



Buncombe County Board of Commissioners

Request for Board Action

Meeting Date: 9/3/2019

Presentations

Department: Tourism Development Authority (TDA) **Presenter(s):** Stephanie Brown

Contact(s): Stephanie Brown, Timothy Love

Subject: Tourism Management and Investment Plan (TMIP) Update

Brief Summary:

The Tourism Management and Investment Plan (TMIP) is a collaborative process to bring public entities, tourism officials and the community together with data resources to develop a framework to guide the long-term investment of BCTDA's Tourism Product Development Fund (TPDF).

The goal of TMIP is to become more proactive and strategic in how the TPDF revenue is invested in future years, within state legislative mandates, in a way that will allow Buncombe County to manage the challenges and maximize the benefits of tourism.

TDA will provide an update on the TMIP assessment phase which includes the results of public input sessions, public sentiment survey and discussions with stakeholders.

Recommended Motion & Requested Action:

No requested action.

County Manager's comments and Recommendation:

No requested action.