



**TOURISM
MANAGEMENT
& INVESTMENT PLAN**
TO DEVELOP
*Community
Assets*

Explore **ASHEVILLE**

The background of the slide is a collage of black and white photographs. At the top, there are images of trees and a brick building. In the middle, there's a faint image of a historic building with the words 'PUBLIC' and 'HOUSE' visible. At the bottom, there are photos of people sitting on wooden benches in a park-like setting.

BCTDA MISSION

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.

BCTDA VISION

Asheville/Buncombe County will retain its unique, authentic and environmental charm while welcoming global visitors searching for personal enrichment and memorable experiences.

Explore Asheville

Convention & Visitors Bureau



MARKETING
& PR

GROUP SALES
& SERVICE

PRODUCT
DEVELOPMENT



75%



25%



**Spend
\$2 Billion
Annually**

**3.9 Million
overnight &
7.2 Million single day
VISITORS**

**Putting
18,346
People to
Work**

PUBLIC BENEFIT: TAXES

Visitors Generate \$199 million of State and Local Tax Revenue

Sales Tax Revenue Generated by Visitor Spending



Visitors Generate 31%

Tourism-Related Property Tax Revenue



Visitors Generate 19%

The property tax value of hotels properties will double in 7-year span.

2015 = \$6.4 million | 2019p = \$9.1 million | 2022p = \$12.7 million

TOURISM PRODUCT DEV. FUND

Enabled by State Legislation in 2001

- Mandated for Capital Projects
- Must Significantly Increase Overnight Visitation to Buncombe County
- Evaluated by TPDF Committee
- Largest source of grant funding in WNC prior to Dogwood Trust



TPDF GRANT RECIPIENTS

\$44 Million to 39 Community Projects

- JBL Soccer Complex
- Grove Arcade
- Arboretum – Bonsai Garden, Lights and Parking
- Asheville Visitor Center
- Pack Square
- Asheville Art Museum
- Orange Peel
- Civic Center
- Montford Park Players
- UNCA Field Lights
- The Collider
- Enka Center Ballfields
- City Riverfront Redevelopment
- Museum of Science
- WNC Nature Center
- Asheville Community Theater
- Montreat College Track and Field
- WNC Farmers Market
- Black Mountain College Museum
- Enka Recreation Destination
- Woodfin Blueway and Greenway
- Center for Craft

2018 TPDF GRANTS

- YMI Cultural Center
- LEAF Global Arts Center
- Stephens-Lee Museum
- Arboretum Lights and Parking



TPDF: NEXT GENERATION



www.AshevilleCVB.com/TMIP

Maintaining the quality of our community for residents is maintaining the quality of our community for visitors.

We understand that it is critical to preserve, protect and grow sustainably for the mutual benefit of residents and visitors alike.

TPDF: NEXT GENERATION



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Cornerstones of the planning process include **community input and collaboration with public entities** to find **alignment between the legislative mandate of the fund**, the **priorities of the residential community**, and **opportunities to manage tourism impacts** to sustain and enhance quality of place.

TPDF: NEXT GENERATION

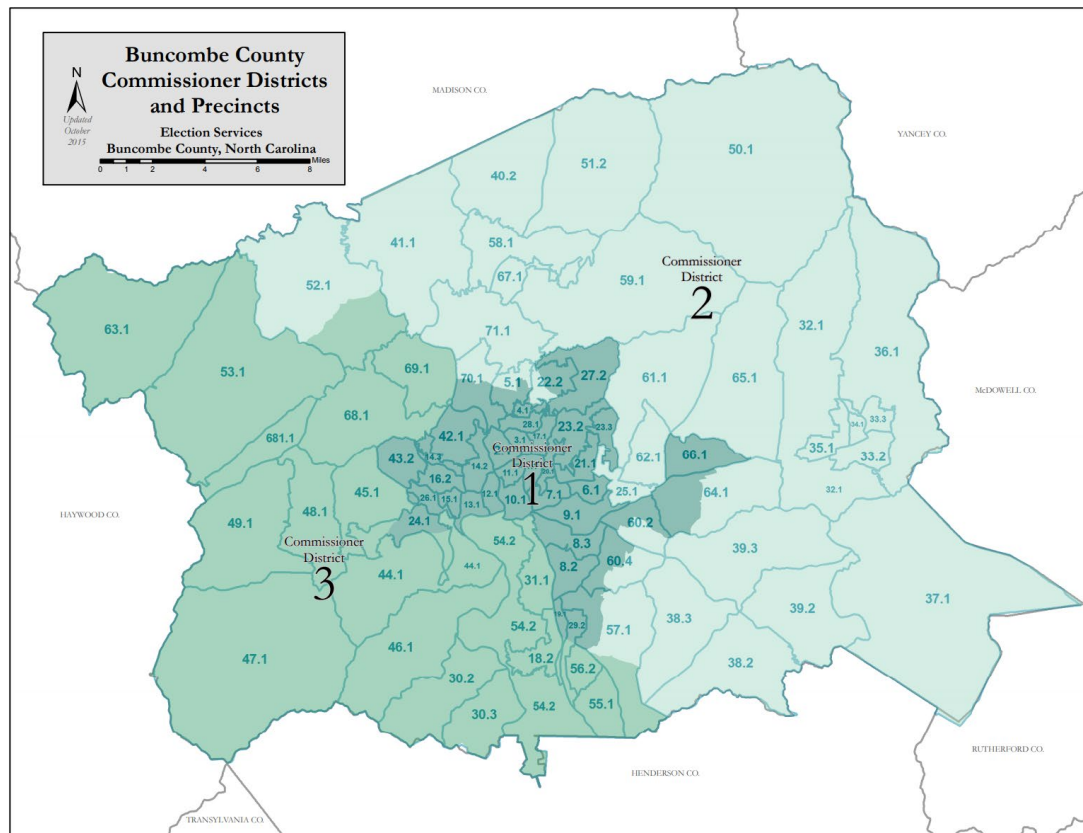


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Transition from application-based process to community investment strategy.

1. Community Engagement to Establish Priorities for Needs and Opportunities
2. Collaboration with public entities
3. Investment strategy for 10 or more years

COUNTY DISTRICTS



Commissioner districts provides an approach for categorizing potential projects geographically.

Legislative mandate is to evaluate the investments according to the goal of the fund:

1. To attract overnight visitors to Buncombe County.
2. Provides funding for capital investments.



The Planning Process

THE PLANNING PROCESS

PHASE 1

Assessment

PHASE 2

Discovery

PHASE 3

Collaboration

PHASE 4

Prioritization

We are here!

April 2020

TMIP STRUCTURE



Municipal Partner Project Teams

Collaborates with consultant team to align community projects with the goals of the Fund.

Tourism Product Development Committee

The Tourism Product Development Fund Committee recommends projects to the BCTDA for approval.

Buncombe County Tourism Development Authority

The BCTDA approves the allocation of funds.

PHASE 1: ASSESSMENT



Generate and compile data into a holistic picture of the project potential and determine strategies for further development.

- Existing Plans & Best Practices Review
- Development Finance Review
- Market Analysis
 - Local Economy
 - Retail Market
 - Lodging Market
 - Mobile Data Analysis
- Community Sentiment Survey | Public Input Workshops
- Existing Conditions Analysis Report & Presentation

Deliverables:

- Existing Conditions Analysis Report
- Presentation to BCTDA Board
- Presentation at a Public Forum with the Community Leadership Council

PHASE 1: ASSESSMENT

What have we done



**Tourism Management Forum
Week of October 21**

PHASE 1: ASSESSMENT



What have we done

Two input meetings with the Community Leadership Council

Three Public Input Workshops

Meetings with County and City project teams and other community groups

Community Sentiment Survey

Visitor Sentiment Survey

Existing Conditions Analysis



PHASE 2: DISCOVERY



Assess needs and opportunities by reviewing projects for consideration for future TPDF grants.

- Conduct Project Review Work Sessions with public entities including municipalities
- Review Projects with Steering Committee
- Conduct Interim Work and Review Sessions

Deliverables:

- A Summary Report of Potential Projects
- Public Presentation

PHASE 2: DISCOVERY



What are we doing?

PGAV will return September 10-11 to meet in small stakeholder groups: sports, arts, environment, committee chairs, city and county project teams

The BCTDA will receive a detailed update September 25

Two meetings are scheduled with Stephanie, Avril and Debra

Additional meetings will be scheduled to occur after the Tourism Management Forum

PHASE 3: COLLABORATION



Evaluate and prioritize potential opportunities.

- Facilitate a Series of Meetings with Public Partners and Stakeholders
- Facilitate Public Input
- Develop Tourism Management and Urban Design Strategies

Deliverables:

- Urban Design and Tourism Product Concepts
- Site Plans
- Image Boards and Narratives
- Sketches and Renderings
- 3-D Models
- Cost Estimates/Budget Allocations

PHASE 4: PRIORITIZATION



Prioritize community needs and opportunities and create strategies for long-term investment of TPDF funds.

- Community Asset Development Priorities and Funding Strategies
- Project Prioritization Work Session
- Review and Present Funding Options

Deliverables:

- Strategic Prioritization Plan
- Implementation Matrix
- Final Illustrative Site Plans
- Final Report & Presentation to Steering Committee, CLC, and TDA Board.

Questions?