



WELCOME

September 25, 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, September 25, 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.	Welcome New Board Members a. Himanshu Karvir b. Tim Rosebrock	Brenda Durden
9:10 a.m.	Approval of August 28, 2024, Meeting Minutes	Brenda Durden
9:15 a.m.	Financial Reports a. August 2024 Financial Reports b. Investment Update	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:25 a.m.	President & CEO Report a. Industry Metrics b. Destination Stewardship Framework c. Other Updates	Vic Isley
9:45 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
9:50 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
9:55 a.m.	Miscellaneous Business	Brenda Durden
10:00 a.m.	Comments from the General Public	Brenda Durden
10:05 a.m.	Adjournment	Brenda Durden

The next joint BCTDA monthly meeting is **Wednesday, October 30, 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

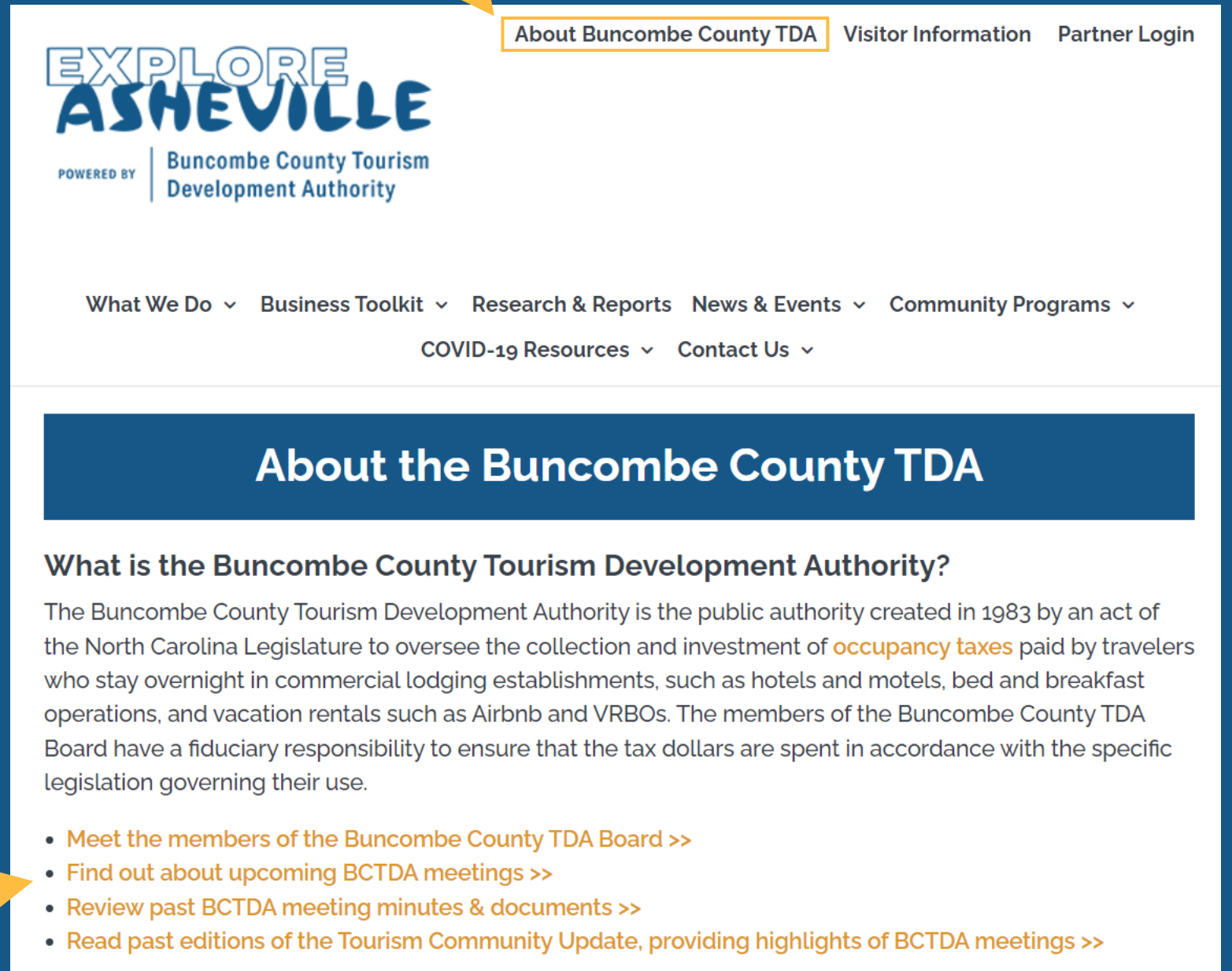
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online.

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

Go to:

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



The screenshot shows the top navigation bar of the Explore Asheville website. The 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 dark blue header with the text 'About the Buncombe County TDA'. Below this is a section titled '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.

EXPLORE ASHEVILLE
POWERED BY | Buncombe County Tourism Development Authority

About Buncombe County TDA | Visitor Information | Partner Login

What We Do ▾ Business Toolkit ▾ Research & Reports | News & Events ▾ Community Programs ▾
COVID-19 Resources ▾ Contact Us ▾

About the Buncombe County TDA

What is the Buncombe County Tourism Development Authority?

The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of **occupancy taxes** paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals such as Airbnb and VRBOs. The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.

- [Meet the members of the Buncombe County TDA Board >>](#)
- [Find out about upcoming BCTDA meetings >>](#)
- [Review past BCTDA meeting minutes & documents >>](#)
- [Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>](#)



WELCOME BOARD & GUESTS

Chair Brenda Durden

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



WELCOME, HIMANSHU KARVIR

County-appointed BCTDA Board Member

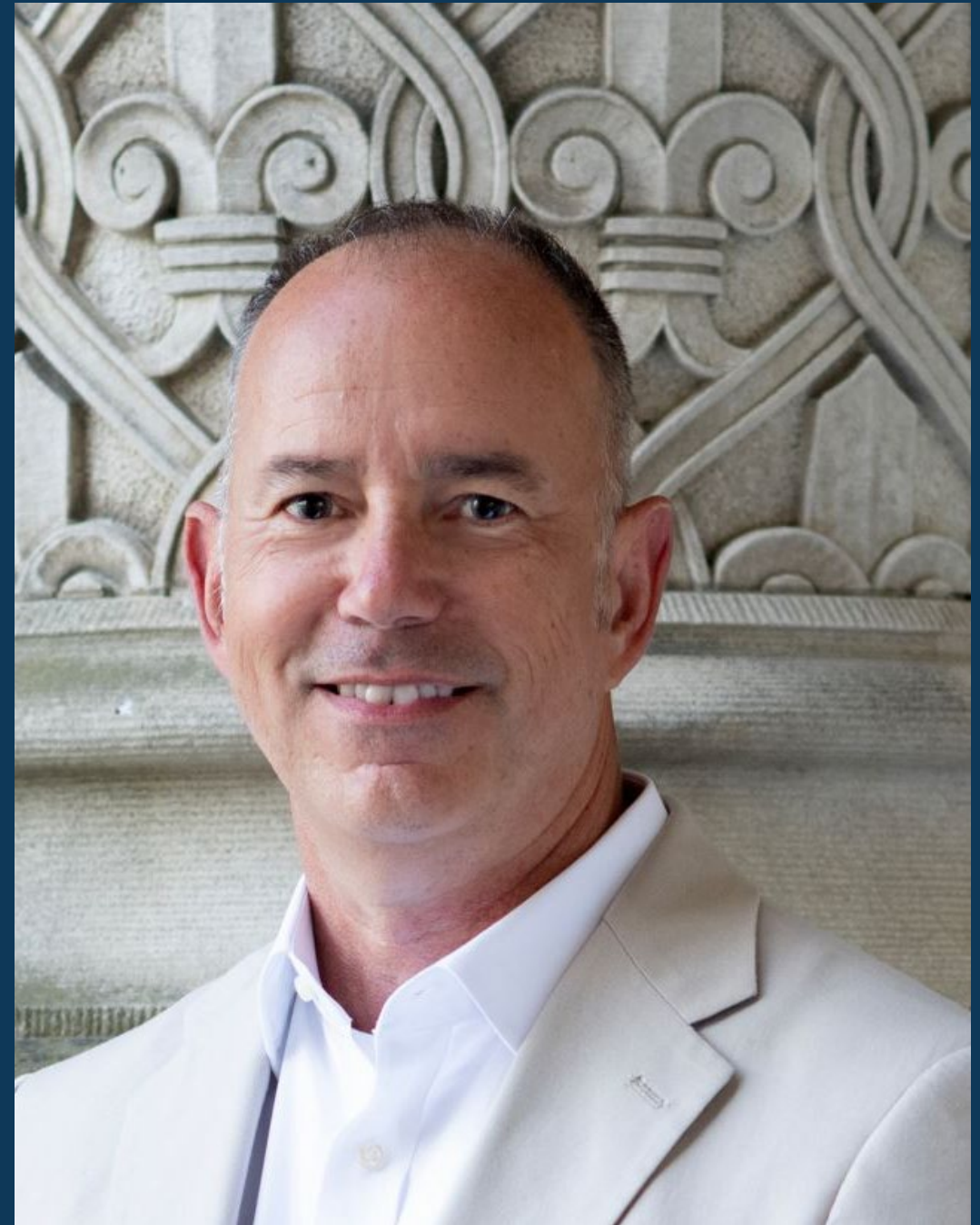
- Himanshu Karvir replaced Scott Patel on the BCTDA Board, effective September 17, 2024
- Himanshu is Virtelle Hospitality's President & CEO
- Himanshu was appointed to the position by the Buncombe County Commissioners
- He represents a lodging property under 100 rooms
- Himanshu's first 3-year term runs through August 31, 2027; he will be eligible for reappointment to a second 3-year term
- He currently serves as the Chair of the LIFT Fund Committee
- Himanshu previously served on the BCTDA as member and BCTDA Board Chair



WELCOME, TIM ROSEBROCK

New Chamber-appointed BCTDA Board Member

- Tim Rosebrock replaced Kathleen Mosher on the BCTDA Board, effective September 1, 2024
- Tim is Biltmore's Vice President of Compliance & Legal Services
- Tim was appointed to the position by the Asheville Area Chamber of Commerce
- He represents an individual actively involved in the tourism business who has participated in tourism promotion as an executive from a ticketed tourist attraction
- Tim's first 3-year term runs through August 31, 2027; he will be eligible for reappointment to a second 3-year term
- Tim is on travel and unable to attend today's meeting. We look forward to welcoming him in person in October



WELCOME, MEET NORTHERN KENTUCKY TEAM

Visiting DMO staff and board is joining us for today's meeting



AUGUST 28 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the August 28, 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, August 28, 2024

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Kathleen Mosher, Larry Crosby, Michael Lusick, Lucious Wilson, Elizabeth Putnam
- Absent (Voting):** Scott Patel
- Present (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Absent (Ex-Officio):** None
- Staff:** Vic Isley, Dodie Stephens, Tiffany Thacker, Julia Simpson, Ashley Greenstein, Josh Jones, Ali Wainright, Kimberly Puryear, Luisa Yen, Mike Kryzaneck, Jennifer Kass-Green, Jay Curwen
- BC Finance:** Melissa Moore
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette
- In-Person Attendees:** Randy Claybrook, Asheville Bed & Breakfast Association
Olivia Ward, OnWard Digital Media
Meghan Rogers, Asheville Independent Restaurants Association
John Ellis, Prior BCTDA Board Member
Pat Moran, Mountain Xpress
- Online Attendees:** Carli Adams, Sha'Linda Pruitt, Anna Harris, McKenzie Provost, Sarajane Case, Connie Holliday; Explore Asheville
Megan Roush, MMGY Global
Jim Muth, TPDF Committee
Angel Holloway, Lion's Mane Consulting
Andrew Celwyn, Herbiary
Chris Smith, Asheville Buncombe Regional Sports Commission
Summer Casiano, Tanger Asheville
Diane Rogers, Pinecrest Bed & Breakfast
Brad Durden, Asheville Hotel Group
Lacy Cross, Movement Bank
Felicia Sonmez, Blue Ridge Public Radio





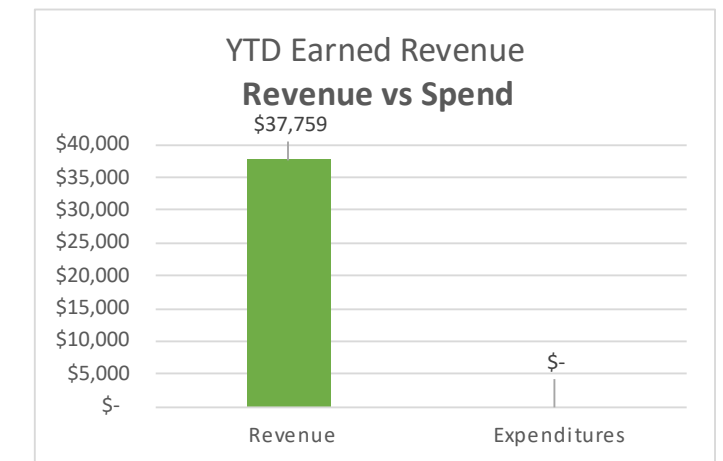
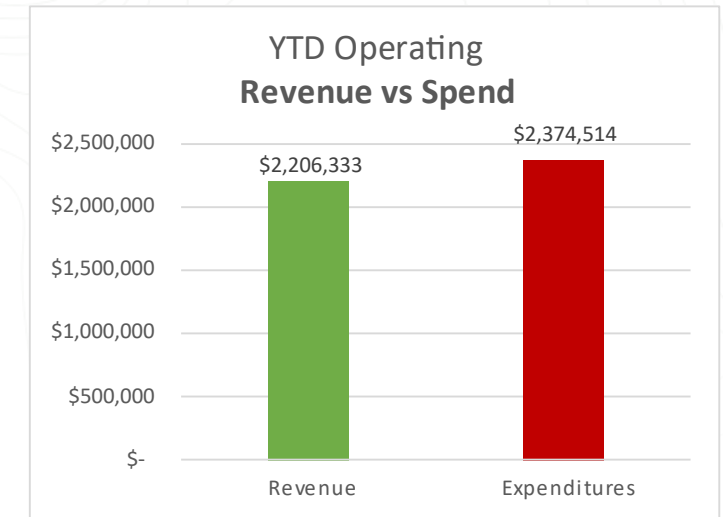
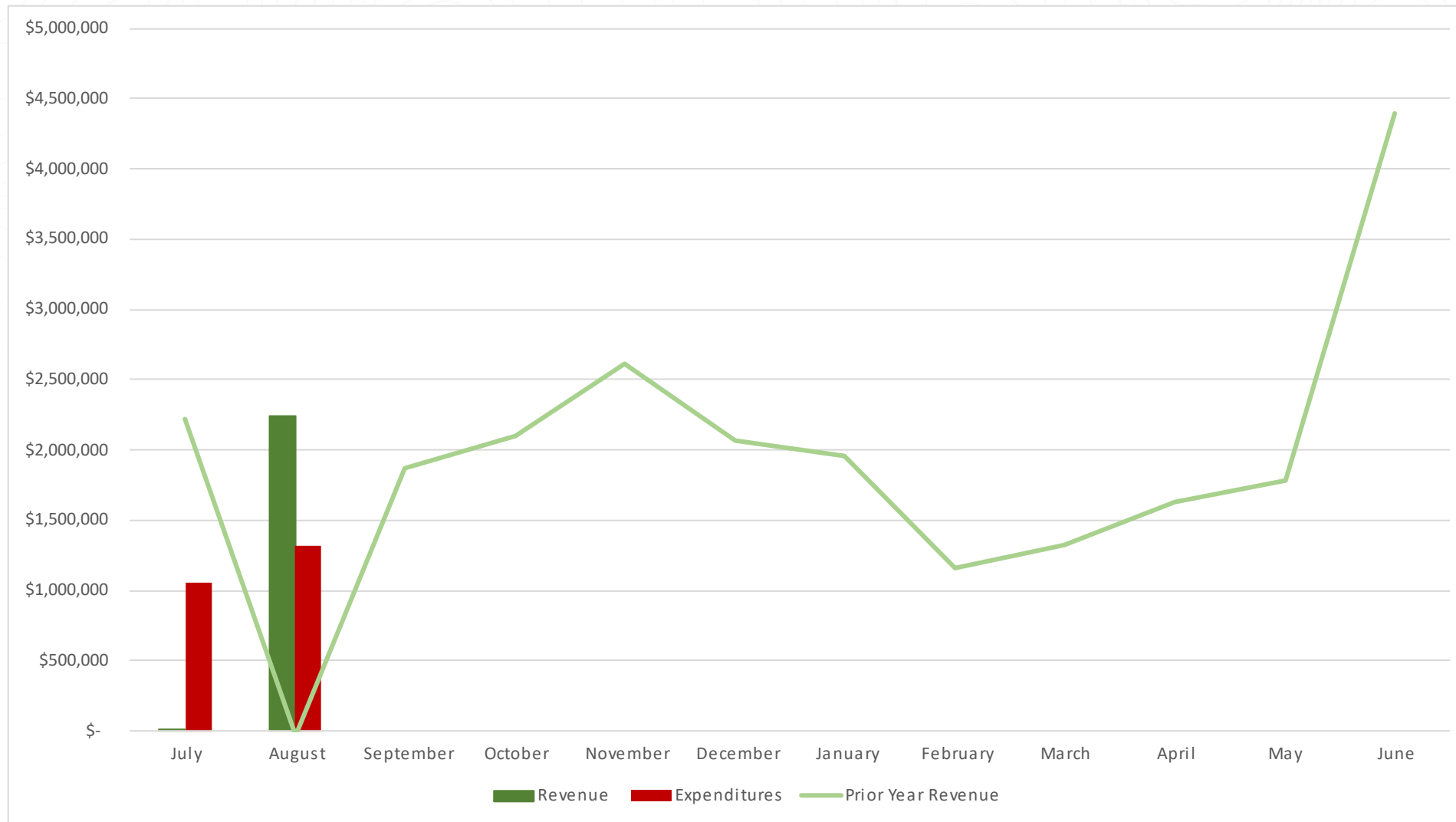
AUGUST 2024 FINANCIAL REPORTS

Melissa Moore
Buncombe County | Director of Finance
BCTDA | Fiscal Agent

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

OPERATING AND EARNED REVENUE FUNDS

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



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



OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, August 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$27,347,000	\$2,206,333	\$2,206,333	9.6%
Total expenditures		\$1,320,320	\$2,374,514	8.7%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$350,000	\$37,469	\$37,759	18.2%
Total expenditures		\$0	\$0	0.0%

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



PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, August 2024

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,554,985	\$775,573	\$42,594,326	>100%
Total expenditures		\$2,038	\$5,959,199	18%
Active projects		19		
Funding available for future grants		\$10,069,039		

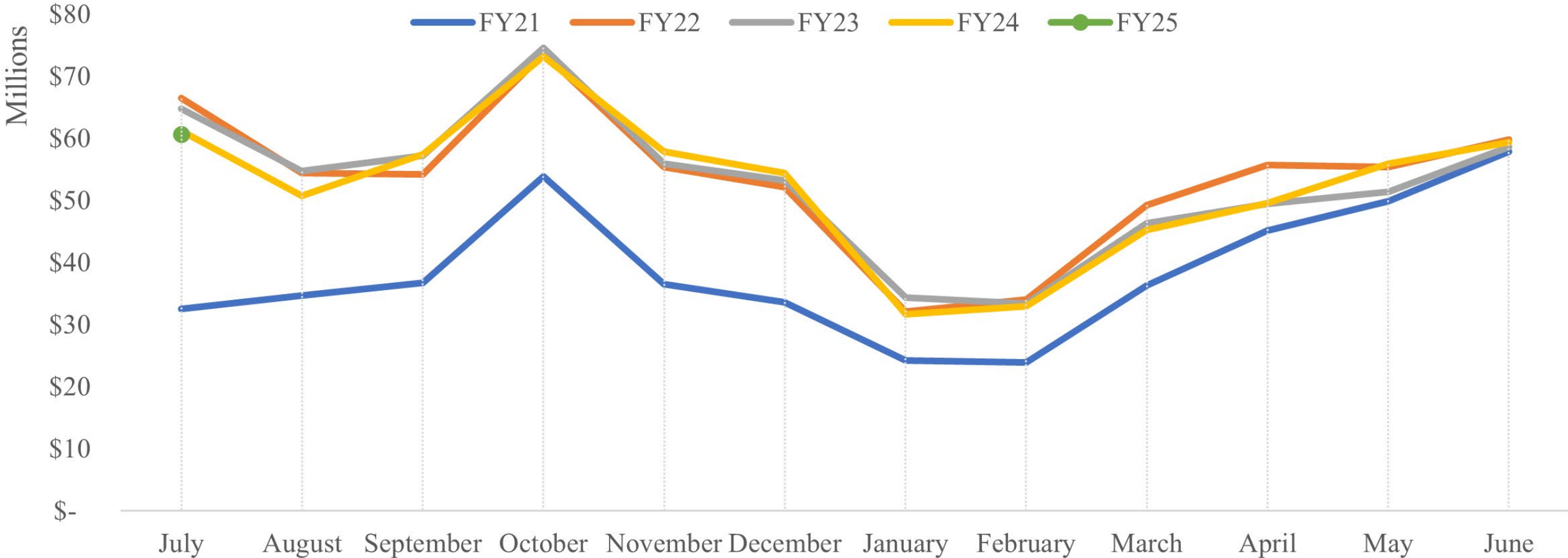
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,390,903	\$627,448	\$12,823,647	>100%
Total expenditures		\$0	\$0	0%
Active projects		12		
Funding available for future grants		\$2,448,885		

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



LODGING SALES

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

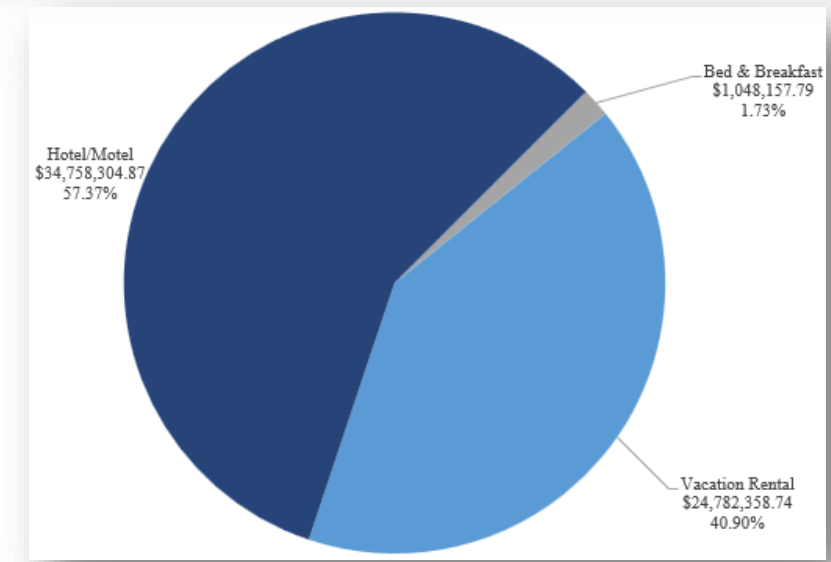
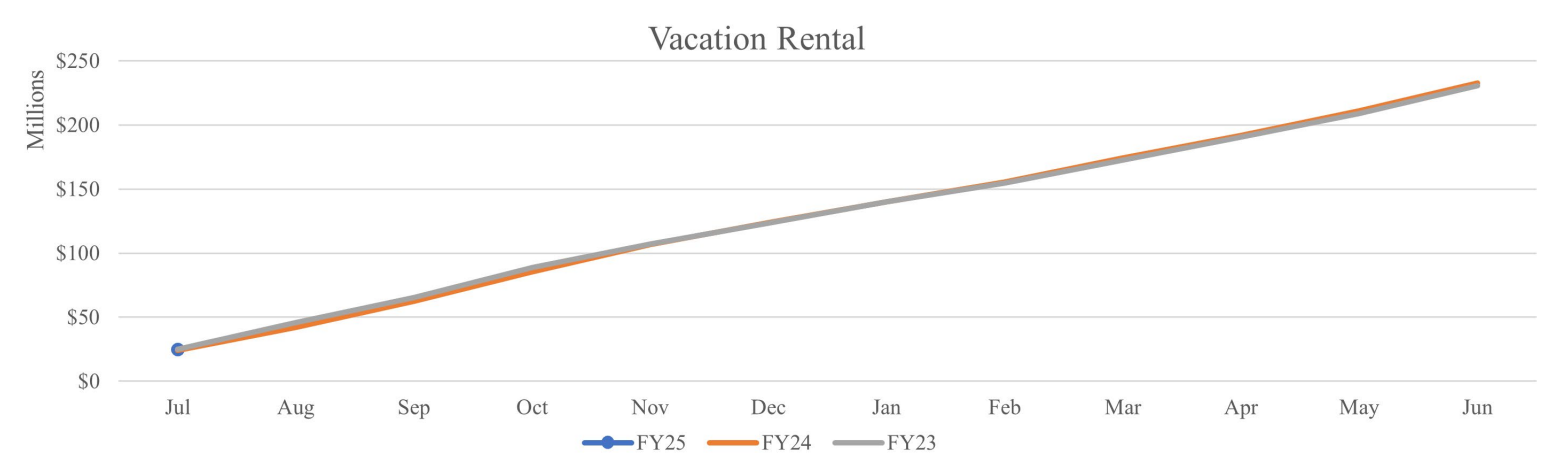
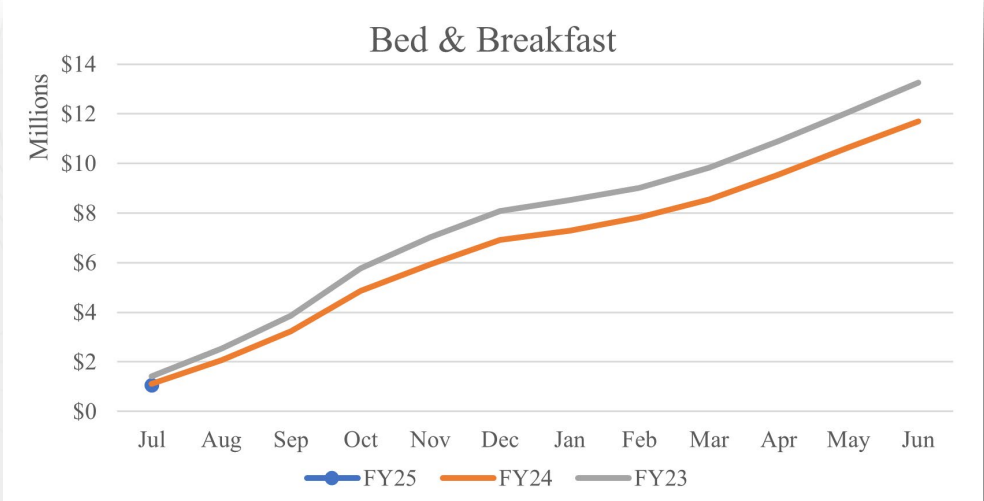
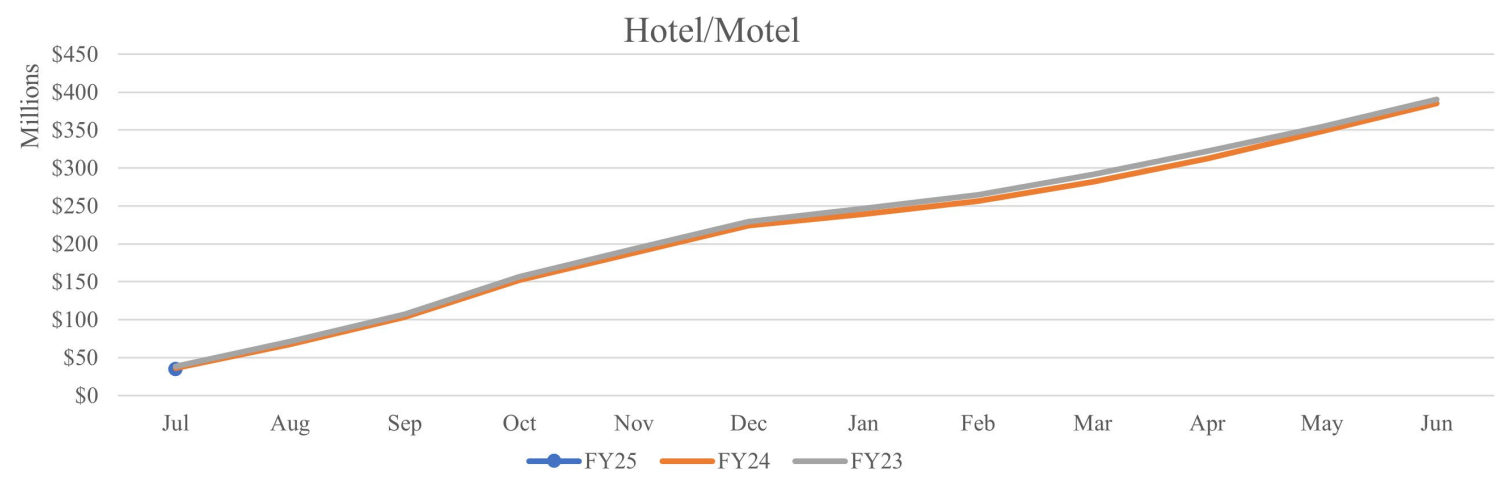


For more information, see financial and sales statements page 9



LODGING SALES

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



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

AUGUST 2024 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the August 2024 financial reports as presented.

Motion Second

Additional Discussion

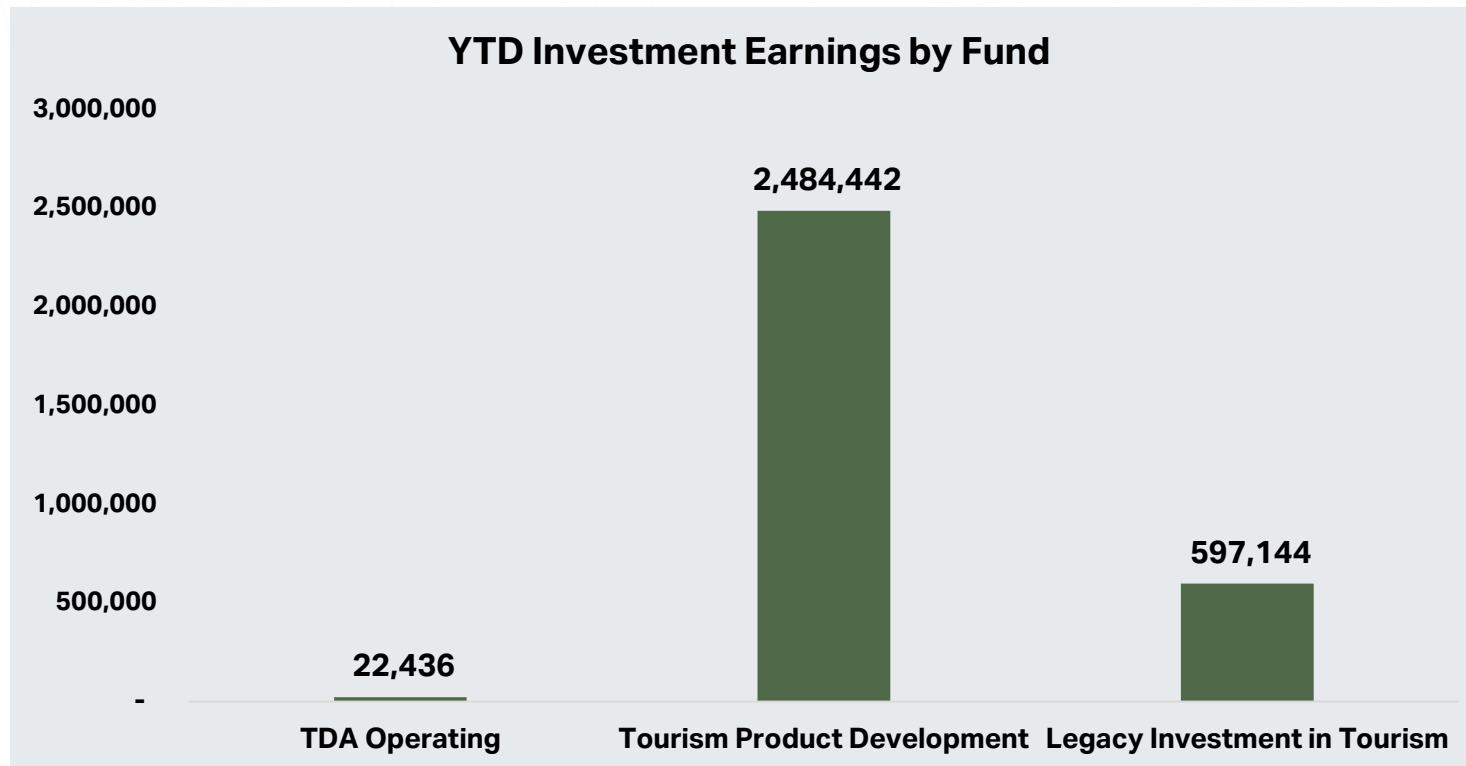
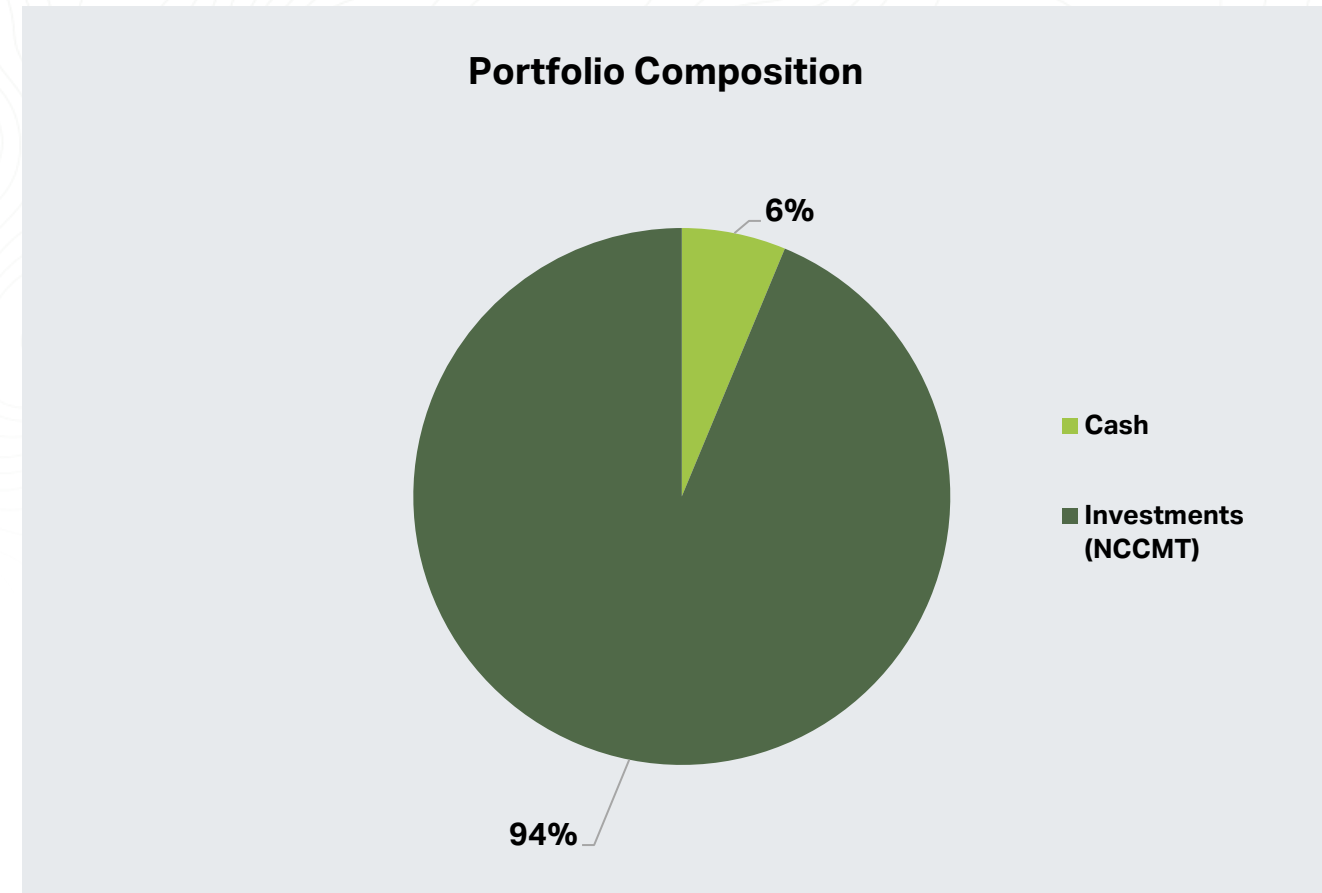
Vote



INVESTMENTS UPDATE

Performance overview as of June 30, 2024

	NCCMT	WF Operating	Total
Investment Earnings MTD	279,485	2,640	282,125
Investment Earnings YTD	3,081,585	22,436	3,104,022
Budgeted Investment Earnings	-	-	-
Assets Under Management	65,593,584	4,389,632	69,983,216



Total Rate of Return:	1 Month	3 Months	12 Months	Since Inception
North Carolina Capital Management Trust (NCCMT): Government Portfolio*	5.18%	N/A	5.38%	3.72%

*NCCMT rates of return listed as of 9/23/2024





PRESIDENT & CEO REPORT

Vic Isley

Explore Asheville | President & CEO

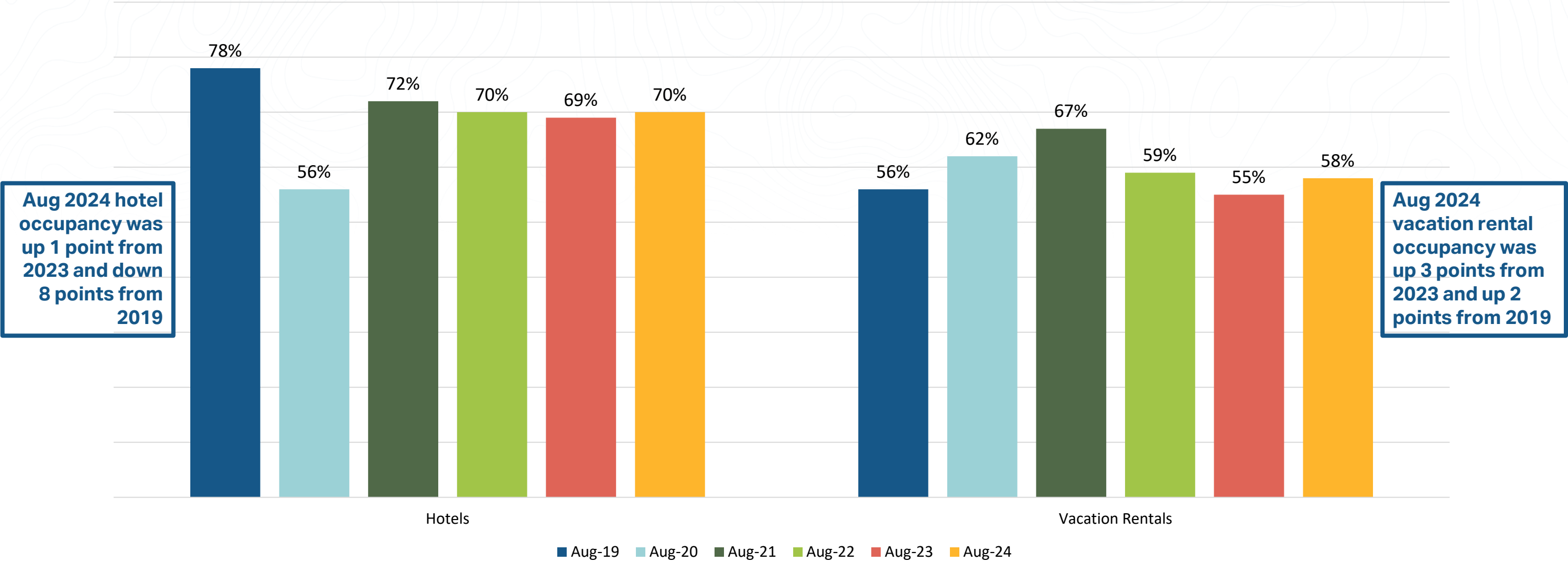
**EXPLORE
ASHEVILLE**
POWERED BY | Buncombe County Tourism
Development Authority



INDUSTRY METRICS

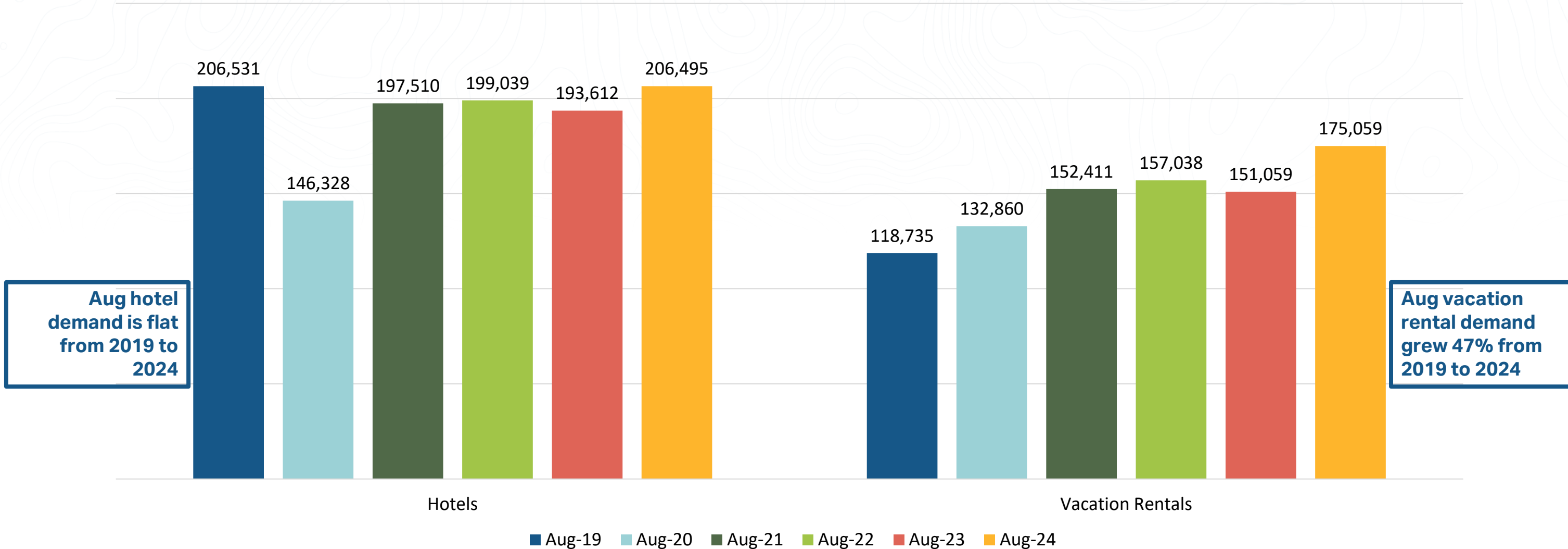
EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

AUGUST LODGING OCCUPANCY



Sources: Smith Travel Research & AirDNA

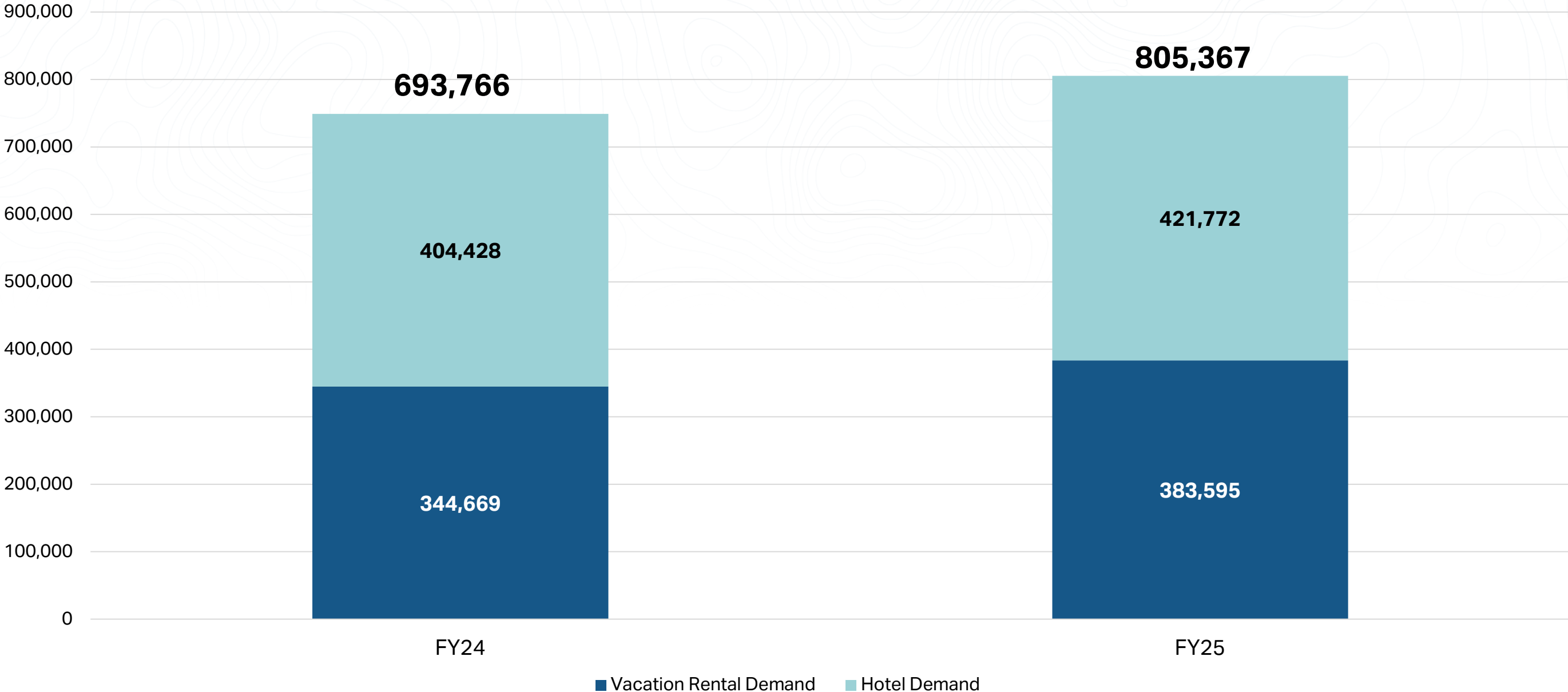
AUGUST LODGING DEMAND



Sources: Smith Travel Research & AirDNA

TOTAL ROOMNIGHT DEMAND

Up 16% FYTD



Sources: Smith Travel Research & AirDNA



DESTINATION STEWARDSHIP FRAMEWORK

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

WHAT IS DESTINATION STEWARDSHIP?

Aligning With and Investing In Broader Community Priorities Through Travel & Hospitality

Travel and hospitality plays an essential role in stimulating economic growth, cultivating diverse communities, fueling entrepreneurship, and improving the places we call home.

As travel has grown and matured around the world, destination marketing and management efforts are evolving in turn. According to the World Travel & Tourism Council, destination stewardship is an approach that works in balancing and meeting the needs of a destination and its communities—in economic, cultural, and environmental terms.



FRAMEWORK TOWARD DESTINATION STEWARDSHIP

This framework aims to balance and harmonize the diverse needs of Asheville and Buncombe County through the lens of economic, cultural, and environmental sustainability.

It builds on the authority's **strategic imperatives**, cultivated from more than 100 hours of community listening and planning efforts, to balance visitor experiences and resident quality of life.

The framework outlines **existing strategies** and **establishes benchmarks for measuring progress** toward destination stewardship.

By embracing destination stewardship, Explore Asheville is working towards a future where travel, hospitality, and the community can flourish together through sustainable growth that honors and conserves the authentic character of the Land of Sky region.



HOW WE MEASURE SUCCESS

Establishing Benchmarks Towards Destination Stewardship



Results of an annual
*Resident Perspectives on
Tourism* survey



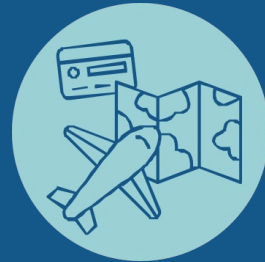
Annual investment in TPDF and
LIFT projects



Monitoring visitor/local use of
community investments sites



National spotlights achieved
through public relations



Airport passengers and
lodging demand



Hotel rooms booked as a result
of meetings/events influenced
by Explore Asheville



Monitoring length of stay



OTHER CEO UPDATES

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

AIRPORT ROUNDTABLE

September 11-13, 2024

Explore Asheville partnered with the Asheville Regional Airport to co-host a national airport roundtable.

Record-breaking 65 attendees, including 9 airline representatives from the following airlines:



On the heels of hosting, Delta Airlines announced it will begin flying nonstop from Boston to Asheville on Saturdays and Sundays beginning May 10, 2025.



Delta to add nonstop flight between Asheville and Boston

[msn.com](https://www.msn.com)

BCTDA ANNUAL MEETING RECAP

Thanks to those who joined us for our most recent partner event!

Nearly 300 travel and hospitality partners, community leaders and colleagues gathered on September 16 to celebrate more than 40 years of shaping and investing in Asheville's deeply rooted, ever-evolving community.

- Keynote speaker Rohit Bhargava inspired attendees to think and market in non-obvious ways
- McKibbon Hospitality was recognized as the 25th annual William A.V. Cecil Award
- Outgoing BCTDA board members were honored
- Street Sinatra dazzled with opening and closing acts
- Networking reception allowed partners to foster new and stronger community connections

Most attendees had never been to the Crest Center Pavilion.




FY24 BCTDA ANNUAL REPORT

Major accomplishments of the organization captured

EXPLORE
ASHEVILLE

POWERED BY

**Buncombe County Tourism
Development Authority**



ANNUAL REPORT FISCAL YEAR 2023-2024

BCTDA Investments Powered by Visitors

The BCTDA leverages visitor dollars to enhance Asheville's distinct character and quality of place, benefiting both residents and visitors through the Tourism Product Development Fund (TPDF) and Legacy Investment from Tourism (LIFT) Fund.

Allocating one-third of the lodging tax from overnight stays, the organization funds strategic community projects in partnership with local government and nonprofits. These investments focus on preserving historical assets, elevating cultural venues, creating new experiences, and enhancing natural attractions.

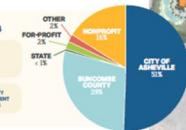
Since 2001, the authority has committed \$96 million to 51 community projects.

TPDF & LIFT FUND INVESTMENTS 2001-2024

79% TO CITY & COUNTY GOVERNMENT PARTNERS

\$49M TO CITY GOVERNMENT PARTNERS

\$27M TO COUNTY GOVERNMENT PARTNERS



2023 TDPF Grant Cycle Recipients

In October 2023, the BCTDA approved \$6.14 million of new investments in three major tourism opportunity projects, including nearly \$23 million committed to McCormick Field in July, the authority invested more than \$29 million in TPDF awards in FY24, marking the largest annual investment since the fund's inception.


- Buncombe County Erika Recreation Destination: Phase II
- City of Asheville Historic Charles Center Asheville Upgrades
- Western NC Agriculture Center Equine Facility Modernization
- City of Asheville McCormick Field Centennial Restoration & Capital Improvements Project

Legacy Investment from Tourism Fund

In the inaugural cycle of the Legacy Investment from Tourism (LIFT) Fund, the authority invested nearly \$10 million in 12 tourism-related community projects across Buncombe County.

The LIFT Fund underwrites the authority's investment capabilities to tourism-related capital projects that will increase percentage of lodging facilities and benefit the community at large.

2024 LIFT Fund Grant Cycle Recipients



- Buncombe County Ferry Road Community Affordable Housing, Conservation, and Public Recreation
- City of Asheville
 - Case Avenue Complete Street
 - ExploreAsheville.com Arena Capital Maintenance
 - Aston Park Tennis Center Court Rebuild Design
- Blue Ridge Parkway Foundation Craggy Gardens Visitor Center Upgrades
- Hood Huggers Foundation Blue Note Junction Phase I Construction
- RiverLink Gateway Park
- Asheville Museum of Science Museum Repair and Expansion Plan
- Media Arts Project SuperNova Immersive Experience Project Design
- Asheville Botanical Garden Asheville Botanical Garden Renovation
- Swananona Valley Fine Arts League Red House Gallery and Studios
- Black Wall Street AVL Visitor Experience Upgrade

Promoting & Supporting Asheville's Creative Spirit

GOALS

- Sharing stories of creators and makers who differentiate our destination through food and drink, visual and performing arts, experiences, and more
- Supporting product development, placemaking, and community connections, enabling new experiences and business opportunities throughout our community

Cinematic Momentum for Seasonal Travel Boosts

Explores Asheville positioned Asheville and Buncombe County as a summer camp and winter wonderland destination by gaining cinematic momentum in two films on the big and small screens. An integrated marketing campaign partnership with Hallmark amplified *A Bit More* Christmas movie, highlighting historic and iconic Blue Ridge holiday experiences. The *Summer Camp* movie promotion shined light on the storied summer camp tradition in the Blue Ridge Mountains, creating articles and corresponding social media posts inspiring visitors to relive their summer camp experiences and to explore where the movie stars visited.

Inspiring Cultural Discovery in New Curated Field Guide

Wildsam is known for its story-driven field guides to cities, national parks, and iconic destinations. The *Wildsam Asheville Field Guide* features an editorial covering Asheville's wide range of offerings. 64 partners, a one-day itinerary and a section dedicated to the local art and craft scene. Asheville's custom digital guide is only the second Wildsam has launched.

Scan the QR code to explore the Wildsam Asheville Field Guide

Spotlighting One-of-a-kind Gifts from the Asheville Creative Community

The *Welcome Bag Gift Guide* introduces visitors to Asheville's vibrant creative community. Meeting planners can choose from a curated selection of local visual art, specialty foods and beverages, outdoor gear, tableware, and other unique products to provide to their visiting meetings and groups. These distinctive local gifts honor Asheville's creative community, talented artisans, and businesses.

5th Best Beer City — USA TODAY 10 BEST CHOICE TRAVEL AWARD

9th Best Food Destination — TRIPADVISOR

ACHIEVEMENT HIGHLIGHTS

- Launched a local content creator initiative to support 10 local creators in producing social-first, short-form video content that depicts diverse, live person, follow-along journeys through Asheville
- Landed a CBS Morning's Surprise Trip where correspondent David Byrnes and travel writer Taitze Deier Owner and Executive Chef Steven Goff. Restoring the creative and kind spirit of our community
- Amplified Asheville's music scene through a Back Porch Concert series featuring six local artists at three music venues in collaboration with AVL, Feet and Garden & Gun
- Reintroduced local businesses and talent through 22 activations at our partner events
- Supported local businesses Twin Destin and Astral by purchasing locally made apparel and gear for staff uniforms to wear at national trade shows and partner events, spotlighting the talent of our destination

LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

September Events

- Boomtown FestAVL & Symphony in the Park
- Punch Bucket Literary Asheville Festival
- Eliada Fall Festival and Corn Maze
- Sow & Grow Fest
- ASAP Farm Tour
- The Big SPEAK: Aspire Higher
- Asheville Quilt Show
- Goombay
- Blue Ridge Pride Festival

October Events

- Southern Appalachian Highlands Conservancy - Appalachia Day
- 3rd Lovely Asheville Annual Fall Festival 2024
- LEAF Global Arts Festival

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.



YMI RIBBON CUTTING & GOOMBAY

Grand Re-opening September 26 at 10 am; Goombay Returns September 27–29

The YMI Cultural Center, a cornerstone of Asheville's historic Black business district, has undergone a transformative renovation, enhancing its ability to serve as a vibrant community hub.

The BCTDA has invested \$800,000 in the revitalization of the center, which includes:

- upgrades to the historic auditorium and gallery;
- a modern conference room;
- flexible classroom and workshop areas;
- and upgraded catering kitchen.

With newly revitalized spaces, the Center is poised to host a wide array of experiences that will engage and inspire the community, all while paying tribute to its founders' legacy.

The YMI aims to deepen its connection to Asheville's vibrant cultural scene and provide even greater opportunities for celebrating and sharing Black heritage.





SPORTS PROGRESS

Michael Kryzanek, CHME
Explore Asheville | VP of Business Development



ASHEVILLE'S EVENT EVALUATION CRITERIA

Determining whether an event is a good fit for our community



Direct Spending Impact: What's the revenue potential from a tourism perspective? Additionally, what revenue potential is there for local sponsors alongside the BCTDA?



Value of Brand Exposure: What's the potential value of media exposure (advertising and earned media) and is the audience on-brand for Asheville?



Engagement/Incentive: What's the potential opportunity for client/customer engagement and entertainment for sponsors/partners (BCTDA as well as other partners)?



Environment/Sustainability: Is there a potential environmental opportunity or risk to consider?



Infrastructure/Legacy: Are there legacy benefits associated with the event?



Inclusivity: Is our diverse community likely to engage in the event as suppliers, spectators, participants, etc.?

EAST COAST STATE POLICE WOMEN'S CHARITY SOFTBALL TOURNAMENT

Bob Lewis Ballpark | September 20-21, 2024

- More than 125 law enforcement officers from 10 states
- Benefitted the Warrior Jace Thompson Foundation
- Highlights included grand opening ceremony, flyover by the Aviation Bell 429 and games
- BCTDA has invested \$2 million in Bob Lewis Ballpark
- **Estimated Direct Spend - \$108,000+**



USA TRACK & FIELD'S RUNJUMPTHROW

UNC Asheville's Karl Straus Track | October 19, 2024

- On the heels of stellar USA Track & Field performances at the Summer Olympics, UNCA Athletics will host a Run Jump Throw event sanctioned by USA Track & Field and sponsored by First Bank and Explore Asheville on Saturday, October 19
- Hands-on learning program that gets kids excited about physical activity by introducing them to the basic running, jumping, and throwing skills through track & field
- Free event for kids ages 7-12 who register in advance
- BCTDA invested \$1.5 million in the renovation of the Karl Straus Track to host events such as this for our community



runjumpthrow
HERSHEY / USATF

EXPLORE ASHEVILLE
POWERED BY
Buncombe County Tourism
Development Authority

sponsored by: FIRST BANK

JOIN IN ON THE FUN!

LEARN TO RUN FAST. JUMP HIGH. THROW FAR.

USA Track & Field and Hershey teamed up to create RunJumpThrow (RJT), a hands-on learning program to get kids excited about physical activity by introducing them to basic running, jumping and throwing skills through track and field. RJT offers a variety of activity stations including agility, relays, jumping, throwing, hurdle drills and and much more.

FREE EVENT FOR ALL!

**DATE & TIME: Saturday, Oct. 19
10 am - 12 pm**

**WHERE: Karl Straus Track
UNC Asheville Campus**

Ages 7-12

For more information visit
uncabulldogs.com/runjumpthrow
or contact **Dani Nicosia**
(dnicosia@unca.edu)

[USATF.ORG/RUNJUMPTHROW](https://usاتف.org/runjumpthrow)

SOUTHERN CONFERENCE WOMEN'S VOLLEYBALL UPDATE

ExploreAsheville.com Arena at HCCA | November 21-24, 2024

- 2024 marks the first time the tournament will be hosted exclusively at a neutral location for all teams
- To date, ticket sales in Asheville are nearly 100% of all sales last year, 2 months out
- Explore Asheville, ABRSC and Harrah's Cherokee Center staff collaborated to land the championship for Asheville for the next three years; Ingles signed on to support as the title sponsor
- The agreement between HCCA and SoCon includes 2024, 2025 and 2026 tournaments, with the option to extend to 2027 and 2028
- Tournament will be the first event using multi-sport courts for the ExploreAsheville.com arena as part of the authority's recent \$1.586 million investment in the City's facility
- **Annual Estimated Direct Spend - \$160,000+**



NEW AMATEUR EVENTS COMING TO ASHEVILLE

As part of Explore Asheville's partnership with Airstream Ventures



- November 8-10, 2024
- Participating Club Teams: Clemson University, East Carolina University, High Point University, Kennesaw State University, NC Stat University, Nova Southeastern University, University of South Carolina, UNC-Charlotte
- 650 roomnights
- Host Venue: Bob Lewis Ballpark, a \$2 million TPDF project
- **Estimated Direct Spend - \$293,000**



- July 2025
- United Flag Football League Weekend Warrior Series
- Flag football will be an Olympic sport in 2028
- 815 roomnights
- Host Venue: John B. Lewis (JBL) Soccer Complex, a \$2.4 million TPDF Project
- **Estimated Direct Spend - \$345,000**

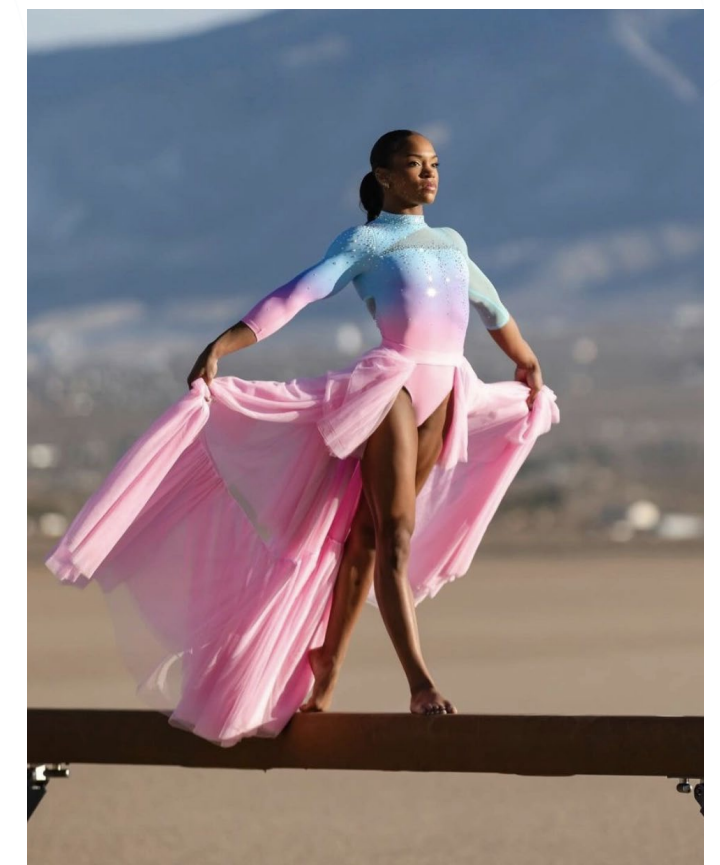


- July 2025
- Florida Prep Lacrosse
- 50+ teams
- 3,000+ roomnights
- Host Venues: JBL + Buncombe County Sports Park, a \$10.8 million TPDF project
- **Estimated Direct Spend – \$2 million+**

SHE CAN FLY WITH SHILISE JONES

ExploreAsheville.com Arena at HCCA | January 17-19, 2025 and January 14-19, 2026

- A women's gymnastics competition tour open to levels 1-10 & Xcel with 800-900 gymnasts and 2,500 guests
- Registration is nearly full four months out
- Shilese Jones is a decorated American artistic gymnast
 - Member of the teams that won gold at the 2022 World Championships, 2023 World Championships, and the 2018 Pan American Championships
 - 2022 World all-around and uneven bars silver medalist and the 2023 World all-around and uneven bars bronze medalist
 - Two-time U.S. National Champion on uneven bars (2022–2023) and the 2022 U.S. National Champion on floor exercise
- Host Venue: ExploreAsheville.com Arena at HCCA, a total of \$7.936 million in investment from the authority
- **Annual Estimated Direct Spend - \$1.38 million**



2025 USA ARCHERY NC STATE INDOOR CHAMPIONSHIP

Warren Wilson College | January 31 – February 2, 2025

- 250 archers competing and roughly 600 spectators
- 690 roomnights
- Host Venue: Bryson Gymnasium at Warren Wilson College
- **Estimated Direct Spend - \$300,000+**



QUESTIONS

INPUT

COMMENTS



COUNTY UPDATES

Brenda Durden

(on behalf of Commissioner Terri Wells)

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

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

LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, September 24, 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

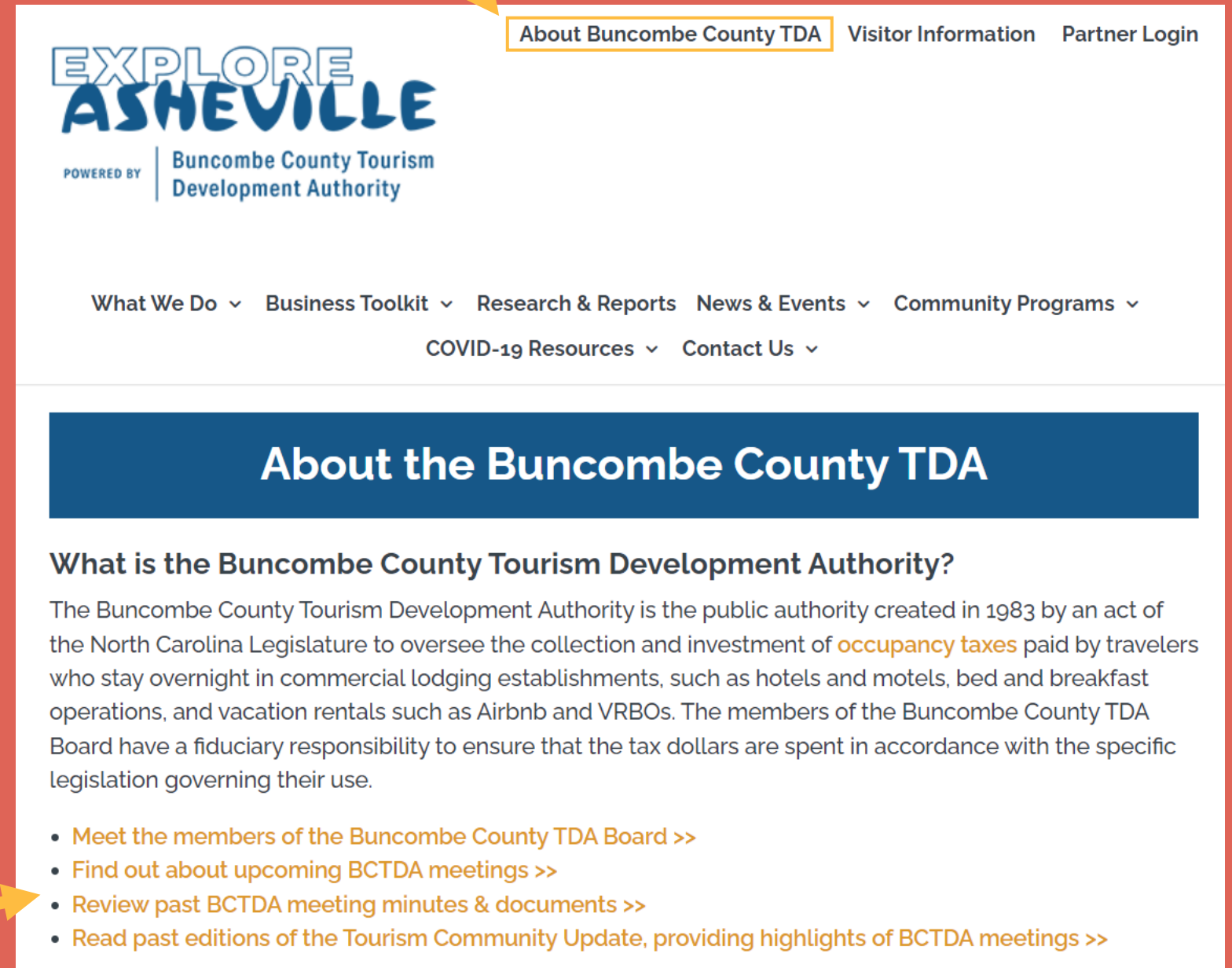
Chair Brenda Durden

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

The next BCTDA meeting will be held on Wednesday, October 30, 2024, at 9:00 a.m. in the Explore Asheville Board Room

For more information go to:

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



The screenshot shows the 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 has 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 to the first link in the list.



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, October 30, 2024 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority