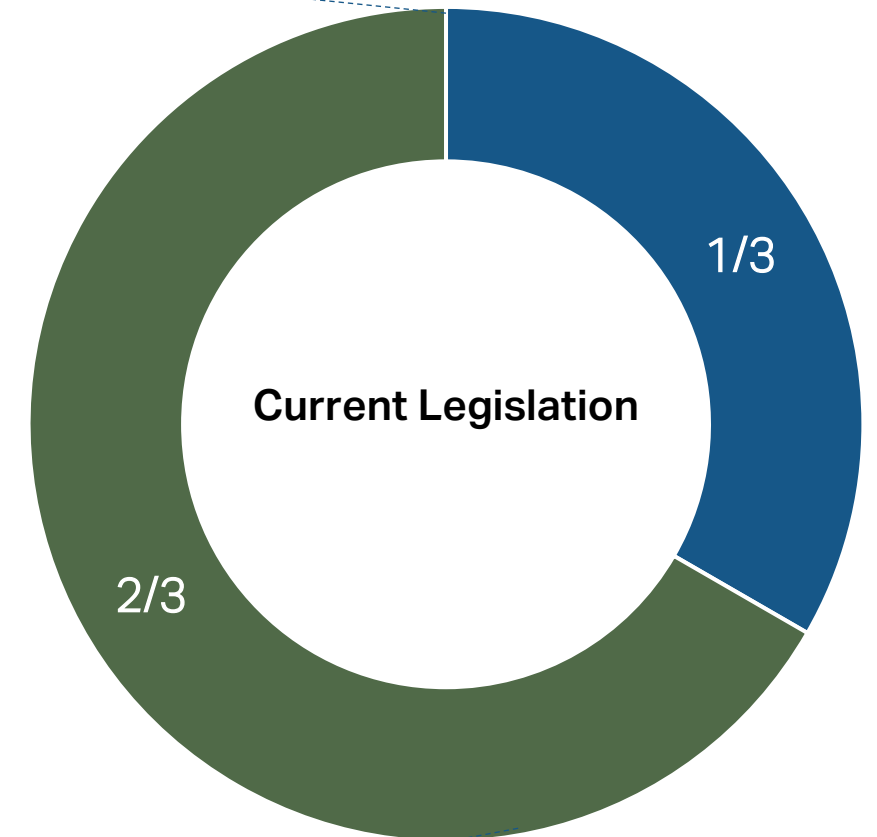
- As a reminder, we're forecasting flat revenue growth in the upcoming fiscal year, in line with our current year revenue forecast
- Gross lodging tax forecast of \$36.1M for FY25, which represents a net revenue forecast for BCTDA of \$34.3M
 - Previously approved by the BCTDA in our March board meeting based on revenue projections provided by Tourism Economics
- Takes into consideration legislation around the administrative support contract between BCTDA and Buncombe County, permitting Buncombe County to charge up to a 5% administrative fee. For FY25, we anticipate the administrative fee will be 5% of gross lodging taxes, or \$1.8M

DEFINITION OF TWO-THIRDS BUDGET

Per state legislation

Two-thirds of the funds shall be used only:

- to further the development of travel, tourism, meetings and events in the county through marketing, advertising, sales, and promotion and
- for the administrative expenses of the Authority, not to exceed twenty percent (20%) of the net proceeds for the applicable fiscal year of the Authority. For purposes of this provision, administrative expenses shall include expenses of the Authority for salaries, benefits, operations, and facilities.



FY25 proposed budgeted administrative expenses = 14%

FY24 OPERATING BUDGET & FORECAST

Operating budget is 66.67% of total lodging tax revenue

Revenue	FY24 Budget	FY24 Forecast
Net Lodging Tax Revenue	\$25.2M	\$23.0M
Expense		
Salaries & Benefits	\$4.1M	\$4.1M
Administration & Facilities	\$1.3M	\$1.1M
Marketing	\$20.8M	\$20.0M
Business Development	\$2.1M	\$1.9M
Partnership & Destination Mgmt	\$0.5M	\$0.5M
Net Revenue (Loss)	(\$3.6M)	(\$4.6M)



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.

FY24/25 OPERATING FUND BALANCE

	FY24 Beginning Fund Balance	FY24 Forecast Change in Fund Balance	FY24 Year-End Forecast Fund Balance	FY25 Beginning Fund Balance
State Contingency (8% Revenue Budget)	2,000,000	(2,000,000)	-*	-
Designated Contingency (50% Expense Budget)	13,749,999	676,000	14,425,999	13,673,500
Undesignated (Cash Flow)	11,292,441	(2,612,586)	8,679,855	9,432,354
Total	27,042,440	(3,936,586)	23,105,854	23,105,854

*NOTE: Eliminated state contingency, as there is no statute that requires an 8% (or any specific level) of fund balance available. (*Source: <https://www.nctreasurer.com/blog/2022/07/11/myth-8-lgc-staff-guidance-fund-balance-available>)



FY25 PROPOSED OPERATING BUDGET

Operating budget is 66.67% of total lodging tax revenue

Revenue	FY24 Forecast	FY25 Revenue Forecast
Net Lodging Tax Revenue	\$23.0M	\$23.0M
Fund Balance Designation	\$4.6M	\$4.3M
Total Revenue	\$27.6M	\$27.3M
Expense	FY24 Forecast	FY25 Proposed Budget
Salaries & Benefits	\$4.1M	\$4.4M
Administration & Facilities	\$1.1M	\$1.1M
Marketing	\$20.0M	\$19.4M
Business Development	\$1.9M	\$1.7M
Partnership & Destination Mgmt	\$0.5M	\$0.7M
Total Expense	\$27.6M	\$27.3M



SALARIES & BENEFITS

- Market adjustments for team members to be in compliance with Department of Labor overtime exemption updates, and in consideration of MIT living wage data for Buncombe County
- 5% pool for potential merit increases and any additional market adjustments
- Addition of one position to the business development team to increase group and event bookings
- Employee retention initiative – increase employer sponsored premium of employee only benefits from 80% to 100%

MARKETING

- Net Media - \$13.8M for FY25, down from \$15.5M F24 forecast (down 11%)
- Continue strategic focus on inspiring quality visits from target audiences from fly and drive feeder markets
- Enhance PR effort on travel and tourism as the front porch of traditional economic development
- Launch new ExploreAsheville.com website delivering personalized user experiences and customized content, connecting potential customers to local businesses



BUSINESS DEVELOPMENT

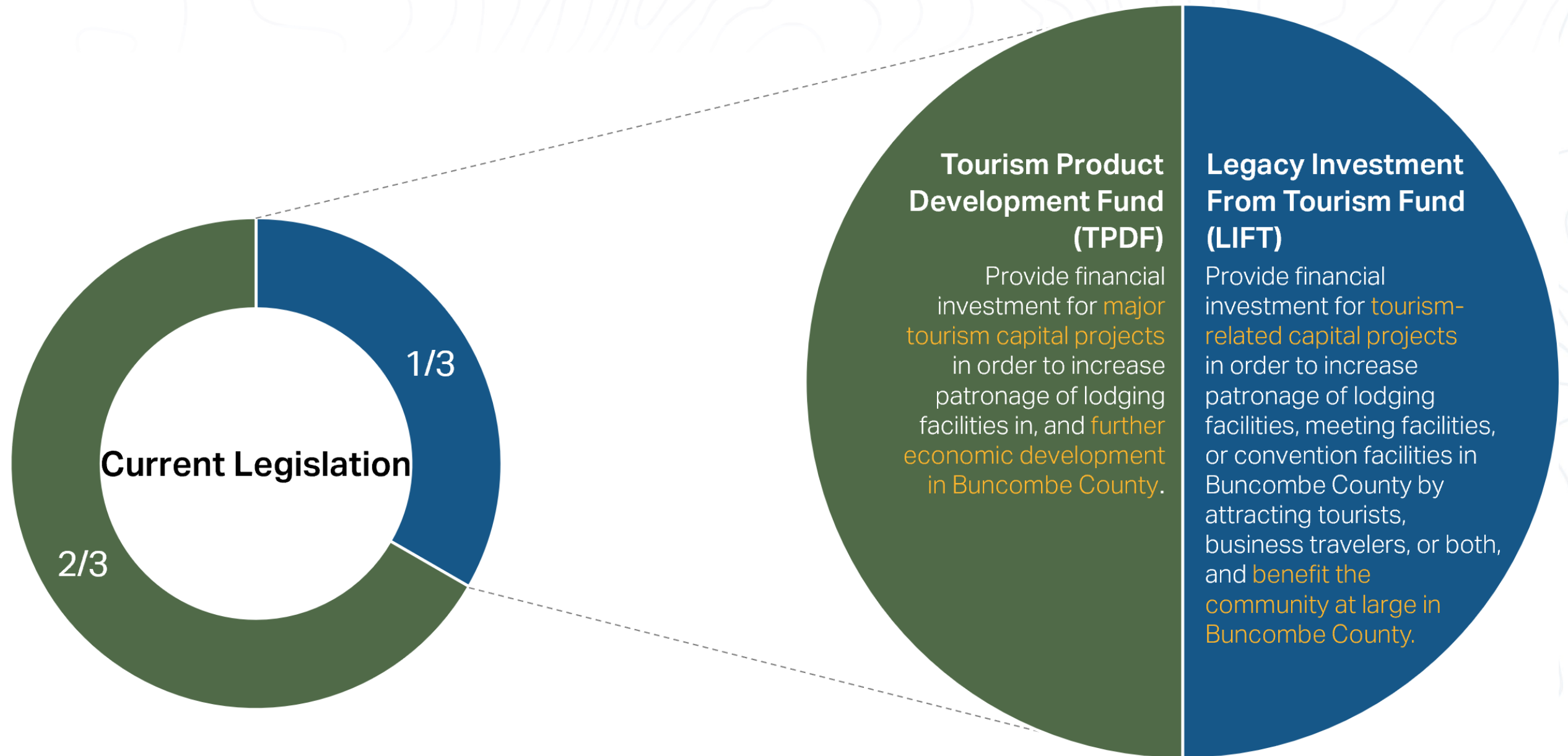
- Expand strategic focus on prospecting groups and events that meet Sun-Thurs, Q1 and venues and facilities throughout the County
- Recruit and execute on impact events that align with targeted economic development business sectors
- Engage meeting planners in a “test drive” for their clients through four 48-hour FAM visits. 75% of participants plan one or more meetings in Asheville
- Work 20 appointment-based events and 20 trade shows, some with local partners, to foster relationships with North American meeting and event professionals

PARTNERSHIP & DESTINATION MANAGEMENT

- Create opportunities year-round for partners to learn, network, give back, and celebrate our industry through our Meetings & Events (BCTDA Annual Meeting, Earth Day Cleanup, Hospitality Outlook, Summer Social, The Year Ahead, Tourism Summit, etc.)
- Provide significant support to diverse community festivals and cultural events through grants and sponsorships



ONE-THIRD: DEFINITION OF TWO FUNDS



TPDF / LIFT FUND

One-third of net lodging tax is split evenly between Tourism Product Development Fund and Legacy Investment From Tourism Fund

TOURISM PRODUCT DEVELOPMENT FUND

\$9.6M

Estimated Available Funds*

*Estimated amount available to award at time of TPDF grant cycle in October 2024

TPDF Beginning Fund Balance	\$8.8M
TPDF Revenue Forecast	\$5.7M
TPDF Administrative Budget	\$0.5M
TPDF Available Funds	\$14.0M

Included in the TPDF administrative budget are expenses associated with TPDF project signage, committee support, professional services and TPDF legal fees.

LEGACY INVESTMENT FROM TOURISM FUND

\$5.7M

Estimated Available Funds*

*Estimated amount available to award at time of LIFT Fund grant cycle in April 2025

LIFT Beginning Fund Balance	\$1.9M
LIFT Revenue Forecast	\$5.7M
LIFT Administrative Budget	\$0.4M
LIFT Available Funds	\$7.2M

Included in the LIFT Fund administrative budget are expenses associated with wayfinding maintenance and updates, committee support, professional services and LIFT legal fees.



FY25 EARNED REVENUE FUND

Beginning Fund Balance	\$310K
Revenue Forecast	\$208K
Budgeted Expenses	\$350K
Ending Fund Balance (50+% Reserve)	\$168K



FY25 BUDGET RECAP

- As a reminder, we're forecasting flat revenue growth in the upcoming fiscal year, in line with our current year revenue forecast
- Gross lodging tax forecast of \$36.1M for FY25, which represents a net revenue forecast for BCTDA of \$34.3M
 - Previously approved by the BCTDA board based on revenue projections provided by Tourism Economics
- Takes into consideration legislation which dictates the administrative support contract between BCTDA and Buncombe County, representing a 5% administrative fee. For FY25, we anticipate the administrative fee will be \$1.8M
- Recommendation to allocate \$4.3M from fund balance to FY25 operating budget
- We anticipate \$15.3 million to be available for destination product investment through FY25 TPDF and LIFT Fund cycles, compared to \$13.8 million for destination media investment. For the last three years, BCTDA has committed more lodging tax revenue to community capital projects than paid media.



BCTDA PROPOSED FY25 BUDGET ORDINANCE

Jennifer Kass-Green

Questions/ Comments

ORDINANCE # 06.26.2024

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2024-2025**

BOARD MEETING DATE: June 26, 2024

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 26th day of June, 2024:

Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

APPROPRIATION	
Salaries and Benefits	\$ 4,426,000
Marketing	19,455,500
Business Development	1,680,500
Partnership & Destination Management	698,000
Administration & Facilities	1,087,000
TOTAL APPROPRIATION:	<u>\$ 27,347,000</u>
REVENUE	
Occupancy Tax Revenue	\$ 22,981,000
Appropriated Fund Balance	\$ 4,366,000
TOTAL APPROPRIATION:	<u>\$ 27,347,000</u>

Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

APPROPRIATION	
Product Development Administration	\$ 502,000
TOTAL APPROPRIATION:	<u>\$ 502,000</u>
REVENUE	
Occupancy Tax Revenue	\$ 502,000
TOTAL APPROPRIATION:	<u>\$ 502,000</u>

Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Legacy Investment From Tourism Fund for the operation of the Buncombe County Tourism Development Authority's Legacy Investment From Tourism Fund Administration Budget and its activities for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

APPROPRIATION	
Legacy Investment From Tourism Administration	\$ 72,000
Wayfinding Administration	\$ 330,000
TOTAL APPROPRIATION:	<u>\$ 402,000</u>
REVENUE	
Occupancy Tax Revenue	\$ 402,000
TOTAL APPROPRIATION:	<u>\$ 402,000</u>

Section 4: The following amounts are hereby appropriated and revenues estimated to be available in the earned income fund for the operation of the Buncombe County Tourism Development Authority's Earned Revenue Budget and its activities for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

APPROPRIATION	
Local Support from Earned Revenue	\$ 350,000
TOTAL APPROPRIATION:	<u>\$ 350,000</u>
REVENUE	
Earned Revenue	\$ 207,600
Fund Balance - Committed for Event Support Program	\$ 142,400
TOTAL APPROPRIATION:	<u>\$ 350,000</u>

ATTEST:

**TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:**

Julia Simpson, Manager, Executive & Strategy

By: _____
Brenda Durden, BCTDA Board Chair



PUBLIC HEARING – JUNE 26, 2024

Chair Brenda Durden

Suggested Motion:

Motion that the board direct that the presented budget ordinance be made available for public review and that a public hearing be set for the consideration of the ordinance for the next board meeting on June 26 at 9:00 a.m.

Motion Second

Questions/Comments

Vote

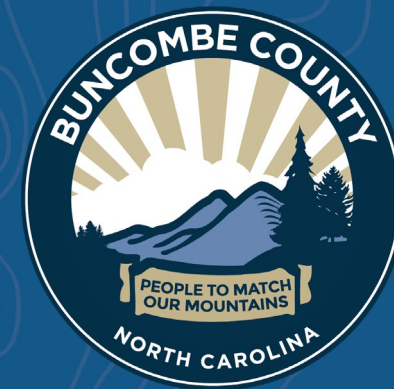




CITY UPDATES

Vice Mayor Sandra Kilgore





COUNTY UPDATES

Commissioner Terri Wells

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Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

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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, May 28, no requests to speak had been received.



IN-PERSON PUBLIC COMMENTS

Chair Brenda Durden

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.



A FEW REMINDERS

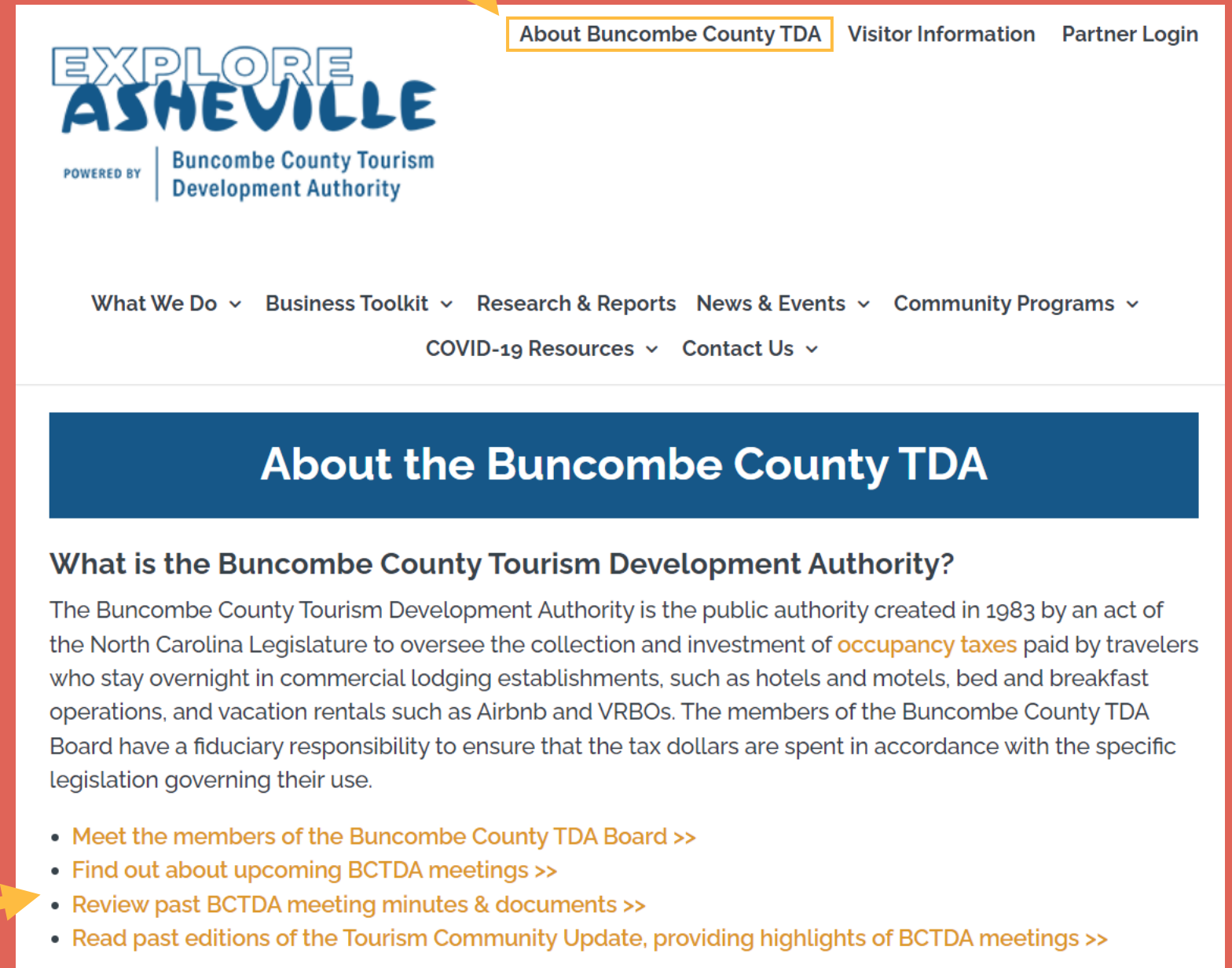
Chair Brenda Durden

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

The next BCTDA meeting will be held on Wednesday, June 26, 2024, at 9:00 a.m. in the Explore Asheville Board Room

For more information go to:

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



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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, June 26, 2024 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place

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Development Authority